



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Recycle for London
Country/Region: United Kingdom
Name of nominated project developer: Tristram Stuart /Feeding the 5000
Name of nominated action: Feeding the 5000
Place: Trafalgar Square
Town: London
Region: Greater London
Country: United Kingdom
Website: www.feeding5k.org
Nominee **category**: Association/NGO
Dates of action: 18-27/11/2011

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:



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4. Please give a detailed and precise description of the action

Feeding the 5000 provided a free hot lunch made entirely out of fresh surplus produce that would otherwise go to waste for more than 5000 members of the public in Trafalgar Square in one lunchtime event on the 18th November 2011. The principal aim was to educate and engage businesses, government organisations and the public on the practical and positive solutions to the food waste problem, and to profile the activities of the partner organisations including the food redistribution charities FareShare and FoodCycle. These charities collect surplus quality food from businesses on a daily basis and redistribute it to vulnerable members of society.

In addition to the main task of feeding 5000 people with a hot meal, a number of additional focal points were included at the event in collaboration with the event's partners. Included in these were FareShare's public interactive surplus vegetable sorting exercise; additional cooking in the square by well-known chefs in collaboration with FoodCycle and Love Food Hate Waste to inform the public on ways to reduce food waste at home; livestock brought on site by Friends of the Earth to demonstrate this avenue for legally permissible food waste diversion as a way of turning it back into food; and public-interactive surplus-apple pressing as a fun exercise that the public and schools can replicate on their own. The event also provided a strong impetus for businesses and the public to implement practical solutions to the problem of food waste in London and beyond.

The event launched a campaign to gather signatories to a public pledge whereby members of the public undertake to cut food waste at home and encourage businesses to cut their food waste. Businesses were invited to sign a pledge agreeing with the principles of the Food Waste Pyramid, which has been developed by the event partnership as a policy guide and a practical online tool to help implement food waste reductions. The drive to gather signatories was rolled forward throughout the EWWR, using the event as an impetus to encourage the public and businesses to sign up.

The event and ongoing campaign surrounding it was delivered with the support of the Mayor of London and in partnership with FareShare, FoodCycle, Love Food Hate Waste, School Food Matters, Friends of the Earth and Recycle for London.

Feeding the 5000 highlighted the very substantial benefits to the local and global environment and society through reductions in food waste; these include reducing global warming (an estimated 10% of the world's greenhouse gas emissions come from producing food that is wasted, and eliminating domestic food waste in UK homes would be the equivalent of taking one in four cars off the road); maximising the value of food waste as material for the production of compost, energy (through anaerobic digestion) and livestock feed; helping to solve problems associated with food waste disposal (methane emissions, landfill space, vermin, odours); reducing pressure on water supplies locally and globally; reducing pressure on agricultural land and forests; enhancing local and global food supplies.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

More than 5000 members of the general public were provided with a free meal at the event and many more attended on the day. The event's messaging reached millions more people through the extensive media coverage that spanned national, regional and international outlets. A media coverage report of the event is appended to this document. The event's website www.feeding5k.org received 22,063 visits in the days between the 10th and 30th of November, with 5,939 hits on the 18th of November only. The event's coverage helped promote London as a city spearheading the efforts to tackle food waste at the national and international level and a leader in bringing about real and long lasting change.

The public were invited to sign a pledge to commit to reducing their domestic food waste and asking businesses to take action. Through the signature collection system on the day and via the online sign up form 5824 signatures were gathered. More than 3000 individuals also signed up to the Love Food Hate Waste (LFHW) newsletter and over 4000 LFHW/FoodCycle recipe cards were distributed on the day. This helped spread the message of the potential in using up leftover or unwanted ingredients and the benefits of taking up measures to reduce food waste in UK households.

Similarly, London's food businesses were invited to sign up to the Food Waste Pyramid tool, designed by Tristram Stuart in collaboration with the Feeding the 5000 steering group. Business signatories to date represent a wide range of sectors of the food supply chain: food retailers, caterers, a food market, big food manufacturers and restaurants. The number of sign-ups is growing through our ongoing business engagement work. For a list of signatories to date, please see <http://www.feeding5k.org/businesses.php>. In coming weeks, the website will also feature case studies of best practice in food waste avoidance among London's food businesses.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact



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Feeding the 5000 is an 'umbrella' event designed to convene an innovative partnership of charities and government organisations that work on the issue of food waste. The event was a spectacular celebration of the solutions to the food waste problem and employed novel and interactive ways to raise awareness of food waste among both the public and London's food businesses. Its focus is on the importance of 'food waste avoidance' measures, thus advancing the food waste agenda beyond just 'avoiding landfill'

In addition to the extensive media coverage that drew high profile attention to the work of partner charities, important ongoing links were made between food redistribution charities and food businesses that provided fresh produce for the event. Subsequently to the event, more than three tonnes of surplus carrots and other vegetables were donated by Produce World and other farmers to FareShare for redistribution through their ordinary channels. This represents a significant amount of value transferred to FareShare and helped provide thousands of meals to vulnerable people. Following the event, Food for All, the charity that prepared the curry for the event, also received a donation of 10 tonnes of rice, which amounts to approximately 10000 portions for its beneficiaries across central London.

The Feeding the 5000 event and surrounding campaign also spurred parliamentary action with regards to UK government legislation and policy on food waste issues. Subsequently to the event, Defra Minister Lord Taylor of Holbeach wrote to Defra officials requesting information on quantities of food at the farm level that could be used for feeding people but which is currently either wasted or fed to livestock. This was very helpful in that it highlighted the lack of available data on the issue.

Tristram Stuart, organiser of the event, held a series of meetings with Defra officials, to discuss potential policies on food waste avoidance, such as encouraging food redistribution by clarifying the existing food safety legislation that covers food donations and communicating this to the food industry. The UK government's position on the upcoming review of the EU ban on feeding Animal ByProducts to pigs and chickens and the benefits of this avenue for food waste diversion were also discussed.

On the 6th of December 2011, Baroness Jenkin of Kennington tabled a question for short debate in the House of Lords related to the environmental and economic impacts of feeding food waste to livestock (one of the key messages of the event). In January 2012, Kerry McCarthy MP convened a meeting between representatives from FoodCycle, FareShare, Love Food Hate Waste, Zac Goldsmith MP and Tristram Stuart to discuss options for parliamentary action on food waste and proposals for a Ten Minute Rule Bill on food waste to be tabled in Parliament in March 2012.

The Feeding the 5000 model of working in a multistakeholder platform is easily replicable across the EU. Several replica events have already been organised in other areas of the UK and Europe since the first Feeding the 5000 event in 2009 and more are planned in coming months with the London event as their inspiration.

7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

Event homepage – www.feeding5k.org

Official event video - http://www.youtube.com/watch?v=bGExvcFlpXo&feature=player_embedded

Photos of the event can be found here <http://www.flickr.com/photos/68861078@N02/sets/72157628143442393/>

A media impact report is appended to this document and can also be found here <http://www.feeding5k.org/press.php>

The Food Waste Pyramid policy guidance tool and business signatories list: <http://www.feeding5k.org/businesses.php>



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