



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: Zero Waste Scotland  
Country/Region: Scotland, UK  
Name of nominated project developer: Orkney Zero Waste  
Name of nominated action: Local Produce Evening  
Place: Orkney College  
Town: Kirkwall  
Region: Orkney  
Country: Scotland  
Website: [www.orkneycommunities.co.uk/OZ/](http://www.orkneycommunities.co.uk/OZ/)  
Nominee **category**: Association/NGO  
Dates of action: 21/11/11

### 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 nominated action**

Orkney Zero Waste created an interactive evening which brought together local producers and consumers and educated residents in a fun and interactive way about reducing food waste and the benefits of buying local. Local food and drink producers set up stands with tasters of their food products, and provided participants with information about how to reduce the amount of waste they produce. The general public were invited to attend to taste local produce, and learn the value of buying local and food miles.

Information about reducing food waste was provided at a Love Food Hate Waste stall. The Love Food Hate Waste (LFHW) campaign is run in Scotland by Zero Waste Scotland and aims to raise the awareness of avoidable food waste produced by Scottish households. The campaign has two primary aims: to raise awareness of the economic and environmental cost associated with avoidable food waste; and to provide the necessary skills, knowledge and tools needed by householders to reduce the amount of waste they produce.

The Love Food Hate Waste stall featured a local chef creating 'LFHW tasters', using local produce and showing people how to use leftover products and reduce food waste in the home. A freezer game was also utilised which educated people on what foods they can freeze and offering tips and advice.

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

The target audience for this event was the general public in the local area of Orkney, in particular those with an interest in food or environmental issues. In addition, the local producers and college students were targeted with food waste messages.

The action motivated this audience by providing them with a fun, interactive evening which educated with practical advice on reducing food waste, linking this to buying local and supporting the local community.

Between 50 to 60 local residents attended.

**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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1. Visibility and communications aspects - The event was well publicised in the area, with Orkney Zero Waste placing press releases and adverts, and promoting the event through their Facebook account. Local paper The Orcadian promoted the event both in the paper <http://www.orcadian.co.uk/2011/11/love-food-think-local/> and through their Twitter account. The event was also publicised through the local producers involved in the event, and through the college.
2. Good practice, originality and exemplarity - The action showed how producers and consumers can come together to promote waste prevention, offering information about how producers manage waste in their everyday processes, while offering practical advice to households on how to reduce waste at home. The action also linked this issue to the importance of buying local, for example reduced packaging; while delivering the secondary message of supporting the local community. All of this was done in a fun and interactive way, attracting the attention of the local community.
3. Quality of content and focus on waste prevention - Food waste is a high priority area, and the action focuses on this in an engaging way. The practical advice offered means that participants take away real knowledge.
4. European reproductibility - This action could be reproduced in any community, particularly those with a good variety of local produce.
5. Follow up in the long-term and lasting impact - This action has long term significance as it educated people on the value of reducing food waste and how to achieve this, as well as the value of buying local produce (reducing food miles, our carbon footprint and supporting the local economy). Participants were engaged and committed to introduce small changes at home.

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

