



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Catalan Waste Agency (Agència de Residus de Catalunya, ARC)
Country/Region: Catalonia (Spain)
Name of nominated project developer: Espai Ambiental Association
Name of nominated action: "Let's not throw away a single scrap of food" ("De menjar no llençem ni mica!")
Place: Online
Town: Barcelona
Region: Catalonia
Country: Spain
Website: <http://nollencemnimica.wordpress.com/>
Nominee **category**: Association
Dates of action: 17 – 25 November 2012

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:

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



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EUROPEAN WEEK
FOR WASTE
REDUCTION

“Let’s not throw away a single scrap of food” is an awareness-raising campaign aimed at citizens that tackles the challenge of reducing food waste in the domestic sphere. Faced with the fact that our society wastes a huge amount of food and that a large proportion of this waste is generated by households, the aim is to invite citizens to find out about the issue and act directly from their homes.

The main goals of the campaign are:

- To raise citizens’ awareness of the global problem of food waste, informing them of its causes and consequences.
- To promote good practices and habits that help prevent food from being thrown away in a context of conscious consumption.
- To implement more sustainable consumption habits with a positive impact on reducing food waste.
- To reinstate the “food must not be thrown away” culture and foster the recognition of the value of food”

To achieve all of this, actions are implemented along three lines:

- 2.0 campaign through social networks involving the exchange of tips, recipes and information:
 - Blog: <http://nollencemnica.wordpress.com/>
 - Facebook: <http://www.facebook.com/nollencemnica/>
 - Twitter: <https://twitter.com/nollencemnica> @nollencemnica #jonollenço #EWWR #malbaratament #foodwaste
- Theory and practice workshops on food waste and prevention tools for households (held in civic centers, parents’ associations, other associations...)
- Actions in the streets: activities in public spaces to disseminate information and invite the general public to participate in initiatives addressing the correct way to preserve and make the most of food.

In all these activities food waste is approached from the perspective of environmental and social impact, quality food and home economics. Above all, it focuses on the provision of tools and on generating a debate on how to prevent food waste through household habits and consumption decisions.

The aspects that are addressed include the planning of food shopping, preserving food properly or understanding best before dates, but also aspects that enable consumers to have an impact on food waste in other sectors (food waste in restaurants, fostering the consumption of local produce, etc.).

Although the “Let’s not throw away a single scrap of food” campaign has been up and running since 2011, during the EWWR 2012, in addition to boosting the online campaign and holding workshops, the following specific actions were carried out:

- **1st #jonollenço tips and recipes photo competition for reducing food waste:** ideas, competition, tips and recipes to prevent domestic and restaurant food waste during the EWWR. One of the objectives of the campaign is the exchange of knowledge and practical ideas. Social networks are a great tool in this respect. The competition has aimed to promote this aspect by inviting Facebook and Twitter followers to share images that illustrate tips and recipes to prevent food waste. Three prizes were awarded: one for the most original or innovate recipe or tip, one for the most useful and applicable recipe or tip and one for the best contribution from bars/restaurants. Gallery of images of contributions: <http://goo.gl/MIZlj> Winners: <http://nollencemnica.wordpress.com/concurs/>
- **Information point and demonstration of the use of surplus fruit** at the Provençals market, the Exchange market of Moià and Cornellà del Llobregat (17, 18 and 24/11/2012). In order to disseminate the “Let’s not throw away a single scrap of food” message in the streets, during the EWWR an information point was set up on food waste at the entrance of one of Barcelona’s municipal markets. The information point included:
 - Panel with ‘ten rules to combat food waste’ (http://nollencemnica.files.wordpress.com/2012/08/decaleg_nologo.jpg)
 - “The food waste table”: composed of a table on which various items were placed (plates, glasses, bread bin, etc.) displaying quantitative and qualitative information on food waste and ways to prevent it in households.
 - “Do you get lost in your fridge?”: a game suitable for all ages aimed at showing the functions and characteristics of the fridge for preserving food in the best way.

In parallel, at Provençals market, a demonstration activity was held on making the most of surplus fruit in the market, turning it into juices that were handed out to market customers and traders in exchange for tips, advice and recipes for planning, shopping and cooking with leftovers.



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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

The target audience of the campaign is the general public. Different communication channels (internet and social networks, workshops, actions in the street) are used in order to reach a wide range of people. On the one hand, the use of social networks makes it possible to reach a younger collective (25 to 40 years) that does not identify with the 'food must not be thrown away' message as much as older generations. On the other hand, through the workshops it was possible to bring together people with different profiles (young people, families with young children, senior citizens...) and foster debate and a rich exchange of ideas and advice. Finally, the actions carried out in the street and in markets raised the profile of the campaign on a more general level.

Some quantitative data:

- 12 workshops and 3 information activities carried out, with more than 400 participants
- More than 10,000 visits to the blog
- 40 contributions to the #jonollenço tips and recipes competition
- 790 followers in social networks
- 7200 audience members on Twitter and Facebook during the EWWR

6. Please explain why you think this action is suitable 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 communicational aspects

The visibility and communication aspects are clear to see in the essence of the “Let’s not throw away a single scrap of food” campaign, which was implemented in order to inform the general public of the problem of food waste, its causes and consequences on an environmental, social and economic level.

One of its objectives is to underline the environmental dimension of food waste, highlighting the large quantity of resources used and the environmental impact generated during the life cycle of food, including the generation of waste.

However, the aim is not only to explain the problem, but also, through the implemented actions, to foster the debate on possible solutions and the exchange of experiences for preventions, both on a practical level (offering strategies, tips and advice for preventing household food waste) and in terms of raising public awareness, in an attempt to encourage consumption attitudes and habits that may lead to a reduction in food waste.

Through the actions carried out, four basic pillars are transmitted for reducing food waste: conscious consumption and the planning of meals and food shops; cooking in the right amount; preserving food; and cooking with leftovers. In short, the goal is to foster a return to the culture of valuing food and an attitude of ‘food must not be thrown away’. These are aspects that have fallen by the wayside as consumption habits have changed in society and the culture of abundance has blossomed.

2) good practice, originality and exemplarity

The Espai Ambiental Association is conscious of the fact that if environmental awareness campaigns are not properly thought out they may generate reluctance among the general public, which may perceive them as an exercise in preaching that transfers all the responsibility to citizens. That is why the campaign aims to transmit a positive message, encouraging a proactive attitude in its target audience and using friendly, innovate and fun communication strategies in order to achieve the complicity and participation of the general public.

Some examples of this are the use of ‘ugly fruit’ in workshops, to explain the reasons why in general lots of food are discarded for aesthetic reasons, or the #jonollenço competition, to encourage people to share ideas and involve them in the solutions.

Another example is the putting into practice of an action to address the issue of fruit waste in a market as part of an information stand for the general public, in order to highlight the problem of food being discarded on a commercial level and demonstrating one way to prevent it.

Social networks are used as a key tool for transmitting information and sharing knowledge with a sector of the general public.

At the same time, they have provided a platform where, in addition to highlighting the problem of food waste, people are encouraged to implement actions that may often be small and simple but have a large impact when it comes to preventing food waste.

3) quality of content and focus on waste prevention,

Thanks to the campaign, communication tools have been created to address the issue of food waste in workshops:

- Fridge with food stickers to show how to organise food properly.
- Cooking utensils and crockery that display key data on food waste today.
- Blog with basic and up-to-date information for addressing the issue and sharing tips and advice

4) European reproducibility

This campaign could be reproduced anywhere in Europe since it consists of information workshops, demonstration actions and an online campaign that can be adapted to fit any location. Moreover, the problem issue is common, the solutions are comparable and the need to share knowledge among citizens is similar and evident.

The communication tools produced for the project are essentially images (fridge with the food stickers) and with a small amount of information (dishes). They can easily be adapted in any language.

5) Follow-up in long-term and lasting impact

The “Let’s not throw away a single scrap of food’ campaign has been up and running for two years with the goal of placing the food waste issue on the public agenda. It aims to continue this work through the internet and by repeating some of the actions described above elsewhere in Catalonia. The citizen initiative with very little in the way of economic resources has gained a significant profile and has become a leading project in the prevention of household food waste in Catalonia. In recent months, interest has been shown in the campaign by several media outlets:

- Televisió de Catalunya TV 3 23/12/2012 <http://www.tv3.cat/videos/4396592/CAMPANYA-NO-LLENCEM-MENJAR>
- Televisió de Catalunya TV 3 30/01/2013 <http://www.tv3.cat/videos/4396592/CAMPANYA-NO-LLENCEM-MENJAR>
- El País newspaper Blog 01/2013 <http://blogs.elpais.com/3500-millones/2013/01/la-comida-no-se-tira.html>



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7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



#Jonollenco Competition Video available in English: <https://vimeo.com/59554305>



Information Point and practical demonstration Video at Vimeo: <https://vimeo.com/59568157>



Blog (including English version)
<http://nollencemnica.wordpress.com/>



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