



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Playbusters
Country/Region: Scotland, UK, Glasgow
Name of nominated project developer: Aran Morrison
Name of nominated action: Waste Watchers Cookoff
Place: St Mungo's Academy
Town: Glasgow
Region: Glasgow
Country: Scotland, UK
Website: www.playbusters.org.uk
Nominee **category**: Association/NGO
Dates of action: 21 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

The whole day was themed around facing up to the amount of waste we produce and how we can reduce levels of waste.

They contacted the local Tesco retail store and they donated a short-dated stock of food items that are commonly wasted. Therefore, produce used for the cook off was food that would have been thrown away while the commonly wasted items included in recipes were bread and milk.

The cookery session was named Waste Watchers Cook-Off and was specifically designed to make hearty food from food that would have otherwise been wasted, thrown away in landfill.

To supplement the recipes items were foraged from their community gardens. The prepared foods were a hearty winter soup and a satisfying bread and butter pudding.

To enhance the learning opportunity a food waste quiz was run during food preparation. Conversation regarding food waste and leftovers was also facilitated.

Participants were asked to make 3 pledges to reduce the waste in their lives and some of the habits they pledged to change included:

- Make compost from kitchen waste
- Make better use of the freezer
- Buy less/only buy what's required
- Plan meals before shopping
- Be creative with leftovers and making things from old items
- Reuse carrier bags



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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 was pupils/students. The aim was to practically demonstrate food waste prevention. If people appreciate how much food is wasted and how this can be prevented, half the problem is solved. Finding new ways to use food that would otherwise be wasted not only prevents waste of the food resource, but significantly saves cost for the home.



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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

The action is easy to replicate with no adaptation required. Further it can work for the general community, public or school children/students.

The lasting impact is a fresh perspective on the amount of waste (for which we are all responsible and lessons in ways to reduce food waste, reuse food that is usually scraped. It is a practical delivery of the Love Food Hate Waste campaign. But what makes this a bit different, apart from entrenching the learning through practical lessons, was the personal pledges that people made to reduce waste.

Evaluations of the session were completed by 14 of the 16 individuals whom attended.

Scale	1 Very little	2	3	4	5 A lot
Rating					
Q2 - How much did you enjoy the session?				5	9
Q3 - How much do you feel you've learned about the waste reduction?				5	9
Q4 - How much do you now feel inclined to change your habits to reduce the waste in your life?			1	6	7
Total	0	0	1	16	25

All participants said “Yes”, they got what they wanted out of the session, and comments on what participants enjoyed about the sessions included:

- “very interesting, learned a lot”
- “I have learned about freezing lots of items that i didn’t know about and how to make soup out of remaining veggies”
- “raised awareness of issues on food waste”
- “i learned about dates on food items”

What was particularly heartening was the dedication to the week. Playbusters had an inspired idea of harvesting wild fruit and turning the spoils into fruit pies. But they hadn’t appreciated that apple trees they had in mind were early croppers and come the week, there was no fruit to be had. They pressed on with the day, redesigning the active learning but maintaining the waste prevention message.



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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.

