



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Oxfordshire County Council
Country/Region: Oxfordshire, UK
Name of nominated project developer: Community Action Group Project
Name of nominated action: Dinnertime
Place: Turl Street Kitchen
Town: Oxford
Region: Oxfordshire
Country: UK
Website: www.cagoxfordshire.org.uk
Nominee category: Other
Dates of action: 18 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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Dinnertime is a celebration of food, family and friends. The idea is to reclaim food in your community by making and sharing a meal together, reducing the amount of food we throw away and maybe gaining a new skill along the way. The event is split into three parts:

- **Hunt & Gather**

Bring food you don't know what to do with from 3.30pm onwards. This could be tins you've had in the back of the cupboards for ages, spare vegetables, pulses, herbs and spices, left over apple crumble, etc. Generally, anything that's edible and too good to throw out. (Not meat or dairy products – food safety reasons)

- **Let's get cooking!**

Come and help prepare the meal, this is where the fun begins! Make something yourself, lead a group or simply give a helping hand. There will be plenty of cooking equipment and DinnerTime chefs on hand to give advice. All ages and abilities are welcome!

- **DINNER TIME!**

Sit down and enjoy the fruits of your labour; taste new things, have a natter, meet new people. Remember to bring a plate, mug and cutlery – no one likes doing all the washing up! If you have any allergies then please let us know in advance and we're sure we can cook to accommodate you or even better, come show us how it's done. Any food left over can be either taken away (bring some Tupperware if you like), donated or, if all else fails, composted. If you're able to help us clear up too then it's much appreciated – many hands and all that.

Food is also collected from the Oxford Food Bank, a charity which takes unwanted stock from wholesalers which would otherwise be thrown out and is given a new life with non-profit groups around Oxfordshire.

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

DinnerTime is open to all, as we encourage a wide range of participants to come and share ideas and have a chat over a hot meal. This can sometimes be only way particular cross sections of what is a very diverse community in Oxford will meet!

We do target, however, people who have not been before and specifically community members who may be able to take the model on and use it in their own environment, helping to spread the message of food waste reduction as well as transferrable skills which can be invaluable to those cooking on a budget.

15 people came to the event, which is a perfect amount as it allows for a really manageable size where everyone can speak to everyone else without clusters forming. Food is a common denominator so it motivates everyone, especially with the infectious enthusiasm and sense of fun at a community kitchen.



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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 visibility of DinnerTime is excellent, with a website and social media presence, as well as links to a wide range of communities across Oxfordshire from students to environmental community groups via newsletter, radio, newspapers and other publicity. The message it communicates is also very clear, with people advised to bring along food items they would otherwise throw away, and food from the Food Bank demonstrating how much is wasted all the time.

The model is highly original and that holds most of the appeal. By turning cooking and eating into a fun experience, which is free from cost and free from pressure, it is a great way to engage with issues which people can often get defensive about.

The content is incredibly clear as the message is at once functional, providing a meal, practical, engaging hands on skills, and personal, allowing people to express their own ideas, thoughts and concerns over the issue of food waste and the pressures of providing for yourself or your family.

The idea is entirely reproducible, a handbook has been written (www.itsdinnertime.org/handbook) for others to download and follow to create their own events. Effort has been made at all levels to make it as replicable as possible, with simplicity the key. The main ingredient is unwanted food, which by the very nature of the key message is widely available.

Follow-ups will take place across Oxfordshire in specific communities to increase the lasting impact of the DinnerTime message : that food should not be a burden or a chore, but it can be a celebration and can be done simply, cheaply and with passion at all times !

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.

