



EWWR good practices and case studies

1. Details of Action:

EWWR Coordinator: ADEME
Country: France
Name of the project developer: LEGTA (agricultural college) Reinach
Name of the action: Food waste awareness campaign
Place(s) where the action took place: Within the college
City: La Motte Servolex
Administrative region: Rhône Alpes

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

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

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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The action took place from Monday to Friday, on every day of the EWWR.

It is integrated into a 5-month project to reduce food waste which is part of the multidisciplinary module "M8" which combines two subjects: agronomy and philosophy, taken by final-year students in Agricultural Life Sciences and Technologies (STAV). The students have been preparing for the EWWR since the month of September

The college has been awarded the "lycée éco-responsable" label (environmentally friendly college). In this context, the catering staff has taken a great number of measures to reduce the quantity of waste: reduction of portion sizes, reduction of the weight of the bread rolls, etc. Every Friday, some of the uneaten meals are donated to the Cantine Savoyarde, an association for the most disadvantaged populations. Lastly, the organic waste is transferred to the college farm's biogas plant to produce energy (heating for the buildings and electricity). The catering staff wanted the students to embrace the issue and take over its organisation.

Before the EWWR: Initial assessment and organisation

1) Initial assessment of food waste in the canteen. To start off with, the class weighed the leftovers from the lunch trays over a 10-day period (from 9-20 September). In addition to this, the students visited the Greater Chambéry waste-to-energy and waste treatment plant.

2) Visit to the Greater Chambéry waste-to-energy and waste treatment plant.

This visit raised the students' awareness about what becomes of our food waste. They were shocked at the size of the refuse pit! They found out about the consequences of poor waste sorting on the operation of the incinerator and the repercussions of this on the cost of treatment and, therefore, on local taxes.

3) Four work sessions with the consulting firm INDDIGO in order to organise awareness-raising actions on food waste in the canteen. Each student proposed possible awareness-raising actions, and those obtaining the most votes were selected. The students were then divided into 4 groups: "Communication" (running of the campaign in the dining hall during the EWWR using a variety of different communications media), "Survey" (survey of a quarter of the students to raise their awareness about the fight against food waste and about the menus on offer), "Theme menu" (intended to arouse curiosity and reduce the quantity of food thrown away), "Reveal and ensure recognition of the work carried out behind the scenes" (explain to the students the constraints that the catering staff and the bursar have to work with in order to come up with flavoursome menus with 2 euros' worth of raw materials/meal/student).

4) Posters were put up in various strategic places in the establishment to announce the event on the Friday before the EWWR, and an article appeared in the college's weekly paper, "hebdo Reinach".

During the EWWR: activities and weighing

1) The students took their roles as anti-waste ambassadors very seriously! Various activities were organised by the class:

- Showing of a video in a continuous loop in the queue for the canteen on the first day to begin the EWWR.
- Communication via posters and slogans thought up by the students. The slogans were changed every day and put up in the canteen. For example: " a year was needed to grow it, you needed only a second to throw it away", "share your buns", " tell us how much you want... we're not going to eat you"
- A questionnaire given out to the students on food waste at the canteen.
- A message a day broadcast by a student over the loudspeakers to the whole establishment. For example: " by reducing food waste by a quarter, we could feed the 870 million human beings that suffer from chronic hunger". The messages were diffused at the 11:15 break so that all of the students and staff could hear the message in the corridors or in the staffroom. This made it possible to use a variety of communications media.

2) We communicated about our participation in the EWWR via articles in the Dauphiné Libéré (local newspaper) and on agricultural education websites: EDUCAGRI, SIERRA. The French Ministry of Agriculture even chose to post our article on its website "agriculture.gouv.fr"; this was a nice surprise!



3) Organisation of a South American theme meal. The class suggested a number of South American dishes to the catering staff, from starters to desserts. The chefs then designed a menu based on the students' ideas. The aim was to see if communication and the festive characteristic of such an event would lead to a reduction in food waste. The dining hall was decorated, the students made menu cards to put on the dining tables, posters were put up to advertise the theme meal, and the catering staff even wore Mexican hats. And to add to the festive spirit, Latin American music was broadcast throughout the establishment during the lunchtime.

4) Weighing of the waste from the theme meal. The weight of food wasted per tray (including bread) was 65 g. The average for the college based on the 10 days of weighing in September, was 95 g per tray. Therefore, thanks to this delicious theme menu concocted by the catering staff and the communication and awareness-raising actions of the final-year class B students, we managed to reduce waste by 31%.

5) 10-day weighing after the EWWR. In pairs, the students of the class carried out another weighing of waste at lunchtime. Compared with the average quantity for the September weighing, there was only a 3.3 g reduction in food waste per tray.

This was a pioneering project for the establishment because, for the first time, it brought together the catering staff (from the management to the chefs) and the students. It allows the work already carried out by the catering staff to be acknowledged and helps the students take responsibility for themselves. The students were fully involved in this project; they carried out the weighing of the waste and suggested and put in place awareness-raising actions during and after the EWWR.

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

During this week, various activities were organised by the class:

- Showing of a video in a continuous loop in the queue of the self-service restaurant on the first day to begin the EWWR.
- Communication via posters and slogans thought up by the students. The slogans were changed every day and put up in the self-service restaurant. For example: "a year was needed to grow it, you needed only a second to throw it away", "share your buns", "tell us how much you want... we're not going to eat you"
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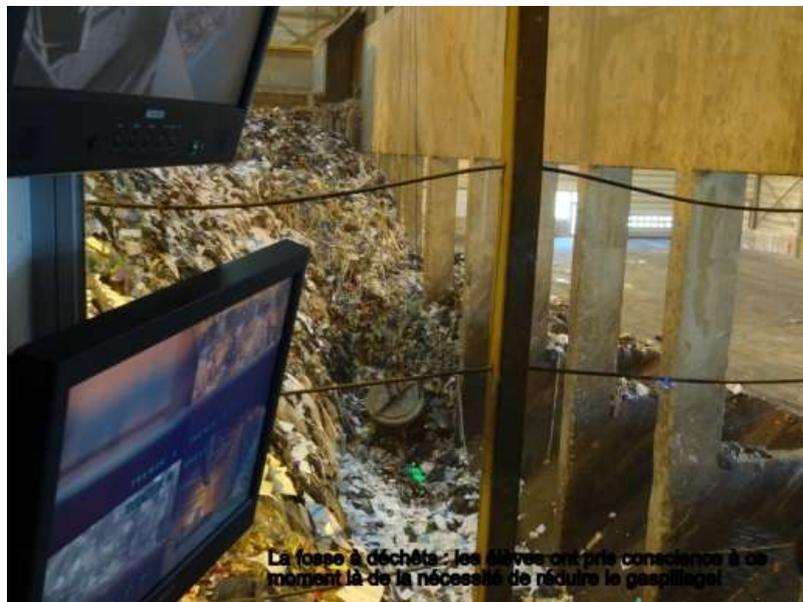
The class that organised this project is made up of 21 students. The class raised the awareness of the other college students and the staff, i.e., around 500 people.



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