

ROME
21st | 23rd
OF MAY
2014



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Waste Prevention Programme

North London Waste Prevention Plan

April 2014 to March 2016



- Shorter term implementation plan for delivering aims within the North London Joint Waste Strategy
- Prepared biennially and revised annually
- Prepared in consultation with Officers and Members
- Evaluated in quantitative and qualitative terms
- Delivered in partnership



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Food Waste Prevention Programme (1)

- Focus on the **money saving** message
 - Average family can save £60/month by reducing food waste
 - Simple tips and advice on how people can do that
 - Featuring 'real' people

The image displays five posters, each featuring a different family and a specific food waste prevention tip. Each poster includes a headline, a quote from the family, an illustration of the family, and a call to action at the bottom.

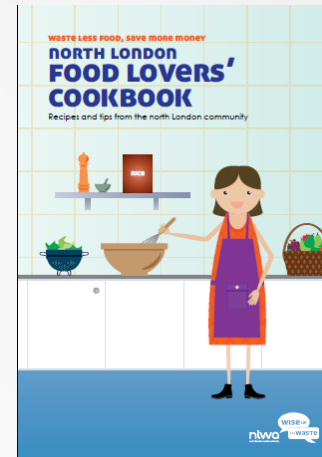
- Poster 1:** "IF YOU WASTE LESS FOOD YOU save more money". Tip: "IF MY READY-MEAL IS GETTING NEAR ITS USE-BY DATE, I FREEZE IT FOR ANOTHER TIME". Family: BOB, WALTHAMSTOW.
- Poster 2:** "IF YOU WASTE LESS FOOD YOU save more money". Tip: "HALF A MUG OF RICE IS THE PERFECT AMOUNT FOR OUR FAMILY, SO WE USE IT EVERY TIME". Family: CRISTAN, DANIELLA AND JULIUS, HOLLOWAY.
- Poster 3:** "IF YOU WASTE LESS FOOD YOU save more money". Tip: "WHenever WE HAVE LEFTOVERS, ONE OF US TAKES THEM FOR LUNCH THE NEXT DAY". Family: LAURIE AND RICHARD, WITCHMORE HILL.
- Poster 4:** "IF YOU WASTE LESS FOOD YOU save more money". Tip: "WE STORE OUR APPLES IN THE FRIDGE - THEY KEEP MUCH LONGER THAN IN THE FRUIT BOWL". Family: SUNAYANA, CHARLIE AND JON, SOUTHGATE.
- Poster 5:** "IF YOU WASTE LESS FOOD YOU save more money". Tip: "I KEEP MY SHOPPING LIST ON MY PHONE SO I DON'T FORGET IT AND BUY STUFF I DON'T NEED". Family: ROBY, CAMDEN TOWN.

Each poster also includes the text: "It's hard to believe, but you could save up to £50 a month just by cutting food waste. To find out how visit wiseupplowaste.org.uk" and the logo for "nlwa WISE UP TO WASTE".

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Food Waste Prevention Programme (2)

- Focus on **action-oriented** activities
 - ✓ 10,000 direct conversations
 - ✓ 30 intensive workshops
 - ✓ Work with schools and universities
 - ✓ Food waste challenge
 - ✓ Big Free Lunch events
 - ✓ Food waste displays
 - ✓ Food Lovers' cookbook
 - ✓ Cookery demonstrations



Estimated diversion in 2013/14: 7,000 tonnes of food waste



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Thank you

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