



# Tackling Food Waste in Warwickshire

Taking our behaviour change  
campaigns to the next level



# AUDIENCE RESPONSE SYSTEM



During this session you will be asked to use interactive keypads to respond to questions.

Voting Will Be **Anonymous**

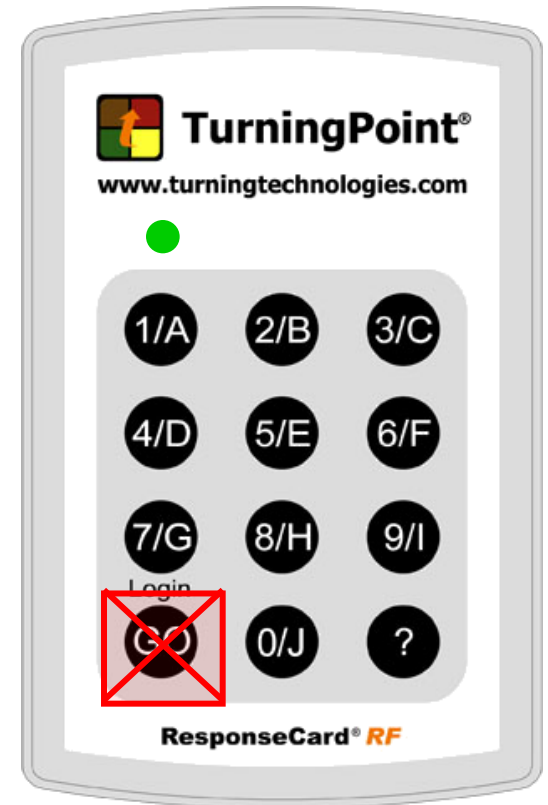




# HOW TO USE THE KEYPADS

1. Choose your response from the corresponding keypad button(s).
2. The light will flash **GREEN** to confirm your response has been received.
3. You can **change your answer** by pressing another button.

*(The system will only count the last vote)*





# **Audience Participation**

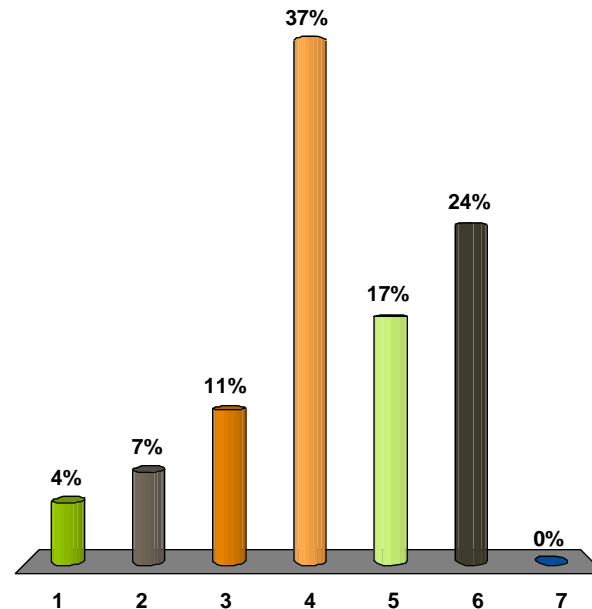
## **Easy starter for 10**





# IN WHICH WASTE COLLECTION AREA DO YOU LIVE?

1. North Warwickshire Borough
2. Nuneaton & Bedworth Borough
3. Rugby Borough
4. Warwick District
5. Stratford District
6. Not in Warwickshire
7. Not sure

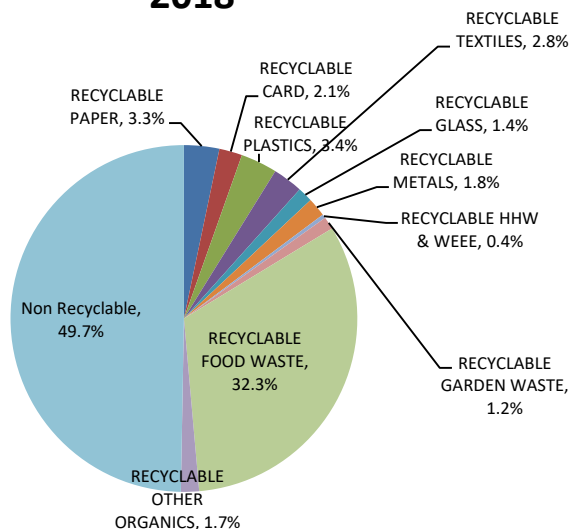




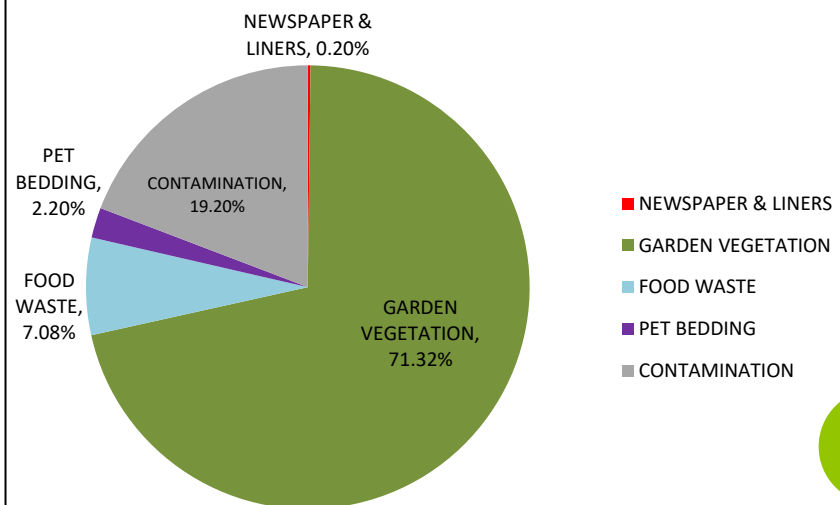
# A global environmental problem that everyone can tackle

- Here in Warwickshire householders waste food, lots of it
- Worse than that, we haven't yet encouraged our residents to recycle the food waste that they do generate

**Waste Composition Kerbside  
2018**



**Waste Composition Green Bin 2018**





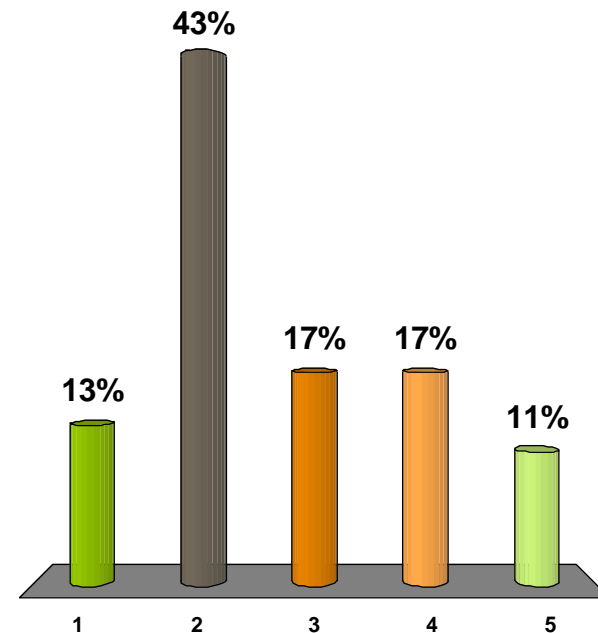
# Why do householders waste food?





# THINK ABOUT SOMEONE YOU KNOW WHO WASTES FOOD. WHAT DO YOU THINK IS THE MAIN REASON THEY AREN'T MORE CONSCIENTIOUS?

1. Have money to spare
2. Don't have time to be more careful
3. Haven't been shown a better way
4. Are concerned about getting ill
5. Have messy / fussy children





# What are the impacts of food waste?



- The extent of food waste is a huge environmental concern:
- The waste itself emits 8% of total global greenhouse gasses
- The production of the wasted food uses unnecessary land, water, labour, energy, manufacturing, packaging
- Deforestation, soil degradation and water use all leads to pressures on biodiversity





# What are the impacts of food waste?



- 1 in 9 people on the planet are malnourished. They could all be sufficiently fed on half of the food that is wasted in Europe each year
- 50% of all food waste in the developed world is generated by householders – we all have a responsibility to eliminate avoidable food waste
- In the UK the average family throws away 22% of their weekly shop, which is worth £700 per year





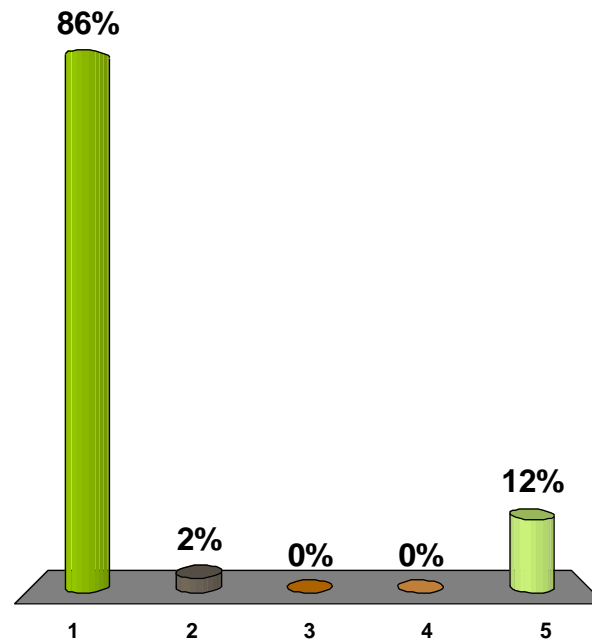
**Think again about someone you  
know who wastes food...**





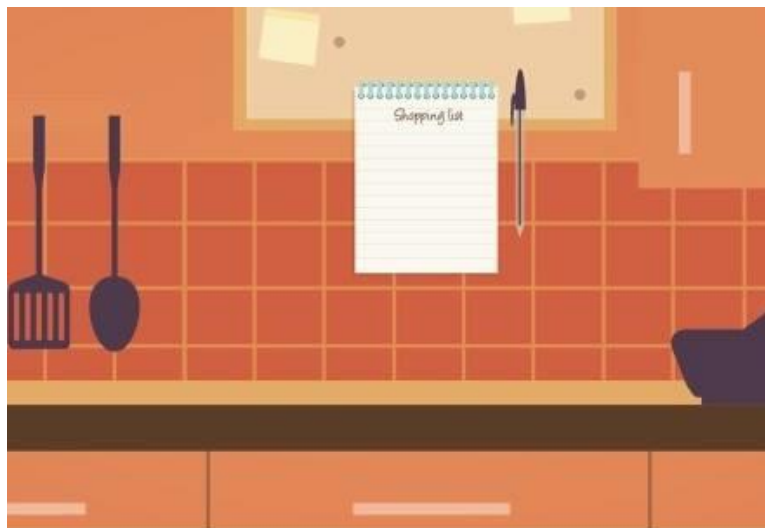
# WHAT'S THE MOST COMPELLING REASON TO NOT WASTE FOOD?

1. They would save up to £60 a month
2. It would help with climate change
3. It would reduce pollution
4. It would protect biodiversity
5. There are people with very little food





# Face to Face training



Planning your meals helps you use up all your food. Check your cupboards, fridge and freezer before going to the shops.

- Buy What You Need:
  - Plan Meals
  - Check stocks
  - Shopping list





# Face to Face training



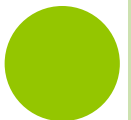
You can freeze any food right up to the 'use by' date, ideal if your plans change.

- Eat What You Buy:
  - Freeze
  - Storage
  - Date Labels
  - Portion size
  - Leftovers





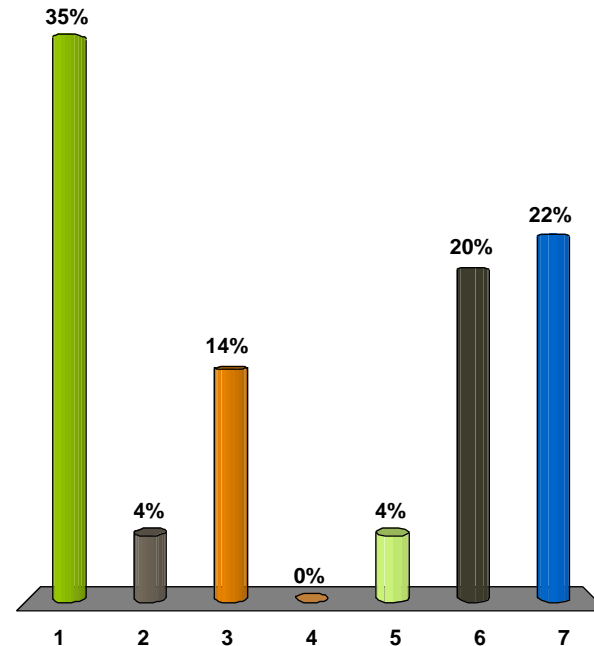
# Food saving habits





# IN YOUR HOUSEHOLD, WHAT GREAT HABITS MINIMISE YOUR FOOD WASTE?

1. Planning meals
2. Using a shopping list
3. Monitoring date labels
4. Storing correctly
5. Measuring portions
6. Using up leftovers
7. Freezing food and leftovers





# Social Media Campaigns

LOVE  
FOOD  
hate waste

LOVE  
FOOD  
hate waste





# Social Media Campaigns



Warwickshire Recycles



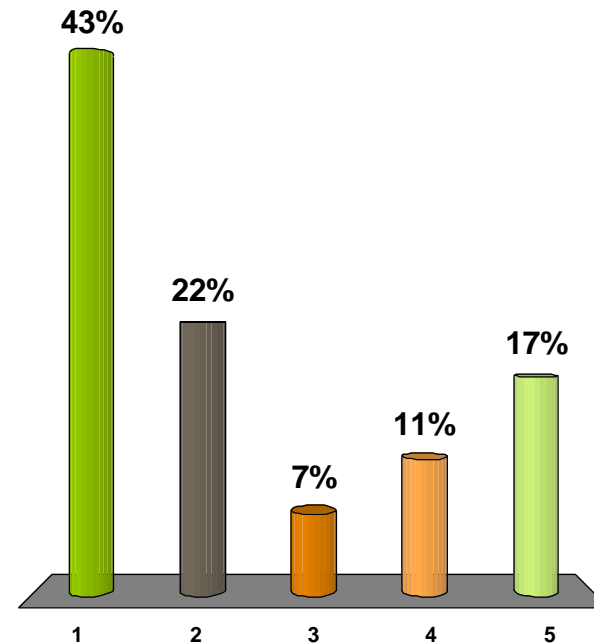
@WarksRecycles





# WHICH SOCIAL MEDIA CHANNEL DO YOU FIND THE MOST USEFUL?

1. Signed up for the eNewsletter
2. Liked us on Facebook
3. Followed us on Twitter
4. Will sign up, or follow, pronto!
5. None





# Home composting for some or all unavoidable food waste

**Take a leaf out of our book and compost at home**

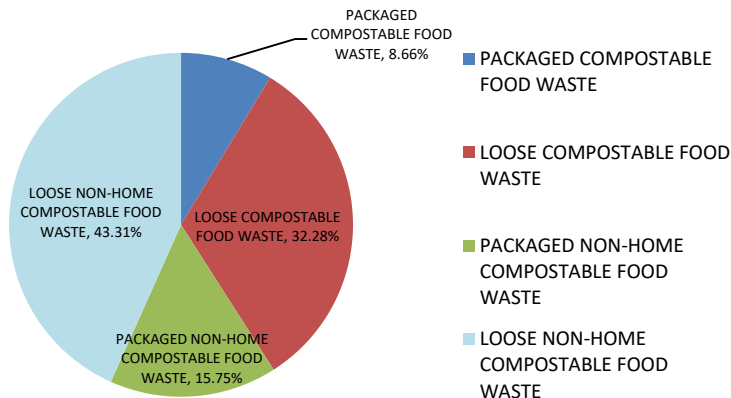
[www.warwickshire.gov.uk/composting](http://www.warwickshire.gov.uk/composting)  
or call 01926 412593

 Warwickshire County Council



The image shows three composting options arranged in a row. On the left is a black 'Compost Bin' with a label 'Uncooked food and garden waste' in a yellow arc above it and 'Compost Bin from £10' in a yellow box below it. In the middle is a green 'Green Cone' with a label 'Cooked food waste' in a green arc above it and 'Green Cone from £20' in a green box below it. On the right is a green 'Green Johanna' with a label 'Cooked food and garden waste' in a yellow arc above it and 'Green Johanna from £30' in a yellow box below it.

**Composition of Organic Waste in Residual Bin 2018**



- Subsidised equipment
- Workshops
- Master composters

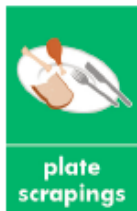




# In To Win



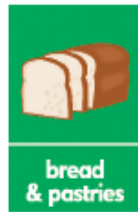
## What food can I recycle in my green bin?



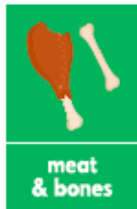
- ✓ All uneaten food and plate scrapings



- ✓ Dairy products
- ✓ Cheese
- ✓ Eggs



- ✓ Bread
- ✓ Cakes
- ✓ Pastries



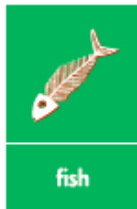
- ✓ Raw meat
- ✓ Cooked meat
- ✓ Bones



- ✓ Tea bags
- ✓ Coffee grounds



- ✓ Raw vegetables
- ✓ Cooked vegetables
- ✓ Whole fruit
- ✓ Peelings



- ✓ Raw fish
- ✓ Cooked fish
- ✓ Bones



- ✓ Rice
- ✓ Pasta
- ✓ Beans

Mouldy and out of date food, including ready meals removed from their packaging can also be recycled.

- Instead of / as well as home composting
- ALL food waste can go in the green kerbside bin



# Caddy Liners

Warwickshire County Council



Compostable **Caddy Liners**  
**Order now online**  
**[www.biobag-uk.com/warks](http://www.biobag-uk.com/warks)**

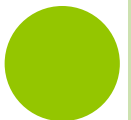


- [www.biobag-uk.com/warks](http://www.biobag-uk.com/warks)
- £7.95 for 150 liners
- Stratford DC food trial





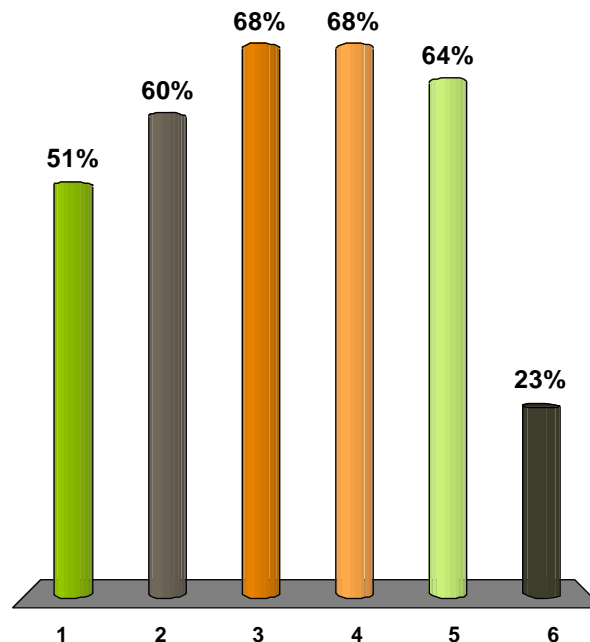
# Behaviour Change Campaigns





# WHICH OF THE FOLLOWING HAVE YOU HEARD OF?

1. Home composting workshops
2. Master composter scheme
3. Discounted composting bins
4. In To Win
5. Biobag caddy liners
6. I don't live in Warwickshire





# Slim Your Bin



Slim Your Bin in Warwickshire

[warwickshire.slim-your-bin.com](http://warwickshire.slim-your-bin.com)

- Reduce your waste and recycle more to help the environment
- Save £££ by reducing food waste
- Share tips with the Slim Your Bin community
- Win one of 3 monthly £20 prizes for the best bin slimmers
- Help your local area to the top of the leader board

[www.Warwickshire.SlimYourBin.com](http://www.Warwickshire.SlimYourBin.com)





# Slim Your Bin



- Sign up to Slim Your Bin or any of our other schemes over lunch
- Disseminate our campaigns however you can
- Press release photo call at 13:45 for the Portfolio Holders from each Warwickshire Council
- [www.Warwickshire.SlimYourBin.com](http://www.Warwickshire.SlimYourBin.com)





# PLEASE HAND IN YOUR KEYPAD



*Please don't take your  
keypad back home...  
.....it won't control the TV!*

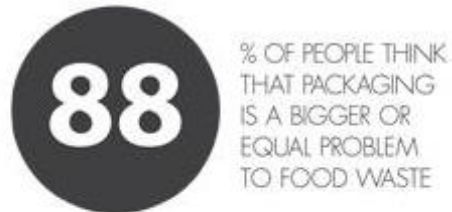








# WHAT DO PEOPLE THINK?



BUT COMPARE THE CO<sub>2</sub> EMISSIONS OF THE FOOD WE BUY AND THE PACKAGING IT COMES IN (IN MILLION TONNES)



HOW MUCH LONGER DOES PACKAGING MAKE FOOD LAST?

