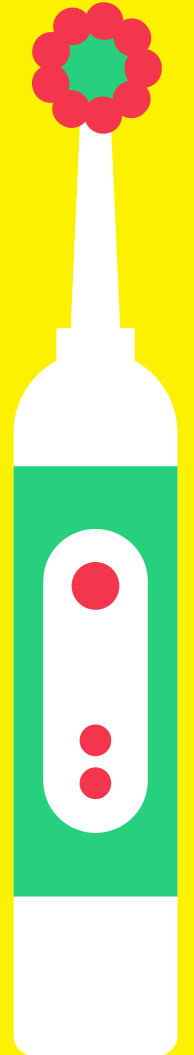
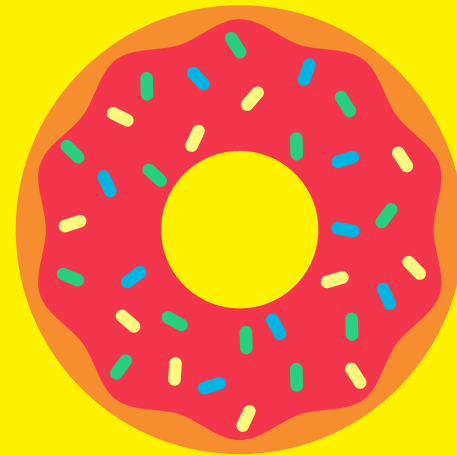




# Maximising recycling in purpose-built flats - collecting food waste

Liz Horsfield  
June 2022



# About ReLondon

Leading a revolution in our relationship with stuff.

We work with the *Mayor of London*, and with London boroughs, businesses and citizens to help London waste less and reuse, repair, share and recycle more.



# Understanding London

8.9 million residents

A transient city

Culturally diverse, ~250  
different languages  
spoken

Complex governance  
landscape, Mayor of  
London and 33 local  
authorities.





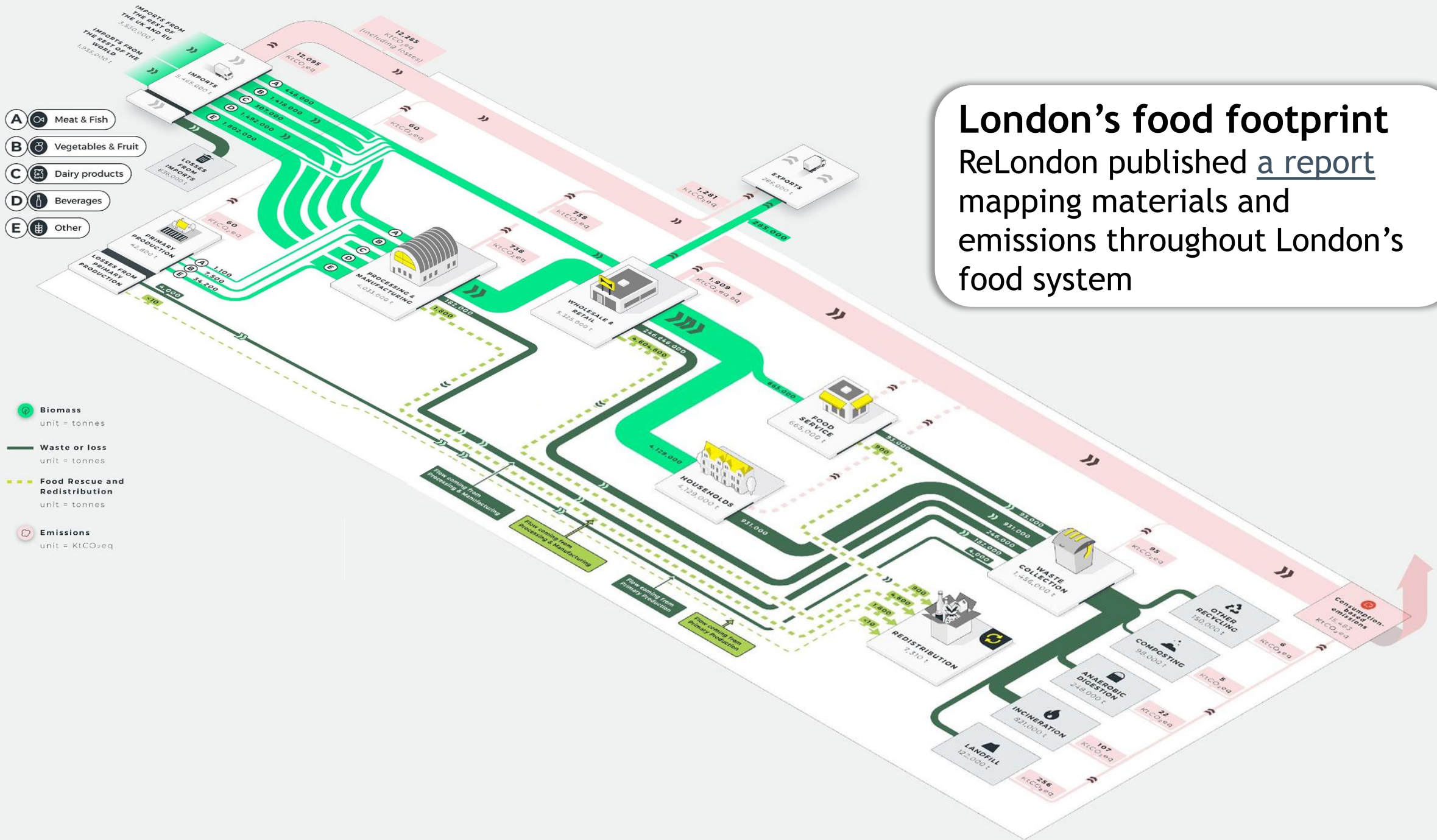
# Our work with food

- Working closely with the food and beverage sector - SME support
- Foodwave
- Commercial food waste toolkit
- Food Flagship Initiative
- London's food footprint - material flow analysis
- London's circular economy innovators insight note



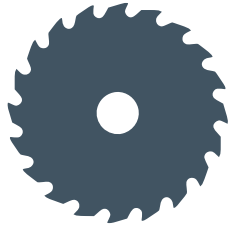
# London's food footprint

ReLondon published a [report](#) mapping materials and emissions throughout London's food system





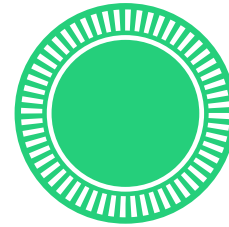
# Understanding London- flats recycling performance



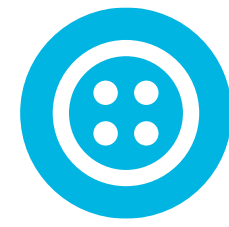
Just over a third of housing in London is purpose built flats, and recycling rates are significantly lower than those from kerbside collections - as low as 10%



Reasons include the communal nature of collections, inconsistent or poor collections and infrastructure, and a lack of engagement from residents



Estimates suggest that 46% of London's households will be living in flats by 2030, which could negatively impact London's recycling rate (currently 33%)



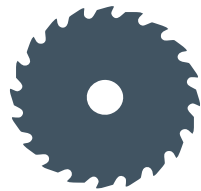
Increasing recycling from flats, including food, must be a priority for London, to achieve recycling targets of 65% by 2030, and offer an equal service to all citizens

# ReLondon's work on purpose-built flats

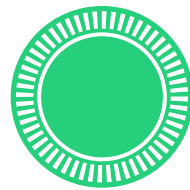
Between 2018 and 2020, ReLondon carried out a pioneering research project, Flats Recycling 1.0, trialling interventions to increase dry recycling rates from purpose built flats across 12 estates.

This resulted in the Flats Recycling Package, a tried and tested set of operational and communications principles which if implemented as a package could increase recycling rates

In 2021/2, thanks to funding from the Ecosurety Exploration Fund, we carried out Flats Recycling 2.0 - building on the previous work and introducing food waste collections to estates, plus textiles and small electricals.



Ease

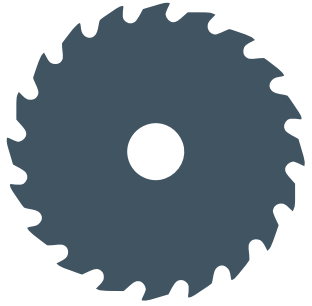


Knowledge



Motivation

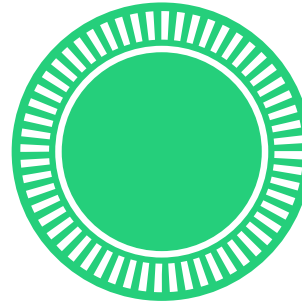
# Flats Recycling Project 2.0 - overview



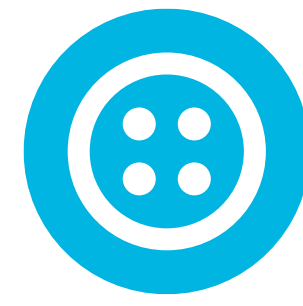
**Location:** Four estates in Lambeth, South London. Ranging from 80 to 200 households, all with existing dry recycling collections but no food waste collection.



**Interventions**  
Introduction of food waste collections, pop-up collections for textiles and weee, and improvements to dry recycling and rubbish bins and signage.



**Monitoring and Evaluation:** Waste composition analysis plus qualitative insights



**Partnership approach:** Funded by Ecosurety and ReLondon, partnership with London borough of Lambeth and Peabody estates



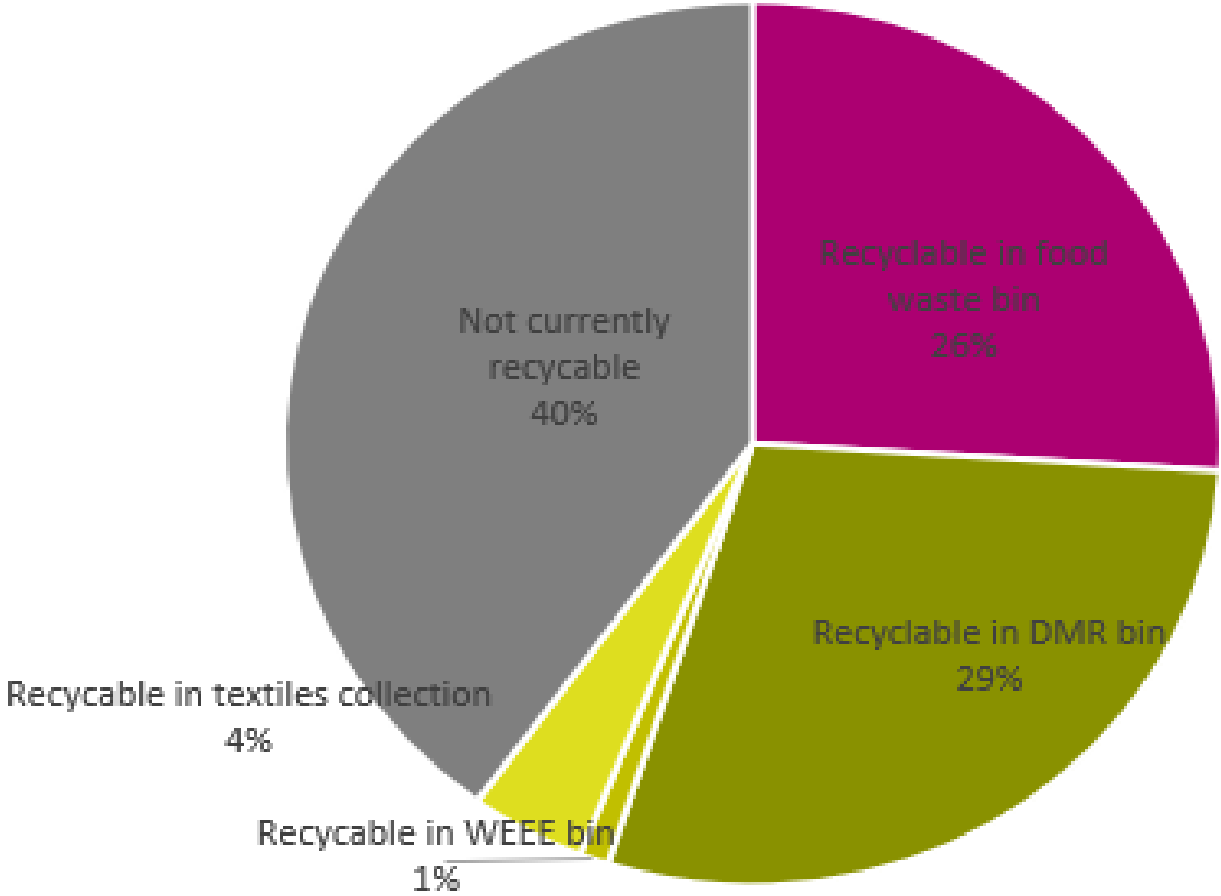
# Introducing food waste - a fresh start

- ❑ Prototype outdoor pedal bins - co-located with other services. 10kg/hh/week
- ❑ Kitchen caddies and liners
- ❑ Face to face delivery of caddies and communications
- ❑ 'Disruptive' communications - creating a moment of change



# Total waste composition and potential recycling rate improvements

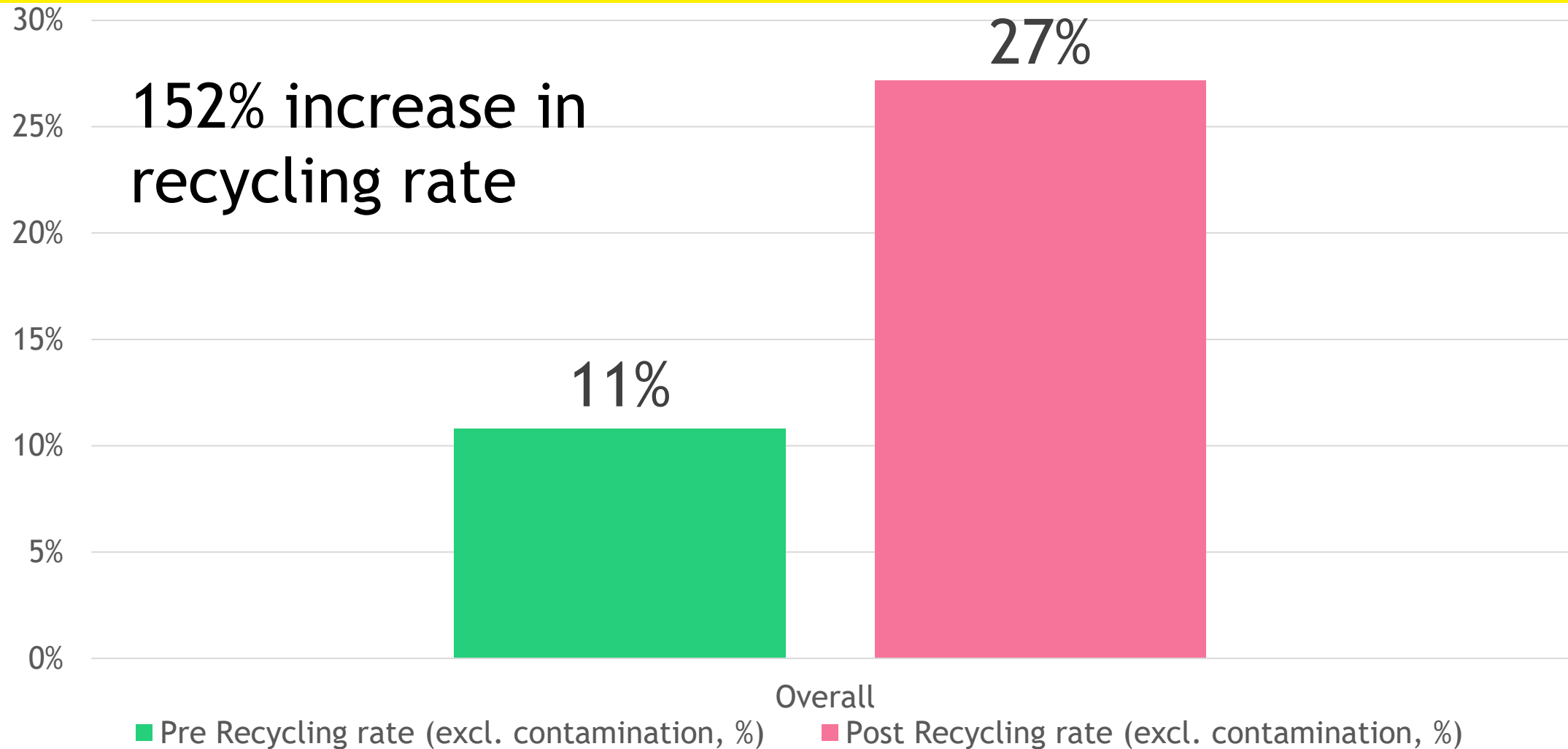
- Potential recycling rate increased from 30% to 60%
- 26% of total waste was food



# Food waste diversion



# Overall recycling rate - excluding contamination

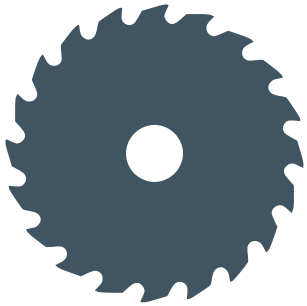




# Summary and resident insights

- Introducing the food waste recycling service significantly increased the potential and the actual capture of recycling
- Results varied between estates, possibly due to demographic and infrastructure differences (poor design difficult to overcome).
- Resident insights: those residents already recycling were motivated to recycle food waste. Service was well received and people were excited to be able to recycle food. Liners were important in making it easy for people.
- This project demonstrates there is potential to capture food waste from flats

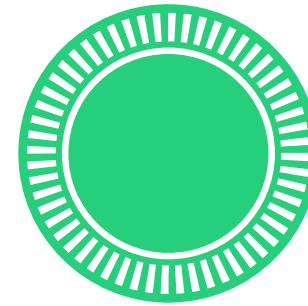
# Next steps



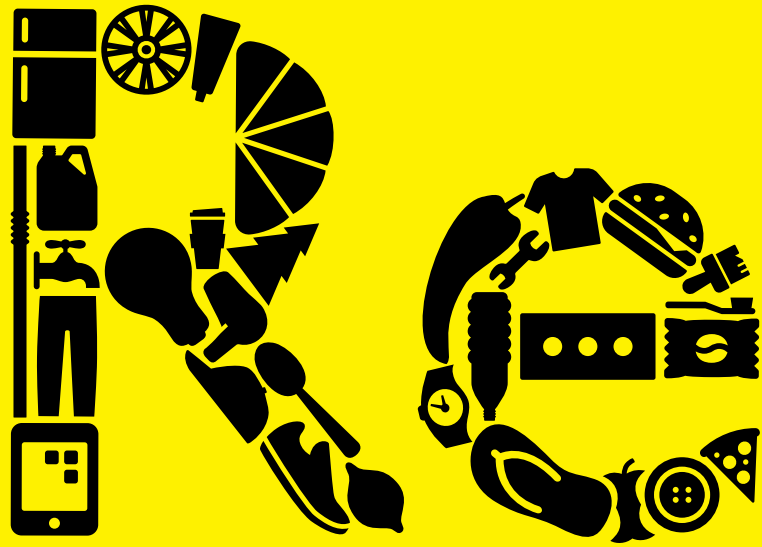
**Flats 2.0  
Recycling Project  
Report -  
ReLondon/  
Ecosurety  
July 2022**



**Updated Flats  
Recycling Toolkit  
  
Autumn 2022**



**Updated Flats  
Recycling Cost  
Benefit  
Calculator  
  
Autumn 2022**



# ReLondon



# Thank you

Liz Horsfield

Project Coordinator

 @relondon\_UK

 /company/relondon

[relondon.gov.uk](http://relondon.gov.uk)





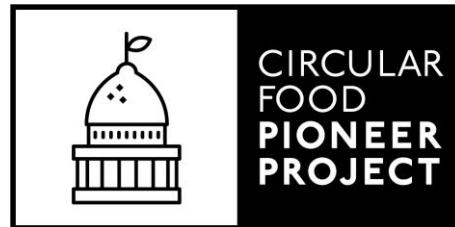
# Food Flagship Initiative



SUPPORTED BY  
**MAYOR OF LONDON**



# The project





# Project background

- ReLondon is working with the London Borough of Bexley and two SMEs - Kitche and OLIO - to deliver a food waste reduction and behaviour change campaign
- A five-month campaign, grant funded by ReLondon, involving a pre/post waste composition analysis and targeted communications to Bexley residents via two circular food apps



# London Borough of Bexley

- Unitary London Borough
- South-East London
- 6,056 hectares
- 250,000 residents
- 99,430 households (includes 20,614 flats)



Fortnightly



Fortnightly



Weekly



Alternate weekly



## Methodology

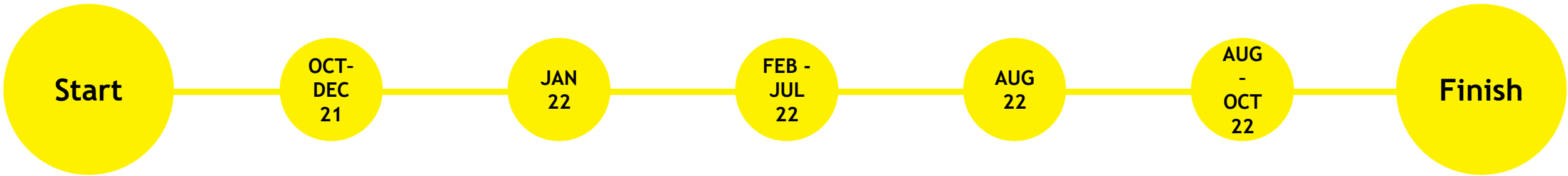
A partnership was agreed with Bexley Council, Kitche and OLIO, and the methodology for WCA and campaign communications was agreed.

## Campaign live

Communications went live on 28<sup>th</sup> February for a duration of four months, with promotion of the apps via Kitche, OLIO and borough channels.

## Reporting

Production of project outputs, inc. a report with case study.



## Project timeline (approximate)

### Pre-monitoring

Pre-campaign waste composition analysis to establish baseline data.

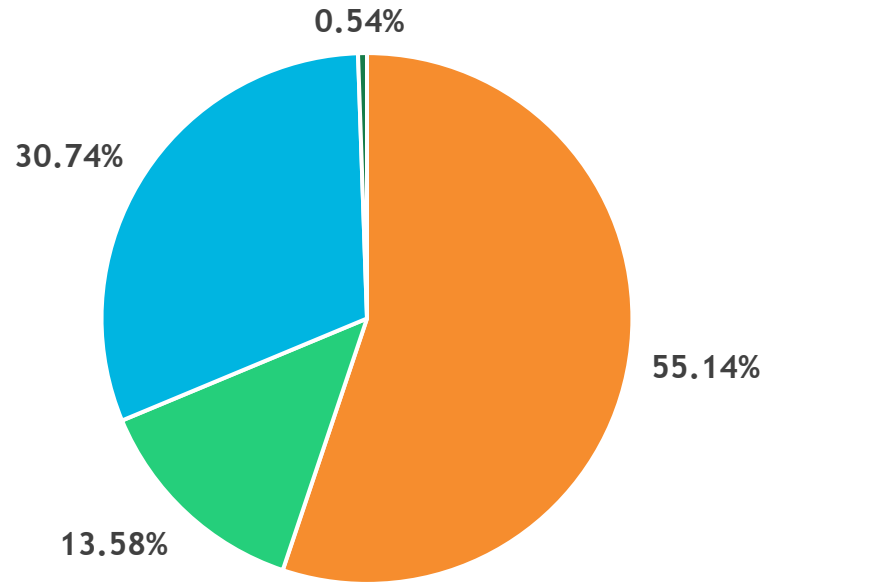
### Post-monitoring

Final waste composition analysis undertaken as well as qualitative surveys with app users.

Collation of data provided by Kitche, OLIO and the borough will also be undertaken.

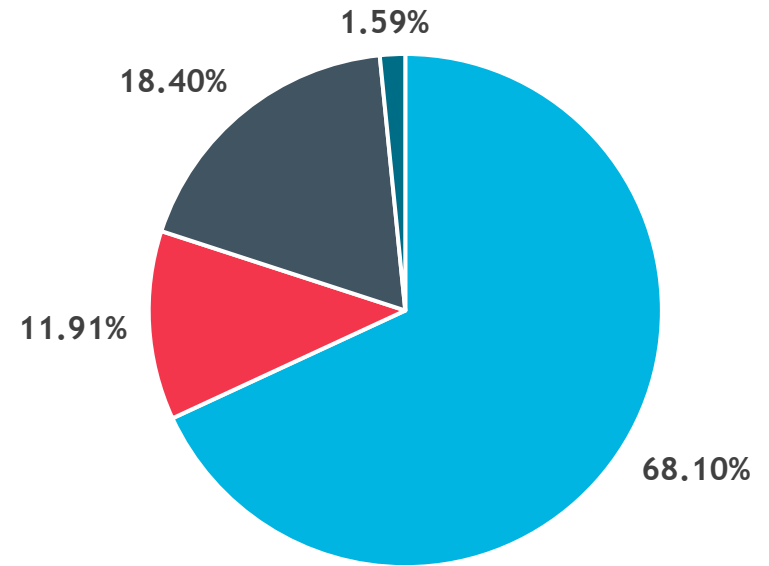
# Pre-campaign waste composition analysis

## Residual waste stream



■ Non-recycleable ■ Dry recyclables ■ Food waste ■ Garden waste

## Food waste stream



■ Avoidable food waste ■ Potentially avoidable  
■ Unavoidable food waste ■ Other



# Kitche

**Menu planning & food monitoring app to  
reduce household food waste**



GET IT ON  
**Google Play**



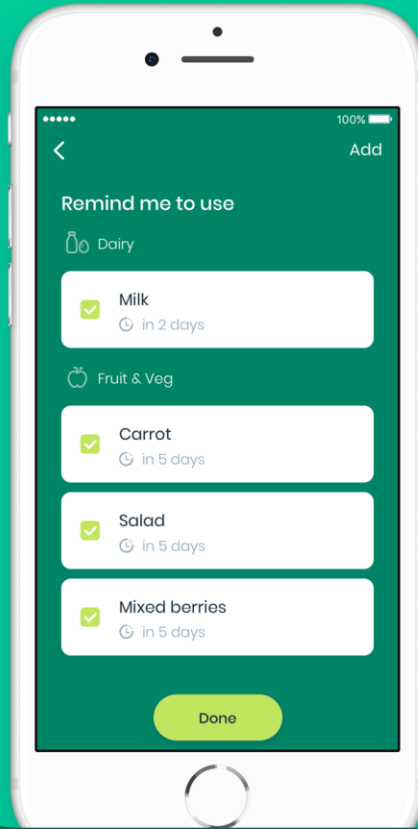
Download on the  
**App Store**



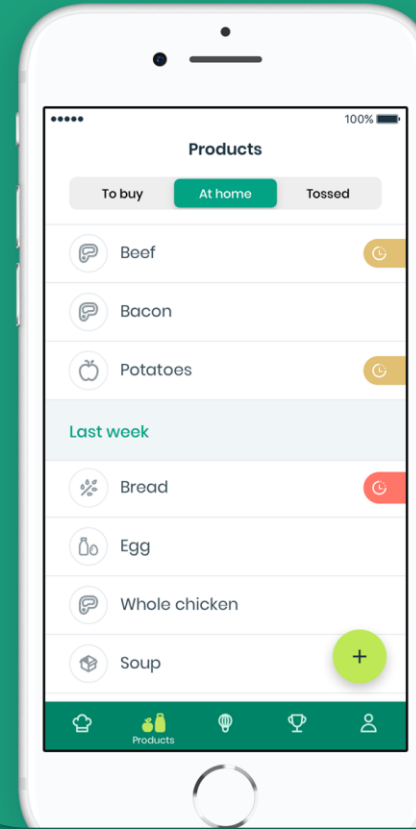
Scan food products from all major supermarket receipts with a snap of a camera



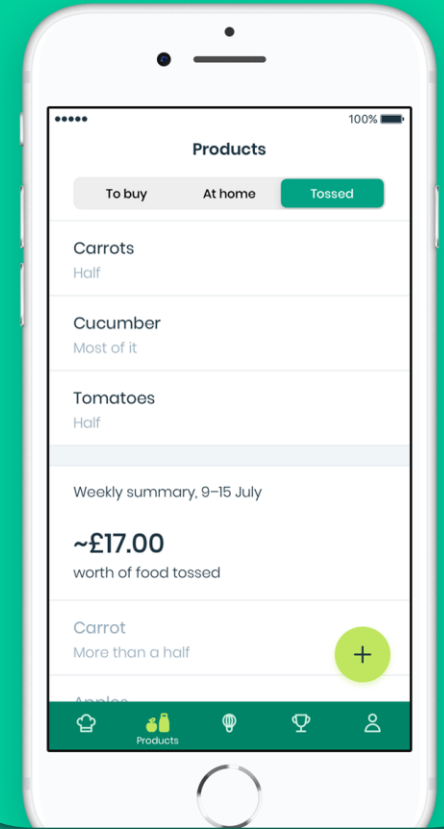
Get helpful reminders for food you have at home



Keep track of food you've got at home, even when you're on the move



Swipe to toss products so you can track food waste habits & start saving money



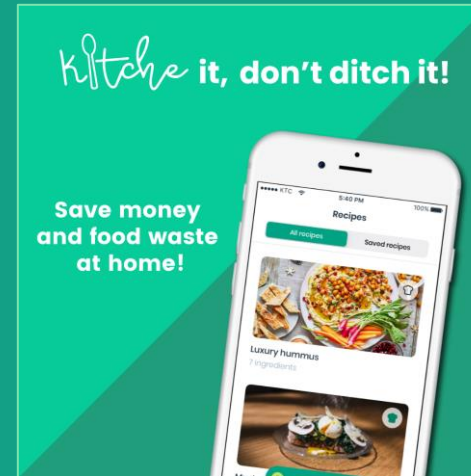


# PHASE 1: Communications

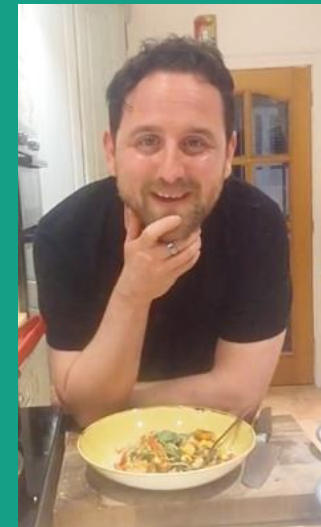


ReLondon

We ran JCDecaux billboards across Bexley



Facebook, Instagram and Google ads



Live cooking class with Chef Dan for Food Waste Action Week



Kitcher

# PHASE 2: Communications

Enter our *Kitche* Bexley giveaway!

Win £720 of food vouchers!



We want to say a big thank you for helping Kitche & the Borough of Bexley fight food waste at home!

We are rewarding a Bexley Kitche user with £720 worth of supermarket food vouchers – that's how much the average Bexley family spends on food waste each year!

All you need to do is download the Kitche app and start using the awesome in-app features!

Running a competition for users to incentivise them to download the app, door drop at 50,000 households

ReLondon

I'M A *Kitche* MINI FOOD WASTE WARRIOR!

Mini food waste warriors resources at Bexley Eco Festival

Bexley Magazine flyer

Did you know the average Bexley household wastes £720 of food each year?

Enter our Bexley giveaway!

We are giving a lucky Bexley resident £720 worth of supermarket food vouchers – that's how much the average Bexley family spends on food that ends up being wasted each year!

All you need to do is download the Kitche app and start using the awesome in-app features! Competition ends 30th August. Scan the QR code for T&C's.

Get the Kitche app! Scan the QR code or visit the App store or Google play.

Download our free Kitche app, designed to remind you what you have in your fridge and freezer so that you can reduce food waste and save money! Simply scan your supermarket receipt or add your shopping into the Kitche app, track what food you have at home, and find 1000s of recipes based on your ingredients. Let us help you to reduce home food waste and save money!

Get the Kitche app! Scan the QR code or visit the App store or Google play.

Scan me for more details on Kitche, our partnership with Bexley and our competition!



Kitche it, don't ditch it!

Kitche it, don't ditch it!

Come and see us at the Bexley Eco Festival

Join Kitche at Bexley's Eco Festival on Saturday 25th June!

Our zero waste chef – Chef Dan will be running a wasteless brunch demo with free tasty samples to try. We'll also have some great Mini Food Waste Warriors activities for kids!



Scan the QR code for more details on Kitche, our competition and the Bexley Eco Festival!

Kitche it, don't ditch it!



I'm part of the #bexleyecofest2022

Saturday 25th June  
Come and join us!

Follow @bexleyecofestival

Free food tasters, live acts, stalls and workshops  
<https://www.bexleyecofest.co.uk/>



*Kitche*

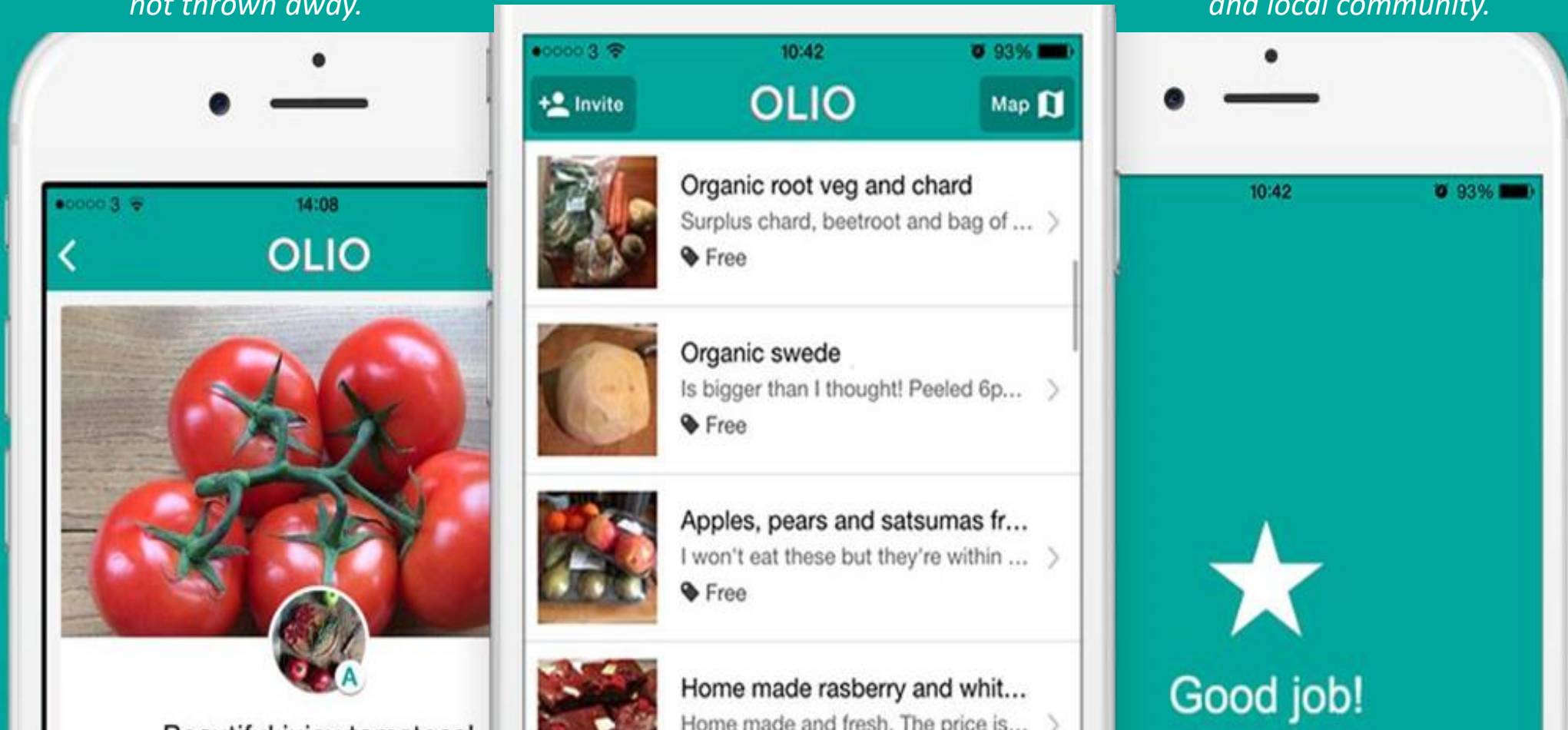


# OLIO is a hyper-local marketplace for free surplus food

*OLIO is a free app connecting neighbours with each other and volunteers with local businesses so that surplus food can be shared, not thrown away.*

*Users simply snap a picture of their surplus food and upload a description to OLIO, for free. Neighbours then receive customised alerts and can request anything that takes their fancy and arrange for pick-up.*

*OLIO's mission is to unlock the value (nutritional, social, environmental and economic) of food that is wasted in the home and local community.*





# OLIO activity

9-weeks running from  
March 28th - May 28th

Test a range of Bexley  
specific activity driving OLIO  
usage, led by OLIO



# OLIO activity

9-weeks running from  
March 28th - May 28th

Test a range of Bexley specific activity driving  
OLIO usage, led by OLIO



Don't bin food.  
Share it!



DOWNLOAD

**OLIO**

THE FOOD SHARING APP





# Next steps

1

## Campaign live

Activity until the end of June

2

## Post-campaign waste composition

Second waste composition analysis to take place in July, post activity.

3

## Data collation and reporting

Analysis of WCA data, collation of app data and user surveys, final report to be written - along with a cost benefit analysis tool for local authorities

4

## Case study published

Case study to be published in the Autumn

