

#WorthSaving

Save food, save money

*Reducing Edible Food Waste
in Hertfordshire*

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The #WorthSaving Project

- Shifting the focus of food waste
- Behavioural change interventions
- 6-month pilot
- Impact of the pilot
- Roll-out county wide

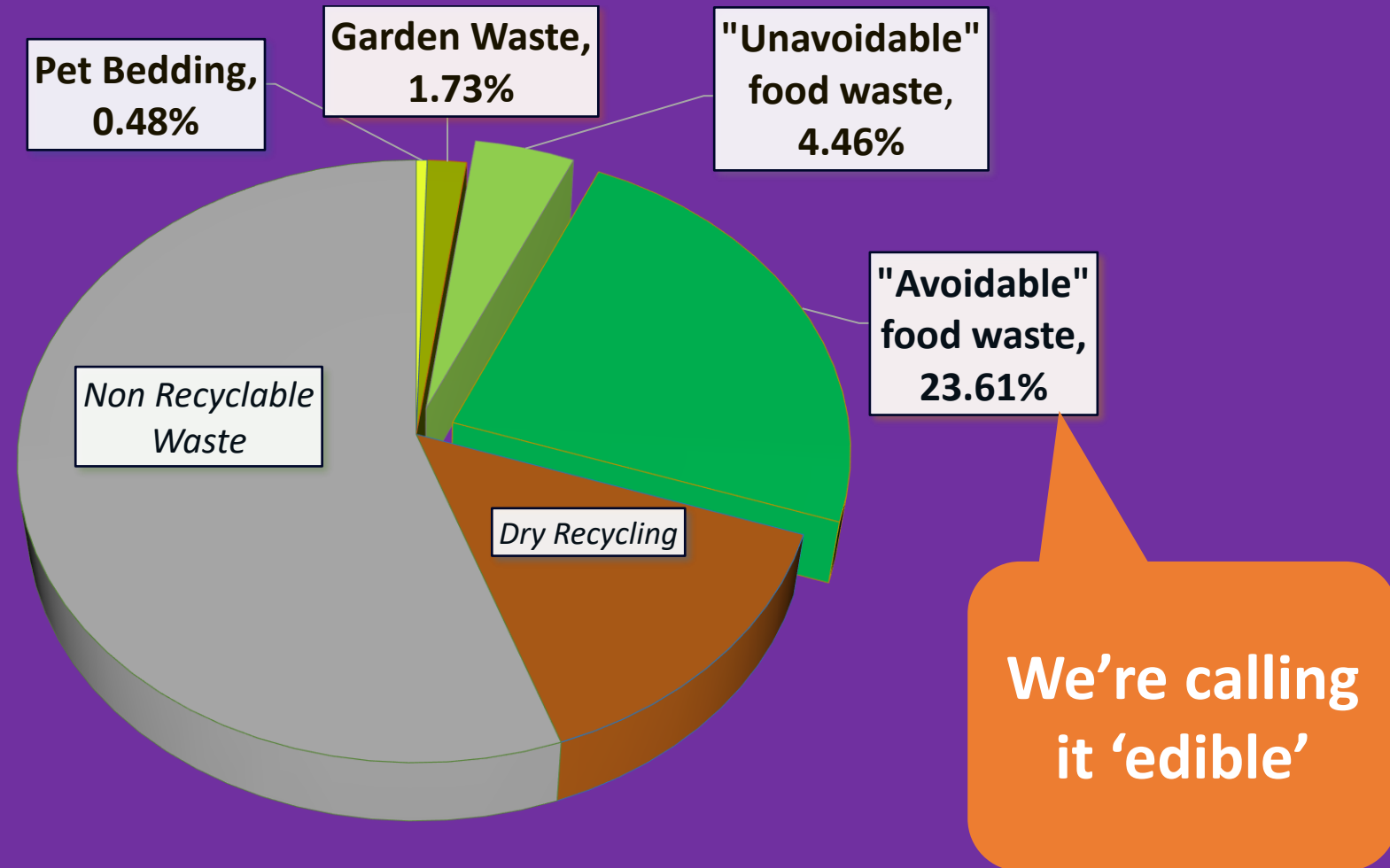


Baseline: HWP Waste Composition Analysis 2020

Using nationally recognised techniques to establish the composition of typical residual (refuse bin) waste in the Hertfordshire Councils



Contents of residual (bin) waste, 2020



Recycling vs. Avoiding



What is the impact?

2020/21 tonnages / costs

Core Set	BBC	DBC	EHDC	HBC	NHDC	SADC	SBC	TRDC	WBC	WHBC	Total	Total
Food Waste	4,835	5,112	8,311	5,895	4,127	3,542	5,731	3,254	4,736	6,520	52,063	£5,931,017
Paper	766	1,102	903	1,058	731	384	567	273	491	512	6,787	£773,175
Plastics	745	786	1,029	776	498	403	689	566	687	559	6,738	£767,593
Cardboard	595	1,016	1,012	612	441	570	700	355	655	426	6,382	£727,037
Glass	336	1,132	389	862	259	238	524	757	484	428	5,409	£616,193
Cans	398	532	567	303	271	364	384	310	364	395	3,888	£442,921
Garden Waste	731	81	77	877	518	48	42	25	63	28	2,490	£283,661
Sub Total	8,405	9,761	12,288	10,383	6,845	5,549	8,637	5,540	7,480	8,868	83,757	£9,541,597

Save Food – Save Money

Research estimates that
wasting edible food costs the
average UK family £720 a year

Source UK based international resources NGO WRAP
August 2022 - wrap.org.uk

Save Food – Save the Planet

Tackling food waste is a major part of:

- UN Climate Change,
- UN Environment Programme,
- UN Food and Agriculture Organization and
- UN Sustainable Development programmes

UN Sustainable Development Goal 12.3 is to **halve per capita global food waste** by 2030

An area larger than China is used to grow food that is never eaten.

If food waste was a country it would be the 3rd largest emitter of greenhouse gases (after China & the USA).

Reducing food waste is the #1 solution to the climate crisis – coming above electric cars, solar power and plant-based diets.



Hello. My name is Tom.



Our aim:

Reduce residential food waste tonnages
by 20% of 2020 levels by 2025

That's 10,000 of the total 50,000 tonnes...

Timeline

2022 Jan-March: Survey and analysis. Identified 4 steps to save
April: Focus groups
May: Engagement: Gain champions, identify networks
June-August: Develop and test branding
Sept-Oct: Create interventions
November: Launch pilot

2023 Jan-March: Develop leaflet, engage schools, share messages
March: Repeat Waste Composition Analysis
April: Evaluate and update campaign as needed
May onwards County-wide roll out



3,249 responses



Food waste survey results

Top 5 reasons why people throw away food:

1. Food has reached its **Use By** date
2. I/we find stuff in the fridge/freezer/cupboards which has **been forgotten** about and has gone off
3. I/we didn't eat the **leftovers** we had saved
4. It was **not stored properly** and has gone off
5. **More food** was bought that I/we could eat

Before you
shop



While you shop



After you shop

Key messages:

Awareness / Skills / Lifestyle

- It's easy to save money and save food
- Wasting food contributes to climate change
- Wasting food costs the average UK family £720 a year
- Visualise the amount of food being wasted



Branding



Content

4 steps to save

1

Plan

Check what you have

- Check your cupboards
- Meal plan
- Shopping list

- Use your Shopping list
- Don't shop hungry
- Avoid impulse purchases

2

Shop

Buy what you need

3

Store

in the best way

- Keep fresh for longer
- Freeze/ air tight
- Fridge temp
- Know your dates!

- Portions
- Eat what you cook
- Leftovers
- Batch cooking

4

Eat

what you have

Communicating the message

PRINT MEDIA

- Leaflet
- Posters
- Magazine advert
- Vehicle side advertising
- Banners

VIRTUAL

- Social media
- Website - www.wasteaware.org.uk/worthSaving
- E-newsletter

FACE TO FACE

- Schools assemblies
- Community talks
- Local events

Call to action:

Follow the 4 steps to Save

It costs Hertfordshire
tax payers nearly

SAVE FOOD
**WORTH
SAVING**
SAVE MONEY

£6m

a year to dispose
of food waste

wasteaware.org.uk/WorthSaving #WorthSaving



hertswasteaware



hertswasteaware Did you know it costs Hertfordshire taxpayers nearly £6m a year to dispose of food waste, much of it being edible? 🤔

If you buy food and then throw it away, you are paying for it twice; that's nuts!

Sign up to receive our #WorthSaving newsletter using the link in our bio for a chance to win a meal out on us, plus a fabulous cooking experience with a local professional chef.

#SaveMoney #WasteAware #Hertfordshire #Herts #FoodWaste #EdibleFoodWaste #FightFoodWaste #BudgetingTips



8 likes

MAY 1



Add a comment...

Post



Food waste challenge

#worthsaving

SAVE FOOD
WORTH SAVING
SAVE MONEY

This might sound bananas...

One of the top reasons food in Herts is thrown away is because we'd forgotten about it!

Grab yourself a whiteboard marker and pop the date on your Tupperware lid or add a note on the fridge door so you know which items need eating when.

Thyme to get labelling!

Throwing away edible food is a

big issue

It might sound bananas, but research shows that around **£720 is wasted per household each year** by throwing away edible food.

In fact, a staggering **24% of the waste in household rubbish bins is edible food** - that's 4 trolleys worth of food each year!



Win a meal out on us

Across Hertfordshire, we're on a mission to reduce the **50,000 tonnes of edible food we throw away**. Our aim is to **reduce this by 20%**, saving a whopping **10,000 tonnes of food** from waste.

Sign up to our **free 5-week newsletter** packed full of ideas and hacks to help you save food and save money - and the chance to **win a fabulous cooking experience** with a local professional chef and meal out on us.

Visit our **webpage** or **join our Facebook group** for more top tips and to share your successes.



www.wasteaware.org.uk/worthsaving
#WorthSaving



Wasting edible food could be costing you up to

£720
a year

It's easy to give food waste the chop by following the 4 steps to save. To dig in, scan the code or visit:

www.wasteaware.org.uk/worthsaving



This was thrown away

Give **food waste** the chop!



Try the 4 steps to save
www.wasteaware.org.uk/worthsaving

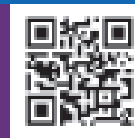


Wasting edible food could cost your household up to

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Try the 4 steps to save
www.wasteaware.org.uk/worthsaving

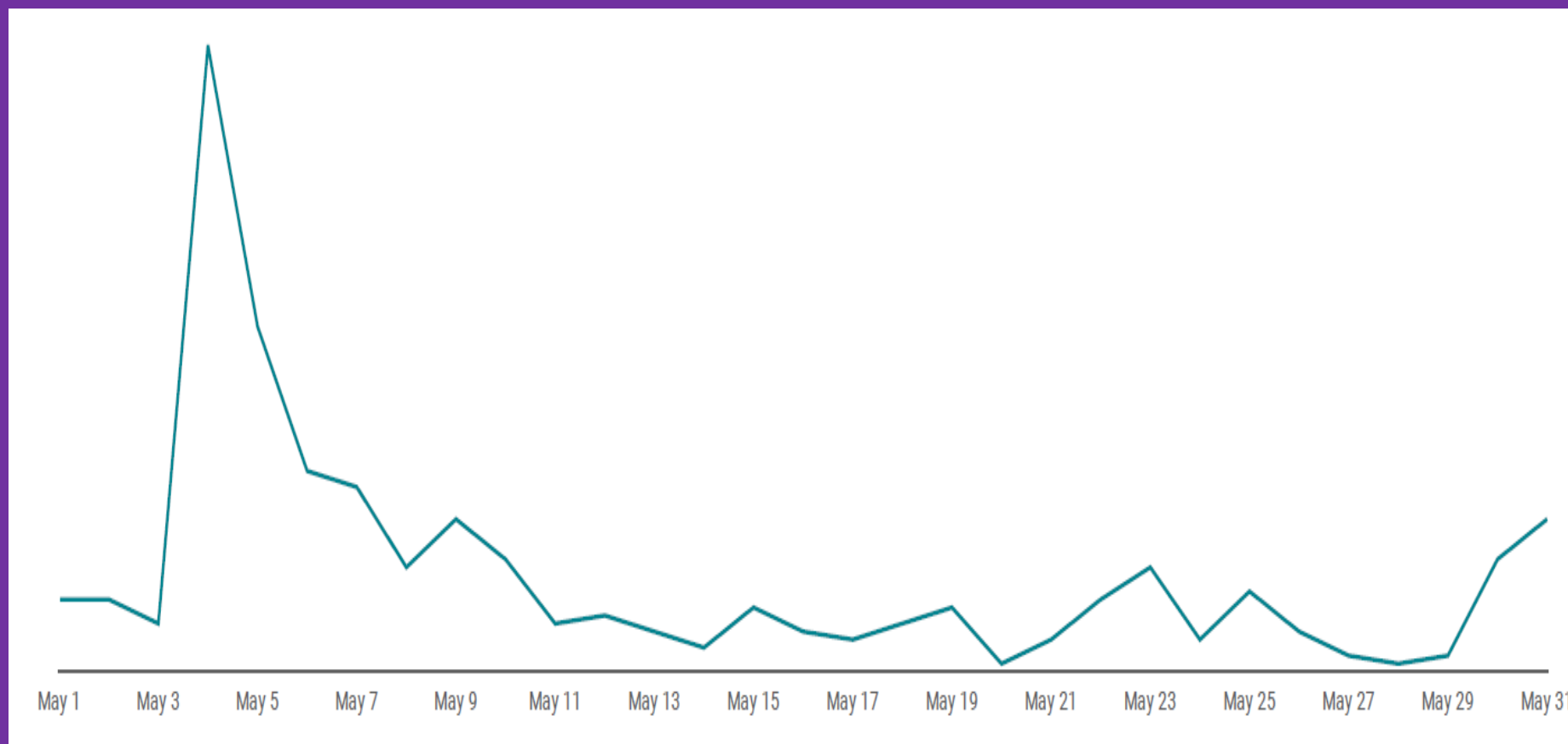




By reducing my food waste,
I could save £60 a month.
I'd it spend on...



Impact of our messaging

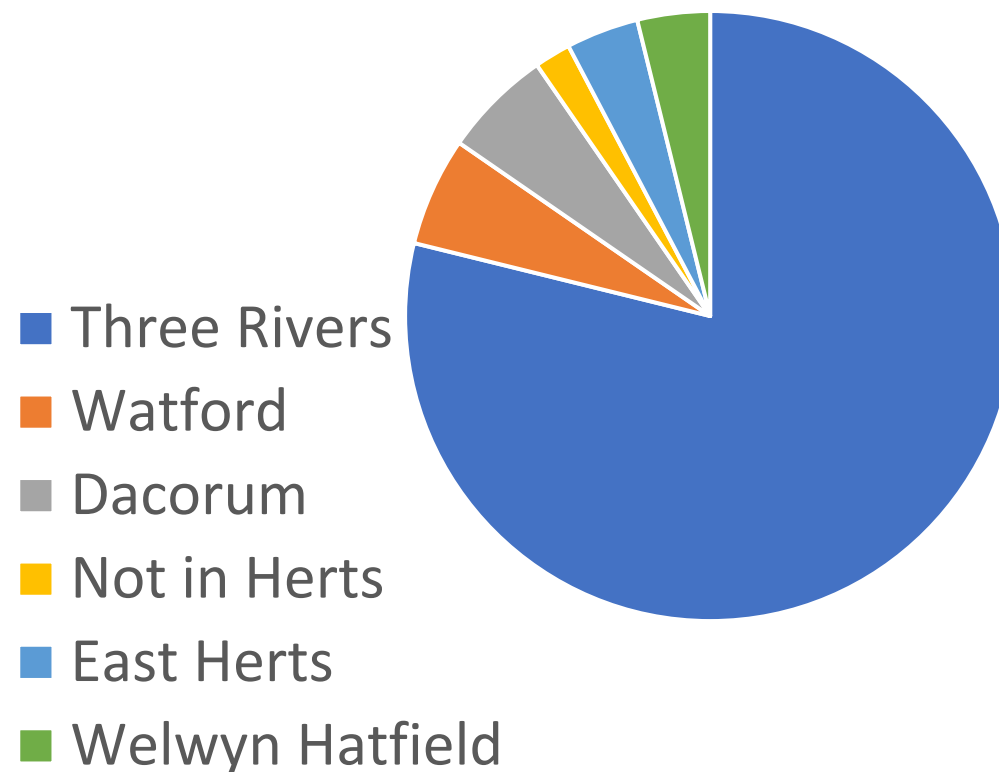


'Hits' to the #WorthSaving Webpage per day. May 2023

Analysis of 5-week Newsletter sign ups

Methods of hearing	No.
General Partnership newsletter	9
Facebook	8
Town / Parish council	6
District / Borough council	6
Local newspaper	5
Friend or family	4
In person event	4
Other (school, school, work)	3
Community group	2
Instagram	1
	52

Where subscriber lives



Evaluation of Pilot Project



Repeat waste composition work in March 2023

Edible food as a % of total weight of residual waste

Kg/hhld/wk of edible food in residual waste

		2020	2023	Change	2020	2023	Change
Three Rivers	Trial Area	25.30%	20.60%	- 18.6%	1.16 kg	1.02 kg	- 12.1%
Hertsmere	Control	25.72%	24.72%	- 3.9%	1.17 kg	1.20 kg	+ 2.6%

= 14.7% reduction in pilot area

The Results

- **19% reduction** in edible food in the bin (Control = 4%)
- Door-to-door leaflet - 284 properties, 5% QR scans
- Leaflets in schools - 200 pupils, 1% QR scans
- 52 sign ups to the newsletter
- 1,300 web hits, 3:49 Average dwell time (usually 1:22)
- Lessons learnt for county-wide roll out

... email me for the full report!

The Results: what it tells us

1) How much *edible food* is there in the household waste stream?

- 50%-70% of food waste across all household waste was EDIBLE

2) Where is that edible food found?

- There was MORE edible food in separate food waste bins than in the general waste stream.
- All sociodemographic groups dispose of edible food, between 1-4 kg/HH/week.

3) What else?

- Capture rates for food waste are much lower than DMR. Still plenty of unavoidable peelings and egg shells to capture for recycling

What's next?

In May 2023 we started sharing messages across the county

- Vehicle signage across all authorities
- Media assets shared county-wide
- Implementing the 4 steps to save
- Re-education around eating edible food



Thank you... and please get in touch

- Webpage: www.wasteaware.org.uk/worthSaving
 - use the 'contact us' box on the page
- Email me: Helena.Jackson@hertfordshire.gov.uk
- Follow us on social media: [@HertsWasteAware](https://twitter.com/HertsWasteAware)

