

**SMALL CHANGE BIG DIFFERENCE**

**COMMUNITY LEADERS' TOOLKIT**



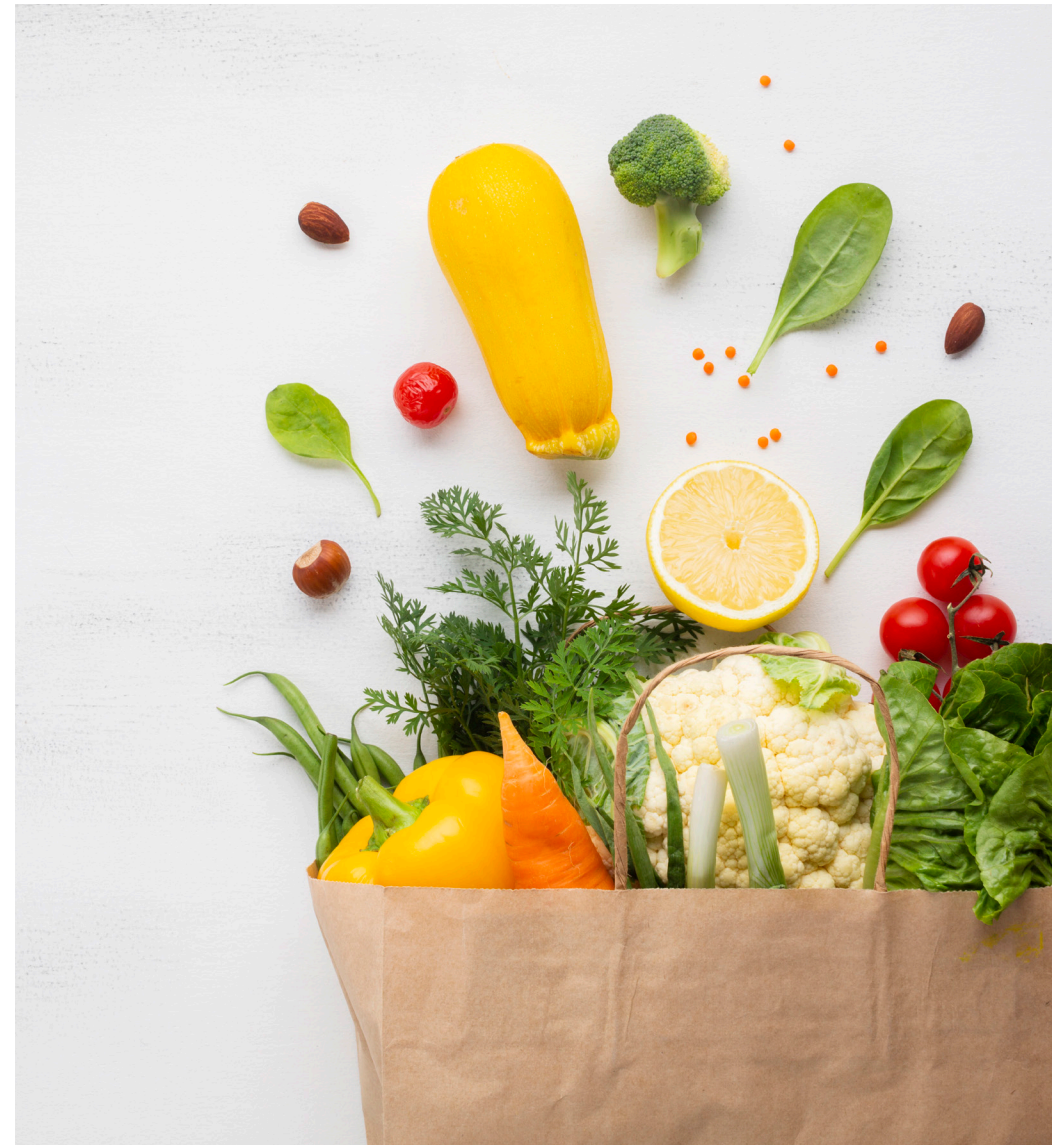
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**SMALL CHANGE  
BIG DIFFERENCE**



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## SMALL CHANGE BIG DIFFERENCE CAMPAIGN

The Small Change Big Difference campaign is part of a wider project called TRiFOCAL London – transforming city food habits for LIFE<sup>1</sup>. Small Change Big Difference is all about how small changes can have a big impact on Londoners' health and bank balance, while making our city a more sustainable place. It is an innovative pilot campaign aiming to raise awareness and encourage behaviour change on the below three key messages:

- Healthy and sustainable eating
- Preventing household food waste
- Recycling inedible food waste



### Why focus on these messages?

According to recent research, London households throw away 910,000 tonnes of food each year out of which over 540,000 tonnes was completely edible<sup>2</sup>.

Throwing away good food isn't just a huge waste of the resources used in

the production, storage, preparation, and transport of that food. Food waste also costs us money. But if we make small changes to the way we shop, prepare, store, eat and dispose of food, we can make some serious savings for ourselves and the planet. By managing food better, an average London family could save up to £70 per month. By eating more plant based foods, we can be kinder to the environment and our health. And if we recycle what is not eaten, London can produce electricity or compost. This is how small changes can create big differences.

<sup>1</sup> TRiFOCAL is funded by the LIFE Programme of the European Union. The project partners for TRiFOCAL are WRAP, LWARB and Groundwork London.

<sup>2</sup> [www.wrap.org.uk/TRiFOCAL\\_PR](http://www.wrap.org.uk/TRiFOCAL_PR)

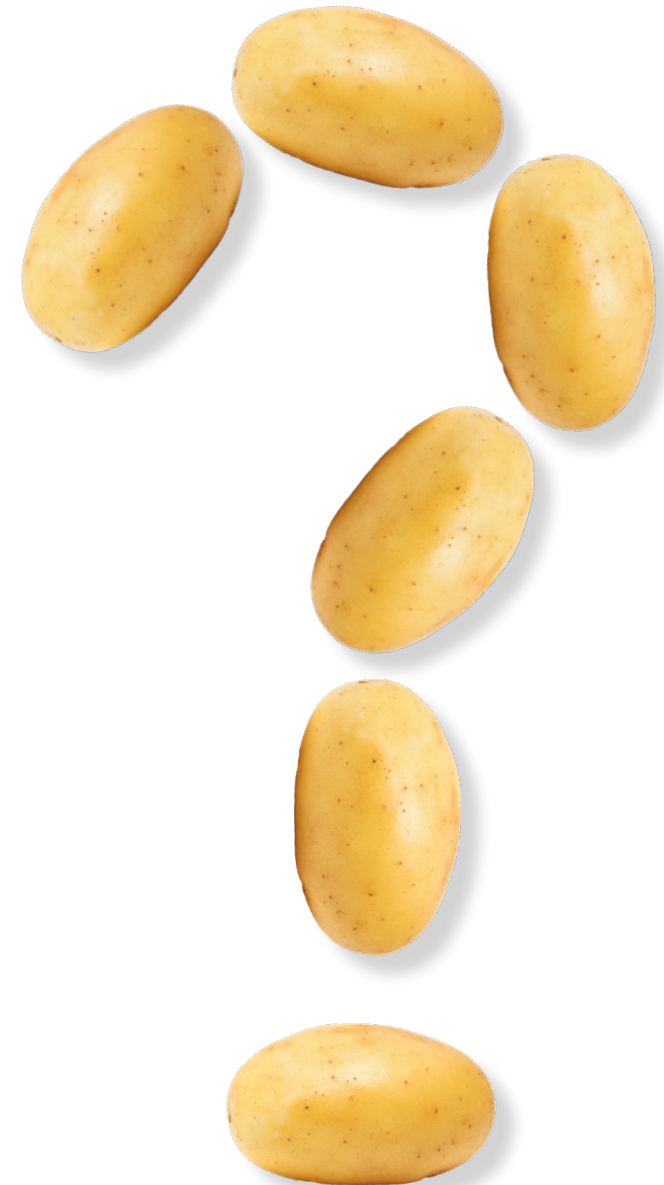
## HOW CAN YOU MAKE A CHANGE?

This toolkit was produced based on feedback received from a variety of community leaders that took part in our training.

The aim of this toolkit is to provide you, the community leader, with resources which enable you to encourage healthy and sustainable eating, food waste prevention and food recycling in your community.

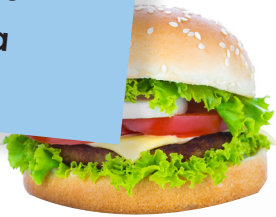
In this pack you will find the following:

- Food facts to help you start conversations
- The three messages unpacked and how you can make a difference
- Examples of events and activities that you could run
- Funding guidance to help bring your projects to life
- An extensive set of materials from Small Change Big Difference that you can use for your own activities, including a directory of relevant organisations and initiatives to help you extend your network and find more resources



# FOOD FACTS AND STATISTICS

A beef burger contributes about 5 times more to climate change compared to a bean burger



It costs London boroughs £50 million a year to dispose of and process food waste

London households currently throw away 910,000 tonnes of food a year, the equivalent of around 72,000 London double-decker buses

If food waste was a country, it would be the 3rd biggest global greenhouse gas emitter

Food waste in London generates approximately 19 million tonnes of CO<sub>2</sub> emissions. Simply reducing the amount of good food thrown away could remove the equivalent of 1 in 4 cars from London's roads

A London family could save an average of £70 per month from wasting less food



## HEALTHY AND SUSTAINABLE EATING: GOOD FOR YOU, GOOD FOR THE PLANET

**If everyone in London went meat free for 1 day every week, we could reduce harmful greenhouse gases by more than 450,000 tonnes a year. That's the equivalent of taking 1,700 cars off the road.**

- Beans, pulses, fruit and vegetables require less water to produce than animal products and keep our hearts ticking over.
- Vegetables, beans and lentils are packed full of vitamins, minerals and fibre and are a low-fat source of protein as well as a great alternative to meat.
- Beans and pulses count towards your 5 a day.
- Beans, pulses, fruit and vegetables can be used to bulk out meat dishes and are generally cheaper than meat.



## WHAT CAN YOU DO?

### In your community

Host a meat free food event to celebrate plant-based food. For inspiration, check out [www.meatfreemondays.com](http://www.meatfreemondays.com)

Host plant based cooking classes /workshops for your group.

Encourage people to share their tips on going meat free.

If your group has social media, share recipes, create awareness and inspire change via your online platforms #SmallChangeLondon

Start a food growing project or join forces with existing schemes. To find your nearest community garden visit [www.bigdig.org.uk/map/london](http://www.bigdig.org.uk/map/london)

### At home

Go meat free 1 day every week.

Try a new vegetarian recipe.

Experiment with tinned beans and pulses in your cooking.

Use beans to stretch leftovers to create new meals; a Bolognese quickly becomes chilli if you add beans and some spices.

Try growing your own herbs, microgreens and salad leaves on a windowsill to add fresh flavours and greenery to your meals.

Adapt your favourite dinners by varying up the veg and throwing in seasonal ingredients.

## FOOD WASTE PREVENTION: BUY WHAT YOU NEED, EAT WHAT YOU BUY

**If everyone in London froze their bread to make toast before it goes off, we could save 2,600,000 slices from the bin every day.**

- The number 1 wasted food in the UK is potatoes - 710,000 tonnes are thrown away each year by households.
- Why not swap some of your fresh fruit and veg for frozen or canned? They're rich in nutrients and last much longer.
- Bread is the second highest wasted food in the UK; the average person in the UK throws out around half a loaf of bread every month.
- It takes 100 buckets of water to produce a loaf of bread.
- Bread freezes perfectly well and you can toast it straight from the freezer.





## WHAT CAN YOU DO?

### In your community

Host a competition in your area to encourage others to come up with innovative and practical ways to use up bread.

Encourage people to share their top tips to reduce food waste. Why not create a top tips wall?

Set up a Community Fridge (or support one local to you) and share food with others so that we can stop good food being thrown away.

To receive surplus food for your project, consider signing up to a distributor such as Fareshare, City Harvest, Plan Zheroes or The Felix Project.

Host a Disco Soup event using surplus food. This global movement inspires action against food waste by bringing people together over a boogie and a bite.

Host community cooking workshops focusing on using leftovers. You could even create a community recipe book.

### At home

Fill in our food waste diary for 7 days to see what items you throw away regularly and where you can make changes.

Take on the challenge in your household to come up with innovative ways to use up bread and other commonly wasted foods.

When you get bread home from the shop, store it in the freezer and toast slices when you are ready to make use of it.

Experiment with tasty toast toppers - here are some ideas to get you started:

[www.lovefoodhatewaste.com/toast](http://www.lovefoodhatewaste.com/toast)

Use one of the various food redistribution apps now available in our city to access or donate food that otherwise may be thrown away.

Share your new tips with family and friends and help them reduce the food they waste.

## FOOD WASTE RECYCLING: MAKE IT YOUR NORM!

If everyone in London today recycled just one banana skin, we could produce enough electricity to charge 16,616,738 mobile phones.\*

- If everyone in London recycled the peelings from just one potato, this can be turned into enough compost to grow 1,384,728 brand-new potatoes.
- The CO<sub>2</sub> saved from one year of composting is equivalent to that created by a kettle in the same amount of time<sup>4</sup>
- Great news: as part of the London Environment Strategy's minimum level of service, local authorities will be required to collect household food waste separately by 2020. Look out for updates from your local council



\* Where food waste is collected separately, it is usually treated using a method called anaerobic digestion, which produces green electricity and is put back into the grid. Find out more [www.recyclenow.com/recycling-knowledge/food-recycling](http://www.recyclenow.com/recycling-knowledge/food-recycling)

<sup>4</sup> [www.recyclenow.com/reduce-waste/composting/why-compost](http://www.recyclenow.com/reduce-waste/composting/why-compost)

## WHAT CAN YOU DO?

### In your community

Use your connections and existing events to create awareness about the benefits of recycling food waste.

Showcase the potential of waste with fun and inspiring activities e.g. workshops on how to grow mushrooms with spent coffee grounds.

Install posters by communal bins to encourage local residents to recycle their food waste correctly.

When you are running your events, think about providing bins for food waste.

Try setting up a community composting scheme. For advice and support check out: [www.farmgarden.org.uk/resources/community-composting-resource-pack](http://www.farmgarden.org.uk/resources/community-composting-resource-pack)

### At home

To find out more about food recycling and how to use your caddy, check out: [www.recyclenow.com/recycling-knowledge/food-recycling](http://www.recyclenow.com/recycling-knowledge/food-recycling)

Once you have your free caddy, consistently use it to recycle all your food waste including the inedible bits and pieces like egg shells and coffee grounds.

If you have a garden, find out what and how to compost: [www.recyclenow.com/reduce-waste/composting/making-compost](http://www.recyclenow.com/reduce-waste/composting/making-compost)



## EXAMPLES OF ACTION EVENTS AND ACTIVITIES



Holding events in your community are a great way to pass on information, raise awareness, cultivate connections, and sow the seeds for new ideas and initiatives. Everything you need to recreate talking points at your event can be found within this toolkit or from our additional resources (see page 15).

Some suggestions for events are provided here to get you started:

### Food related events

- Organise a food themed event as a fun way of engaging your immediate community with the issues and solutions around food waste. Consider inviting a guest chef or teaming up with a local community cooking project to demonstrate new ways of cooking with leftovers or plant-based ingredients. You could encourage participants to bring along food or use donated surplus food sourced locally. You could also incorporate other activities such as a smoothie bike, or getting people to write and display their top tips.
- You may want to link your event to awareness days and wider initiatives. Some examples include Meat Free Monday, Veganuary,

The Big Lunch, World Environment Day and Recycling Week. You could also theme your event around national holidays such as Christmas or Halloween.

### Outreach stall

- Organise a stall at your workplace, school or local fairs and festivals to raise awareness.
- An eye-catching display coupled with an interactive quiz can be an effective way of encouraging people to stop and talk. We've developed a Food for Thought quiz that we've taken to events all over the capital. It's a great conversation starter and even eco-warriors can discover something they didn't know before.

## Talks and meet-ups

- Organise a talk or workshop to get people involved. You can use our bite-sized presentation to facilitate discussion. Consider also inviting an inspirational speaker, screening a thought-provoking film or putting on a surplus food feast to help generate interest.
- Hold networking sessions and bring individuals and community groups together to discuss and brainstorm food waste initiatives, problem solving, campaigning ideas and planning for future actions. This activity can be incorporated into an existing project that you are already working on.



# COMMUNITY PROJECT FUNDING OPPORTUNITIES

There are many ways to seek funding for your project. You could approach local donors, food retailers and businesses. You might want to explore setting up or working with an existing social enterprise or cooperative scheme. Other funding sources include grants programmes, crowdfunding and local councils.

You do not need to create a whole new project to incorporate the campaign messages of Small Change Big Difference. Be creative when applying for funding. For example, if you run a cycling group you could apply for a grant to include surplus food collection and distribution as part of your existing activities.

Here is a list of funding opportunities and further advice platforms for you to explore.

## Grants

1. National Lottery Awards for All - [www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england](http://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-england)
2. Crowdfund London - [www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london](http://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfund-london)
3. Tesco Bags of Help - [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)
4. London Grants - [www.groundwork.org.uk/london-grants](http://www.groundwork.org.uk/london-grants)

Before you incur any costs, think about what you can borrow or, better yet, acquire for free.

## Funding advice/searches

1. Groundwork Community Project toolkit - [www.groundwork.org.uk/sites/projecttoolkit](http://www.groundwork.org.uk/sites/projecttoolkit)
2. Funding Central - [www.fundingcentral.org.uk/default.aspx](http://www.fundingcentral.org.uk/default.aspx)
3. Locality - [www.locality.org.uk/about/what-we-do](http://www.locality.org.uk/about/what-we-do)
4. The Community Shares Unit - [www.communityshares.org.uk](http://www.communityshares.org.uk)
5. KnowHow NonProfit - [www.knowhow.ncvo.org.uk/funding/fundraising](http://www.knowhow.ncvo.org.uk/funding/fundraising)



## ADDITIONAL RESOURCES

Check out the Small Change Big Difference website for recipes, tips and stuff we love:

[www.smallchangebigdifference.london](http://www.smallchangebigdifference.london)

To help you bring your events and activities to life we have the following resources available to download:

1. Small Change Big Difference bite-sized presentation
2. Small Change Big Difference information booklet
3. Food waste diary
4. Food for Thought quiz
5. Campaign posters
6. Top tips sharing tags
7. Fridge mini-posters
8. Top 10 wasted foods statistics
9. Directory of relevant organisations and initiatives

And you can find them here: <http://resources.trifocal.eu.com/resources/>

