

Interreg 

France (Channel
Manche) England

European Regional Development Fund

BLUEPRINT 
to a Circular Economy



EUROPEAN UNION

Welcome to the BLUEPRINT Circular Economy Roadshow

The session will begin soon

projectblueprint.eu

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France (Channel) England
Manche)

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EUROPEAN UNION

Creating a circular economy for food

Wednesday 11 May | 12:30-14:15

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Housekeeping



This session will be recorded



Use the chat/Q&A box for your questions



Please leave feedback

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Creating a circular economy for food

Chair's welcome

Leah Martin, Essex County Council

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What is BLUEPRINT to a Circular Economy?



ENABLE local authorities to accelerate towards a dynamic circular economy

EQUIP social enterprises and training organisations to support disadvantaged people to secure jobs in the circular economy sector



ENHANCE community engagement to deliver lasting behaviour change for residents and schools

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Creating a circular economy for food

1. Letitia Walker, Kitche
2. Aoife Allen, Hubbub
3. Cathryn Wood, Essex County Council
4. Mickey Green, Somerset Waste Partnership
5. Phil Holtam, Feedback

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Creating a circular economy for food

Speaker slides...



kitche it,
don't ditch it!



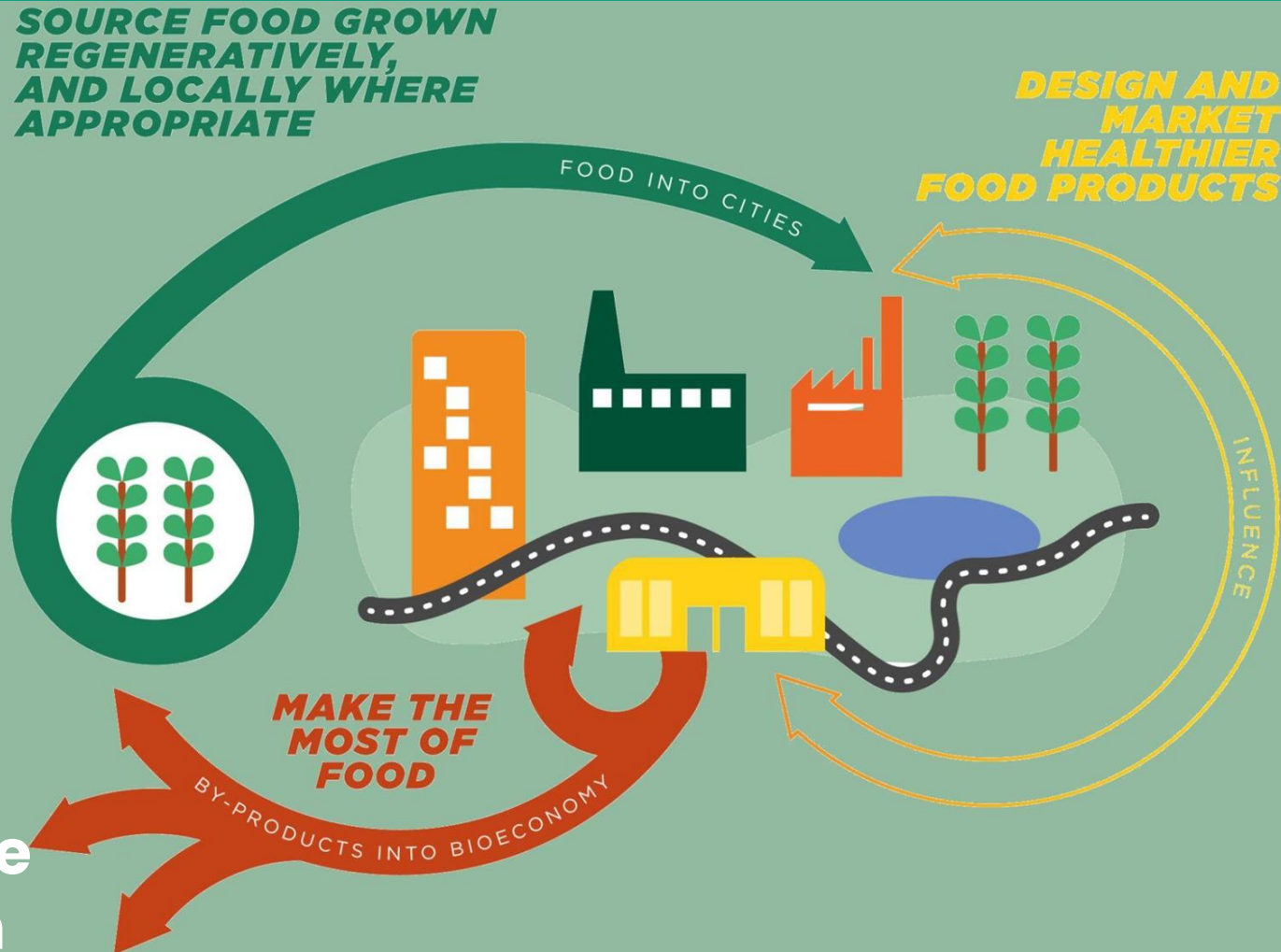
GET IT ON
Google Play

Mail: letitia@kitche.co
Web: www.kitche.co



Download on the
App Store

Food System Ambitions



Kitche
Food Waste Prevention

Why is food waste a problem?

1/3

of all food is
wasted globally¹

10%

of global population
is starving²



9%

of global carbon
emissions¹

70%

UK: is from from
households³

How does Kitche solve this issue?

Kitche is the free household food waste app that targets **food waste behaviour change**.

We want to help our users **buy what they eat and eat what they buy**



PREVENTION

Prevention is when food waste is stopped at the source e.g. **Kitche**.

REUSE

Reuse refers to redistributing food waste or finding alternative uses in the food chain e.g. food sharing apps and animal feed.

RECYCLE

Recycling is the reprocessing of produce into new materials e.g. composting.

RECOVER

Recovery processes extract the energy from food waste.

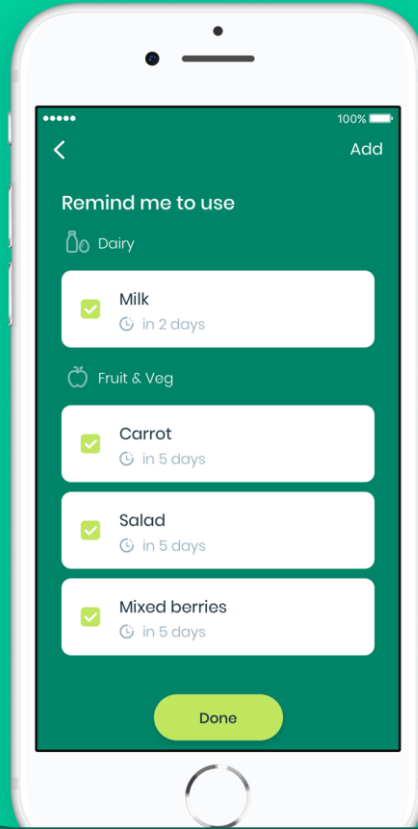
DISPOSAL

Disposal is when food waste is sent to the landfill and is left to emit harmful gases and pollution.

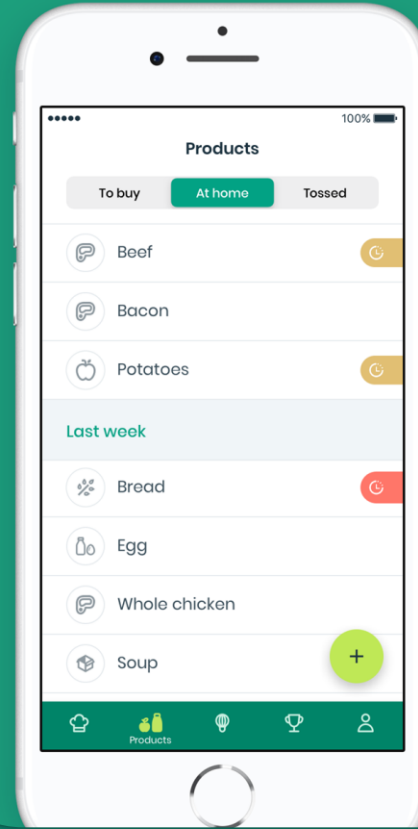
Scan food products from all major supermarket receipts with a snap of a camera



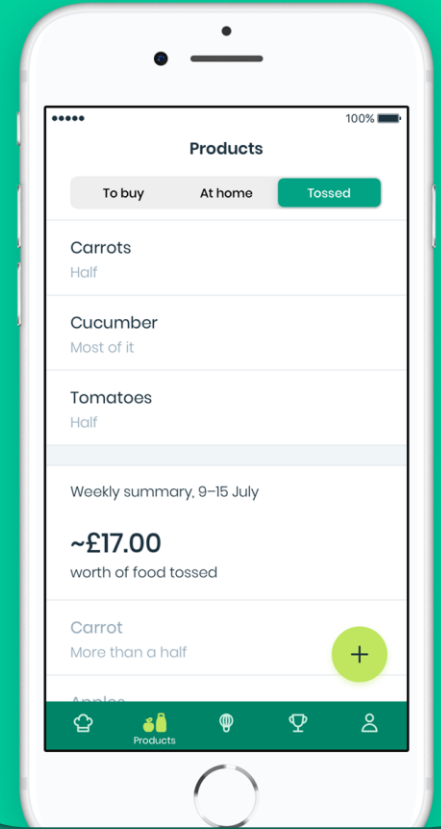
Get helpful reminders for food you have at home



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

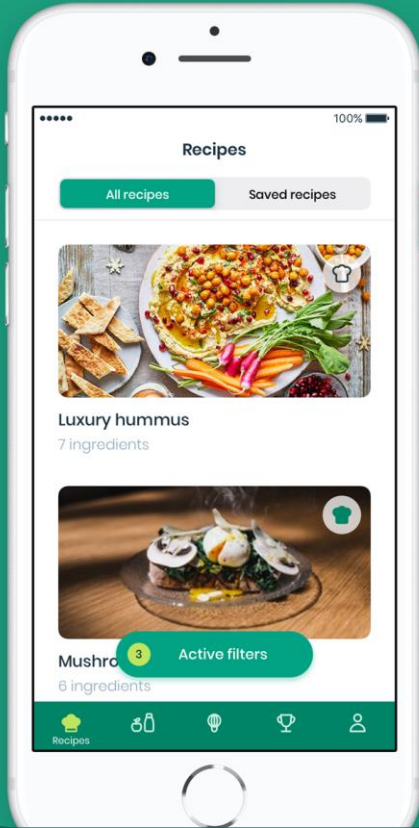


Swipe to toss products so you can track food waste habits & start saving money



Kitche

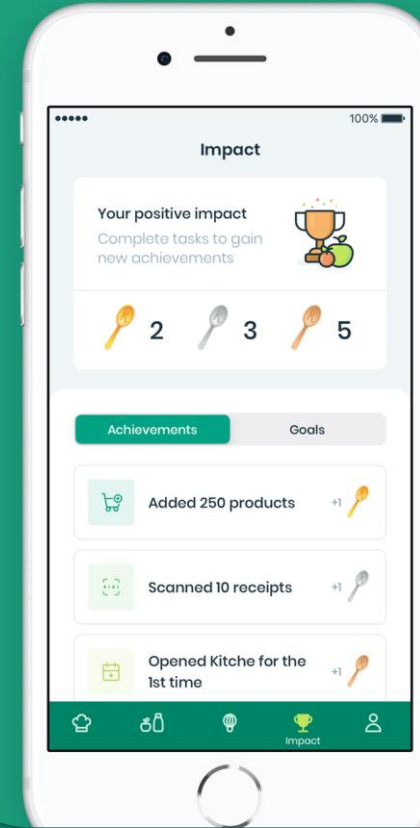
Find 1000s of recipes,
filtered by products you
have at home



Access all the latest food
waste tips in one place



Food Waste Warriors, track
your impact and gain
achievements!



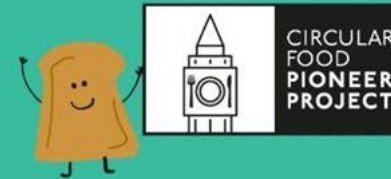
Kitche

Projects and Partnerships

We were awarded a competitive £68,000 long-term project, funded by DEFRA to add new app features in February 2021.



We secured our first partnership in November 2021 with ReLondon's Circular Food Pioneer Project working with the London Borough of Bexley and OLIO.



Launched on iOS in Summer 2020
Became Apple App of the Day (for the first time) and were featured on The Gadget Show!



We 'gamified' the app to incentivise our users by awarding positive food waste behaviour in September 2021.

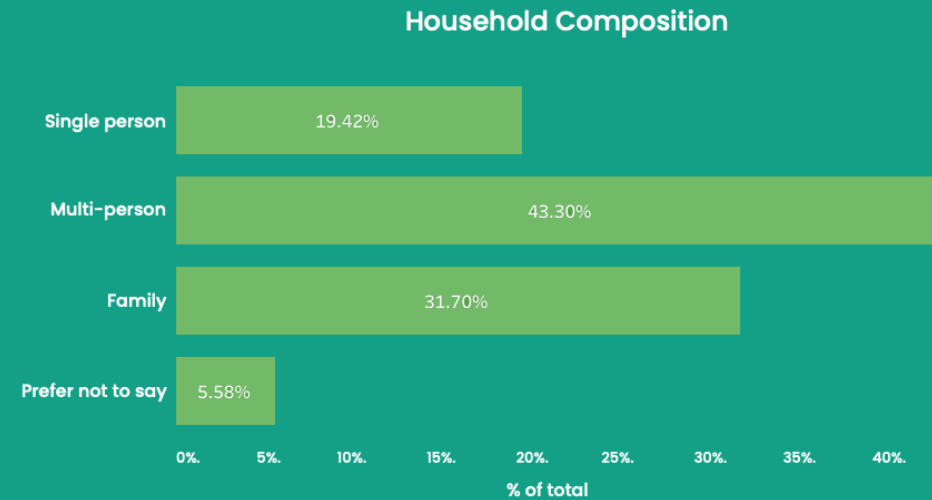


We have just launched two more partnerships with Buckinghamshire Council and Essex County Council

Data Capture



Treemap shows most imported and tossed products by Kitche users



The graph above shows household makeup of Kitche users



weight tossed
91kg



Co2 emissions
229kg

Some **example graphs** of data collected via the Kitche app, used to inform food waste policy and monitor interventions



Pie chart shows proportion of food categories reported by Kitche users

Challenges to a Circular Economy

- **Behaviour change** is very difficult, and requires sustained motivation over a long period of time
- The cost of **food waste** is hidden, consumers do not immediately feel the impact
- Competing for **consumer attention** vs. other mobile applications and marketing
- Developing a business strategy **for purpose and profit**



Fighting food waste together



Kitche it, don't ditch it!

Kitche



Meet the Community Fridge



Hello from Hubbub

Launched in 2014, Hubbub is a charity that inspires ways of living that are good for the environment. We design campaigns that make environmental action desirable. We disrupt the status quo to raise awareness, nudge behaviours and shape systems.

*We do this with knowledge and playfulness,
and we won't make you feel bad.*

OUR VISION IS

**A world where
everyone is an
environmentalist,
*whether they
realise it or not***

How we work



A complex challenge

6.4 million tonnes of edible food wasted in the UK every year.

15% of households in the UK now experiencing food insecurity.



And a simple solution

The community fridge: a social space where anyone can share or take home food that would otherwise go to waste.






Stopped
3,150
tonnes of food
going to
waste



Operated with
the support of
3,540
volunteers

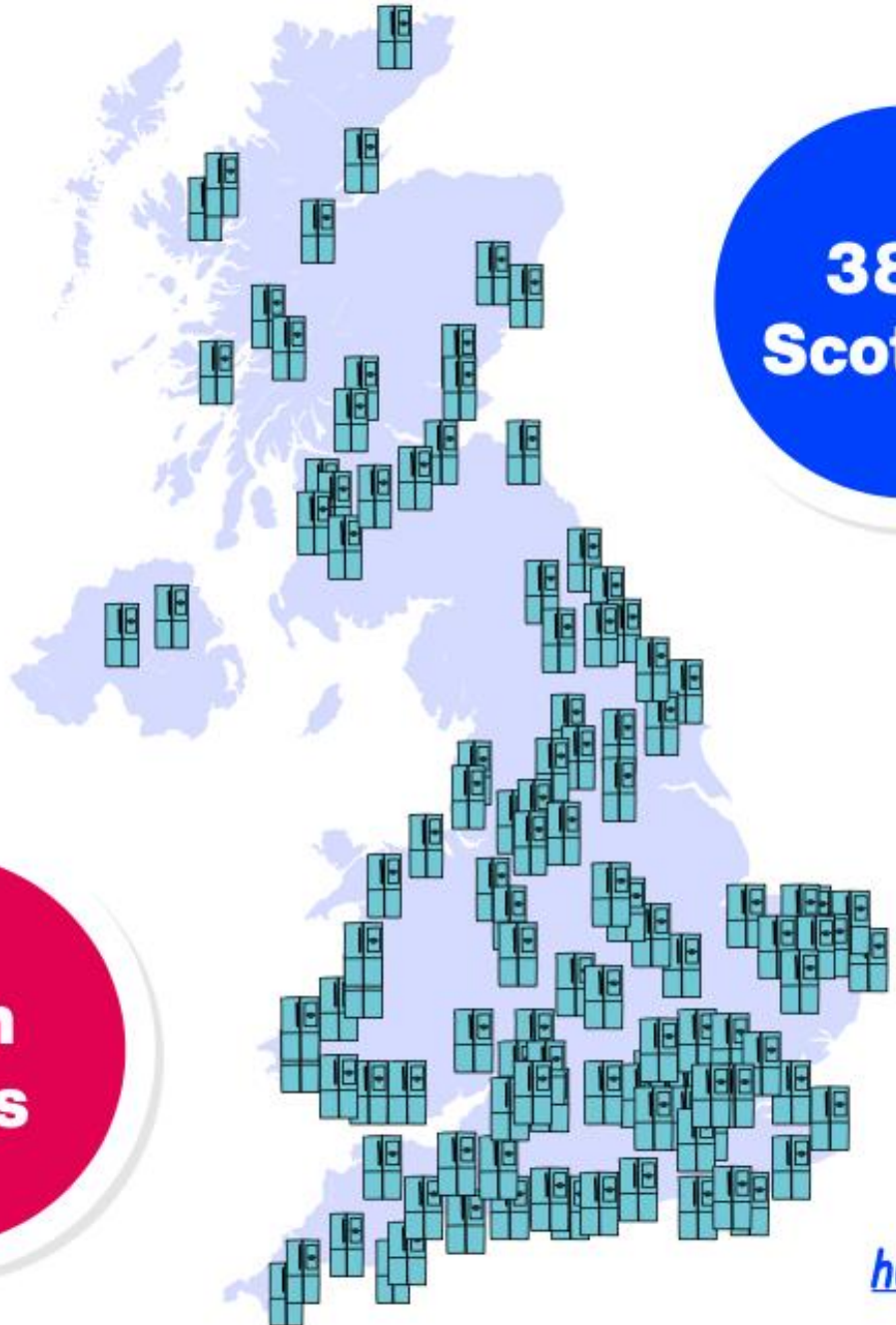


Shared
7,500,000
meals worth
of food



Had
1 million+
visits by the
public

**3 in
Northern
Ireland**



**38 in
Scotland**

**203 in
England**

**26 in
Wales**

*To find your nearest
Community Fridge, go to
hubbvb.org.uk/the-community-fridge*



How it works

Hubbub supports a network of over 280 community fridges

- Each fridge is a registered food business and is managed by a team of volunteers with food hygiene training.
- Individuals and businesses can give food that's still within its use-by date in the fridge.
- 85% comes from businesses.
- Hubbub provides seed funding, marketing and branding, discount appliances, peer support and expert advice.



Why it works

- Positive, inclusive framing.
-
- Low/no barriers to access.
- Opportunities to connect socially and take part in other activities.



Challenges

- Volunteer turnover.
- Quality of food – oversupply of bakery.
- Community groups absorbing cost of transporting food.
- Growing community need and inconsistent supply.



What's next? The food hub.

- Moving fridges beyond redistribution.
- Support more communities to develop/ evolve local food activities.
- Trialled four to date.
- Funding available for 70 coming soon.



GET INVOLVED

- Amplify opportunities to visit in your local area.
- Fund fridges to set up.
- Support food hubs or Food Connect.





Thank you

HELLO@HUBBUB.ORG.UK

Registered Charity Number 1158700





Thank you

AOIFE@HUBBUB.ORG.UK
LIAM@HUBBUB.ORG.UK

Registered Charity Number 1158700

Love Essex: Food Waste

Wednesday 11 May 2022

Cathryn Wood



LOVE
ESSEX

Why is food waste an issue?

Contributes
to climate
change

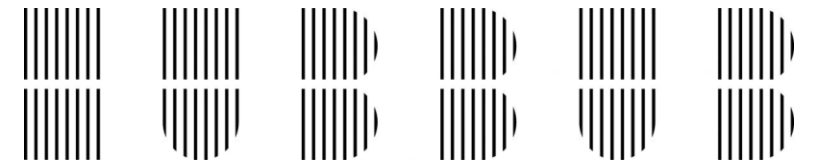
Waste of
money

Waste of
resources

What have we done so far?



wrap



Chelmsford & ECC pilot intervention

HOW MUCH ARE YOU WASTING?

The average Chelmsford household wastes £720 every year by putting food in the black bin.



Join our challenge, save money and be in with a chance to win some kitchen goodies!

Chelmsford City Council

Why is food waste a problem?

It's not just bad for our wallets – food waste contributes to climate change too.

Did you know that in Chelmsford alone, approximately 350 tonnes of food is thrown away every week? That's the equivalent weight of 32 Park and Ride buses!



What happens to your food waste?

When you put your food in your black bin, it ends up in landfill.

Some food waste cannot be recycled, but can be recycled.

Here, it releases greenhouse gases that contribute to climate change.

This recycled food creates fertilizer and generates electricity.

Save EEEs by planning, storing and enjoying all the food you purchase! Find out how by signing up to our challenge!

loveyourchelmsford.co.uk/foodwaste

How to reduce your food waste

<h3>PLAN</h3> <ul style="list-style-type: none"> Check what's already in your cupboards, fridge and freezer. Plan a few meals for the week ahead. Make a list of what you need. 	<h3>SHOP</h3> <ul style="list-style-type: none"> Stick to your shopping list. Avoid offers unless you know you will eat the food. Check the 'Use by' and 'Best before' dates. Choose loose fruit & veg.
<h3>KEEP</h3> <ul style="list-style-type: none"> Make sure your fridge temperature is set below 5°C. Freeze what you can before it goes off, and don't forget to label! 	<h3>REPEAT</h3> <ul style="list-style-type: none"> Recycle your food waste each week. Get a home compost bin.

Get started with food recycling

As a last resort, all food waste including egg shells, fish/meat bones and coffee grounds can go in your food recycling caddy. Instead of going to landfill, your food waste will be recycled.

If you haven't got a food recycling caddy or would like to order a replacement, please scan the QR code or visit www.chelmsford.gov.uk/foodwaste



DO'S ✓

- Tips/coffee grounds
- Mouldy and out-of-date food
- Fish and meat bones
- Fruit/vegetable scraps
- Dairy
- Bath you and cooked food

DON'TS ✗

- Plastic wrap/packaging
- Liquids such as fats or oil
- Garden waste
- Anything that is NOT food waste

REMEMBER - food waste should never be placed in your black bin!

No Food Waste Please

Remember to use your food recycling caddy



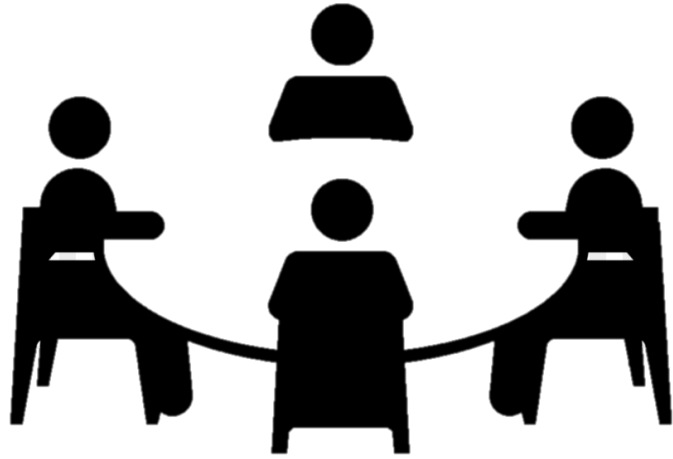
Scan here for more information



What can we do in Essex?



Upcoming activities





LOVE
ESSEX

@loveessexuk

Cathryn.Wood@essex.gov.uk

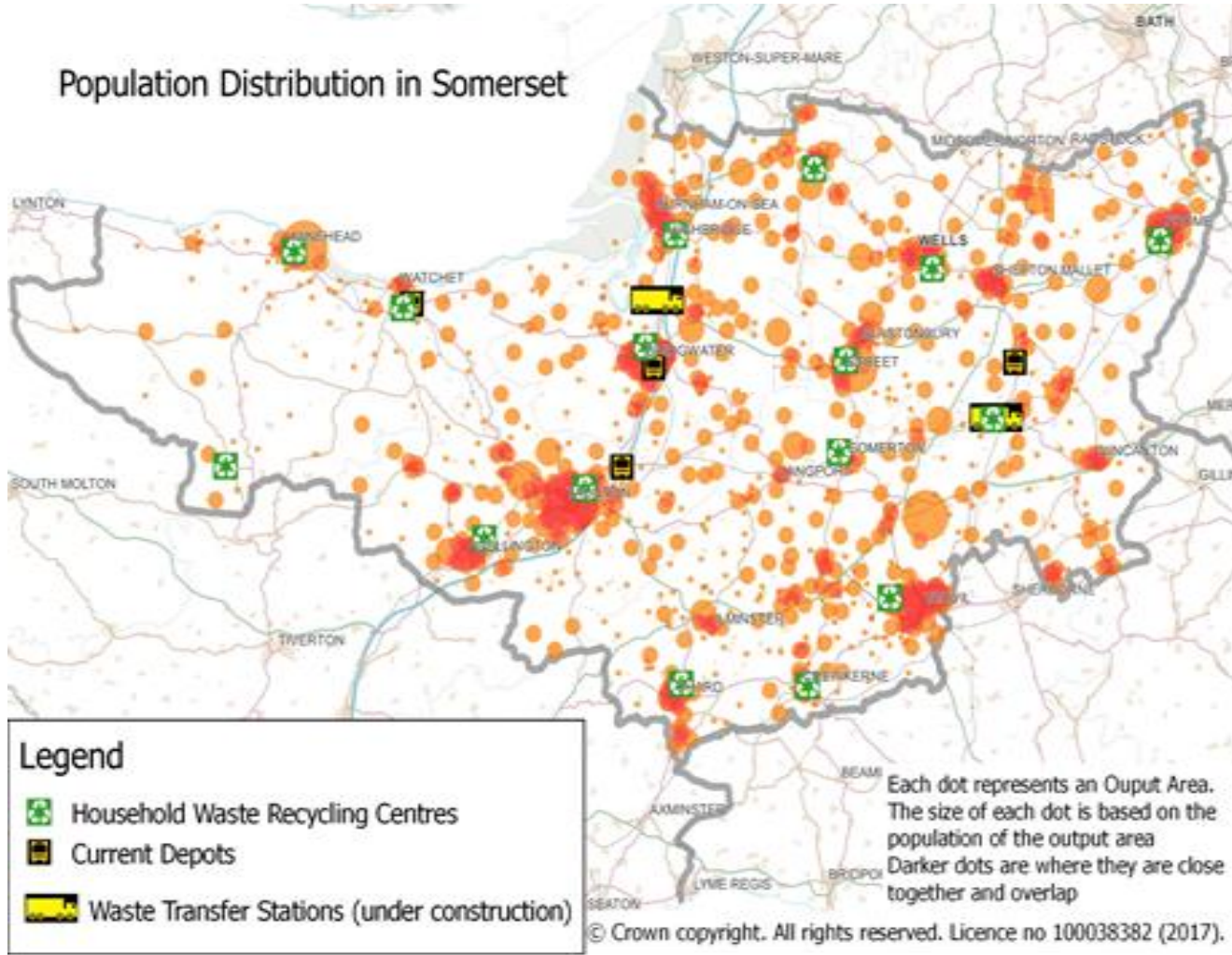




Food Waste: Somerset Waste Partnership's Experience

Mickey Green, Managing Director

Our context



- The first county wide partnership in the Country: Efficiency savings of over £1.5m per annum
- Recycling rate of 52.4% (2020/21)
- Independently ranked as a carbon reduction 'high flyer' every year since 2012
- Moved away from landfill in April 2020
- 262,000 households – kerbside sort
- First to roll out food waste collections on a large scale.



Food waste participation

Composition/Participation analysis 2018

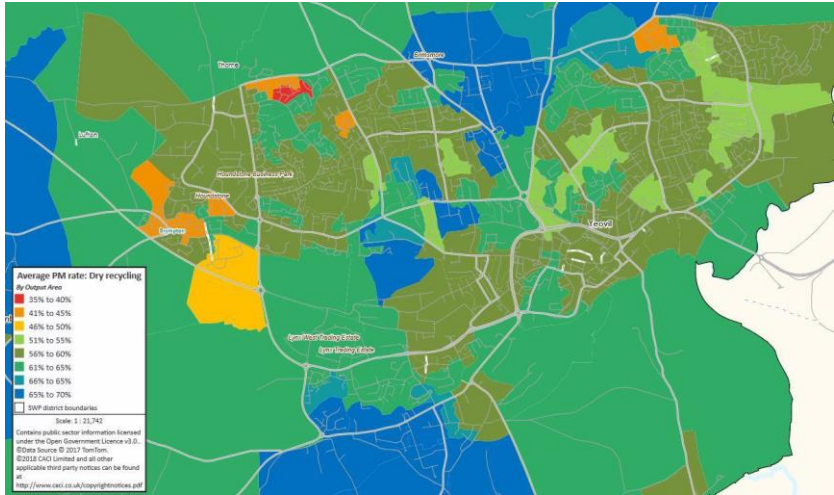
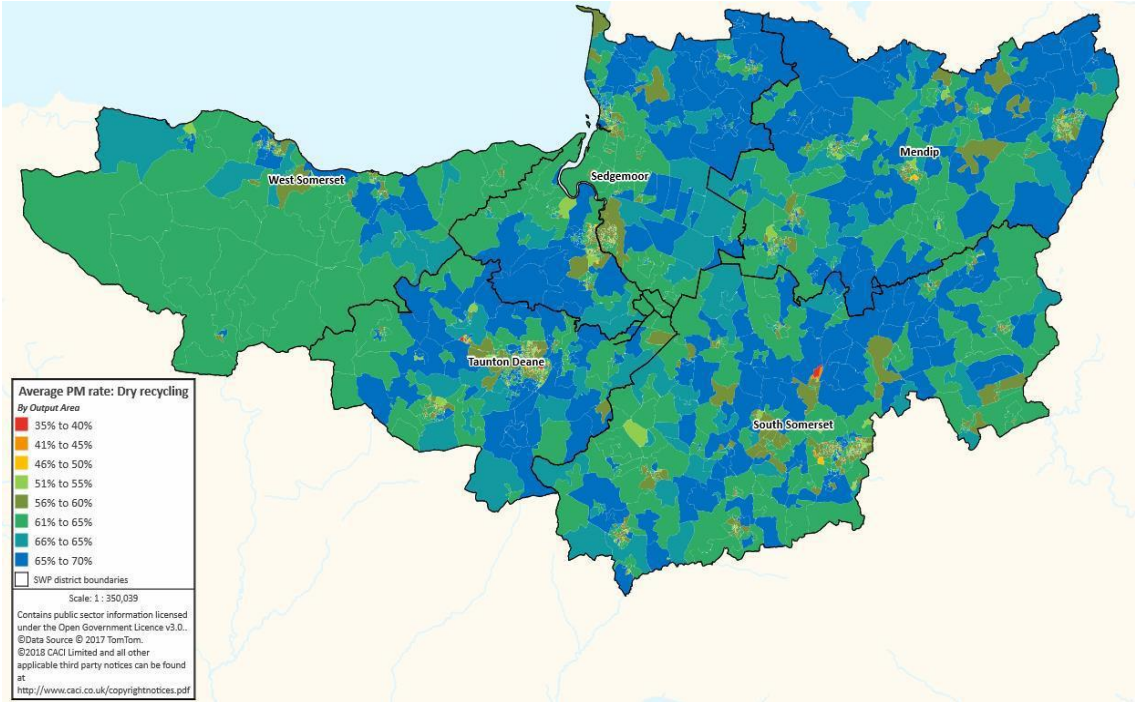
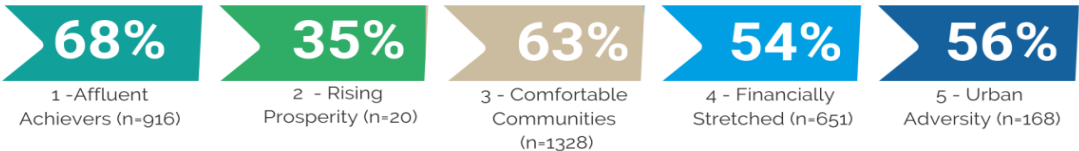
62% participation SWP vs c.40% nationally.

FOOD WASTE

Participation rate *n=3,164*

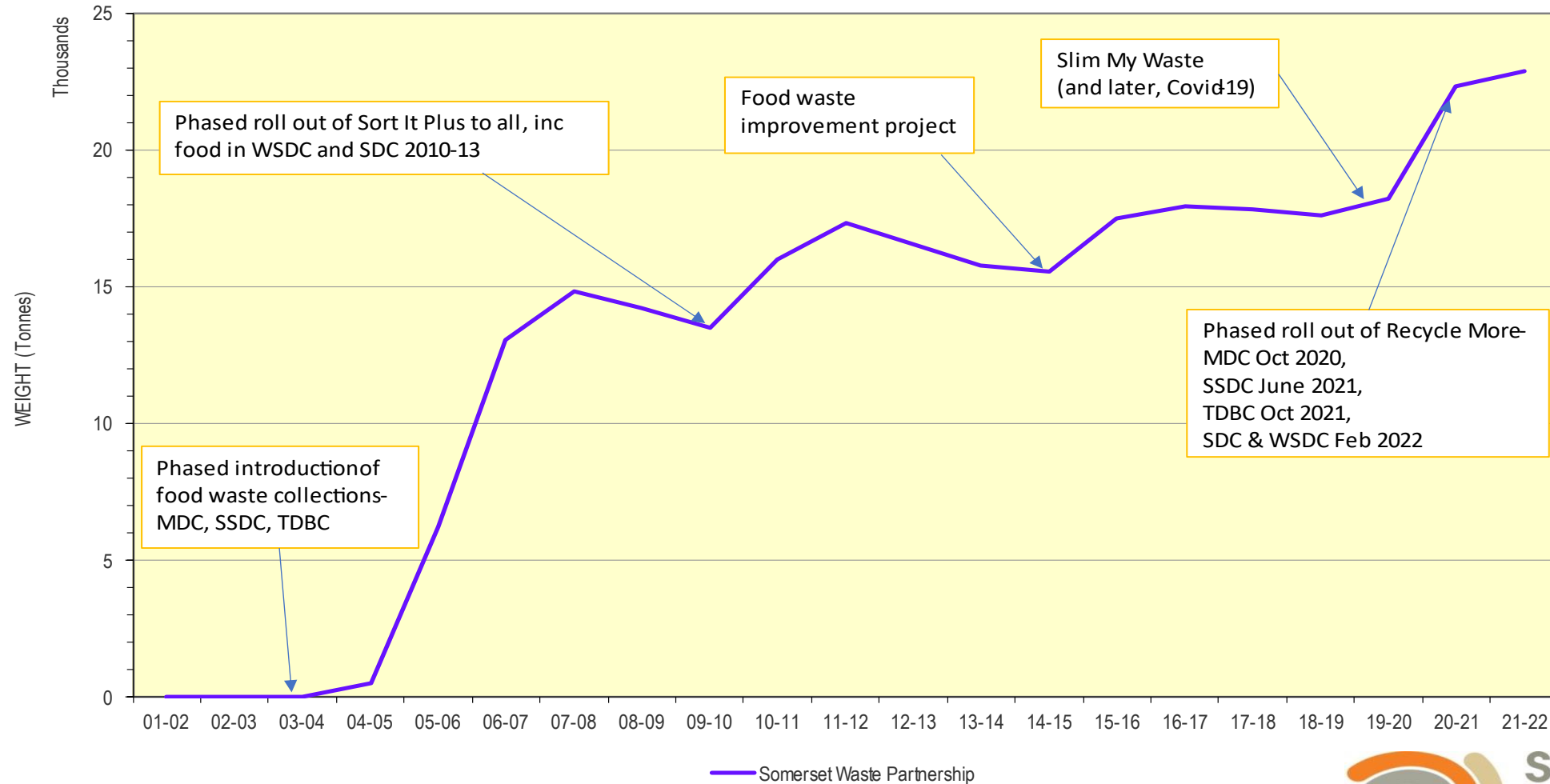


Participation rate by Acorn

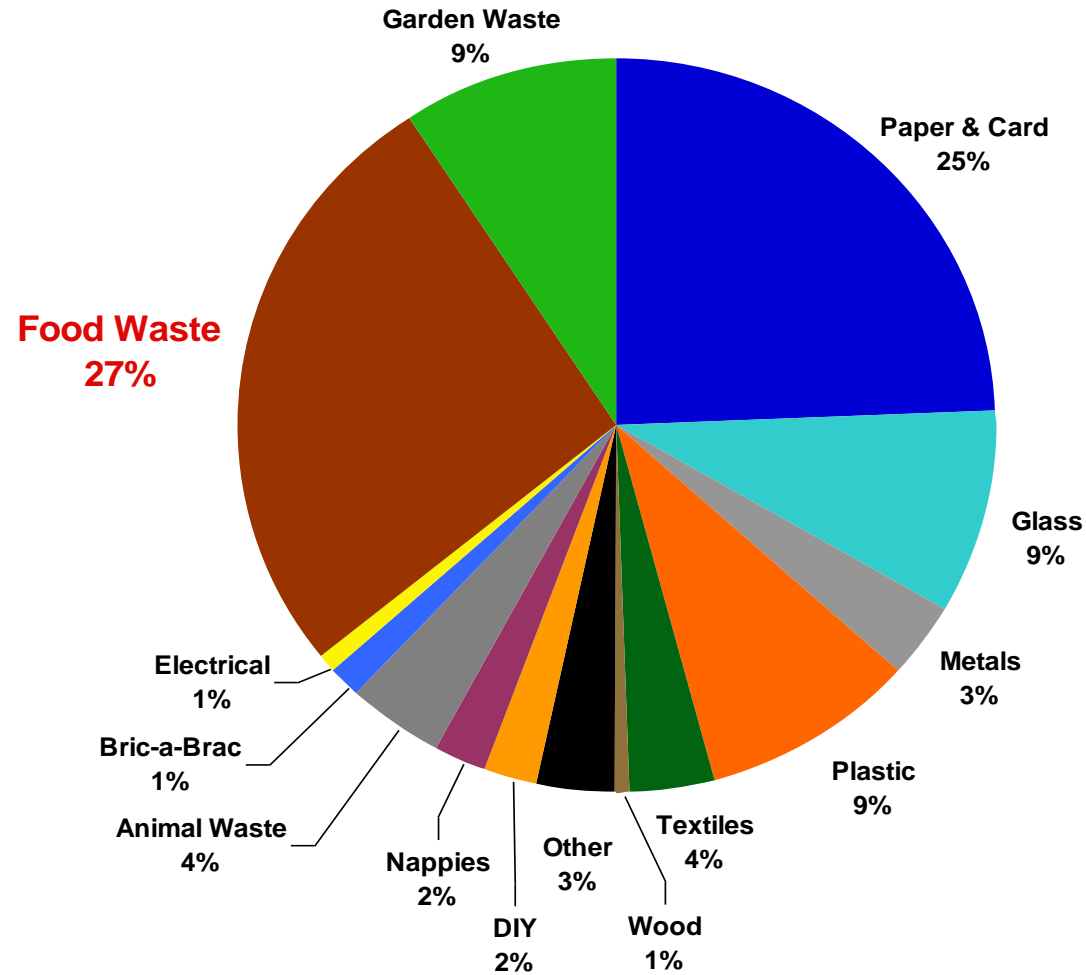


Food waste over the years

WEIGHT OF FOOD WASTE COMPOSTED FROM KERBSIDE COLLECTIONS- 2001-02 to 2021-22

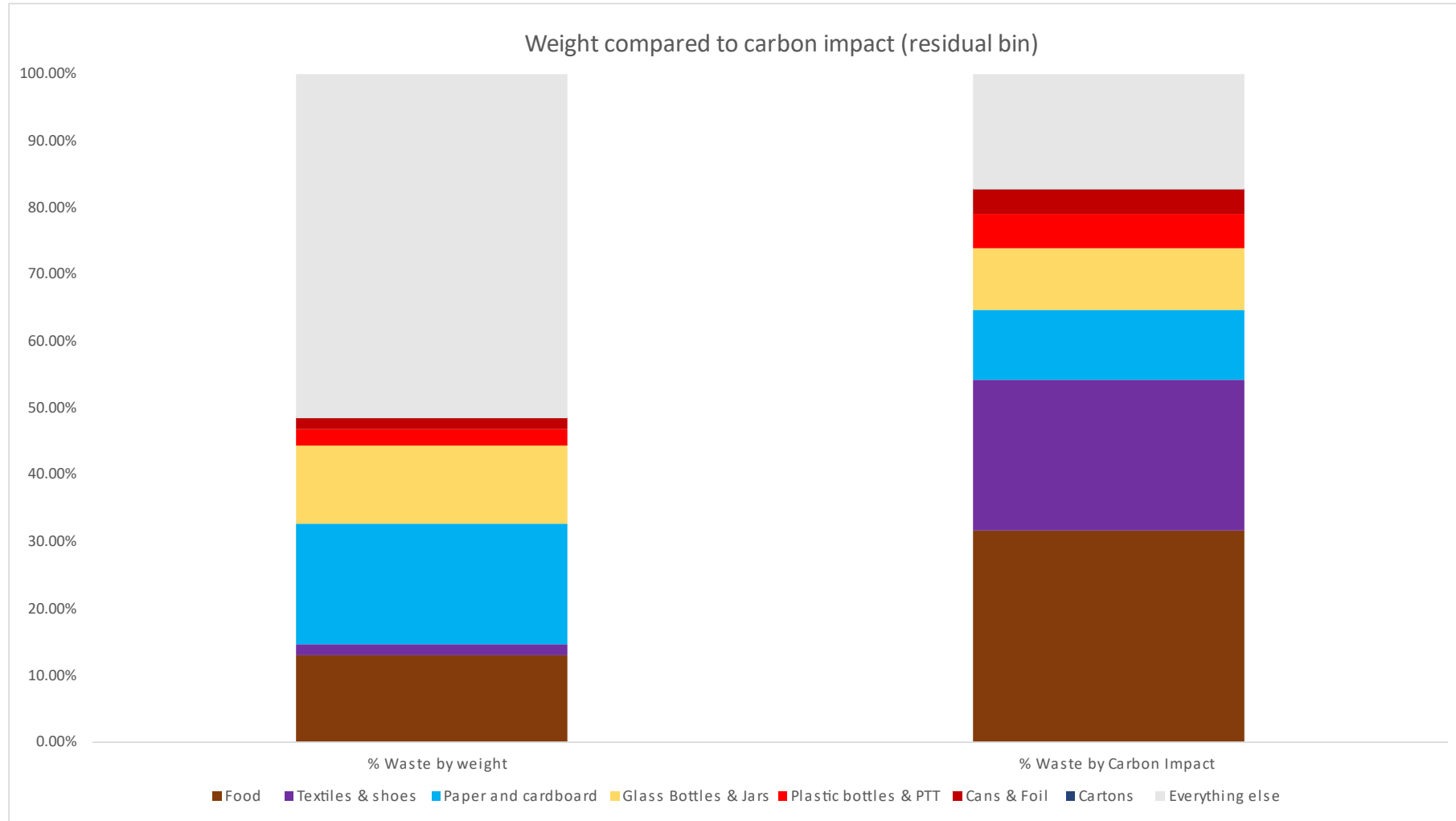


Why food waste? Drivers for change:



- 2003 composition analysis showed 27% food waste – largest category in residual bin not being targeted for recycling.
- Separate collections could target food waste that is not home compostable.
- Desire by partners to recycle more – opportunity for full service change.
- Options appraisal suggested separate food collections achieve high performance at lower cost than when combined with garden waste.
- Wanted to avoid free garden collections which would divert from more sustainable options such as home composting
- Successful bid for Defra grant funding to roll out service change.
- Introduction of landfill tax escalator and animal by product regulations – fiscal and policy drivers

Carbon impact of food in residual



How we manage our food waste



- Commissioned in 2013
- Dry AD, Monsal Technology
- 30,000t food waste p/a – ~2/3rds SWP
- Potential to expand to 45,000tpa
- c.1MW Electricity available for export.
- c.0.3MW electricity parasitic loading
- Compostable liners (not provided) – no plastic



Food waste improvement project: 2013-15

SWP Campaign to 50,000 households	Liners, leaflets & stickers	Bin tags & stickers
Food waste yields	+ 20%	+ 10% ***
Cost over 3 years	£160,900 (£79,900* year 1)	£19,500 (all year 1)
Annual saving (reduced disposal cost less costs for additional food to AD)	£20,500 **	£10,250 **
NET over 3 years	Net cost of - £99,400	Net saving of + £11,250

* £52,250 in WRAP Guide (11: Table 11.4) with initial roll of 26 liners delivered - more will be needed when run out, adding to cost.

** Food haulage and AD costs are high in Somerset, so savings in other areas may be higher. *** Gloucestershire achieved 20% from Sept 2015.



Slim My Waste Campaign - 2020



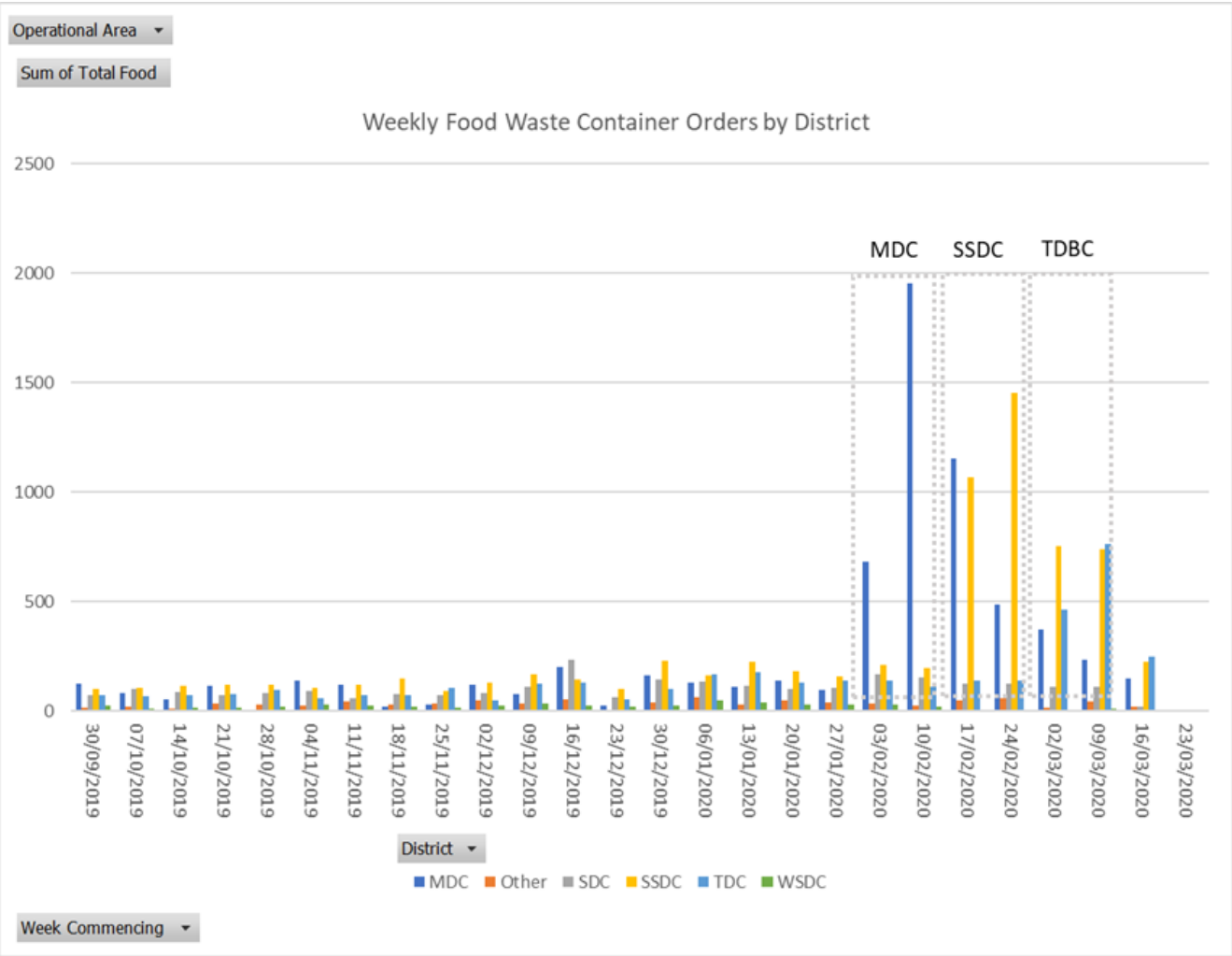
- Based on Bristol Waste's Campaign
- Rolled out Feb/March 2020 until suspended due to the pandemic
- Approx. 80% of the county covered before suspension
- Schools Against Waste workshop sessions
- Worked with 12 Co-op stores to provide pick-up points for food bins and caddies



SLIM MY WASTE @ NO FOOD WASTE PLEASE @

visit somersetwaste.gov.uk/slimmywaste for more information • visit somersetwaste.gov.uk/slimmywaste for more information • visit somersetwaste.gov.uk/slimmywaste for more information

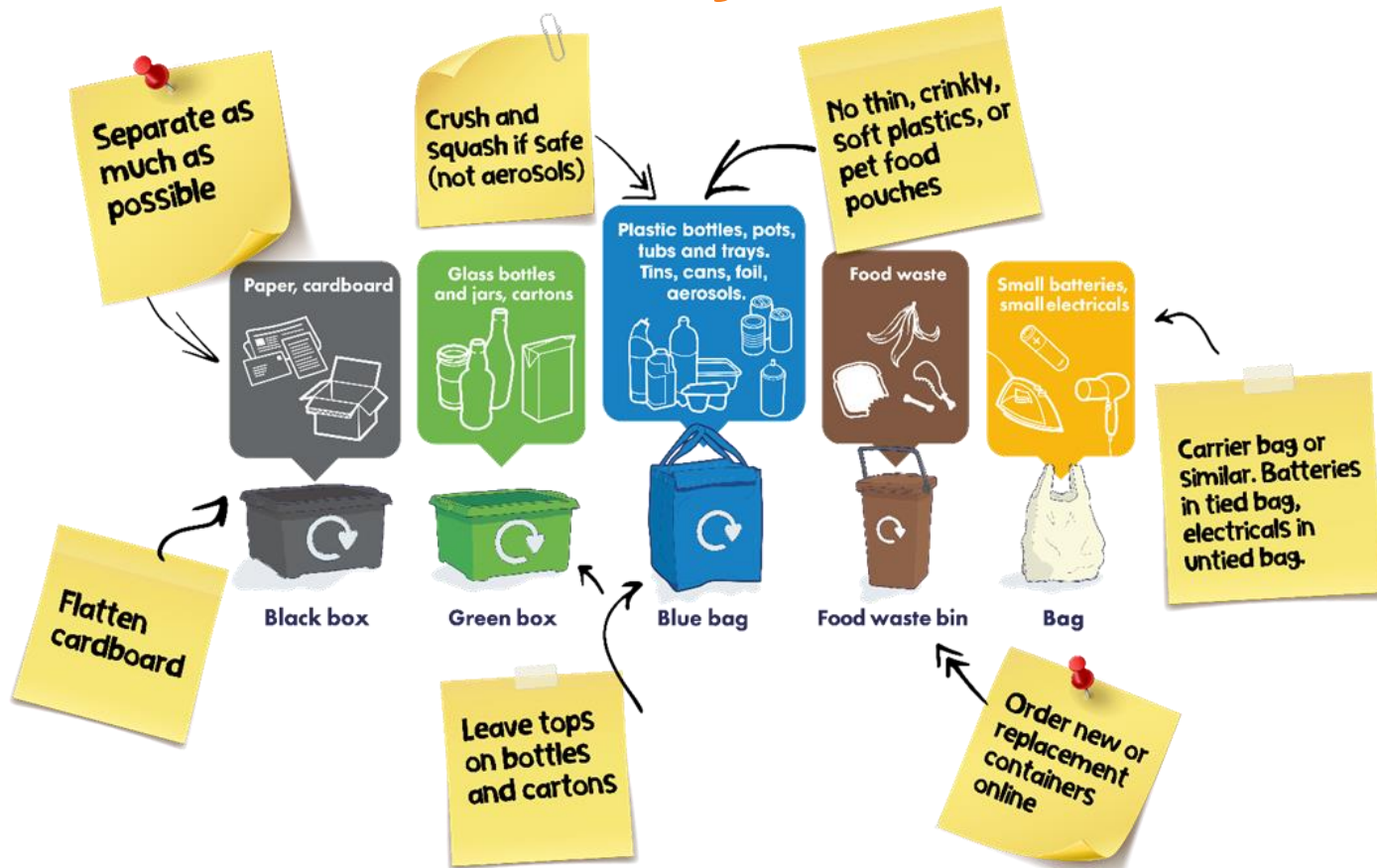
Slim My Waste: Impact



- A 400% increase in food waste container orders over the period of the campaign
- The campaign exceeded its expectations, with food waste recycled up by 20% - nearly 5 tonnes extra per day.
- *"I can confirm the tagging is working. My neighbour just asked me why this was happening I explained and now he's applying for a food compost bin. Can't believe he's been putting food in the general waste bin all this time."*



Recycle More: Carrot and Stick



- Carry on collecting every week: **food**, paper; food and drink cans; glass bottles and jars, foil; cardboard; plastic bottles; textiles; shoes
- Add new materials to weekly recycling collections: plastic pots, tubs, trays, food and drink cartons, small electrical items and batteries
- Refuse collections every three weeks.

Impact of Recycle More

- **Increased recycling:** new and existing materials including food waste
- **High customer satisfaction:** 84% of survey respondents say it is an improvement
- **Financial savings:** On track to deliver £2m+ per annum savings across all partners (collection & disposal) ...saving producers money under EPR?



Where next?

- The challenge of communal properties
- Composition/Participation analysis – understand changes since 2018 post-Slimmy, Covid, Recycle More
- Using data – targeted campaigns based on socio-economic groups/low performing areas
- Consistency – liners required? Funding?
- Opportunities from collection and packaging reforms – tackling business waste
- The opportunity from the climate change agenda (food strategies....rather than food waste – especially post Covid)



**processing surplus food &
creating social
employment**

Phil Holtam
Phil@feedbackglobal.org
[@SussexSurplus](https://www.instagram.com/SussexSurplus)



content of talk

› Feedback

- Origins
- Vision for the food system
- The Gleaning Network

› Sussex Surplus

- Activities
- Sourcing surplus
- Challenges & barriers to growth
- Cultivating food activists



FEEDBACK
FEEDING PEOPLE, BACKING THE PLANET

Where it all began....





FEED
BACK

TASTE STATION

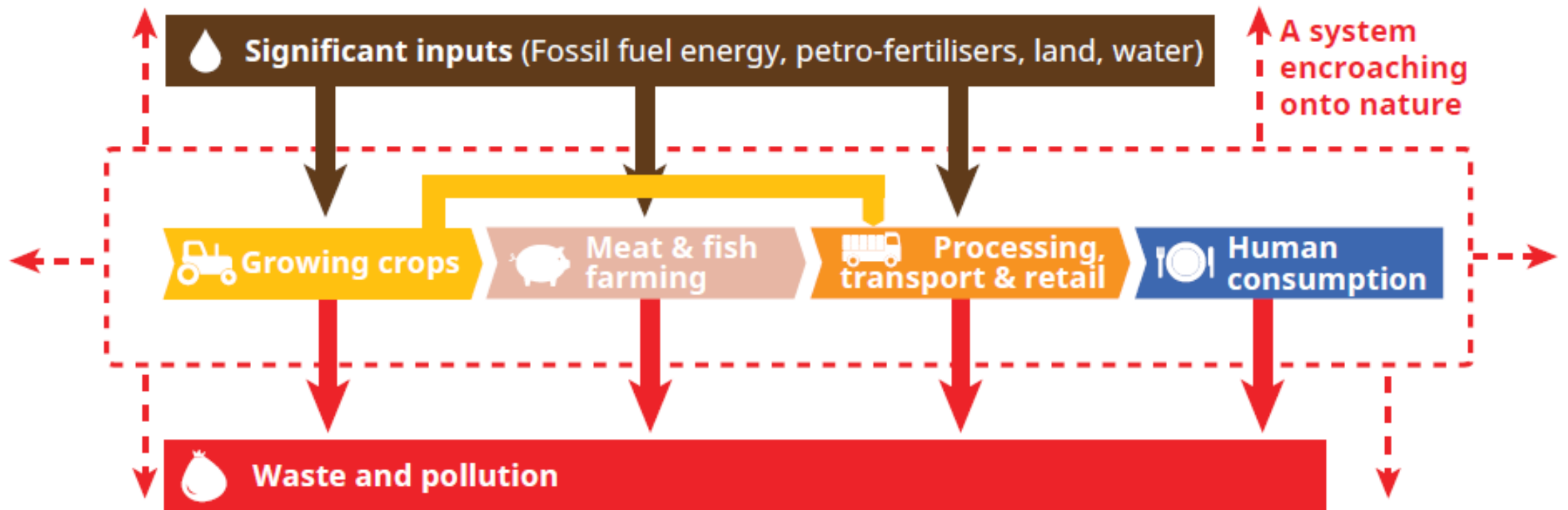
CLEAN STATION

DAMMFOOD WASTE

JOIN THE PIPE
KRAANWATER

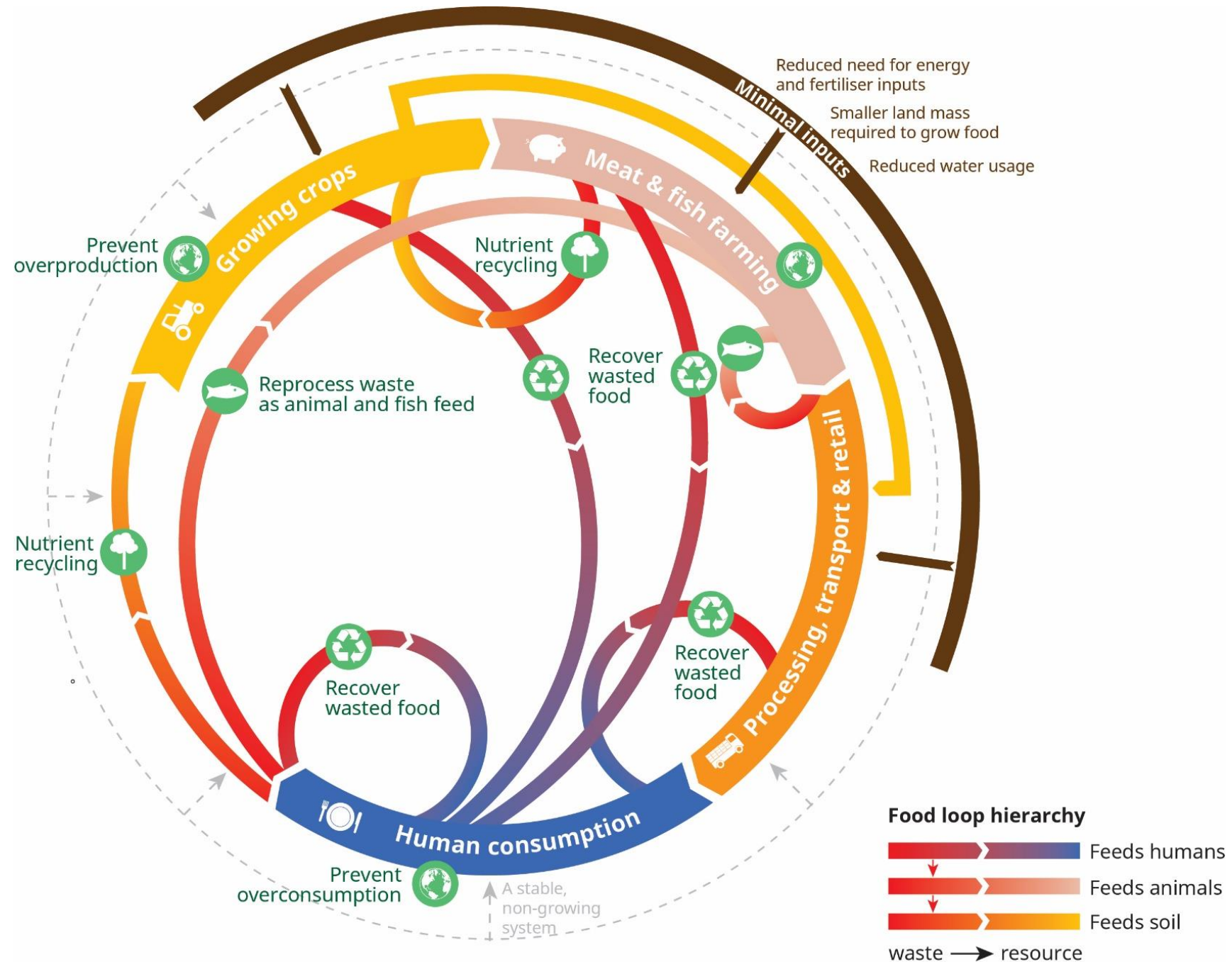
Mamma Dita
SINCE 1982

model of current food system



our solution to
'close the loop'

circular
smaller
less resources
less waste!



where we focus

Issues

Food waste

Industrial meat

Farmed fish

Soil erosion – sugar

beet and energy crops

Cross-cutting themes

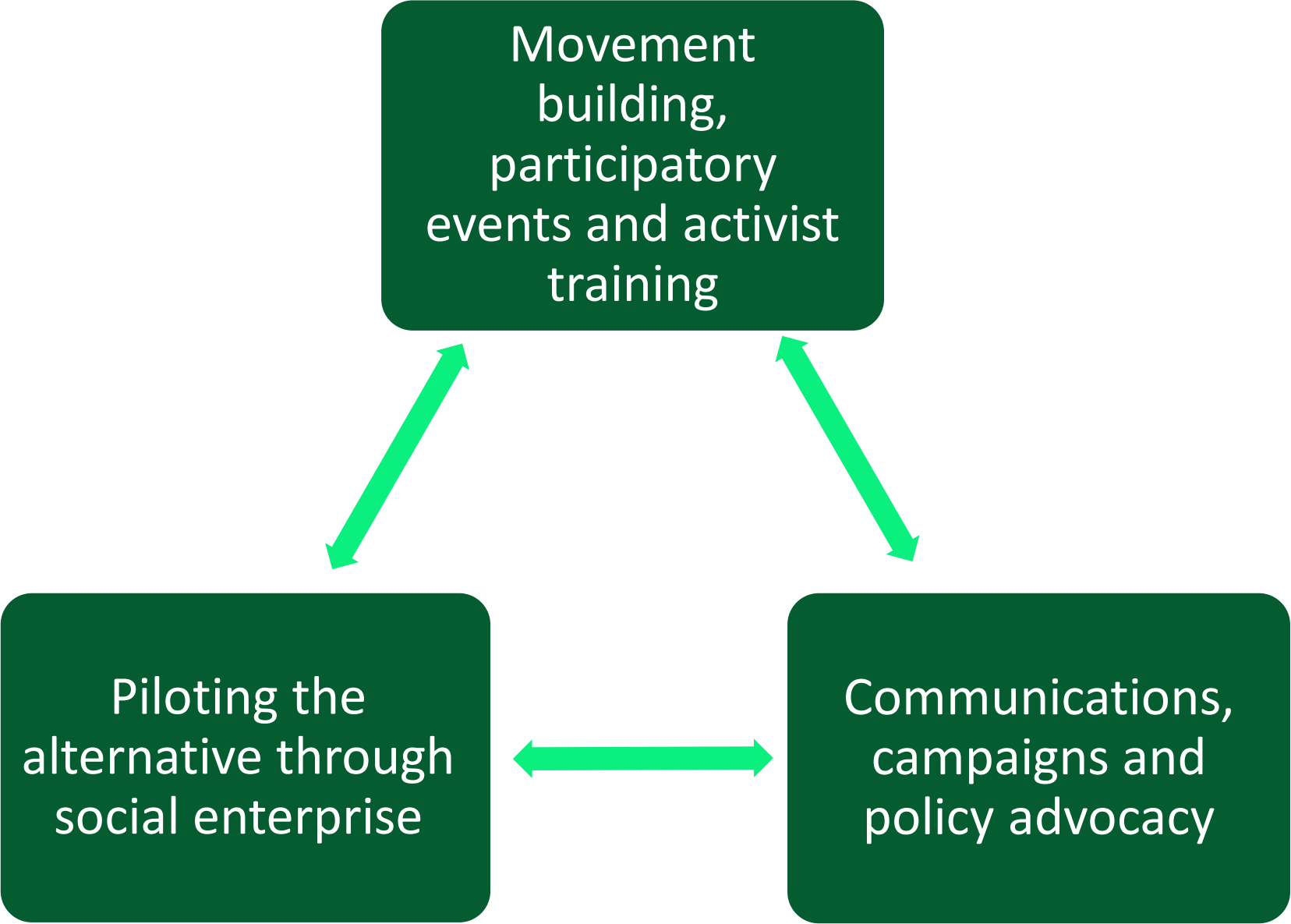
› Food citizenship

› Food commons

› New food economies

› Regional food economies

**Core activities to
achieve our theory of
change**



rescuing surplus from farms



2017: 5 regional coordinators

2022: 25 autonomous community hubs



proliferating the practice of gleaning – our tool kit



THE GLEANING NETWORK

VIEW TOOLKIT

THE MAP TOOLKIT ABOUT RECORD YOUR GLEAN

WELCOME TO THE GLEANING HANDBOOK

The Gleaning Network is a network of groups, organisations, farmers, charities and keen volunteers who are all working to reduce farm-level food waste. The Gleaning Network exists to bring together and empower communities, enabling them to salvage surplus food left on farms; food which can then be redistributed within the local area.

This site provides the tools and resources for groups and individuals who wish to get involved in gleaning – either through volunteering with an existing group, or by setting-up a new gleaning project in your region.

561 TONNES
Gleaned so far





sussex surplus launched in 2020 with EU €



Interreg EUROPEAN UNION

2 Seas Mers Zeeën FLAVOUR

European Regional Development Fund



overview

Kitchen operational 3 days per week (Tue-Thurs) on a council owned community building managed by residents association (BELTA)

Team of 6: Project Manager, Chef & 4 Trainees who work 8-25h per week. Occasional volunteer input

Producing long-life soups, community meals and offering event catering



our employees



areas of work





about our soups

700ml glass jars (reusable apart from the lids)
No allergens, vegan and gluten free
Sterilised in an autoclave for long-life at ambient temperatures



with two more in
development

**HEARTY SOUPS WITH FRESH VEGETABLES
RESCUED FROM LOCAL FARMS AND PRODUCED
FOR AND BY YOUR COMMUNITY**

DIRECTIONS
Hot: Pop in a saucepan on a low heat. Stir often until heated through. **Microwave (800W):** Pop in a microwave safe pot. Cover. Heat on high for 2 minutes. Stir. Heat for 1-2 minutes.

INGREDIENTS
Tomato (70%), Vegetable Stock (Onion, Carrot, Vegetable Offcuts, Local Seaweed, Sage, Rosemary, Bayl) Potato, Onion, Garlic, Oregano, Marjoram, Olive Oil, Salt, Pepper

Store in a cool dark place. Shake well before opening. Once open, keep refrigerated and use within 2 days.

Sussex Surplus, Bristol Estate Community Hub,
146a Donald Hall Rd, Brighton, BN2 5DJ
www.sussexsurplus.org | @sussexsurplus

FEEDBACK **Interreg**
2 Seas Mers Zeeën
FLAVOUR



**ROASTED
TOMATO SOUP**
LOCAL • SOCIAL • ETHICAL

Use by **700ml** Batch no.

**HEARTY SOUPS WITH FRESH VEGETABLES
RESCUED FROM LOCAL FARMS AND PRODUCED
FOR AND BY YOUR COMMUNITY**

DIRECTIONS
Hot: Pop in a saucepan on a low heat. Stir often until heated through. **Microwave (800W):** Pop in a microwave safe pot. Cover. Heat on high for 2 minutes. Stir. Heat for 1-2 minutes.

INGREDIENTS
Celeriac (47%), Vegetable Stock (Onion, Carrot, Vegetable Offcuts, Local Seaweed, Sage, Rosemary, Bayl), Onions, Garlic, Vegetable Oil, Turmeric, Cumin, Coriander, Garam Masala (Cumin, Coriander, Nutmeg, Cardamom, Clove, Fennel) Salt, Pepper. This soup is not suitable for someone with a celery allergy.

Store in a cool dark place. Shake well before opening. Once open, keep refrigerated and use within 2 days.

Sussex Surplus, Bristol Estate Community Hub,
146a Donald Hall Rd, Brighton, BN2 5DJ
www.sussexsurplus.org | @sussexsurplus

FEEDBACK **Interreg**
2 Seas Mers Zeeën
FLAVOUR



**CURRIED
CELERIAC SOUP**
LOCAL • SOCIAL • ETHICAL

Use by **700ml** Batch no.



since August 2021

- › Produced: 1450 jars
- › Sold: 624 jars (stockists below)
- › Donated: 432 jars (food banks and pantries)

- BRIGHTON PERMACULTURE TRUST
THE FRUIT FACTORY

- ONE GARDEN BRIGHTON

- SEED 'N' SPROUT

- HISBE

- HILLY LAINE





sussexsurplus Busy one last Thursday as our Outreach Meal team created over 115 healthy, tasty and sustainable meals for the community. This included providing today's lunch for @brightonttc school holiday training camp at Moulsecoomb Primary School, which was set up via our allies @realjunkfoodbrighton . Big well done to superstar chefs Abi and Gabriele for leading in the kitchen and for some stellar voluntary contributions, including from Sacha and our super driver Simon! 🍌

Great to work together with other local organisations to feed the community with surplus food. Big thanks to FareShare Sussex for much of the produce, as well as donations of exceptionally delicious fresh produce from @awesidefarm & The Sussex Peasant 🙏



Liked by **sussexgleaning** and 24 others

SEPTEMBER 1, 2021



Add a comment...

Post

We've provided 5,433 nutritious 2-course meals since April 2020

Most weeks we serve `75 meals

feeding the community



FEEDBACK
FEEDING PEOPLE, BACKING THE PLANET

event catering





THE GLEANING NETWORK



how we source our surplus 1/3

direct from farmers



FEEDBACK
FEEDING PEOPLE, BACKING THE PLANET



how we source our surplus 2/3

donations from food businesses



FEEDBACK
FEEDING PEOPLE, BACKING THE PLANET



how do we source our surplus? 3/3

food surplus partners



key challenges & barriers to growth

- › **Distribution:** We've got no wheels!
- › **Production Capacity:** Limited volume soup production due to autoclave size
- › **Trainee Funding:** How we fund social employment positions is an on-going issue
- › **Grant Cycles:** Limited impact of fixed term income
- › **Venue:** Community setting is low rent but comes with low convenience





Josh representing at COP26



FEEDBACK
FEEDING PEOPLE, BACKING THE PLANET



thanks for listening!

Phil Holtam

Phil@feedbackglobal.org

@SussexSurplus



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to a Circular Economy



Q&A

projectblueprint.eu/roadshow

Interreg 
France (Channel) England
European Regional Development Fund

BLUEPRINT 
to a Circular Economy



Thank you for attending!

Please complete our quick feedback survey



 projectblueprint.eu/roadshow

 blueprint.project@essex.gov.uk