



TRIFOCAL LONDON

TRANSFORMING CITY FOOD HABITS FOR LIFE

TRiFOCAL London is an innovative project which looks at food holistically with the aim of encouraging more sustainable food systems in cities.

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During the project, TRiFOCAL aims to engage with:

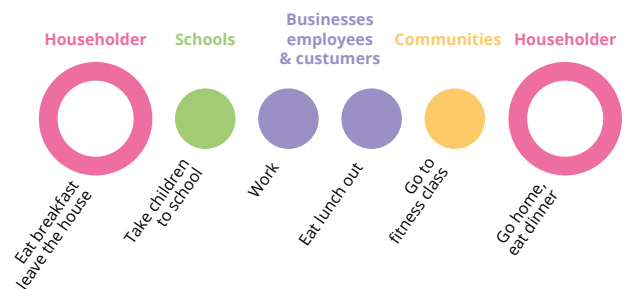
- Londoners, including the daytime population
- Up to 20 community groups, offering workshops and training sessions for 2000 individuals
- 1,000 food service businesses, 20 influencers and 30 large employers to influence over 5,000 businesses and 330,000 consumers
- 50 environmental health practitioners to influence 5,000 businesses
- 24 schools in London

The project is delivering a London-wide campaign that integrates messaging on three food behaviours:

- Promoting healthy and sustainable eating by changing purchasing and preparation practices;
- Preventing household food waste by changing planning, shopping, storage and meal preparation behaviours; and
- Recycling what's left – the inedible (or unavoidable) food waste.

The goal is to reach audiences at different points in their day, and across different areas of their life in order to **prompt changes in behaviour at the moments when people are most receptive**. Accordingly, the project is split into a number of work packages, with each

one focusing on a different audience: householders, businesses (large employers and the hospitality and food service sector), communities and schools. Each work package uses a set of linked communication resources and the findings from London are being shared with at least **10 EU replication cities** who will act as ambassadors of the TRiFOCAL project and disseminate the results in their countries. The information and materials developed as part of the project will be hosted on an interactive 'Resource Bank' which will also provide guidance on how to set up and deliver similar initiatives in other cities, as well as how to gather evidence to inform and evaluate campaign activity.



TRiFOCAL London is now at the midway point of the three year, **€3.2million initiative funded by the LIFE programme of the European Commission**. The project partners are Resource London (the partnership between WRAP and the London Waste and Recycling Board [LWARB]) and Groundwork London.

The consumer approach

The consumer campaign (comprising the householder, schools and communities activities) under the strapline 'Small Change, Big Difference', aims to encourage consumers to eat healthily and sustainably, stop wasting food, and recycle more inedible food waste.

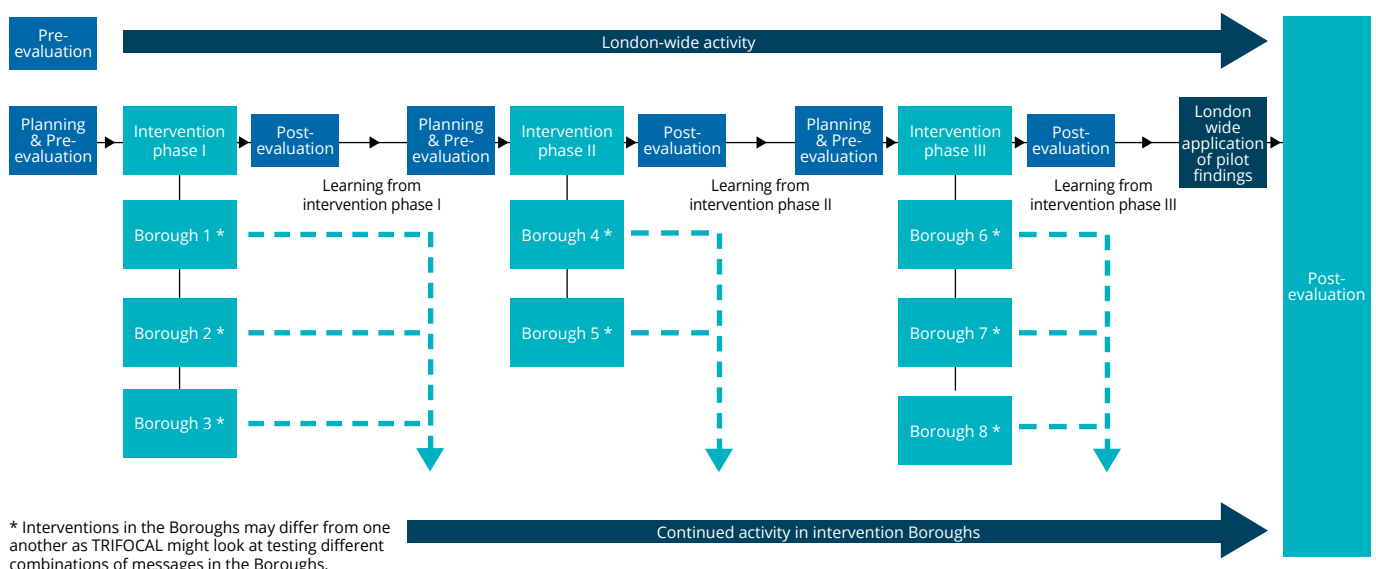
According to current research by WRAP

- London households throw away **900,000 tonnes of food** each year
- It costs Londoners a whopping **£1.4 billion** to purchase this food
- Councils in London have to pay **£50 million** per year to dispose of food when it becomes waste
- Families could **be saving up to £70 a month** by changing the way they shop,

Between September 2017 and March 2019, 'Small Change, Big Difference' will be delivering **unique, fun and engaging activities across London**, with targeted activity in eight partner London boroughs: **Hackney, Lambeth, Merton, Tower Hamlets, Bexley, Hounslow, Islington and Sutton.**

Whilst the schools and communities packages will run throughout the duration of the project, the householder activity will take place in three 'waves'. The first ended in **December 2017**, the second has started in June and the final wave will start in **January 2019.**

Trifocal Project Delivery Diagram Version 1.2, June 2018



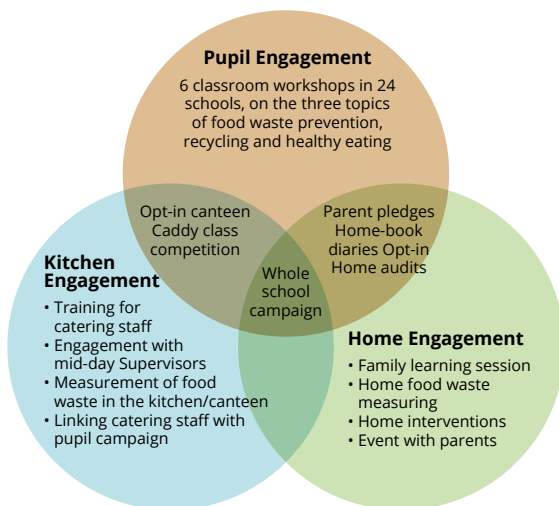
Wave 1: September - December 2017

Each of the three boroughs delivered multi-stranded campaign activity (in addition to other activities) which included the following:

- **London borough of Hackney:** ran a month-long advertising takeover at Hackney Central Overground station; displayed 6-sheet adverts at 60 sites; around the borough; held **workshops**; promoted a '**Raw Food Art**' competition.
- **London borough of Merton:** produced short '**Grand Panel**' films showcasing **recipes and food waste prevention tips**; ran a '**Raw Food Art**' competition and produced **adverts** from the winners; **sustainable food-themed sculpture and 3D street art** in key town centre locations.
- **London borough of Lambeth:** Also created a series of '**Grand Panel**' films which were used in digital advertising and two local cinemas; displayed **messages** on the sides of refuse trucks and around the borough); collaborated with **The People's Fridge** on a Lambeth sustainable food guide/recipe book.

Schools

Each of the 24 schools participating in the project is receiving 6 workshops covering the 3 message areas, as well as a school plate waste audit and a targeted school campaign



Communities

TRiFOCAL is working with 2-3 community groups per borough, with each group receiving a series of 4 workshops.

The programme kicked off with the **'Harvest stomp'** event at Olympic Park in September 2017 with over 5,000 Londoners in attendance.

Workshop Guide

Introduce and inspire

1. Meet your group and learn how to grow your own greens

Buy what you need eat what you buy

2. Learn practical tips on preventing food waste by making changes to shopping, storage and meal preparation

Good for you, good for the planet

3. Create a simple one pot meal and learn about healthy sustainable eating along the way!

Food recycling? make it your norm

4. Get creative with your leftovers and put your scraps and peelings to good use

The schools and communities actions allow TRiFOCAL to work through the 'Small Change, Big Difference' messages more in depth, helping people to understand and act on the messages, creating sustained behaviour change.

As a learning project, the wave format allows TRiFOCAL to experiment with different ways of combining food-related messaging, through a **'test and learn' approach**. With wave one complete, the team have already developed and adapted their approach, following evaluation of the core materials and campaign activity used by the first three boroughs.

The final phase of TRiFOCAL will look at how the findings from the pilots can be applied across all the London boroughs; assessment of what has worked best - along with any **barriers identified**, will be gathered and **fed back** to all the **London-based stakeholders** and **EU replication cities**.

The impact of the communications will be evaluated through a variety of means, including waste compositional **analysis both pre- and post-campaign** to assess whether the amount of good food thrown away has changed as a result of the project. The waste compositional analysis will also be used to measure changes in the rates of **food waste recycling**. Changes in levels of awareness around all three of the food centric behaviours will be measured through **pre and post-activity short surveys** and **by running focus groups after each wave**.

Businesses

The business work package focusses on three main groups: large employers, food safety professionals and the hospitality and food service sector with the aims of influencing behaviour change through:

- a) business managers
- b) staff, including outside of work
- c) Consumers (customers) via business engagement

Hospitality and food service sector

Almost 20% of the food service industry buys each year is thrown away – costing each outlet an estimated £10,000 a year. Food waste costs the industry £2.9bn. But the solutions are far less drastic than many believe.

TRiFOCAL aims to help businesses to understand existing food habits on site and record change and establish **networks of champions and ambassadors** to develop skills and practical actions as well as highlight positive changes. The project is drawing on existing, trusted channels and networks to test communications materials designed to embed change.

One of the key delivery mechanisms for this work is **'Your Business is Food; don't throw it away'** which is a suite of **free practical guidance and tracking tools** that demonstrate the savings that can be made. It's simple – reducing the amount of food the hospitality or food service businesses throw away can boost their bottom line. Your Business is Food is a simple business focused toolkit with a proven track record, such as The Airport pub, who used the materials and made savings; coleslaw and sauces are now **being offered to customers rather than**

served automatically. Now, instead of using eight tubs of coleslaw a day, the pub uses just one. The kitchen is much more aware of waste generally and at the end of week four there was a marked reduction in each category.

- Spoilage reduced by 33 %
- Prep waste reduced by 27 % and
- Plate waste reduced by 14 %:

Expansion packs have also been developed to provide businesses with information on how they can **integrate healthy sustainable eating and food waste recycling into their business.** Food Safety professionals have received training on these resources so that the message can be cascaded to the businesses in their networks.

Large employers

Small Change Big Difference has benefits for employers and employees. It can help companies to reduce their overall waste (thereby saving money on costs) and work towards achieving Corporate Social Responsibility goals.

Most employees will eat at least one meal at work during their working day. Often, we get into habits that mean we aren't **eating as well as we could and 'eating on the go' means we generate more waste, including food.**

TRiFOCAL has created a guide for large employers, making it easy for businesses to engage their employees in the **Small Change Big Difference campaign.** Tools, templates and messages are provided so that organisations can design a campaign bespoke to their needs and staff.

The staff engagement pack will be available on the TRiFOCAL resource bank for any businesses that wish to run a campaign for their staff.

CONTACT

If you'd like to know more, or would like to get involved, please contact the TRiFOCAL London team at

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