

TRiFOCAL London – Transforming City Food Habits for LIFE

TYPE OF INTERVENTION ●

Local awareness campaign

GOAL ●

Promoting sustainable food behaviors by piloting a campaign in London. Reducing per capita tonnage of avoidable food waste generated by Londoners, increasing the amount of unavoidable food waste recycled by households across London, increasing the number of Londoners aware of key actions they need to take to eat more healthily and sustainably.

IMPLEMENTATION AND EVALUATION ●

The project's innovative approach, which combines food waste prevention, recycling, and messages promoting healthy sustainable eating, represents a groundbreaking initiative. It is the first project of its kind and has garnered significant interest both in the UK and among the project's 10 EU replication cities. Campaign activities targeting citizens and community leaders aim to enhance awareness of healthy sustainable eating practices and food waste reduction, utilising the key message of "Small Change Big Difference." Additional efforts include providing community leaders with a toolkit and supplementary resources, implementing a curriculum-based program for primary schools with the same key message, offering food safety professionals and businesses the "Your Business is Food, don't throw it away" toolkit, and furnishing businesses with a staff engagement toolkit utilising the citizen-facing campaign, "Small Change, Big Difference."

COUNTRY ●
UK

IMPLEMENTED BY ●
Waste and Resources Action Programme (WRAP)

DURATION ●
2016 - 2020

BUDGET ●

Total
EUR 3.2 million
funded by the
EU LIFE Programme

RESULTS ●

Between 2017 and 2019, there was a notable 9% reduction in avoidable food waste generated per household (hh) per week, decreasing from 1.59 to 1.44 kg/hh/week. Overall food waste, encompassing both unavoidable and potentially avoidable waste, decreased by 14%, dropping from 2.58 to 2.21 kg/hh/week. Additionally, there was a commendable 14% increase in the amount of avoidable food waste recycled. A 15% increase in the number of Londoners exhibiting knowledge of and reporting actions taken towards healthy sustainable eating. The campaign attracted 11,000 followers across Facebook, Instagram, and Twitter. Moreover, 266 citizens participated in the cookery classes, while the designed education program for pupils aged between 7 and 11 years was successfully implemented in 24 schools across 9 boroughs in London. TRiFOCAL achieved significant milestones by enlisting 11 replication cities: Barcelona, Brussels, Burgas, Dublin, Ljubljana, Oslo, Milan, Sofia, Växjö, Vienna, and Malta.

People of London

RECYCLE ONE
BANANA SKIN
TODAY

...and together, we could make
enough energy to charge
16,616,738 mobile phones*.

#UseYourCaddy



People of London

FREEZE YOUR
BREAD TO MAKE
TOAST

...and together, we could save
2,600,000 slices* from the bin
everyday. Toast from frozen.

#SmallChangeLondon



People of London

RECYCLE JUST
ONE POTATO
PEEL

...and together we could make
enough compost to grow
1,384,728 brand new potatoes*.

#UseYourCaddy

