





European Week for Waste Reduction ideas guide

16 - 24 November 2024

 zerowastescotland.org.uk

 [@ZeroWasteScot](https://twitter.com/ZeroWasteScot)

 [@HowToWasteLess](https://www.instagram.com/HowToWasteLess)

   [@ZeroWasteScotland](https://www.youtube.com/ZeroWasteScotland)

Introduction

- European Week for Waste Reduction (EWWR) takes place each November and highlights waste reduction and raises awareness of what individuals, organisations, schools and businesses can do to reduce their waste by making changes to everyday behaviour. Even the smallest change in our daily lives can make a big difference in our local environment and help Scotland move towards becoming a more sustainable and resource efficient society.
- The aim of the week is to mobilise actions across Europe and the UK that promote the three R's: reduce, reuse and recycle, encouraging behaviour change and contributing to waste reduction targets.
- In 2023, 14,522 actions took place in 29 countries. Past events have ranged from information sessions, to workshops and events, swap shops, packaging reduction initiatives, food waste reduction events and eco-design competitions to name but a few. You can find out more information on actions taken as part of the week in 2023 at <https://archives.ewwr.eu/>.
- EWWR was born in 2009 as an EU-funded LIFE+ project. It is organised in Europe by ACR+, The Association of Cities and Regions for sustainable Resource management.
- Zero Waste Scotland is the official coordinator of the week in Scotland.

How to get involved



Anyone can carry out an awareness raising action on the subject of waste reduction during the week including local authorities, community and volunteer groups, businesses, educational establishments (schools, colleges and universities) and others, for example hospitals, retirement homes or individuals.

All actions must be registered on the EWWR website;

- Go to www.ewwr.eu, register and then fill in the details of your action.
- Registrations open on 2nd September and close on 6th November 2024 (midnight).
- Events must be free for participants
- Events must be within the dates 16-24 November 2024
- Events must be related to waste (not energy/transport etc)
- Ensure you hit PUBLISH!
- Check out EWWR's online sites for more information;
- [Website](#), [Facebook](#), [Twitter](#), [Instagram](#)



Awards

Every year following the week, the most outstanding actions registered in each of the following categories are nominated by the national coordinators to the European Week for Waste Reduction awards;

- Public administration and organisation;
- Association/NGO and body/organisation of public interest;
- Business/Industry;
- Educational establishment;
- Citizen

Additionally, a European Special Prize is awarded to the action that best contributes to the European spirit, for instance by enabling cross-country collaboration on waste reduction.

The selection is based on the following criteria;

- Visibility and communicational aspects;
- Quality of content;
- Originality and exemplarity;
- Lasting impact & follow-up.



Focus on food waste

Every year, the EWWR focuses on a different aspect of waste prevention in order to draw attention to high impact areas related to our unsustainable consumption habits as a society.

The theme for 2024 is food waste.

What does food waste mean?

Food waste includes all the food (including drink) and associated inedible parts removed from the human food supply chain in the following sectors; manufacturing of food products, food/grocery retail, food service, and households.

The problem

An estimated 1.3 billion tonnes of food is waste globally every year. Food waste is responsible for over 30% of household carbon waste impacts and 59% of Scotland's food waste comes from households. This ranks food waste as a greater contributor to climate change than other well-known contributors such as plastics and energy.



The poster features a logo on the top left with a hand holding a trash can and the text 'EUROPEAN WEEK FOR WASTE REDUCTION'. To the right, it says 'EUROPEAN WEEK for WASTE REDUCTION 16-24 November 2024' and 'FOOD WASTE IS OUT OF TASTE!' in a yellow banner. The central illustration shows a hand holding a globe with various food items and people engaged in food-related activities. At the bottom, there are social media icons for Facebook, Twitter, and Instagram, along with the website 'www.ewwr.eu' and the hashtag '#FOODWASTEISOUTOFTASTE'.

#EWWR2024
#FOODWASTE

#FOODWASTEISOUTOFTASTE

f ewwr.eu t @2ewwr i @2ewwr www.ewwr.eu

Food waste – the facts

Zero Waste Scotland aims to reduce food waste by raising awareness of its environmental and economic impact. This includes guides for businesses to cut their costs by cutting food waste, and practical advice for citizens with key steps they can take to avoid throwing food out; planning, storing, portioning, date labels and cooking with leftovers.

- Worldwide; 1/3 of all food worldwide is wasted
- Global context; GHG emissions from global food waste are 3 x greater than global air travel
- Scotland; Roughly 1 million tonnes of food is thrown away every year.

Why get involved

This costs the average person £250 each year, £1,000 for a household of four, whilst for businesses the cost is significantly higher.

By taking action during EWWR citizens and businesses can save money whilst helping to reduce Scotland's carbon impact.

The good news is that there are some quick and easy things we can all do to reduce the amount of food (and drink) we throw away.



Food saving tips part 1

It pays to plan

Planning your meals is one of the best ways to cut food waste. Check your cupboards, fridge and freezer before you go shopping so you know what you already have and identify what you need to buy. Plan your meals in advance so you know exactly what to buy. Try writing a list and stick to it when you are shopping.

Storing

Storing your food in the right way can help it stay fresh for longer.

- Follow the storage guidance on food packs to enjoy your food at its best
- Keep fruit and vegetables, like carrots, peppers and apples in the bag they come in as it keeps it fresher for longer. Apples kept in the fridge can last up to 2 weeks longer than those kept in a fruit bowl
- If you buy your fruit and vegetables loose they can last longer if stored in the fridge in a bag that is lightly tied



Food saving tips part 2

Freezing

- Most foods can be frozen, from tomatoes to cooked leftovers. On pre-packed food, look for the snowflake logo
- Plans changed? You don't have to freeze food on the day you buy it. Freeze it before the 'use by' date then when you want to eat it simply defrost and use it within 24 hours
- One now, one for later: Save time by cooking batches of favourites such as curry, chilli and lasagne. Freeze them in handy portion sizes for a stress-free dinner at a later stage

Perfect Portions

Think ahead about how much food you will need, so that you don't cook too much. Use our portion calculator on scotland.lovefoodhatewaste.com to make the right amount of pasta and other foods. But if you make too much don't worry, store it in the fridge and it'll be perfect for lunch the next day.



Food saving tips part 3



Know your dates

Food shouldn't be eaten after the 'use by' date, even if it looks and smells fine. But when the 'best before' date is passed, the food won't be unsafe to eat, but might not be at its best.

Lovely Leftovers – make your food go further

- www.lovefoodhatewaste.com is full of recipes and tips to help you waste less and make your food go further.
- Our search engine will help you find the perfect recipe for your leftover ingredients.



Ideas for action during EWWR part 1



Anything goes as long as it about reducing waste, but here are some suggestions;

- **All;** Complete Zero Waste Scotland's bitesize '[Reducing Food Waste at Home](#)' [online course](#) and encourage all your colleagues/customers/community to do so too. There are some [digital resources](#) available to help you promote the course online.
- **All;** Run a food waste quiz and challenge myths about food storage and preparation.
- **All;** Do a daily email and/or social media post during EWWR with tips around food waste.
- **All;** Run a '[Love Food Hate Waste day or week](#)'. Our guide gives you lots of ideas including a checklist, tips of promoting the event, ideas for daily emails, tips of the day, quizzes, videos and much more.
- **All;** Organise a cookery demonstration showcasing how to use up leftovers, use items not normally eaten (banana peel anyone?) or using substitutes for ingredients that you can't find or don't want to buy as you'll never use them again.
- **All;** Set up Love Food Hate Waste cooking classes. We have a [guide for running a one-off class or a 4 week course](#) with everything from lesson plans, to guidance on timings, equipment needed, posters and recipes.
- **Community groups/educational establishments;** Set up a community fridge or pantry in your area. [Hubbub](#) give lots of advice and support regarding community fridges. And the [Scottish Pantry Network](#) is a great source of support.

Ideas for action during EWWR part 2

- **Further educational establishments;** could you include the [SQA Food Waste and Sustainability](#) unit in your course (SCQF level 5, unit code J7CJ45).
- **Restaurateurs and food service organisations;** have a go at our '[One Month Challenge](#)'. We have a really simple guide to take you through this 4 week challenge that could help you save money, whilst helping the planet. It helps you to identify what food you currently waste and develop an action plan to tackle it.
- **Restaurateurs;** why not promote doggie boxes/bags. Encourage your customers to take home their leftovers by offering a box or bag. Or post on your social media to encourage customers to bring in their own reusable containers as part of EWWR.
- **All;** Set people a kind of 'Ready Steady Cook' challenge where you provide them with a set of frequently wasted

ingredients and get them to come up with a recipe and cook it. Great fun, and you get to try the dishes to judge the best one – a win-win.

- **Schools;** download our [Love Food Hate Waste education resource](#) and plan some lessons, an assembly or a 'using up your leftovers' cookery session. Or highlight the importance of food waste recycling – see our [toolkit](#) to help.
- **Local Authorities;** target those residents who've lapsed in their use of food waste collections. Use our [Recycle For Scotland everyone has food waste toolkit](#).



Publicity



- One of the key aims of EWWR is to communicate the scale of waste in our society and simple ways to reduce the amount. So don't forget to make some fuss about what you're planning. The more people involved the more impact your action will have.
- Use your email, electronic newsletters, intranet, web or blog to alert everyone to EWWR and Love Food Hate Waste. There are EWWR [logos](#), [web banners](#), [email signatures](#) and a [food waste themed poster](#) to help. There are also EWWR themed factsheets and suggested links on the [EWWR website](#).
- Use your social media account to promote the week. You can also like and share the Love Food Hate Waste Scotland [Facebook page](#) and Zero Waste Scotland [Facebook](#) or [Twitter](#) pages.
- Display food waste posters in your office, school, university or community. Or even set up an exhibition stand in a public area to share knowledge and learning.
- Issue a press release to local media with a call to action for householders to take some simple steps to reduce food waste and save money. See our [PR guide](#) for a template to help you start but make the story your own. If your story is particularly newsworthy, find out if your paper would be interested in sending out a photographer to cover the event. A good photograph is often useful and it can be helpful to find out deadlines and print days.
- Why not contact your local radio station and offer a spokesperson for a radio interview?
- Consider approaching local personalities who might be interested in supporting your action, asking them to get involved or launch your week. Or ask your local sports club to commit to a new waste reduction habit as a powerful example for others to follow.

For more information ...

EWWR website www.ewwr.eu which also has links to all their social media channels

Zero Waste Scotland's website www.zerowastescotland.org.uk

Zero Waste Scotland's social media channels;

- Zero Waste Scotland facebook
<https://www.facebook.com/zerowastescotland>
- Love Food Hate Waste Scotland facebook
<https://www.facebook.com/lovefoodhatewastescotland>
- Zero Waste Scotland X (formerly known as twitter)
<https://twitter.com/ZeroWasteScot>
- How to waste less Instagram
<https://www.instagram.com/howtowasteless/>
- Love Food Hate Waste Scotland Instagram
<https://www.instagram.com/lovefoodhatewastescotland/>
- Zero Waste Scotland linked in
<https://www.linkedin.com/company/zero-waste-scotland/>

Or contact us at lfhw@zerowastescotland.org.uk



Zero Waste Scotland
@ZeroWasteScot Follows you

We exist to lead Scotland to use products and resources responsibly, focusing on where we can have the greatest impact on climate change. [#ESIF](#)
[#CircularEconomy](#)

📁 Non-Governmental & Nonprofit Organization 📍 Stirling, Scotland
zerowastescotland.org.uk 📅 Joined July 2009

1,376 Following 30.2K Followers