



PESA
I PENSA

“Weigh and Think” for schools

Awareness and action against food wastage



Generalitat de Catalunya
**Departament de Territori
i Sostenibilitat**



**Agència de
Residus de
Catalunya**

CAMPOS ESTELA

Catalan catering Enterprise with experience at the service of schools and families



Campos Estela originated in 1968 when Pepe Garcia and Maribel Huesca opened a food bar near the Monastery of Sant Cugat del Vallés (Barcelona) and the Teachers' School. Some of the students who ate in the bar asked them to help them set up the canteen at their school when they began to work as teachers.

Campos Estela still retains the family spirit, with the second generation in charge, and has a large team of professionals with extensive experience in teaching, educational leisure, nutrition and food safety. Its educational projects promote healthy eating habits, environmental awareness and education in values.

FLEXIBILITY + QUALITY + PROXIMITY

WHAT CAMPOS ESTELA DOES

Eat and ... Much more!

They cook health, we provide flavour

Healthy, familiar, safe menus tailored to each child



They support the educational line of each school

They create positive experiences for students and added value for schools



WHAT IS A HEALTHY DIET AT CAMPOS ESTELA?

A BALANCED · VARIED · SUFFICIENT · INCLUSIVE
HOMEMADE · FUN · SAFE MEAL

Their expertise focuses on providing:

- Educational projects tailored to each school
- A comprehensive service covering both educational leisure and food
- Organic and conventional cuisine
- Balanced menus designed by our nutritionists
- Kitchens with the highest standards of food safety

The midday break is an excellent **OPPORTUNITY** to work with children on healthy eating habits, values and social interaction, as well as educational leisure experiences.

The team of educators at each school works with a folder of open proposals that can be adapted to the educational line of their centre. Our projects revolve around:

- Food waste
- Inclusion
- Sustainability and dematerialization
- Educational innovation
- Health and nutrition

FOOD WASTE

Awareness and action against food **wastage**



Each year in Catalonia, **262.000 tons** of food are wasted and more than half of this is in households. With the food thrown out every year, **you could feed 500.000 people.**

The **Weigh and Think** method aims to sensitise children about the ecological footprint left by food waste. Raising awareness among children about this problem is a way to reach families and promote more responsible consumption to avoid food waste.

SENSITISATION + EXPERIENCE + ACTION

WEIGH AND THINK

From theory to practice

The pilot test of this project was launched in 2014. From the second month and steadily, food waste in the school canteen was reduced by **35%** and waste generation by **50%**. Nowadays the food waste reduction is about **75%**. The Weigh and Think method is divided into 5 steps:



Weigh and think website



Weigh and think app



BENEFITS OF WEIGH AND THINK

A project for children, schools, society and the company

Social benefits

- **MATHEMATIC SKILLS:** reading scales, calculations, etc.
- **LANGUAGE SKILLS:** discussion of results
- **DIGITAL SKILLS:** data logging in the app
- **GENERAL KNOWLEDGE:** reflections on environmental footprint, source of food, etc.
- **AUTONOMY:** setting of targets for improvement by the children themselves
- **SOCIAL SKILLS:** transferring learning to family and friends
- **WASTE REDUCTION**
- **SENSITISATION** of future generations about responsible consumption habits

Business benefits

- **SAVING** of 5 to 10% in raw material (efficient shopping management)
- **INITIATIVE CAN BE EXTRAPOLATED** to other territories
- **METHOD APPLICABLE** to other areas: company canteens, hospitals, homes
- **BRAND AMBASSADOR** project





WEIGH AND THINK

Circular Economy project



Step by step

Vegetables producers of proximity



Composter

Organic waste transformed into fertilizer for the school garden



WEIGH AND THINK

Cross visit of the Ecowaste 4 Food project



Cerca



1st technical visit of the ECOWASTE 4 FOOD project (ARC): Weigh and Think

www.pesaipensa.org

A project to raise awareness about the production of food waste

Mail: info@pesaipensa.org



Thanks for your attention,

Mireia Padrós
Catalan Waste Agency
mpadrost@gencat.cat



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