

TRiFOCAL London



Project supported by LIFE funding

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Transforming City FOOd hABits for Life

- LIFE-funded project, running from 1st September 2016 to 31st August 2019



Overall aim

To encourage sustainable food systems in cities by combining and communicating key messages relating to:

- Recycling more unavoidable food waste
- Promoting healthy sustainable eating
- Preventing food waste

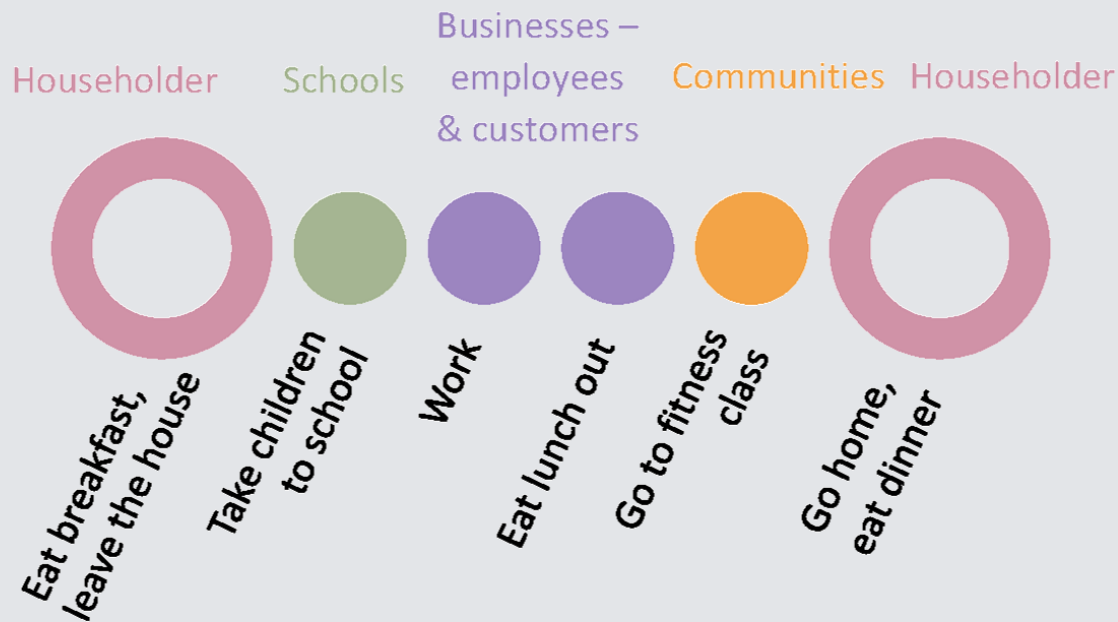


TRiFOCAL project partners



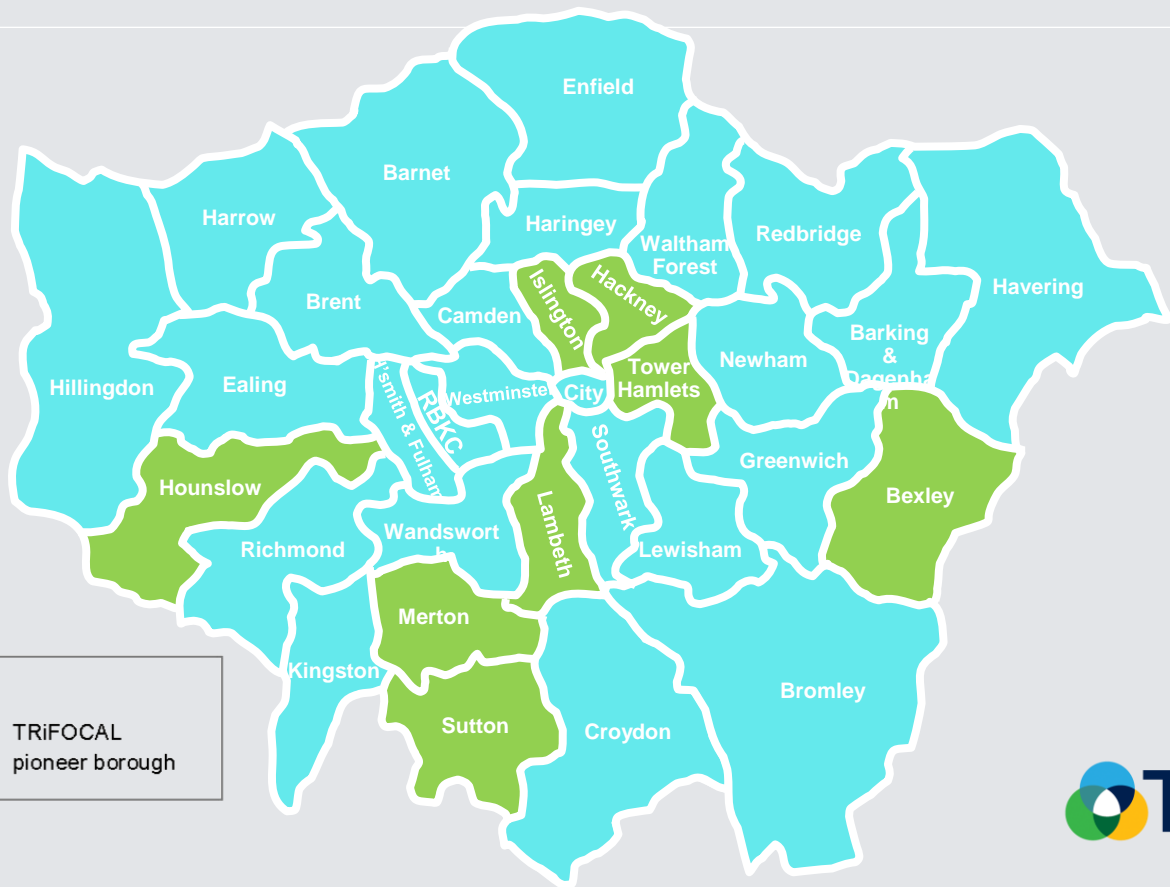
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TRiFOCAL audience journey



A day in the life of a Londoner can mean an individual has the potential to see messages a number of times each day.

London boroughs participating in TRiFOCAL

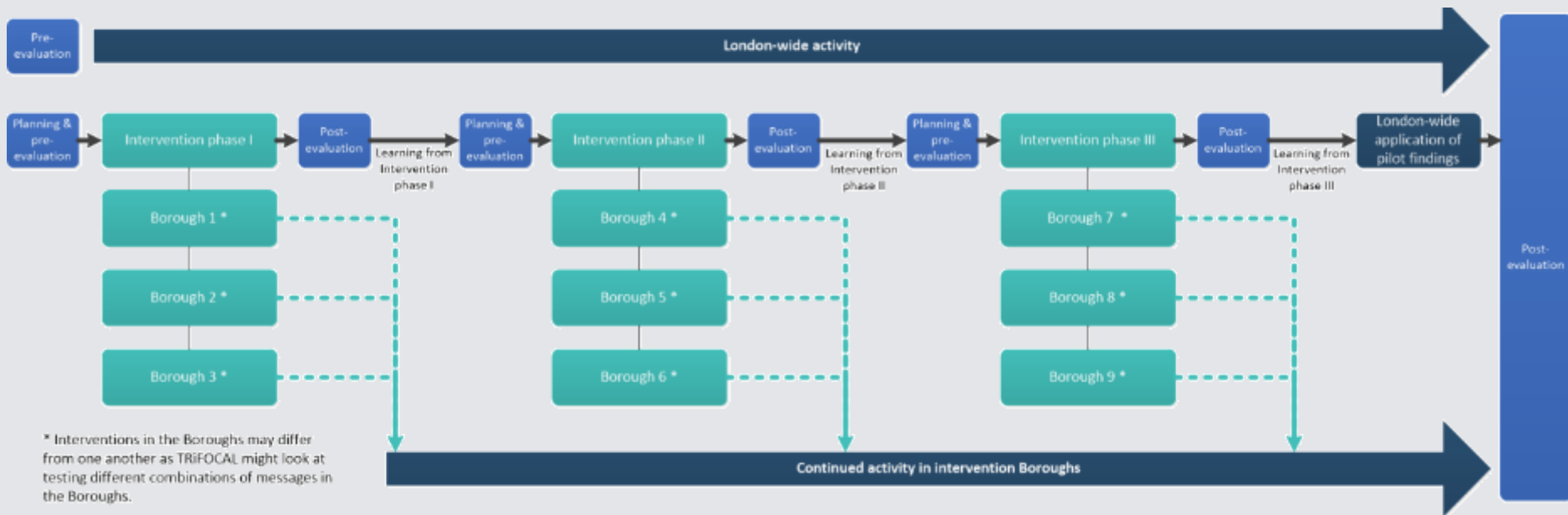


Bexley
Hackney
Hounslow
Islington
Lambeth
Merton
Sutton
Tower Hamlets

Key

 TRiFOCAL
pioneer borough

B1: TRiFOCAL delivery approach



Introducing...



SMALL CHANGE BIG DIFFERENCE

smallchangebigdifference.london



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Small change, big difference

**Good for you,
good for the
planet**

**Buy what you need,
eat what you buy**

Food recycling? Make it your norm

**Go Meat free one
day a week.**
(Big difference =
lower carbon
emissions)


**Toast bread straight
from the freezer.**
(reduce the 2.6 million
slices that go to waste
from London homes
every day.)

**Recycling one
banana creates
enough energy
to charge 2
mobile phones.**

**Recycling
a'peel – The
peelings of 6
potatoes create
enough
compost to
grow 6 whole
new potatoes.**


Healthy sustainable eating



Wave 1 designs

* **GOOD FOR YOU**  *

* **IS GOOD FOR THE PLANET TOO** *

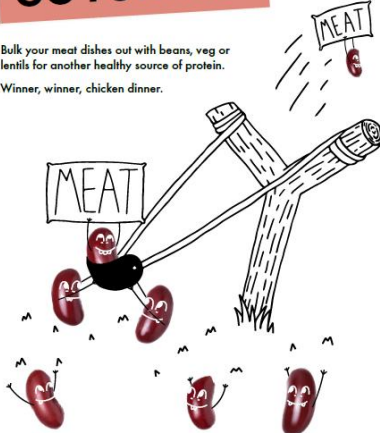
Beans, pulses, fruit and veg use less water and energy than most other foods*
Throw some more in the pot!





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*Even if they have some flesh for every. Unless they have eaten an o' phone.

MAKE YOUR MEAT GO FURTHER

Bulk your meat dishes out with beans, veg or lentils for another healthy source of protein.
Winner, winner, chicken dinner.



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Wave 2

If everyone in London

WENT MEAT FREE ONE DAY A WEEK

We could reduce harmful greenhouse gases by more than 450,000 tonnes a year. Go on, eat more sustainably. Because food's not rubbish.



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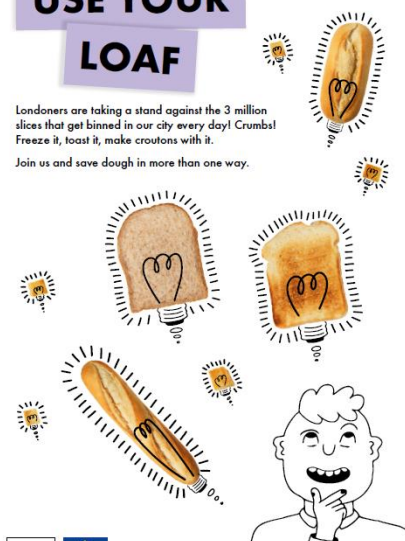
Food waste prevention


Wave 1 designs

USE YOUR LOAF

Londoners are taking a stand against the 3 million slices that get binned in our city every day! Crumbs! Freeze it, toast it, make croutons with it.

Join us and save dough in more than one way.

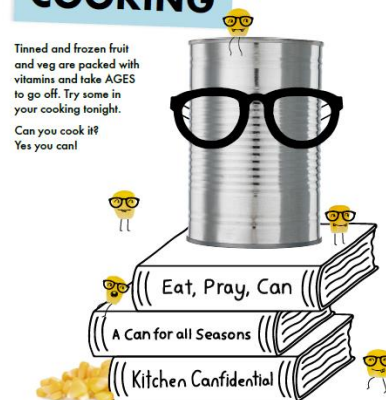



COODIT 1000  SMALL CHANGE BIG DIFFERENCE www.smallchangebigdifference.london

GET CANNY WITH YOUR COOKING

Tinned and frozen fruit and veg are packed with vitamins and take AGES to go off. Try some in your cooking tonight.

Can you cook it?
Yes you can!



COODIT 1000  SMALL CHANGE BIG DIFFERENCE www.smallchangebigdifference.london

Wave 2

If everyone in London

FROZE THEIR BREAD TO MAKE TOAST

We could save 2,600,000 slices from the bin every day. So go on, just pop it straight from the freezer into the toaster. Because food's not rubbish.



COODIT 1000  SMALL CHANGE BIG DIFFERENCE www.smallchangebigdifference.london

Food waste recycling

Anaerobic digestion

Wave 1 design

**RECYCLING
ISN'T A
STRAIN**

Recycling just 6 teabags creates enough energy to make another cuppa.
Anyone for tea?

COUNCIL 1000
EUROPEAN UNION
SMALL CHANGE
BIG DIFFERENCE
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Wave 2

If everyone in London
**RECYCLED ONE
BANANA SKIN
TODAY**

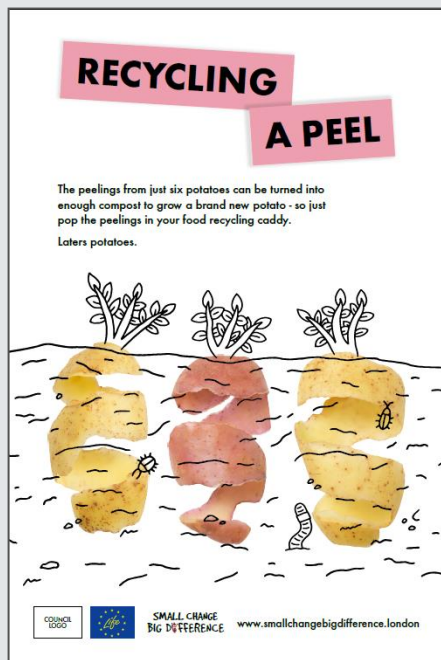
We could turn that into enough energy
to charge 16,616,738 mobile phones.
Go on, pop it in your food caddy.
Because food's not rubbish.

EUROPEAN UNION
SMALL CHANGE
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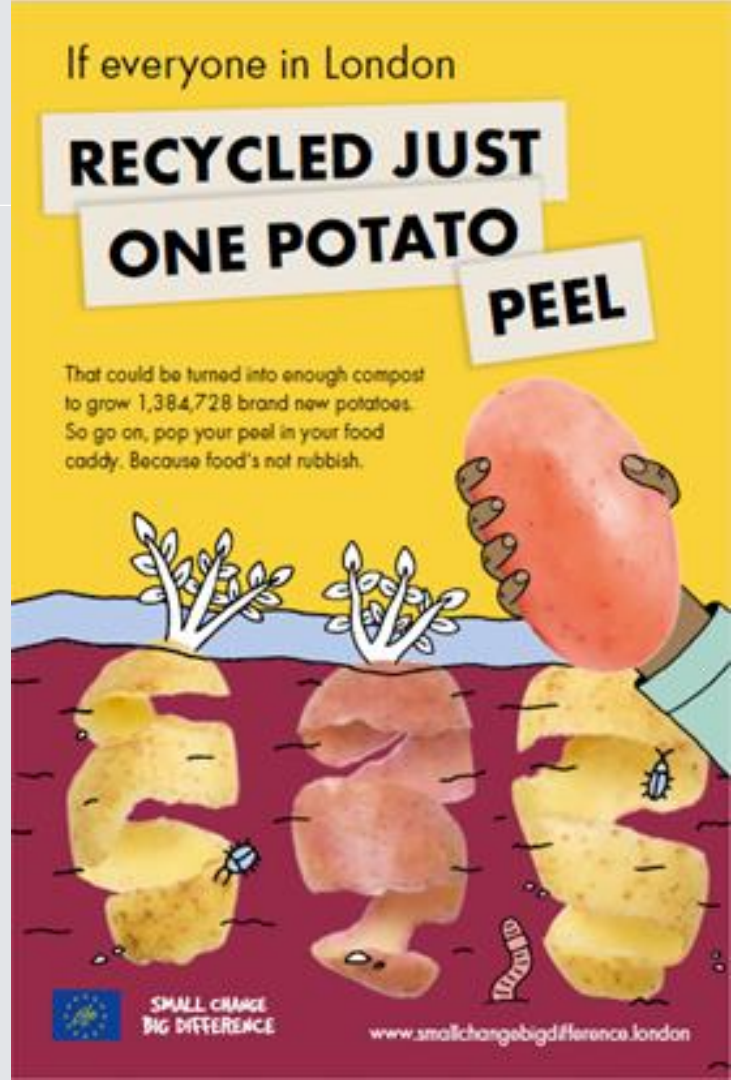
Food waste prevention

In vessel composting

Wave 1 design



Wave 2

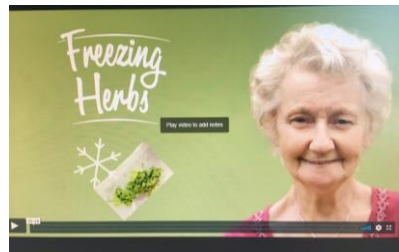
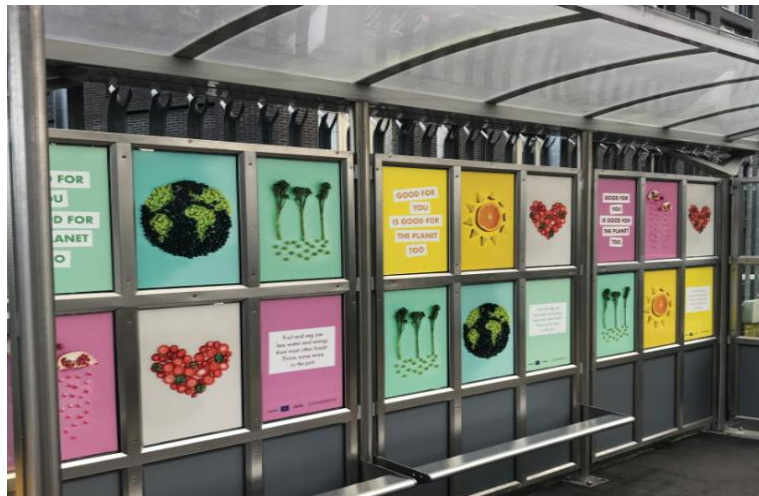


Householder Engagement

- Cinema and on-demand advertising
- Digital campaign – sharing cookery demonstrations and hints/tips videos
- Lambeth food waste guide with recipes, tips and local organisations
- Pop up restaurant event
- Cookery workshops
- Station takeover at Hackney central station
- Residents photo competition
- 3D art



Delivered so far...



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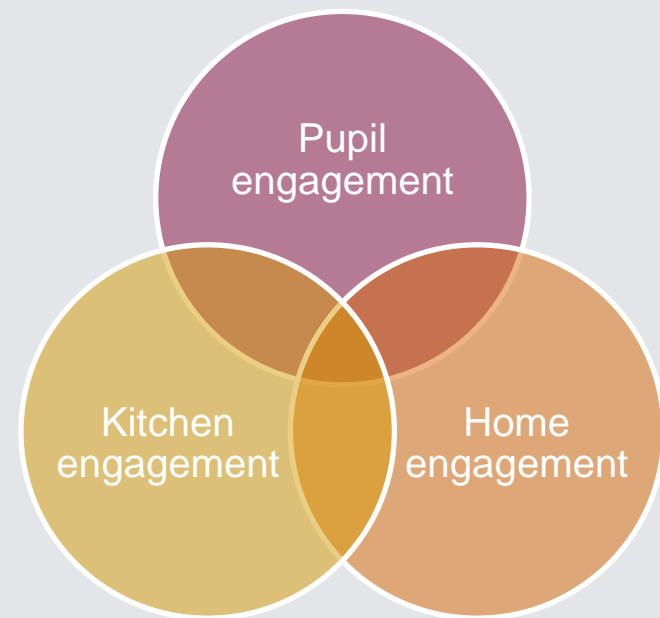
Harvest Stomp

- Event took place at Olympic Park
- Food waste themed tent on SCBD 3 messages – growing activities, smoothie bike and tasting of local produce
- Partner stalls on food waste, giant salad toss, food caddy search service
- 7500+ in attendance
- Taking place again this Sunday 23rd September!



Schools

- 24 schools
- 6 workshops
- School Campaign

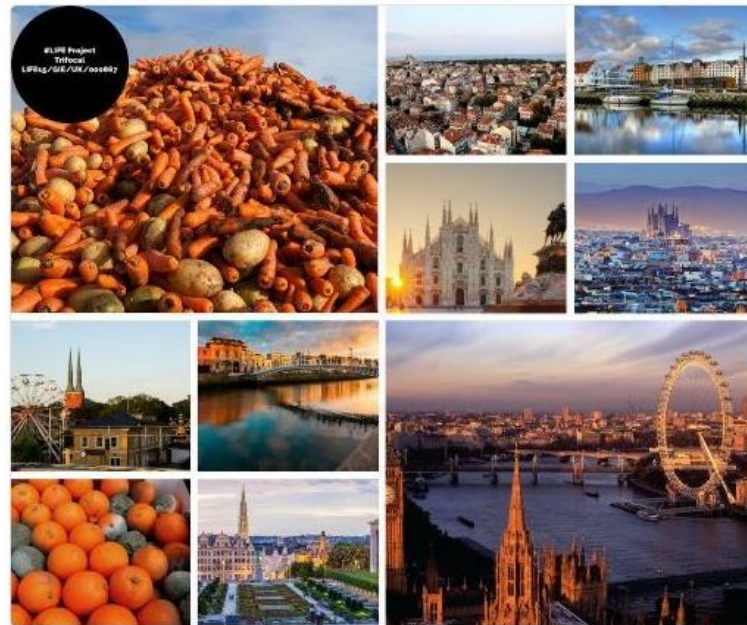


EU replication cities



LIFE Programme @LIFE_Programme · 2m

LIFE project @TRiFOCAL_London partners with 9 London boroughs & 7 EU cities to reduce food waste in innovative way bit.ly/2mM5b7N



TRiFOCAL replication programme – What does it involve?



Resource bank

Capacity
building

Campaign
replication

Dissemination
seminar

TRiFOCAL
Ambassador



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TRiFOCAL replication programme – What does it involve?

Resource bank

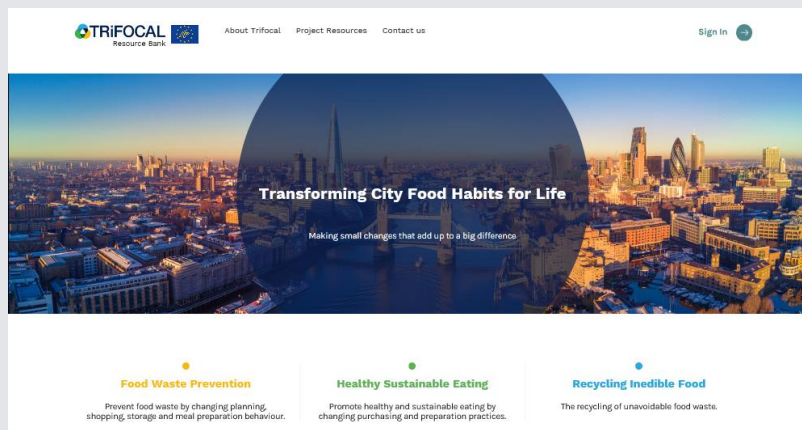
Capacity
building

Campaign
replication

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seminar

TRiFOCAL
Ambassador

- Interactive, multi-stakeholder platform
- Evidence, guidance and examples of campaign materials
- resources.trifocal.eu.com



TRiFOCAL replication programme – What does it involve?



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Dissemination
seminar

TRiFOCAL
Ambassador

- The TRiFOCAL team in London offers training to support replication activity
- Training needs are agreed with each city and could cover evaluation, campaign development, stakeholder engagement, etc.
- The format may include:
 - TRiFOCAL visit to your city for face-to-face training with your team and selected stakeholders
 - Site visit to activity in London
 - Additional webinars



TRiFOCAL replication programme – What does it involve?



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TRiFOCAL
Ambassador

Deliver aspects of TRiFOCAL that align with local strategies and complement existing campaigns

- Encourage behaviour change in your city around the three TRiFOCAL messages
- Focus on one or multiple audience groups
- Delivery to be completed in first half of 2019



TRiFOCAL replication programme – What does it involve?



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TRiFOCAL
Ambassador

Each city will organise a seminar on the results and lessons learnt from the project and their experience in implementing the campaign themselves

- Share learnings to inform future delivery
- Influence and motivate local stakeholders to adopt the TRiFOCAL approach

The TRiFOCAL team will assist in the organisation of the dissemination seminars and also partly cover the costs (up to EUR 3,000 per city)



TRiFOCAL replication programme – What does it involve?



Resource bank

Capacity
building

Campaign
replication

Dissemination
seminar

TRiFOCAL
Ambassador

Replication cities will act as ambassadors of the TRiFOCAL project in their countries

- Promote the project to peers and other relevant stakeholders
- Support the dissemination activity e.g. social media



Call for replication cities



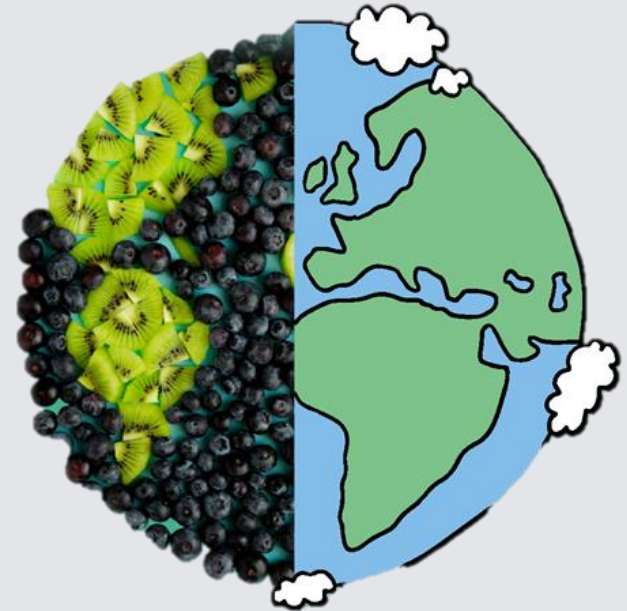
Why get involved?

- Join a network of 8 EU municipalities piloting the TRiFOCAL approach
- Try out new ways of communicating using combined messaging on food waste recycling, food waste prevention and healthy eating
- TRiFOCAL can complement existing campaigns in your city and help to deliver local strategies
- Receive advice, training and tools to deliver a behaviour change campaign
- Participate in a project that will benefit Europeans and contribute to developing sustainable food systems in cities
- PR opportunities



What next?

- Recruiting 2 additional replication cities
- Uploading new materials to the TRiFOCAL resource bank
- Live with wave three in January 2019 – schools, communities and householders
- Completing post-evaluation activities in spring 2019



Connect with us



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Facebook: @SmallChangeBigDifferenceLondon

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