

General introduction to TRiFOCAL

A new London-wide behaviour change initiative could save Londoners £330m, reduce avoidable food waste in the capital and increase awareness of healthier and more sustainable eating.

London households throw away an estimated 900,000 tonnes of food each year, of which 540,000 tonnes could have been eaten. Not only is this environmentally damaging but it's a huge waste of money for consumers, local authorities and businesses.

TRiFOCAL London – Transforming City **FO**od **h**Abits for **L**ife, is the latest initiative to be led by Resource London - the partnership between WRAP and LWARB - together with Groundwork London. The organisations have been awarded €3.2million from the European Commission* to deliver the initiative in London, which will be a test bed for other European cities.

For the first time messages on how Londoners can reduce the amount of food they waste will be joined up with messages on how they can recycle the food waste that couldn't be avoided, whilst also integrating messages about healthy sustainable eating. This is an exciting opportunity to help Londoners make changes for the better. By the end of the initiative, a 'food waste behavioural change resource bank' will be developed, which can be used to help other European cities replicate the achievements of London.

The initiative aims to use innovative approaches to:

1. Prevent food waste by changing planning, shopping, storage and meal preparation behaviour;
2. Promote healthy and sustainable eating by changing purchasing and preparation practices; and
3. Recycle more unavoidable food waste.

Starting in September 2016 and running for three years, TRiFOCAL will engage London boroughs including householders, hospitality and food service businesses, local communities and schools. It will use a range of communications approaches, including events, advertising and direct engagement with residents.

TRiFOCAL will build on a number of existing materials and research. This includes food waste reduction research insights, London waste authority data on food waste recycling, good practice guidance and communications materials produced as part of WRAP's consumer campaigns Love Food Hate Waste as well as Recycle for London.

Engagement

As part of the project TRiFOCAL will look to work with 1,000 food service businesses, 20 influencers and 30 large employers, who will then in turn influence other businesses and consumers within London.

Over the course of the project we will be looking to working with leading businesses to pioneer and cascade good practice and knowledge across London to the different audiences through for example establishing:

- Best practice food mentor businesses to demonstrate savings and reinforce the business case for change.
- Working with leading businesses to support engagement with householders, schools, and community groups within the pilot areas and more widely across London.
- A London wide working group of businesses to encourage and embed change on the ground.

Outputs will include:

- Development of an online Resource Bank which will include good practice case studies, guidance and campaign resources from the London initiative that will be shared across the EU and utilized by the EU replication cities.
- 10 business case studies covering an assessment of impacts and highlighting the best practice from London.

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