

# INFLUENCE!

Inspiration and insight to change  
minds and policy

19 - 20

June 2019

University of Manchester



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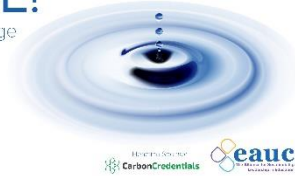


# Introductions

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- Who we are

- Kimberley Lewis; University of Greenwich
- Ailsa Guard; WRAP
- Katy Boom; University of Worcester

- Why we're here

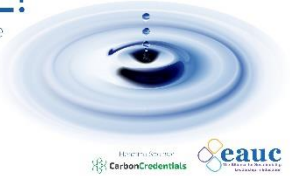
- To provide WRAP with information that will benefit the sector and influence their future campaigns

# WRAP Assets in Practice

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## Example: University of Worcester

- [White Bag Scheme Video](#)
- Collaborating with the Local Council
- Consistency in waste streams

### BLACK BIN LANDFILL

- crisp packets & sweet wrappers
- foil caps corks tops lids pumps cling film
- black plastic microwave ready meal dishes polystyrene
- plastic bags take away coffee cups
- fruit vegetables apple cores banana skins orange peel
- meat bones fish dairy tea bags coffee grounds bread pastries

### GREEN BIN RECYCLING

- cardboard thin boxes cereal ready meals corrugated thick cardboard egg boxes kitchen and toilet roll tubes flatten cardboard boxes and tubes remove inner packaging
- mixed glass bottles jars rinse no tops no labels can be left on all colours accepted
- cartons milk juice smoothie cartons fabric conditioner soup chopped tomatoes custard rinse no need to squash cartons plastic spouts can be left on
- food tins drink cans aerosols sweet tins biscuit tins metal lids rinse push sharp lids inside tins labels can be left on no need to squash
- paper newspapers magazines phone directories journals catalogues brochures junk mail leaflets greetings cards letters envelopes keep paper flat remove plastic wrappers you can compost your shredded paper at home
- plastic bottles drinks cleaning bleach detergent fabric conditioner yoghurt pots cream and custards ice cream tubs soups and sauce margarine containers fruit and vegetable punnets meat and fish cake and pastry trays egg boxes labels can be left on bottles and containers no black plastic tops or caps no need to squash

foil snack wrappers

cling film & tin foil, corks, fish, pumps

ready meal dishes

plastic bags & take away cups

fruit & vegetables

meat, bones, fish, dairy, bread

cardboard

mixed glass bottles & jars

cartons

food tins & drink cans

paper

plastic bottles & containers

**USE THE RIGHT BIN**  
THE MORE YOU RECYCLE THE LESS GOES TO LANDFILL

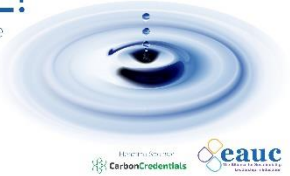


# Love Food Hate Waste

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**Aim:** to reduce household food waste by 20% by 2025

- Segmentation work - 18-34 year olds waste the most
- Targeted approach - free resources and 3 campaign bursts each year (Spoiled Rotten Jun 2019-Mar 2020)
- My role – engaging Universities to promote and use WRAP resources and campaigns to influence students on wasting less.
- Working in conjunction with other initiatives, utilising LFHW resources and Your Business is Food resources to give a uniformed approach.
- Bristol University students have just completed a study on LFHW Food's Not Rubbish Toolkit in Catered Halls



**wrap**



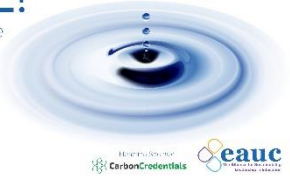


# Foods Not Rubbish Toolkit

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## A new Love Food Hate Waste toolkit

Use to communicate directly with people at home and at work to help them understand the cost of food being wasted and the behaviours they could adopt at home to tackle the issue.

- Perfect for staff engagement
- Free resources – easy to download
- Handy ‘how to’ guide
- Social media content, posters, videos, email copy, recipe cards, press releases etc

The toolkit is available to download from the [WRAP Partners website](https://www.wrap.gov.uk)



wrap

**FOOD'S NOT RUBBISH**

### SMOKED HADDOCK LASAGNE

Here's a twist on a traditional lasagne recipe, using smoked haddock and a creamed sweetcorn sauce. A delicious meal for two that's perfect for a night in, or double the ingredients for four adults.

**INGREDIENTS**

- 280g smoked, boneless haddock fillets
- 325ml semi-skimmed milk
- 1 dried bay leaf
- Black pepper to season
- 20g butter
- 20g plain flour
- 200g creamed sweetcorn
- 2 tsp. natural yogurt
- 1 medium egg
- 5 sheets, no pre-cook lasagne

**TIPS**

Try using smoked cod in this recipe or add a few prawns and maybe some smoked leeks.

Use any leftover creamed sweetcorn to make a quick Chinese style soup. Just add chicken stock, sliced cooked chicken and soy sauce, and thicken with cornflour.

**SEVINGS** 2

**PREP TIME** 18 mins

**COOKING TIME** 35 mins

**COST PER RECIPE** 5.00

**COST PER SERVING** 2.51

**LOVE FOOD**

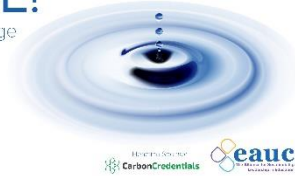
To save money with inspirational ideas, simple recipes, and to find out how to cook and serve the right sized portions, visit [lovefoodhatewaste.com](https://www.lovefoodhatewaste.com)

# Activity 1

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Rank the materials on your table from most useful to least useful

Things you might want to consider:

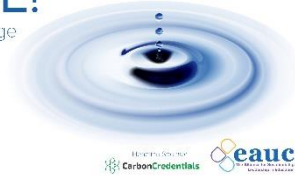
- How likely is it that you would use the asset?
- How engaging is the image?
- Will it positively influence behaviour?
- Is the messaging clear enough?

# Activity 2

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**Question:** Would you utilise these materials to promote WRAP campaigns?

In groups:

How would you use these materials?

What barriers do you face in trying to support these campaigns?

Is there anything else you need?

# Closing Discussion

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**Question:** Would anyone be interested in establishing a consultative working group with WRAP so that we can help shape future campaigns?

**Question:** Would anyone be interested in setting up a similar project to the University of Worcester with their Local Council?

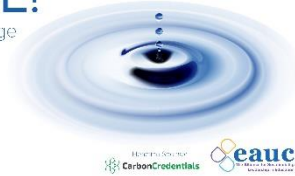


# Additional Discussion Points

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- Which type of image works best?
  - Cartoon
  - Photo's
  - Icons
- Should we align with Local Council recycling?

# The SDG Accord

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