

TRiFOCAL London – Transforming City Food Habits for Life

Having won a joint bid to the LIFE programme of the European Commission, the project partners – Resource London, the partnership between WRAP and the London Waste and Recycling Board (LWARB), and Groundwork London – are now rolling out the €3.2million initiative across London, which will form a test bed for other European cities.

The TRiFOCAL project brings together three distinct areas and behaviours in an integrated campaign to encourage healthy sustainable eating, reduce avoidable food waste and increase food waste recycling. The project aims to encourage sustainable food systems in cities. This project will engage all 33 London boroughs – with focused activity in 9 boroughs – 1,000 hospitality and food service outlets, 30 large employers, 20 community groups and 24 schools to raise awareness and change consumer behaviour at a local level.

The campaign: Small Change, Big Difference

'Small Change, Big Difference' is the campaign strapline developed as part of the TRiFOCAL project. Between Autumn 2017 and March 2019, the campaign will be delivering innovative, unique, fun and engaging activities across London – with a specific focus on nine selected London boroughs¹ – to raise awareness on the three combined food messages. London-wide communications using PR, digital advertising and social media will reinforce on the ground delivery. The goal is to reach audiences at different points in their day and across different areas of their life – e.g. dropping off children at school, at work, eating out, shopping or cooking – to prompt changes in behaviour at the moments when people are most receptive.

The logo for the campaign, featuring the words "SMALL CHANGE" in a smaller, bold, black font above the words "BIG DIFFERENCE" in a larger, bold, black font. The letter "O" in "DIFFERENCE" is replaced by a red chili pepper.

The final phase of TRiFOCAL will look at how the findings from the pilots can be applied across all London boroughs. An assessment of what has worked best – along with any barriers – will be gathered and fed back to the project's stakeholders and EU replication cities.

European added value/replicability

The aim of the project is to engage up to 10 cities in replication activities to contribute to shaping the project's activities based on their experience delivering similar campaigns. Replication activities may include capacity building in certain aspects of the campaign (design and strategy, impact evaluation, social media) or specific target groups (businesses, schools, householders or local communities). Replication cities will be invited to participate in the TRiFOCAL Steering Group which convenes twice per year to discuss progress and exchange knowledge/learnings. To share best practice, an online resource bank will be developed to support dissemination activities throughout Europe.

Replication cities will also act as ambassadors of the TRiFOCAL project in their countries. Each city will organise a seminar on the results and lessons learnt from the project and their experience in implementing the campaign themselves. The TRiFOCAL team will assist in the organisation of these events and partly cover the costs.

Current replication cities: Barcelona (ES), Brussels (BE), Burgas (BG), Dublin (IE), Milan (IT), Oslo (NO), Sofia (BG), Växjö (SE)

¹ Bexley, Croydon, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets



Diagram 1: summary of replication programme



Benefits of getting involved

Being part of this innovative project will deliver tangible benefits and enable participants to:

- Try out new ways of communicating using combined messaging on food waste recycling, food waste prevention and healthy eating
- Be part of a project that's drawing lots of interest in the UK and EU and benefit from the PR opportunities being created
- Share learning and experience with other organisations and municipalities involved in the TRiFOCAL project
- Get advice, training and tools from pioneering organisations
- Participate in a project that will benefit Londoners and contribute to developing a sustainable food system in cities across Europe.

Contact TRiFOCAL

If you'd like to know more or would like to get involved, please contact the TRiFOCAL London team:

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Web <http://trifocal.eu.com>
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About the project partners

WRAP's vision is a world where resources are used sustainably. It works in partnership with governments, businesses, trade bodies, local authorities, communities and individuals looking for practical advice to improve resource efficiency that delivers both economic and environmental benefits. Our mission is to accelerate the move to a sustainable resource-efficient economy through:

- a. re-inventing how we design, produce and sell products,
- b. re-thinking how we use and consume products, and
- c. re-defining what is possible through re-use and recycling.

First established in 2000, WRAP is a registered charity. WRAP works with UK governments and other funders to help deliver their policies on waste prevention and resource efficiency. Visit www.wrap.org.uk for more information.



The London Waste and Recycling Board (LWARB), chaired by the Mayor of London (or his representative), working in conjunction with the Mayor's office and London Councils, has a remit to improve waste management in the capital. For more information on LWARB visit www.lwarb.gov.uk.



LWARB
London Waste and Recycling Board

Resource London is a partnership programme formed by LWARB and WRAP, the waste and resources charity. The programme supports London boroughs to deliver more consistent and efficient waste and recycling services for London. The partnership represents a one-agency approach providing specific, focused and tailored regional and local support for London waste authorities.



Resource London

Groundwork London is a social and environmental regeneration charity. For almost 20 years we've been at the forefront of environmental and social regeneration in London; changing places and lives for the better, in some of the capital's most disadvantaged neighbourhoods. In today's challenging social and economic climate, the work we do has never been more important; creating better places, improving people's economic prospects and helping people to live and work in a more sustainable way. We currently support thousands of households each year in saving, energy, money and water in their homes and operate a number of community reuse hubs which enable the repair and reuse of furniture and white goods, contributing to 'closing the loop' on product lifecycles. For more information, visit www.groundwork.org.uk/london.

