



Summary: Monitoring & Evaluation of the TRiFOCAL project

The aim of the evaluation work package is to robustly assess the overall impact and success of the project against its stated aims and to provide an evidence base to persuade other European cities to adopt the tool-kit. We are undertaking a mixed methods evaluation plan aimed at providing important insight around the effectiveness of the TRiFOCAL project in delivering integrated messaging on healthy sustainable eating, food waste prevention, and food waste recycling.

The research and evaluation support to the project will:

- Measure how much additional avoidable food waste has been prevented
- Measure how much additional unavoidable food waste has been recycled
- Assess how much healthier and more sustainable are Londoners' eating habits
- Assess changes in attitude and claimed behaviours surrounding food waste prevention and recycling

From these measures, estimated amounts of carbon and water avoided can be derived using standard factors, along with an estimate of cost savings accruing to consumers, businesses and municipalities as a result.

Detail on each of the planned evaluation elements is provided below.

Waste Composition Analysis

The aim of the waste composition analysis is to quantify the impact of TRiFOCAL on waste tonnages across two main streams: avoidable food waste prevention; and unavoidable food waste recycling. Waste composition analysis will be carried out pre-intervention (early 2017) and post-intervention (2019). Each analysis will cover six target areas (London Boroughs) and will aim to collect waste from 250 households per area (2,000 households total). Collections will be carried out from sample rounds selected on a street basis (i.e. collecting whole streets), from kerbside and communal (flatted) properties with the aim of achieving as close as possible a demographic match with the trial population using MOSAIC groups. Post intervention waste composition analysis (WCA) data will be compared with the pre-intervention WCA to estimate the scale of additional avoidable food waste prevented and additional unavoidable food waste recycled in London. The analysis will base its counterfactual on WRAP's on-going synthesis work. This work combines waste composition analysis results to produce robust UK estimates for UK waste composition and arisings, and will provide a more reliable counterfactual than a one-off waste analysis in a single city could provide.

Waste Data Flow Data

The aim is to build evidence to determine the degree to which any changes to food waste recycling in London can be attributed to the TRiFOCAL project. WasteDataFlow data, the UK system for collecting data from municipalities about the waste they collect, will be used to calculate the food waste recycling rate for London. This will be compared to a control group and analysis conducted to determine the extent to which any changes to the food waste recycling rate in London can be attributed to the TRiFOCAL project.

Survey of cookery class participants

The research aim is to estimate the scale of attitude and claimed behaviour change on those who have attended a cookery class across three constructs: avoidable food waste prevention; unavoidable food waste recycling; and healthy sustainable eating. The questionnaire may be delivered directly after the cookery class, to gather immediate feedback, and/or in the weeks following the class.



Survey of Londoners

A survey will be designed to capture information on the attitudes of approximately 1,100 representative Londoners to healthy sustainable eating, and their claimed actions on key behavioural dimensions. The survey will gain understanding of Londoners' awareness, knowledge, attitude and claimed behaviour before any TRiFOCAL activity takes place, thereby providing a baseline. The survey will be repeated after the TRiFOCAL activity has ended to estimate the scale of change.

Consumer attitudes and claimed behaviour – recycling

The aim is to collect information on attitudes, claimed behaviours and policies of individuals in London to assess the potential impact of TRiFOCAL on Londoners recycling behaviour. WRAP tracks consumer recycling behaviours, attitudes, knowledge and message recall/ recognition via an annual tracking survey. It covers both food waste recycling and dry/package recycling and has a sample size in London of c. 1000 households. The recycling tracker will demonstrate observable changes to attitudes, knowledge and behaviours year on year.

Consumer attitudes and claimed behaviour – food waste

The aim is to collect information on attitudes, claimed behaviours and policies of individuals in London to assess the potential impact TRiFOCAL on Londoners food knowledge and behaviour. WRAP has in place a food waste tracker survey with a sample size of c. 1000 households in London that focuses on measuring food, and food waste behaviours, attitudes, knowledge, awareness and message recall/ recognition. The tracker will demonstrate observable changes to attitudes, knowledge and behaviours year on year.

Hospitality Survey

The aim is to collect information on attitudes, claimed behaviours and policies of hospitality industries in London to assess the potential impact of the business engagement and delivery elements on profit and cost sector businesses food knowledge, behaviour and policies. A Survey will be administered at the end of the project with the aim to find out how well the business engagement and delivery element influenced hospitality businesses and identify what they are doing differently.

Evaluation case study of schools

The in-depth evaluation case studies will assess potential impact of the TRiFOCAL projects schools engagement and delivery projects providing a short, real life narrative tool to help other European cities adopt actions to address how a lack of awareness and low levels of participation in food waste reduction, recycling and healthy sustainable eating within schools and among pupils, parents, staff and the wider community. The evaluation case studies will support the development of transferable TRiFOCAL guidance for schools engagement

Evaluation case study of hospitality businesses

The in-depth evaluation case studies will assess potential impact of the TRiFOCAL projects' Business engagement and delivery projects providing a short, real life narrative tool to help other European cities adopt actions to address business and consumer behaviour around reducing food waste, increase recycling and encouraging a move towards sustainable consumption. The evaluation case studies will support the development of transferable TRiFOCAL guidance for business engagement.

Focus groups

The aim of the focus groups is to collect information from the borough specific activities to trace the way in which the TRiFOCAL project has provided impact and provide insights to the project team following each wave of the project. Focus groups will be conducted with the four



main stakeholders within the target local authorities and administered at the end of each wave of the project with the aim of gaining insights that will enable the project team to further develop future waves of the project. At the end of the project, results will be used to complement the rest of the TRiFOCAL evaluation approach for estimating the scale of attitude and claimed behaviour change.

The summaries above have been extracted from the TRiFOCAL evaluation plan which is a live document that supports the project delivery. For further information on the evaluation methodologies, please contact TRiFOCAL@wrap.org.uk.