

CASE STUDY

Food stories from the City, Dublin Dissemination Seminar – best practice and learnings

This case study outlines the organisation process and outcomes of the Eastern Midlands Waste Regional Office (EMWRO) dissemination seminar Dublin undertook as part of the TRiFOCAL replication programme.

Background

The EWMRO comprises 12 Local Authorities and works to implement the Region's waste plan and, as part of that, to change behaviours and promote waste prevention.

Food wasted in Dublin in 2017 amounted to 104 million kg, where 60% was classed as avoidable, and a further 20% as potentially avoidable. The EMWRO recognised that Dublin could benefit from participating in the TRiFOCAL replication programme. This involved combining the three TRiFOCAL messages – healthy sustainable eating, food waste prevention and food waste recycling – in campaign activities with the aim of achieving the following objectives:

- Support implementation of the waste legislation
- Encourage food waste segregation and use of brown bin (food recycling)
- Supplement food waste prevention programmes already in existence (waste prevention)
- Combine the idea of healthy eating with waste prevention (healthy eating)
- Bring different partners together

The delivery of Dublin's regionalised Small Change Big Difference campaign was supported by partners such as Dún Laoghaire County Council, Smart Store Cooking, the Irish Peatland Conservation Council and Fingal County Council.

Campaign activities and learnings

Campaign activities ran throughout 2018. In April 2018, EMWRO hosted a capacity building workshop with the TRiFOCAL team and a range of partners to consider initiatives that could be undertaken, partnerships that could be formed and to look at how TRiFOCAL materials could be adapted for Dublin. Various ideas were discussed such as: food segregation in apartments, school workshops and staff engagement initiatives.

As part of an initiative to introduce food segregation to apartments, a survey with a focus on food waste was distributed in July 2018 to an apartment building in Dublin. Responses from 125 residents pinpointed typical food waste behaviours and identified the most wasted food types and factors that would encourage more recycling of segregated food waste. This helped to shape the Dublin TRiFOCAL campaign.

A series of mini-cookery programmes was launched aiming to help guide and encourage people to plan meals more efficiently in order to prevent food waste. The mini-cookery series aired on YouTube¹ as part of European Week of Waste Reduction (18-25 November 2018) and inspired viewers with easy-to-make, delicious recipes peppered with hints and tips to reduce food waste.

¹ The video can be accessed via the TRiFOCAL resource bank: <http://resources.trifocal.eu.com/resources/replication-city-dublin/>

An education project involving five primary schools was carried out by the Irish Peat Conservation Council as a partner in the Dublin TRiFOCAL project. The project focused on knowledge around growing food and using locally sourced, in-season food as well as preventing food waste.

Campaign learnings

It was clear that it would be important to have stakeholders on-board early for buy-in, and communication should always be simple, supportive, frequent and consistent. It is also beneficial to deal with any issues that crop up as fast as possible to prevent further problems down the line.

Objectives for the Dissemination Seminar

The findings and results of campaign activities and behavioural change effectiveness were presented at the dissemination event: *Food Stories from the City*, following the ACR+ annual assembly in June 2018.

A seminar format provided plenty of networking opportunities to share campaign learnings and outputs and to achieve the objective of bringing different partners together. There was a lot of interest to be involved from a wide-ranging audience and having everyone in one room gave the opportunity to exchange and share ideas around the TRiFOCAL campaign in Dublin.



Figure 1: Dublin dissemination seminar view from audience

Dissemination seminar

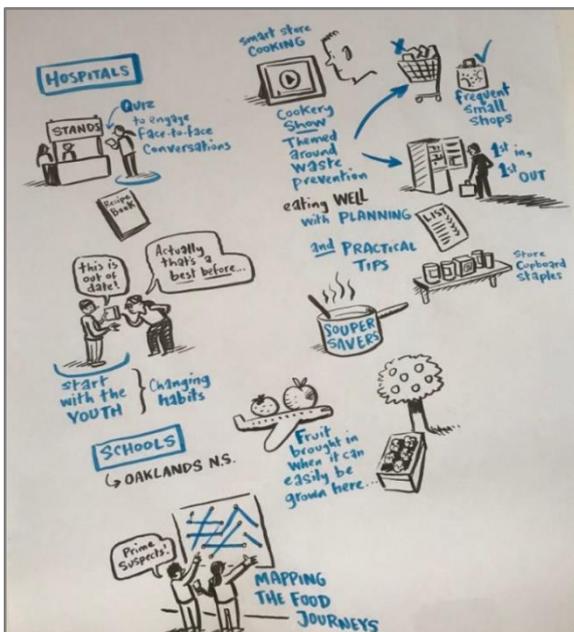


Figure 2: Artist's impression from the Dublin dissemination seminar

This free to attend seminar was hosted at Smock Alley Theatre. This was an ideal venue as it also held the preceding ACR+ meeting. The historical building was chosen to showcase Dublin and to tie in some cultural links to the event. The uniqueness of the venue helped drive social media traffic by providing beautiful imagery for posts on twitter. As the event was held close to 'Bloom's Day' – an important day on the Dublin calendar honouring Dublin writer James Joyce – the event opened with an actor reading some of Joyce's most famous writings about food.

The venue events team was also very helpful, understanding the need for the event to be sustainable e.g. by providing reusable plates and glasses. It was also in a good location for those using public transport.

The venue was expensive however, the positive aspects outweighed the expense. The audience was mixed with a high attendance (60+) and made up of: ARC+ members, public service or policy members, non-governmental organisations (NGO's), members of academic communities, chefs and caterers and individuals with an interest in the seminar topics. A mixed audience was targeted to gain different perspectives and stimulate useful discussions on food waste. Discussions were recorded throughout the session by a graphic recording artist, who brought topics to life on flipcharts.

Food Stories from the City – Agenda

9.00	Registration & Networking Breakfast
9.30	Welcome
10.00	TRiFOCAL overview
10.20	City Food Stories from Dublin TRiFOCAL Initiatives
11.00	City Food Showcase from Milan
11.30	Panel Discussion – <i>Odile La Bolloch (EPA); Philippe Micheaux Naudet (ACR+); David Duff (Thornton's Recycling); Katie Quinn (Chef, Lilliput /Stores)</i>
12.30	Networking Lunch

Agenda items included an overview of TRiFOCAL replication by the municipalities of Milan and Sofia, talks from TRiFOCAL representatives about the scope of food waste systems in cities and other partners involved in the project, a panel discussion and, a concluding networking lunch.

The panel discussion included speakers from policy and both the food and waste industries to get a range of perspectives and to make the discussion both relevant and interesting for the audience. The event also included two speakers from other European cities (Sofia and Milan) and project participants (school children, teachers,) were invited to provide their insight about the project.

Outcomes and feedback

A mixed audience was targeted for the event and this worked well as the attendees brought different perspectives and useful discussions were had on food waste, both in the formal sense for the event but also for those networking. The audience reacted well to having speakers from different cities as this created interest and showcased what could be achieved. The actor would have benefited with speaking slower and using his own voice rather than using an accent for his character, as the accent was at times hard for the international audience to understand. The inclusion of campaign participants (children involved in the campaign) had a positive effect on the audience because this solidified the activities and gave the participants a voice.

Including a networking breakfast and lunch was successful; it gave an opportunity for the panel and audience to interact and share ideas in an informal way.

The invites and management of attendees was processed using Eventbrite and tickets were offered free of charge. This process could be improved next time by charging a small fee for tickets as many people who had registered did not turn up on the day.

Feedback was given mostly on the day and this was positive. The Twitter hashtag: #TRiFOCALDub was a useful stream to gain feedback from attendees and panel members (Figure 3).

Highlight of the day

“The school children talking about the TRiFOCAL project and the things they learned from it. They were so confident and sweet. Their generation will bear the cost if we do not get our waste prevention right. I think their inclusion was important from that point of view.”

Joanne Rourke,
Resource Efficiency Officer, Dublin

Dublin @emwr_ie host an interesting seminar on #TRiFOCALDub on how to tackle food waste and losses challenge with @FoodPolicyMi, @TRiFOCAL_London, Sofia, @SmallChangeFood. Thank you!

Discussing how most people are unaware of their own contribution to food waste! We're ALL responsible and we can all do something about it.

#TRiFOCALDub

Such inspirational stories from Ireland and Milan! Heard from some school kids too. So brave getting up on stage to talk to us #trifocaldub @TRiFOCAL_London

Figure 3: social media [Twitter] feedback from participants

What's next?

New contacts were met during the seminar which could be useful for collaborating with involving similar projects, following some of these on social media also helps keep up to date with their activities.

Dublin participated in the TRiFOCAL Steering Group meeting to share learnings and results with the project partners and other EU replication cities.

The materials used during the Dublin campaign activity including the localised campaign posters and videos are available on the [TRiFOCAL resource bank](http://resources.trifocal.eu.com/).