

<b>Country</b>	United Kingdom					
<b>Population</b>	9,000,000					
<b>Title of policy or practice</b>	London's food waste reduction programme					
<b>Subtitle (optional)</b>	A comprehensive range of evidence-based policies and interventions to tackle food waste and GHG emissions at each stage of the supply-chain					
<b>URL video</b>	<a href="https://drive.google.com/drive/folders/1wM1_Qgrmr5nREW9KL9CxbUsDml8vYkrq?usp=sharing">https://drive.google.com/drive/folders/1wM1_Qgrmr5nREW9KL9CxbUsDml8vYkrq?usp=sharing</a>					
<b>Category</b>	06 – FW		<b>SDGs</b>		2 – 12 – 13	
<b>Year of start</b>	2019		<b>Year of end</b>		2024	
<b>Actors involvement</b>	<b>Municipal departments</b>	<b>Public institutions</b>	<b>NGOs CSOs</b>	<b>Research centers</b>	<b>Private sectors</b>	<b>International bodies</b>
	7	34	13	27	101	1
<b>Budget</b>	Food campaign 2022 – 2024: €350,000 (including €230,000 already raised) Pilot project in Bexley 2022: €55,000 Food Connect 2022: €70,000 FFI 2019 – 2024: €20,000 Food Wave 2021 - 2023: €340,000 Trifocal 2017 – 2019: €3,500,000					
<b>Brief description</b>	<p>Household food waste (37% of total food waste) - A number of behavioural change initiatives are being implemented. The TriFocal project run across London from 2017–2019 helped citizens to eat sustainably and tackle food waste. Two further behaviour change projects are being delivered:</p> <ol style="list-style-type: none"> <li>1) the Food Wave campaign targeting young people (aged 15-35)</li> <li>2) a pilot project in Bexley assessing the environmental and economic impact of targeted promotion of the food waste prevention apps OLIO and Kitchen. The research phase for a new pan-London food campaign aimed at households' food emissions (inc. food waste) has begun and the campaign will go live early 2023.</li> </ol> <p>Hospitality and food services waste (11% of total food waste) - London is using learnings from the Food Save project (which helped 170 businesses save 300 tonnes of food waste) and TriFocal, to support the HaFS sector. This includes direct advice through ReLondon's Business Transformation programme and dedicated resources such as the circular economy guide for the food service industry.</p> <p>Retail &amp; wholesale waste (10% of total food waste) - The Mayor supported the creation of 54 food redistribution hubs during the pandemic and is now funding two food redistribution projects: 1) Food Connect streamlining food redistribution across a network of community fridges in Southwark and 2) the Felix Kitchen.</p> <p>Supply-chain food waste (41% of total food waste) - The Mayor will convene a food supply chain roundtable gathering senior executives from food businesses with the largest footprint to discuss reducing emissions, food loss and waste.</p>					
<b>Innovation</b>	The most innovative aspect of London's food waste work is its systemic approach to address the root causes of the problem and work collaboratively with all key stakeholders in the food system. ReLondon, the Greater London Authority (GLA) and the Ellen MacArthur Foundation created the Food Flagship Initiative (FFI) partnership to catalyse and oversee London's transition to a low carbon circular economy for food. Working closely with the London Council's One World Living programme, the initiative is delivering interventions and evidence-based policies to reduce consumption-based emissions from food and bringing together a consortium of public and private stakeholders to implement pioneering circular food system solutions.					

	<p>The evidence needed to understand the key waste and environmental hotspots in London was built through 1.5 years of research and collaboration with multiple research, academic and industry partners (Circle Economy, University of Leeds, University College London (UCL) etc.). To catalyse the transition of the private sector, we are convening stakeholders such as large food businesses through the food supply chain roundtable and half of London universities through the 'Higher Education Food Sprint', we are providing funding and advisory support to the eco-system of innovative food waste prevention and redistribution businesses and showcasing bold and ambitious projects food waste reduction solutions through the FFI circular food pioneer status.</p>
<b>Impact</b>	<p>These initiatives have achieved a direct measured food waste reduction of 5,500 tonnes and an indirect reduction of more than 28,000 tonnes. These outcomes are particularly encouraging in the context of the cost of living crisis and the highest inflation rate since 1982, as the prevention and redistribution of food waste can achieve direct positive social and economic impact.</p> <p><b>Measured impact</b></p> <p>The TRiFOCAL project achieved an average reduction of 9% in avoidable food waste per household in 6 boroughs (5,000 tonnes in total), saved the equivalent of €8,87 per resident per year or a total of 14,778,437.50 Euro. Nearly 300,000 meals have been prepared by the Felix's Kitchen to date, preventing 163 tonnes of food waste and 435 tonnes of CO2e avoided. 5 of the main food waste innovators supported by ReLondon's Business Transformation programme have prevented 28,274 tonnes of food waste in 2021, representing 56,831 tonnes of CO2e avoided.</p> <p><b>Forecasted impact</b></p> <p>The Food Connect redistribution project aims to redistribute 130t food, create six new green jobs and work with 2-3 different food retailers to pilot an employee engagement campaign on surplus food. The redistribution of the surplus food through these projects is supporting up to 900 Londoners per week. Food Wave will directly raise awareness of 3,800 youth and virtually engage 20,000 youth. A 50% reduction of the food waste generated by the 24 universities convened could result in a reduction of 2340 tonnes of food waste.</p>
<b>Inclusion</b>	<p>Many of the interventions were first identified at a workshop held last October involving over 70 officers from the GLA group, ReLondon and 26 boroughs and selected based on their potential impact and cost effectiveness. More than 200 people from 60 organisations have been consulted or involved in the process of developing these activities, with participation from civil society and leading food charities including Sustain, WRAP and C40. Interventions longlisted for discussion were identified from successful initiatives in the UK and internationally which have already proven results in reducing food waste and CO2e emissions.</p> <p>Insight into the development of interventions has been sought from the GLA's specialist Health and Equalities &amp; Fairness teams, to ensure that cross reaching benefits which address the challenges of healthy &amp; culturally appropriate diets, food insecurity, financial hardship and food resilience. The size and diversity of London requires interventions to be nuanced to reflect the full breadth of communities. In order to ensure maximum impact is each collaboration with hyper-local organisations is essential the health and equality &amp; fairness teams in within the GLA are working with community organisations across London to embed their work on healthy diets, increased food growing space and financial hardship locally. These existing links and the formation of new ones provide opportunities to strengthen the reach of food waste minimisation interventions.</p>
<b>Challenges and learning needs</b>	<p>Monitoring impact – Baseline data used to set targets was collected pre-pandemic. Data from the last two years does not provide direct comparison. Data collected since provides a better picture, but cannot mimic pre-pandemic conditions.</p> <p>Cost and availability of data for a city like London is a challenge. There are areas where historically data has not been gathered. Commissioning this will be costly, with funding needed to facilitate it.</p> <p>Scaling up – London's size and diverse population requires nuanced interventions to acknowledge local geographies and communities. Boroughs have many neighbourhoods with their own requirements. Scaling up requires local knowledge and support from organisations embedded in the community to be impactful.</p> <p>Financial Sustainability – Ensuring projects continue beyond the funding period requires additional buy in from the commercial sector. Evidence to support minimising food waste and redistributing unavoidable waste offsetting disposal costs is needed.</p>