



Subject:	National Recycling Awards - Best Campaign under £10K
Date:	2 April 2019
Reporting Officer:	Tim Walker, City Services (Resources and Fleet) Manager
Contact Officer:	Martin Doherty, Promotions and Education Manager, Resources and Fleet

Restricted Reports

Is this report restricted?

Yes No

If Yes, when will the report become unrestricted?

- After Committee Decision
- After Council Decision
- Some time in the future
- Never

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Call-in

Is the decision eligible for Call-in?

Yes No

1.0	Purpose of Report or Summary of main Issues
1.1	To seek committee approval to present our 'Un-EAT-en' recipe book to the judging panel at the National Recycling Awards in London on the 27 June where it has been shortlisted for Best Campaign up to £10K; and the Chair (or their nominee) and an Officer to attend the National Recycling Awards Ceremony later that evening, where the result will be revealed.
2.0	Recommendations
2.1	The Committee is asked to approve <ul style="list-style-type: none">• Attendance of the Chair (or their nominee) and an Officer at the National Recycling Awards• Any necessary travel expenditure for members and officers

3.0	Main report
	<p data-bbox="272 255 421 286"><u>Key Issues</u></p> <p data-bbox="165 322 1437 389">3.1 The Waste Education and Promotion’s ‘Un-EAT-en’ is a recipe book full of ideas to minimise food waste using recipes submitted by chefs from the top restaurants in Belfast.</p> <p data-bbox="165 421 1458 524">3.2 The stylishly designed book not only gives instruction on how to make amazing meals but shows how to store and preserve food correctly, advise on portion control and signpost the reader to further information.</p> <p data-bbox="165 555 1453 658">3.3 All of the recipes featured minimise food waste doing this in a variety of ways including; how to use all of a roast chicken, use up leftovers, make best use of the reduced aisle in a supermarket, or how to use up off-cuts that usually end up in the bin.</p> <p data-bbox="165 689 1453 891">3.4 The publication was behind cost effective campaign (£3k) and the first of its kind produced by a Council, which is partly why it has caught the attention of the National Recycling Awards shortlisting committee. Un-EAT-en destigmatises the concept of food waste and shows how it can be used to create attractive aspirational food. It also makes use of Belfast’s recent award of top UK Food Destination to steer conversations towards minimising food waste.</p> <p data-bbox="165 922 1442 1025">3.5 Moving away from negative connotations, the aim is to rebrand food waste as a resource that could be used to create exciting, attractive, aspirational dishes, rather than ending up in landfill.</p> <p data-bbox="165 1057 1449 1258">3.6 After the launch of the “No Food Waste” in the Black Bin Campaign in 2017, which significantly increased the amount of food waste diverted from landfill, in 2018 Belfast was named as UK Food Destination of the year. These events acted as a trigger for the Unit to build on this momentum and produce a guide to build on the public’s enthusiasm and optimism about local food, subtly moving the conversation on to sustainability but in a different manner.</p> <p data-bbox="165 1290 1437 1438">3.7 Following a submission to the National Recycling Awards, they have recognised Belfast’s innovation and creativity, shortlisted the project for Best Campaign under £10K. Late last week, the Council was invited to the live judging event on the afternoon of 27th June to present its project and make the case for why it should win.</p> <p data-bbox="272 1496 719 1527"><u>Financial & Resource Implications</u></p> <p data-bbox="165 1559 1437 1639">3.8 Total cost of travel and subsistence should be less than £750 per person and can be met from existing Service in year budget.</p> <p data-bbox="272 1697 1134 1729"><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p data-bbox="165 1760 325 1792">3.9 N/A</p>
4.0	Appendices
	Appendix 1 – http://www.belfastcity.gov.uk/bins-recycling/recycling/Un-EAT-en.aspx