
Project Objective:

to change food waste behaviours of Toronto residents by building awareness, building skills and knowledge, and by getting more residents to take action on food waste.

Just Eat It! Toronto's Food Waste Challenge

Just Eat It! Toronto, in partnership with Just Eat It! Caledon, aims to make it as easy and as fun as possible for people to change their behaviours around food in order to lead lives that are better for themselves and for the planet. Witnessing the collective impact of everyone's individual actions will show participants that small individual changes really can lead to amazing overall impact (Behaviour Change for Sustainability, Cagle & Lacy, 2017).

The past 30 years has shown us that better strategies are needed in order to engage more people in behavioural change that has a positive impact on the planet. While many people claim that they care about environmental issues, their behaviours do not often align with their expressed environmental values (ibid).

Research has shown that the most effective behaviour-based campaigns combine environmental learning about a specific environmental issue along with the opportunity to take action. In addition, learning and action are much more fun and effective when done in a group setting (ibid).

When we think of the causes of global warming, fossil fuel use most often comes to mind. Less conspicuous are the consequences of our breakfast, lunch and dinner
(Drawdown, 2017).

In a vast world of 7.7 billion where all you hear about are our differences, there are some important things that connect us, and one of these is food. Food connects us all. We all need it, depend on it, survive because of it and derive happiness from it (Food and Agriculture Organization of the United Nations).


Unfortunately, according to Second Harvest (The Avoidable Crisis of Food Waste the Roadmap, 2018), world hunger is on the rise while an estimated $\frac{1}{3}$ of all food produced globally is lost or goes to waste. In Canada alone, 58% (35.5 million metric tonnes) of all the food produced is lost or wasted every year. It is time to rethink our individual attitudes and behaviours related to food.

Just Eat It! **Toronto's** Food Waste Challenge, aims to change the food waste behaviours of **Toronto** residents by building awareness, building skills and knowledge, and getting more residents to take action on food waste. The **Toronto** challenge **is offered in partnership with G4FCaledon and** has been modelled after a similar campaign run in Dufferin County, entitled "*Plan to Save*". **We have** permission from Dufferin County to utilize (with recognition) their educational materials.

Framework

- Pilot project with approximately 100 volunteers
 - Plan to structure a formal pilot and feasibility study
 - Six weekly challenges designed to reduce food waste
 - Primarily related to environmental impact
 - Specific skills with resources and supports
 - Community discussion forums
 - Running “hidden” curriculum that links food waste to other issues such as mindfulness, food security, eating locally, decolonization, plant-based, etc.
 - Weekly guest “hosts” to provide a brief video and additional content
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- Research guidance
(pilot and feasibility)
 - Content review
 - Network partner
 - Host a week?
(thinking discussion
of Lancet EAT piece)

August

- G4F Toronto Landing page content for DDTO website & newsletter (see above)
- Agree on G4F Food Waste Survey (see below)
- Create list of network partners with whom to share the survey


September

- Decide date to send out G4F survey to networks, to access interest in the topic of Food Waste and to find potential participants for the “Just Eat It!” Challenge - send out mid-month?
- Update list for potential network partners for Jan.2021 “Just Eat It” Challenge
- Create list for potential challenge champions/weekly hosts?

October

- Review on-going survey results and compile list of participants who are interested in learning more about the Food Waste Challenge
 - Update G4F-TO landing page on DDTO website with “JustEatIt! Toronto Food Waste Challenge registration information and send out link to all interested parties.
 - Update to coincide with National Waste Week, Oct.19-25 (Food Waste is Oct.23)
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November

- Start weekly social media campaign posts, sharing resources & tips to reduce household Food Waste
- Finish creating content for January's "Just Eat It! Challenge
- Start planning January 9th JEI webinar/event (possibly with Challenge Champions?)

December

- Share all relevant details of how the 6-week Challenge will run/work with participants and post to JEI landing page on DDTO landing page
- Close registration for Challenge? (Maybe December 31st?)
- Finish draft design for all 6 Challenge Weeks

January

- Host a webinar for all registered participants - Saturday, January 9th?
- Launch the "Just Eat It!" Toronto Challenge (January 10 - February 20)?

February

- Host a webinar as a "finale event" to the JEI Challenge? Maybe film showing?
 - Decide about creating a working G4F Toronto Alliance
 - Possibly create a G4F working framework including origin/mission/vision?
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