

# THIS IS RUBBISH SPEAK WITH YOUR MOUTHFUL

This is Rubbish campaigns at a policy level to reduce industry and supply chain food waste. It uses education and the arts to raise awareness of global and local food waste issues and promote both personal behaviour change and active citizenship to bring the UK in line with UN Sustainable Development Goal 12.3.



[www.thisisrubbish.org.uk](http://www.thisisrubbish.org.uk)

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The UK currently wastes  
**10 million tonnes** of  
food each year and this is  
expected to rise by a further  
**1.1 million** by 2025 (Environment, Food and  
Rural Affairs Committee 2017).

Internationally, enough food is produced to feed **9 billion people**, while nearly 1 billion suffer malnourishment; and yet, **one third** of all food produced is wasted.

**60%** of the food wasted in the UK could be avoided. It has substantial economic, social and environmental repercussions. Despite this, **8.4 million** Britons struggle to get regular meals on a daily basis (UNFAO 2018). WRAP estimate that the food industry alone wastes

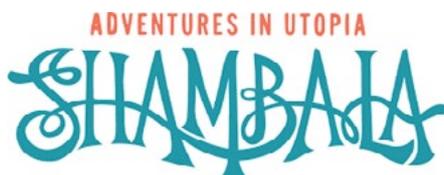
**1.9 million tonnes** of food a year, 400,000 tonnes of which could be redistributed to those experiencing food poverty. Indeed, the value of wasted food in 2015 was estimated at **£13 billion**, which costs British families on average **£470 annually** (WRAP 2017). The environment also suffers significantly from the waste of food. UK food waste is associated with greenhouse gas emissions of over **20 million tonnes** (WRAP 2017).





Cirque de Surplus is a combination of performance and activities to engage event/festival audiences with the facts about food waste, and to consider how they can contribute to food waste reduction.

## Funders & Clients in 2018



# Cirque Objectives

## Knowledge:



Communicate the negative environmental and social impacts of wasting food and appeal to people's values in order to bring about long term behaviour change.



Reinforce the understanding that reducing food waste is preferable to composting (recycling).

## Skills:



Share practical top tips for how people can use 'past its prime' veg - love the wrinkles as well as the wonky



Demystify food date labelling

in order to reduce preventable wasted caused by confusion between 'used by' and 'best before' dates - Know your date

## Action:



Inspire people that small actions do collectively make a difference



Become part of our petition-signing, lobbying team of supporters





## Cirque Activity

Cirque de Surplus is a colourful, fun and multi-sensory participative experience which engages people with issues of food waste by taking performance and activities to events and festivals. Walkabout vegetables and other characters approach and interact with people, while at our stall you can chat with our team and find out more about the facts and how you can help to reduce food waste. -

## Activities

- Giant salad toss
- Walk-about food waste characters
- Three-legged carrot racing'
- Informative plays
- Fruit kebab making
- Vegetable hero badge-making
- Pledges: sign up to a simple behaviour change aimed at food waste in the home
- Free shop - help to rescue perfectly food from the bin
- Smoothie bike





“Best thing I saw  
at Walthamstow  
Garden Party”  
**Louise Jeffries,  
CEO, Barbican**

“Made delivering  
very important  
messages  
**FUN” Survey  
respondent**

“I’ve never seen  
my son so excit-  
ed about eating  
salad” **Parent,  
Haringey**



In 2018, Cirque de Surplus was delivered at over 10 events, where we engaged over **4,000** members of the public on food waste issues.

We estimate a total of **5500** kg of food was diverted as a result of the North London Waste Authority (NLWA) funded activities. This comprises **1905** kg diverted waste food used at events and **3595** kg resulting from the pledges collected.





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Cirque de Surplus is available for **your** events this summer!

Local authority and community events, festivals, summer fetes and more.

For both, email:  
**[info@thisisrubbish.org.uk](mailto:info@thisisrubbish.org.uk)**  
with your enquiry.



[www.thisisrubbish.org.uk](http://www.thisisrubbish.org.uk)

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Alternatively, if you are a charitable trust or foundation, or other grant-giving body and are looking to fund our work, please get in touch.