

FEEDING THE 5000

> FEED
BACK

SMALL SCALE EVENT

TOOLKIT

A guide to organizing spectacular and celebratory public events that tackle food waste!



FEEDING THE 5000 – SMALL SCALE EVENT TOOLKIT



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Disclaimer

Global Feedback are in no way liable or responsible for any events or for any food or health safety issues which may arise in the course of such events. The materials herein are offered merely as guidance. Independent legal advice should be sought locally in relation to any respective event. Whilst we have used our best endeavors to keep the information in each toolkit current, no liability whatsoever is accepted or held for its applicability to your event.

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THE DISCO CHOP TOOLKIT – AN INTRODUCTION

Welcome to the Disco Chop toolkit. Creating your own celebratory feast is fun, easy and a great way to raise awareness of the global food waste scandal right in your own local community. Spread the food waste movement by sharing this toolkit!

AIM

Empower local groups to take the lead in organizing spectacular and celebratory public events that tackle food waste, by pooling together the collective knowledge and experience of previous Disco Chop event organizers!

FURTHER GUIDANCE

You can use this toolkit to:

- Organize the food prep for a larger feast.
- Organize a full Disco Chop on a smaller scale
- Spread the food waste movement! Disco Chops are fun and easy to organize – spread this widely and expand the dis-community.



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WHAT IS A DISCO CHOP AND HOW DID IT START?

A Disco Chop is a fun gathering that can be held by anyone, anywhere. These events started with the Disco Soup community in Berlin, where they held a 'Schnippeldisko', and it has spread across the world, catalyzing local and national food waste movements by bringing people together and raising awareness of food waste. As Feedback founder, Tristram Stuart puts it, "*Disco Soup is an unparalleled format for engaging new people in the food waste movement and we love it!*"

Disco Soup is an amazing movement with set principles, much like Feeding the 5000, which means that the event is named a Disco Soup, and it should be free and open to attend by all. Sometimes this is not possible, so multiple formats have been created over the years. It doesn't have to be a Disco "Soup": you could make a Disco Chop, Disco Salad, Disco Barbecue, Disco Tea, or Disco Cocktail... In addition, of course, you can play any music you like. No matter the name, we still encourage you to keep it open to all. To find translations of the Disco Soup toolkits as well as the principles for a Disco Soup, see [here](#).



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GETTING STARTED

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PRE-EVENT PLANNING: GETTING STARTED

THE BASICS: WHAT YOU NEED TO ORGANIZE A SMALL-SCALE FOOD WASTE FEAST

Remember when reading this not to be overwhelmed at any point. The main things you need to organize a small-scale food waste event are:

- Some surplus food

- A venue with cooking facilities (if you're cooking)
- Some funky disco tunes and a PA/speakers (or better yet, a DJ)
- Utensils for chopping and peeling
- A way of collecting the food
- A lovely chef
- Some amazing volunteers

To see Disco Soup organization in action, watch our [video here](#).

GOAL AND AUDIENCE

The main thing you should set out at the start of the organization phase is **how much food** you want to serve. It is important to clearly define the target amount and stick to it, because this simplifies the preparation, helps in structuring the tasks and clarifies communication of the message (for example, deciding what to write on your flyers, Facebook posts, and what you tell interested parties and the press when they ask you what you are doing). Think about **whom you want to reach** and where the best place to do that is.

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BUILDING AN ORGANIZING TEAM

(And a strong local food waste network)

Partnership

Feedback suggests collaborating with at least two other primary contact people (either within organizations or not) who are committed to putting in as much time as you are, as the aim is not to promote the work of one organization! Although there have been legends in the past who have organized events almost singlehandedly, the Feedback team recommends obtaining the partnership of (ideally) 2 core organizations plus the assistance of 5-10 partnering organizations, in order to maximize the impact of the event.

Steering group – meetings

We also really recommend holding steering group meetings where the group gets together in person several times. For guidance on this, see the Steering Group toolkit. For Disco Chops we recommend the following sections:

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- Event Partners – Who to bring on board
- Steering Group Meetings
- Timeline and work plan (though be aware that you can adapt these timelines to your local situation)

Teams: Dividing roles

You need to create a core team that will share among the members all the tasks for the preparation of a Disco Chop. We recommend having a look at the Appendix for [How to divide the work: Organizing tasks and teams by work streams](#). Some examples of division of roles are outlined below:

- Coordination, logistics and production
- Obtaining a location
- Contacting potential waste food suppliers - negotiating with suppliers is very important and can take some time: you need to make sure they are happy with the arrangement. Some suppliers will be very enthusiastic; others - mainly large companies - might hesitate a little more. If you need a lot of waste, the latter are the ones you are likely to encounter more often.
- Retrieving all the cooking and eating utensils you will need
- Finding a DJ and music
- Promoting the event
- Need some volunteers who can drive



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NETWORK

Especially when your budget is small, working together with other organizations is important. Great synergies can be created through cooperation (when you hold your disco at a street fair or an established cultural festival for instance). This simplifies finding a location and obtaining everything you will need. Creating partnerships with the music industry are also great for helping you find the right DJ and getting a good sound system.

Once you have put your organizing team together, it is important to think through the process from start to finish in a concrete and clear way. Please make sure you read the **Work plan for organizing a Disco Chop** in the Appendix.

FUNDING

Before you acquire any unnecessary costs, think about what **stuff you can borrow** or, better yet, **acquire for free**.

A lot of the cooking gear, for instance, could be borrowed from befriended chefs' kitchens or catering companies. For the smaller stuff you can also try writing or calling some stores to see if they want to sponsor the event. Remember, you're not doing something for yourself which is just fun, you're spreading a message most people agree with. Therefore, many companies will not mind being associated (for example, in Amsterdam they got a set of small and large knives, and peelers all for free, because the storeowner loved the initiative. Another one gave them 5000(!) cradle-to-cradle napkins). Companies that already work in the 'green' sector will be especially interested in helping out. You are working for a non-profit organization, so they will respect that your funds are limited.

Be careful: a danger here is letting your message get overshadowed or confused by a partnership. One thing to keep in mind is that big(ger) companies could want to use your campaign as free publicity. Make sure, if you allow this, that the companies have a good reputation and are not just using you for green washing their image. However, what is always a good middle way is to offer mentioning their name, but only after the event as a thank you. Then you can give as much exposure to them as you like.

If you do end up paying for stuff, you can always try to get some funding. Local government agencies might like your idea, or maybe an NGO is willing to contribute or work together with you. You could also try to incorporate the Disco Chop as part of a bigger event. That will save you taking care of a lot of stuff, like permits, hiring of electricity (if you need it) and more besides.

Put together a budget outlining all of the money you expect to spend and come up with a plan of how to get these funds. See the Appendix for an [example budget](#).

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LOCATION

What you will need first is a location. When looking for a place, think about the logistics:

- Is it **easy to reach** (both for you and for the audience)?
- Are you **allowed to cook and serve food** there, have (alcoholic) drinks **and play music**?
- Are there **already things you can use** (working tables, refrigerators, crates...)?

Not all of these are necessary, but they can save you a lot of work.

To make your event especially effective in reaching the media, choose a **very public and particularly unusual or iconic location**. Great locations include outdoor pedestrian malls, in front of a local public building, a traffic island or at a festival, county fair, or concert. Note that the larger and more interesting the location, the more time you will probably need to allow for obtaining all the necessary permissions from local authorities to hold a public event, as this often can take longer than you would hope. Choose your location and apply for permits as soon as possible!

Try to go and see the place where you are holding the event and make a **plan of how you want the place to look**. Create a simple overview of where all the tables will go, where the DJ's will be and consider a good route for getting the chopped veggies to the 'kitchen' area.

FOOD

Unsold food includes fruit and vegetables that have been damaged during transportation; that have not been harvested due to a lack of help in the field during major harvesting periods; or that do not correspond to the demands of specific clients, such as restaurants and hotels.

Where to get it? **Supermarkets**, and especially **wholesalers**, will have lots of waste that is mostly clean and/or pre-packaged. An **open-air marketplace** is also a good spot, as there are many different vendors selling different things.

You can also try to see if you can go to some **farmers'** fields and pick up what they left behind. This is called gleaning, and can be very effective if you need large amounts of the same kinds of veggies – see the Food Sourcing toolkit for more information about how to set up a glean. In winter, acquiring veggies from farms is more difficult.

Call in advance: this increases your chances of an efficient pick-up. Nevertheless, if you have the time, it is also a nice field trip for whoever is interested. You get to be outside, meet the farmer and do some honest cropping work.

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FOOD PREPARATION

Another stage is to see **how much work is involved in preparation**; carrots only need one peeling, whilst beans will have to be taken out of their pods (you will also lose a lot of volume, but that only matters when you are using large amounts).

You could make a Disco Salad if you do not have a way of cooking veggies or if you do not want to; or you can make a small salad people can eat after the soup. You could also make some condiments like pepper-sauce that people can add to their soups.

It is important to keep the chefs informed as you collect the food, so that they can plan how to use all the ingredients you are sourcing.

Once you have thought about sourcing all the food, see the [work plan for organizing a Disco Chop](#) for how best to prepare it from pick-up to serving!

Quantities and Recipes

Generally, the amount of kilograms of food you need is the amount of visitors divided by five.

An example of a **soup recipe**, using 500kg of veggies to serve 2500 people would be:

- 80 kg kale
- 50kg potatoes
- 100 kg carrots
- 50 kg tomatoes
- 50 kg cauliflower

- 50 kg zucchini
- 10 kg onions
- 5 kg garlic
- 5 kg fresh herbs

The **Introductory toolkit** and the **Catering toolkit** also have lots more recipes in the Appendix, but you can try whatever you like!

NOW WHAT?

The revolution against food waste is growing – and no more so than in the United States, where concerned citizens, organizations, businesses and governments are ready to take action.

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DISCO SOUP FRANCE

Try to make sure you have a **good division of different kinds of veggies** in the total amount you get. A good example is to use one third starchy veggies like potatoes or corn to make to dish a little filling.

It's also good to get at least some veggies that only need a little washing, such as tomatoes. Others, like potatoes and carrots, take a lot of washing and this will take up a lot of time.

It's hard to set guidelines as you'll always be dependent on what you are given, but when you go and 'shop' for waste, you can try to think about what is and what isn't good. For instance, eggplants will not be very good if you only boil them in a soup.

On the other hand, the leaves of some cabbages are not great by themselves but might be really tasty if you cook them for a long time. So think a little about your recipe and the dish(es) you're making.

Always ask to see if there are some dried or canned goods that suppliers would otherwise throw away (canned tomato puree, or coconut milk, or dried herbs). All of that can provide some nice extra flavor! It is a good idea to invest in this, even if it is not waste. One bottle of good olive oil, for instance, can make an entire salad made of waste taste incredible. You will also need some salt and pepper, obviously.



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EQUIPMENT

For this job, you need the right tools. You can often **borrow** specialized cooking equipment from school cafeterias, company lunchrooms, mobile soup kitchens, community centers, or fire departments. Depending on where you are, you can see what is already there (make sure you get in contact with the manager) and what else you need to be there on Disco Chop day (or preferably the day before). If you cannot find anyone to loan it to you, you can always rent equipment from a catering service.

Tip: Find a sponsor that supports you through providing a mobile kitchen, or catering equipment.

Here is a list of the tools you will need:

- Working tables (comfortable height, +/- 90 cm)
- Cutting Boards
- Cloths to wet and put under your cutting boards
- Knives (mostly small, but a few big ones are good to have on hand as well)
- Peelers
- Kitchen towels
- Buckets for washing the veggies (you can also use crates with (inlay) bags inside of them)
- Buckets for washing up – plus biodegradable washing up liquid and cloths
- Access to water (make sure there's a way to get water to where you need it, either with buckets or with a garden hose)
- Vinegar (good to add a few drops to the washing water to help keep the veggies fresh)
- Nail brushes/Steel brushes to wash veggies
- Strainers/salad spinners
- Crates for storing, possibly with plastic inlay bags in them
- A cart to transport veggies that have been chopped
- Bins for trash (both for plastics and compost)
- Stoves (one or two big ones, or multiple smaller ones. Electric ones are easy but can be unreliable. For gas burners you also need gas tanks)
- Pots and pans (make sure they fit on the stove, some big stoves do not fit many regular size pans. Also, check that the material is good for electric stoves, if you're using those)
- Ladles (to stir and serve)
- Disposables or reusable materials to serve the food (bowls and plates, spoons and forks)
- Tables for everyone to (partially) sit at and eat
- Hygiene pack: paper towels, hand soap, hand towels, dishwashing soap, band aids, gloves, hairnets
- Handicraft pack: markers, paper, tape (thick), rope
- Special shirts to make the Disco Chop team recognizable
- Some sugary snacks for volunteers

In case you are outside:

- Tents to cover everything
- Ponchos for everyone coming

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VOLUNTEERS

As soon as you have an outline and dates for your Disco, you should begin mobilizing volunteers, because you will need a lot of **helping hands!**

For example: People to drive and pick up the vegetables, cooks, dishwashers, people to help set up beforehand and to help clean up afterwards.

On the day of the Disco Chop, you will need a team of people that know all of the plans and can help make everything go smoothly. Your team can guide the volunteers and attendees, delegating clear and concise instructions (the washing and cutting, which is the brunt of the work, will partially be covered by the attendees themselves).

A good measurement for how much **time you will need** to cut everything is around 18 hours per 100 kg with one person chopping. Divide it by that when you are planning: if you want to feed 500 people, you need 100 kg and you have 4 hours, so you'll need around 5 people. If you want to do it in 2 hours, you need 10. This is an estimate, and by no means exact, but it should give you an idea of how much time you will need if everyone is working at maximum speed. Keep in mind though that it is better to have twice as many people there so everybody can spend half his or her time dancing and enjoying themselves. Try to ensure that your team is reliable and can work well under pressure, as it will be guiding the whole event.

Other main people you will need are:

- 2 x **chefs** to cook the Chop/Salad (and to make some snacks/food for the attendees during the event)
- 1 x **head of logistics** (where is the food, where does it go)
- 5 x **heads of tables/stations** (1 per station) - these will lead the prep of



TOP TIP

It is good to **check with volunteers** nearer the time, to be sure they are still coming. The same goes for **people/organizations that will lend you things**, as if they do not have proper booking systems they might forget.

- one ingredient, direct and introduce volunteers to their chopping role and liaise with the chefs so that there is a clear structure.
- 2 x people to staff the **welcome station**. These people let everyone know the plan and make them feel welcome!
- 2 x **head of cleaning** (while working, but especially afterwards)
- 1 x someone in charge of **music/equipment** (preferably the DJ)
- 2 x people to **drive** and pick up the vegetables (driver plus a helper)
- 20 x people to **wash and cut** vegetables
- 20 x **dish washers**
- 10 x people to help **set up** beforehand (this is the task which is hardest to do quickly)
- 5 x people to help **promote** the event (before, during and after), photographers and film makers included
- **Dancers!**

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These tasks are not all 'full-time', so a good idea is to make sure that the whole Disco Chop team is divided between the tables, so they can monitor turn-taking and see that everything is going smoothly. The head of the team should not have any specific tasks, as it will be his or her job to sort out any problems, make sure everyone is doing okay, and keep track of time and so on.

Sometimes, there might be nothing to do, which is fine... as long as you keep dancing wherever you are!

MUSIC

Get some DJs excited. They turn the whole thing into a party and it's great if you can find a few who support the cause and would really like to come and spin. The right beats give the dicers the rhythm to do their work and give the event its **atmosphere**.

The easiest way of course is to simply bring a boom box or a laptop, but for those who need things a bit louder, a **DJ** is the way to go. Many even big name DJs will volunteer their services for a good cause, if not only for the reason that such an event also gives them good press. Ask around; somebody in your group will always know someone, or simply approach a local event company or talent agency. Remember not to overlook possibilities for working

with musicians and promoters: the potentially mutually beneficial partnerships in this area are endless.

Decor

You need to **make everything look nice**. Make sure you show people what it is you are doing, what organization(s) is responsible for it and where people can



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go for more information (online, but also at the event itself). Make sure you have visible logo's and promo materials, as it will be a good place to get new members and volunteers for future events.

Obviously, a good theme for everything is **Disco**: disco balls, lots of colors, lights, etc. See what you can find, or find some creative repair people in your network to build you cool stuff.

Promotion and Media

To get plenty of people to come, be sure to communicate things way in advance.

Use every tool at your disposal: Facebook, Twitter, websites, blogs, flyers, posters... and remember to take advantage of any resources your partners may have. Obviously social media and your own website would work perfectly well, but it's also good to spread the word to some local TV news channels, newspapers and radio stations through a proper press release. The Feedback team can assist you in getting your message across to the press.

Another thing you can try is to get your local politicians excited, maybe even to come and speak at the event. That's a good way of getting them to take action against food waste themselves as well, as they can see how many people are doing something about it.

You can use the exposure to talk about the message and reason for doing the event in more depth than you can at the event itself. In addition, you can make sure many people come!

Remember – if you want a diverse range of attendees, you will need to be creative with your advertising. If you want to run an event for the local

community, you need to get out into that community and speak to people, not just rely on Facebook!

See the Appendix for an [example flyer](#) and [press release](#).

Note that the above is top-line guidance; for more detailed information, check out the [Communications toolkit](#).

PLAN FOR DEALING WITH (FOOD) WASTE

It might sound strange, but you are always going to have some waste. Whether cuttings or leftovers, it is crucial to **have a good destination for it**. Obviously, cuttings and scraps can go to animal feed. See if there is a nearby (city) farm that needs your waste.

Arrange with a nearby food bank or social project to offer your leftovers. They will prefer fresh foods, but if you can cool your leftovers to a low temperature and package them properly, they will take them from you with pleasure. Ask them what they want and make sure you can bring the food there after the event, so really nothing is wasted.

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AT THE EVENT

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AT THE EVENT

HOW TO MAKE SURE THE EVENT RUNS SMOOTHLY

Make a **schedule** of the **things you need** and **when** you need them. You will use it among your team and you could send it to external people to ask for help! See the Appendix for an example [schedule for a Disco Soup](#).

For this, we recommend roughly following the [work plan for organizing a Disco Chop](#) for how best to prepare from pick-up to serving!

RECORDING THE EVENT

It is important to **capture the event** properly. Recruit one or two good **photographers**, to report whole thing. Even better is if you can also find someone who wants to shoot some **film**. That is always the best medium to promote your event afterwards and get people excited to come to new ones. Get yourselves a good camera, or better yet, involve a photographer – maybe a photography student or even a professional photographer. Good quality photos will help communicate the spirit of the event to people. Documenting every step of the project also helps you remember what went right and what you could do better next time.

LOGISTICS AT THE EVENT ITSELF

See what things you can **do beforehand**. This means sorting the gear you will be using, maybe sorting some vegetables in different crates, or setting up a washing station.

Make sure you have got a good **schedule** laid out before you start. This will help everyone involved to get a clear picture of what needs to be done. It also makes it easier to see when to start and how much time you'll ask of your team, as they will be there for longer than the event itself. Get there on time, make an inventory of what needs to happen and then sit down with your team to talk through the plan for the day.

For this, we recommend roughly following the [work plan for organizing a Disco Chop](#) for how best to prepare from pick-up to serving! For a run-through of some of the steps, see below:

- 1 Start by *setting up the pots* in which you're going to boil the soup; fill them with water and bring it to a rolling boil. This will take a lot of time so doing this right away ensures you have boiling water when the first veggies are ready.
- 2 Then set up a *washing station* and make sure whatever containers you're using start filling up with water (as this takes time, you can do other things in the meantime). Make sure nothing overflows though; keep an eye on it.
- 3 Set up the *tables* the way you decided beforehand. For every place, lay a

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slightly wet cloth and put a cutting board on it. Make sure there is enough room in between the tables so that people can walk through, even with a person working on both sides. A good system is to have four or six places set up for cutting at either side, then at end you put the crates of veggies to be cut, on the other side you can put empty crates to put the cut veggies in. Between the crates of veggies that are not cut, next to that you can have two bins, one for compost and one for plastic (one of each per two tables). This way you can have 'supply' lines going either to storage or to the kitchen.

- 4 Set up a *cleaning station*, with water for people to wash their hands before they start, a bucket of water and soap to clean the tables and a bucket for paper towels and such. Maybe this could be a place to wash dishes as well (knives, peelers and cutting boards). Put paper towels on there and everything else people will need.
- 5 Set up a *DJ booth*, either on a stage or just on a table. Get speakers set up next to that or wherever is the best place.

A few things to keep in mind during the event:

- Make sure you **stop cutting things on time**. It is easier to give away uncooked leftovers, so make sure you do not make more soup than you will need. In addition, the pans and everything need some time to cool. In the meantime, you can start with a bit of cleaning.
- Generally, **keep an eye on how much is left and how much time it's taking to do everything**. If you can choose to leave some things, you can pick the hard things that are a lot of work and instead get many of the 'easier' veggies done quickly.

- Every now and then, grab a microphone and **let people know they are doing a good job**. Tell them how far they have got and maybe give them some extra encouragement to have a good time and dance. If that is necessary.

PLAN FOR GOOD HYGIENE

It is crucial to spread the message that we do not use thrown-out waste, in order to preserve hygiene standards. If someone were to get sick, it would be very harmful to the message we are spreading. Therefore, it is important to make sure all the preparation is handled in a safe, clean manner.

- **Everybody washes their hands before** starting to do anything, and as often as possible in between actions.
- Regularly **clean the knives, cutting boards and tables**.
- Make sure everyone who has any wounds or cuts wears proper **Band-Aids and plastic gloves**.
- Properly **wash the vegetables and keep them refrigerated** as much as possible. You can use a little vinegar in the washing water to assure extra freshness. Also, make sure to discard any veggies that are too far gone, or cut off the bad parts. They can ruin the whole dish, so it is not worth using every tiny thing you find.

Remember, if you are making a soup you have an extra safeguard since you are cooking everything, but it is always good to be cautious.

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CLEANING UP

Really helpful is to have a **plan** for cleaning, so that you know where everything goes (on location) and, for instance, what to load into a car first and last so you can have an efficient run getting everything back where it came from.

Make good arrangements with the place where you're organizing the Disco Chop, if you want to leave stuff there overnight or even a couple of days. Make sure you know who is responsible and that they know you. Keep in mind it's always nice to return stuff as soon as possible, as it'll save you having to come back and get everything. Plan sometime in the days after the event to make sure all of your stuff gets back where it belongs. Maybe you need to check with the place if everything is cleaned up properly and all the stuff is gone.

It's also good to take some time to **thank your volunteers and especially suppliers and sponsors**. It is important to build up these relationships as they could lead to great partnerships, so always follow up with a warm email/call/visit.

OTHER ACTIVITIES TO INCLUDE AT THE EVENT

AIM

Partner organizations agree on the additional activities that will take place, as well as which organization has responsibility for each activity. The aim is to create a fun, festive atmosphere throughout the event. Involving any local celebrities or characters can really add to the energy, and can be very attractive to passers-by.

In our experience, too many talks switch people off, but conversations and participatory activities are really engaging and appreciated!

TIMING

Confirm activity and ownership ASAP; source the necessary food and logistics 4 weeks ahead of the event.

- **Further Guidance:** Within the toolkit folder: **Additional activities at the event** you will find the Partner Tents and Activities toolkit. This goes into further detail about the

EXAMPLE TRIED-AND-TESTED ACTIVITIES

Stage

- Chef demos
- A food waste quiz for visitors to take during lunch. Then a volunteer can collate the answers and put them on a huge poster to hang in one of the tents.

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- Varsity Chop-Off: Students from different university groups compete with each other at the food prep event to see who can chop the most.

At the venue

- A wonky veg demonstration – see the photo taken in Paris
- Grocery Giveaway (giving away excess produce that has been sourced for the event but that will not be used for cooking)
- Apple pressing
- Games – such as wonky veg twister
- Jugglers
- Speakers corner – with food-waste warriors giving talks on their initiatives. You could also have a pitching event where a similar set up is voted upon by listeners to give a winner.
- Playing the TEDtalk of Tristram or having a movie screening (e.g. of JustEatIt).
- Setting up an inspiration market to promote use of food leftovers.
- Art exhibitions showing photography of other projects, for example, workshops by school kids who have made artwork on the theme. Workshops e.g. carrot top pesto and fermentation, or ones led by other food campaigning groups. Training workshops should be open to everyone, but could be a way of getting volunteers even more motivated. Other workshops could focus more on discussion, facilitating brainstorming on food waste initiatives, problem solving and campaigning ideas.
- Give out information posters and leaflets regarding:
 - “best before” dates vs. “use by” dates;
 - how to best store various foods;
 - food storage in the fridge;
 - Using leftovers.

Children are fantastic ambassadors for the event:

- a. secondary school students can be great volunteers at the event;
 - b. students have chopped and packaged veg for food redistribution organizations after a volunteer went into their school and gave a quick lesson about food waste;
 - c. Kids can distribute questionnaires to event attendees.
- Bicycle-powered smoothies.

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PROMOTIONAL STUNTS

- Give freebies to journalists (like pork tacos at the Pig Idea event);
- Find any local celebrities who want to participate. In Nottingham, UK, Robin Hood and the Sheriff of Nottingham engaged with attendees all day, made speeches, and raised awareness about food waste;
- Ahead of the event, ask people to post on the Facebook event page with the ways food is stored or leftovers used in their countries, and make this info available during the event on posters.

3



**AFTER THE
EVENT**

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AFTER THE EVENT – WHAT NOW?

Very often, after your Disco, you will get a flood of people wanting to contact your group asking questions, people inspired by your event who want to get involved. **Channel this momentum!** Immediately after a Disco is the perfect time to put together ideas for further projects or events concerning food waste. Share this toolkit with them and, if you have the time, organize an ideas and advice session.

Now that the event is over, everyone goes back into their silos, individually working to end food waste. No way! Building on the momentum of the event and the press coverage can lead to further partnerships and collaboration! Building on the energy of the event is easier if you keep your volunteers engaged.

It is important to keep momentum going after the event. For more information on post-event legacy, (including how to manage and maintain the momentum of the coalition) please refer to the [Steering group and partner roles toolkit](#). See the section: [Post-event - Continuing the legacy of the event](#).

REMEMBER THE MOST IMPORTANT PART – IMPACT!

For more information on how an event has created impact, see the introductory toolkit for a case study on Feeding the 5000 Belgium.

1. [Pledge forms](#) are very important to Feedback, so please be sure to collect

them from the volunteers at the end of the event. If you have volunteers willing to do data entry, you can prepare the pledge forms and send them, completed, to us. If you would rather, you can send us the hard copies of the pledge forms, or scan them in and we will process them. Either way, we will track you down for them! On the day of the event, scan all the pledges and send to volunteers. Arrange within the next two days who will transcribe the pledges into the excel template to be uploaded to campaign monitor.

2. If you can, please send [photos](#) of the event page for Facebook the day after the event, with credit information.
3. [Email](#) all partners, contributors, special attendees and volunteers thanking everyone, highlighting the impact of the event, and circulating press and media articles and posts. Where possible, include the top-line figures on food recovered, hours volunteered, meals served etc. Also, if your organization sends newsletters, take the opportunity to highlight the event in the next newsletter – ideally within two weeks. [This newsletter offers a good basic structure to work off](#)
4. Please send partners and volunteers the [feedback forms](#) (see Share Sync folder) in order to get their opinions as soon as possible after the event. Try to get volunteer testimonials that are useful for data and evaluation. Feedback would like comments and suggestions from you as organizers, so please fill out the survey in Share Sync.
5. Invite everyone within a week to a [de-brief meeting](#). Ideally, several meetings and smaller working groups to make sure that the event's momentum is harnessed will follow. You can harness the event to create

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long-term impact in many ways, and the Feedback team would be delighted to advise you on this. See an example de-brief meeting agenda below.

6. Please send an impact assessment to Feedback, including:
 - number of kilos of produce gleaned;
 - number of kilos of produce used for cooking;
 - number of kilos given to food recovery groups;
 - number of people in attendance;
 - number of volunteers;
 - total food saved and any other pertinent data;
 - press coverage the event received;
 - notable activities surrounding the event, or post-event legacy (such as new organizations or partnerships formed, further events, policy change, community-building, public awareness and expansion of existing projects);
 - Any quotes from people involved.

See the Appendix for an example of an [impact table](#) the Feedback team have used in the past for collating the various ways that events or food-waste feasts have had an impact.

A post-event press release is also an option for those wishing to communicate the reach and impact of the event.

4



APPENDIX

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APPENDIX

HOW TO DIVIDE THE WORK: ORGANIZING TASKS AND TEAMS BY WORK STREAMS

We really recommend dividing the team by task to make it clear who is responsible for what. See the table below for a breakdown of these work streams in addition to timelines for when you should begin each element.

TASK OR WORK STREAM	AIM	WHEN TO BEGIN (IDEAL TIMELINES INCLUDED)
<p>Coordinating Steering Group and Partner Roles</p>	<p>To bring together all key organizations working on food waste issues and identify what they would like to get out of it, how they can contribute, and what they would like to communicate.</p> <p>While it can be done, we would not advise organizing an event as a single organization – the event should be co-owned. We recommend obtaining the partnership of (ideally) 3 to 10 additional organizations in order to maximize the impact of the event.</p>	<p><u>3 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> • Confirm partners and their roles as soon as possible ahead of event. • Establish “cut-off” for adding partner logos/names to event collateral.
<p>Communications: PR + Publicity Materials</p>	<p>To establish and receive partner sign-off on communications plan, including key messages, press release, and associated materials.</p>	<p><u>3 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> • Identify/assign communications coordinator. • Establish key messages/focal points of campaign. • Finalize designs and confirm partner sign-off materials before printing and distributing.

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<p>Event Management: Location, Licenses, Permits, Budgets, etc.</p>	<p>To make sure that the necessary permissions and infrastructure are in place to hold the event. Work out how many resources you need to put together the event.</p> <p>This Includes location, licenses and permits, budgets, equipment, waste management, health and safety planning.</p>	<p><u>3 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> Secure location and necessary insurances. Obtain relevant permits and submit any necessary applications – fees are often waived by city authorities as a form if investment in the event. Budgets.
<p>Food Sourcing</p>	<p>To gather what food you need (that would otherwise have been wasted) for the number of people you are catering for.</p>	<p><u>3 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> Start outreach and build relationships to establish database of suppliers.
<p>Additional activities at the event</p>	<p>To agree activities, key speakers, and highlights for event and establish which partner takes ownership over each one.</p>	<p><u>2 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> Reach out to potential speakers, VIPs (such as governmental officials), chefs for demos, artists, DJs, emcees, etc.
<p>Volunteer Management</p>	<p>To arrange for teams of volunteers and coordinators (minimum 35) to help with all aspects of the event from promotion, food collection, chopping, stewarding to set-up and social media.</p>	<p><u>2 MONTHS AHEAD</u></p> <ul style="list-style-type: none"> Identify roles and numbers needed 6 weeks ahead of event and create teams of volunteers
<p>Catering Plan</p>	<p>To agree a menu and how food will be processed, cooked and served.</p>	<p><u>7-8 WEEKS AHEAD</u></p> <ul style="list-style-type: none"> Secure chef(s) to coordinate all aspects of the meal, including recipe development and production. Confirm kitchen facility you will be using for production. Coordinate volunteers who will be responsible for preparing meals.

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A WORK PLAN FOR ORGANIZING A DISCO CHOP

See below for a work plan for organizing a small-scale chopping event. This can be adapted to be part of a larger-scale event (as the preparation party) or made into an event in its own right. Please note additionally that these timelines are for guidance only. While it is always better to plan ahead (especially for a large-scale event), the below markers can be adapted to your local situation.

TASK	TIME BEFORE	DURATION	NOTES	ITEMS
Assign a Disco Chop coordinator.	7 weeks	1 week	They will likely work closely with/could be the volunteer coordinator.	One-pager on Disco Soup – can be taken from this doc.
Read the work plan, adjusting to your local situation and familiarize yourself with the documents.	7 weeks	2 hours		
Liaise with/enlist a food-sourcing coordinator to decide date and plan for catering.	6 weeks	4 hours (allowing for back and forth)	E.g. when does food need to be ready and where does it need to end up?	Secured date.

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<p>Assign a chef to lead the food preparation on the day.</p>	<p>5 weeks</p>	<p>1 day (allowing for back and forth)</p>	<p>Ideally, this will be the chef directing, who can offer details such as preferred vegetables dimensions.</p>	
<p>Organize a meeting to update on current progress and pull in interested parties to take responsibilities.</p>	<p>5 weeks</p>	<p>2 hours</p>		
<p>Decide a location for the Disco Chop.</p>	<p>5 weeks</p>	<p>1 week (allowing for back and forth – assuming no background networks)</p>	<p>Preferably, the venue has catering facilities and equipment; however, all you need is space, access to tables and chairs, an easy-to-reach location (for volunteers) and running water. Done in liaison/by the catering coordinator – ideally the same location where food will be cooked but not necessarily.</p> <p>We advise setting up a wash station so people can do their own dishes and help with the pans/other washing. 1) Fill two boxes (1 with soapy water, the other only water). 2) Using signs, make one a washing station, the other a rinsing station. 3) Once the washing water gets dirty in the washing station, drain it away, and add soap to the rinsing station box (thus making it the washing station), fill the empty container with only water and start again! (This saves water and makes for quicker washing up).</p>	<p>An equipment list of things that you will need (see run through template for list of needs)</p>

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Create a waste management plan	5 weeks	2 days (allowing for back and forth)	Based on the facilities the venue already has, arrange for all food waste to be composted, and other waste streams to be arranged, such as recycling and garbage.	A concrete waste-management plan and hiring a company if necessary – including a contract with said company.
Plan for sourcing all equipment needed	4 weeks	3 days		
Enlist DJ, social media reps, photographer, etc.	4 weeks	2 days (allowing for back and forth)	If you can get a PA system and good microphones set up, make regular announcements – one to begin chopping, one to give an ETA for food, one to ask for help setting down, etc.	Have sound system plan or at least a plan for music.
Make a Facebook event and begin promotion	4 weeks	2 hours	See the draft Facebook event text and see previous events for examples of the marketing style.	Facebook and website event; promotion plan and social media, web and physical outreach.
Assign volunteers	3-4 weeks	Half-day	Review the run-through document, which has a list of potential roles and the approximate number of hands needed on each area.	Emails to volunteers and partners – see volunteer toolkit and communications folder. Input into the run-through template who is leading on each role (all required roles first) then make a sheet of all contact details for each role to share with other organizers of the Disco Chop.


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<p>If this is an event to prep for a bigger event and you want to keep most of the food back, you want to serve the volunteers food. If serving food, make plan for catering, sourcing, or feeding volunteers.</p>	<p>3-4 weeks</p>		<p>Reach out to local cafes, partners who could offer this in-kind or arrange for some of the sourced food to go towards this.</p>	 <p>Example of food for volunteers from another Disco Soup.</p>
<p>Make a production schedule for the event.</p>	<p>3 weeks</p>	<p>2 hours</p>		 <p>You want to have the set-up scheduled, as in the above picture, so that volunteers can begin chopping ASAP.</p> <p>A production schedule for the event – see the run-through template for an example. Make sure to include takedown and clean-up operations.</p>



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<p>Check in with food sourcing coordinator as to the delivery plan for food.</p>	<p>3 weeks</p>	<p>3 hours</p>	 <p>Remember to arrange volunteers for the unloading of food prior to the event start.</p>	<p>Updated schedule for run-through of event.</p>
<p>If having craft activities at the event, arrange for the materials necessary to be present.</p>		<p>4 hours</p>		<p>Aim to get workshop leaders to lead on this.</p>
<p>Continued promotion.</p>	<p>3 weeks</p>	<p>1.5 hours per week</p>	<p>Note: schedule tweets and regular Facebook posts at the start of the week.</p>	<p>Several posts by many partners and people.</p> <p>Ensure at least 25% more people than you need are signed up to the Facebook events (1 every day or other day).</p> <p>Regular tweets on the event (can be 2-3 per day), see the featured example for inspiration.</p>
<p>Check in as to how many confirmed volunteers there are for each task.</p>	<p>3 weeks</p>	<p>1 hour</p>		<p>Look through run-through template and update event schedule.</p>

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<p>Arrange for decoration of the space.</p>	<p>3 weeks</p>	<p>2 hours (allowing for back and forth)</p>		 <p>Borrow a few items or make them, as in the above example.</p>
<p>Set up a sign-in area on the day, and prepare a welcome briefing to all who attend.</p>		<p>1 hour</p>		

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**FEED
BACK**

EXAMPLE FLYER



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EXAMPLE PRESS RELEASE

Chop with a beet

Borough Market hosts a Disco Soup community event

What: Celebrate solutions to food waste by coming together to prepare dishes made from surplus food, all to the backdrop of DJs and disco.

When: Sunday, 10 April, [daytime session](#) (12.30-4.30pm) or [evening session](#) (6.30-10.30pm)

Where: The Market Hall, Borough Market, SE1

Join the Disco Soup revolution on 10 April at Borough Market. This global movement celebrates solutions to food waste, encouraging volunteers to come along and chop to the beat, as we create meals, would have wasted using surplus food that otherwise.

Volunteers who attend the sessions will be encouraged to chop, peel, dice and slice all to music, resulting in a party atmosphere and some amazing food to share. All this along with chef cook-offs using lovable leftovers, workshops, games for kids (and adults) and, of course, disco dancing! Fancy dress will be encouraged.

This Disco soup is organized and supported by Feedback, EFFECT, and Plan Zeroes, in partnership with Borough Market. We all share a common mission: to reduce food waste.

Borough Market is committed to using our unique position to help educate people about food. Through our traders and staff, the Market is a vast repository of information and knowledge and we work to forge partnerships

that inspire people and future generations about food, creativity and sustainability. The global concern around reducing food waste is a cause the Market is passionate about.

Keith Davis, Managing Director at Borough Market said:

“For a while now, Borough Market’s approach to reducing food waste has been at the heart of our operation. Since June 2014, surplus food from stalls has been donated to charities, creating over 40,000 meals, feeding those who really need it. This Disco Soup event is a fantastic way of encouraging everyone to think about food and reducing waste, in a fun and accessible way.”

Laura Hopper, CEO at Plan Zeroes said:

“We are really excited about co-hosting this fun-filled event and hope to build further support for surplus food distribution from local businesses and charities. We are on a mission to ensure no good food is ever wasted and that it gets to those affected by food poverty who so desperately need it.”

Tristram Stewart from Feedback said:

“Disco Soup is an unparalleled format for engaging new people in the food-waste movement and we love it!”

Tickets are FREE but you must register at effectdiscosoup.eventbrite.com for a ticket. Tickets will need to be shown on entry.

<ENDS>

Notes to editors:

For more information about Borough Market or its traders, please contact Ellie@boroughmarket.org.uk or call 020 7940 7908.

About Borough Market:

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Borough Market is London's most renowned food market; a source of exceptional British and international produce. www.boroughmarket.org.uk

Borough has long been synonymous with food markets and, as far back as 1014, and probably much earlier, London Bridge attracted traders selling grain, fish, vegetables and livestock. In the 13th century, traders were relocated to what is now Borough High Street and a market has existed there ever since.

As the country's highest profile food market, we're in a position to encourage behavioral change in the way, which we all think about food and the impact of our shopping habits.

About Plan Zeroes

Plan Zeroes is a registered charity tackling food waste and food poverty. Our



mission is to inspire and facilitate connections between food businesses and their local charities/voluntary organizations, and to simplify the process of donating surplus food to

those in need. Through our weekly collections of surplus food at Borough Market, we have prevented nearly 20 tons of food from going to waste – the equivalent of 40,000 meals for homeless people, refugees, the elderly and people on low incomes. Last year we launched a free online platform/social network, which enables businesses and charities to connect with each other and for businesses to post their food donations online.

For further information, please see www.planzeroes.org or contact info@planzeroes.org tel. 07505617844.

FEED BACK About Feedback

Feedback is an environmental organization that campaigns to end food waste at every level of the food system. We catalyze action on eliminating food waste globally, working with governments, international institutions, businesses, NGOs, grassroots organizations and the public to change society's attitude toward wasting food.



About EFFECT

EFFECT (Europe Fights Food waste through Effective Consumer Training) is a two-year European project, made possible through an Erasmus+ grant awarded by the National Office in Poland. The aim of EFFECT is to develop an innovative multifunctional platform, hosting informative and educational content to raise awareness of food waste and encourage citizens to actively reduce their food waste footprint.

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EXAMPLE BUDGET

Category	Item	Cost (£)
Staff	Concept and message development	£600
Staff	Staff time for sourcing and logistics (5 working days)	£525
Equipment	Catering Equipment	£400
Equipment	Tables and Chairs	£350
Equipment	Disposable Cutlery and Crockery	£200
Music	Sound and Electricity	£300
Music	DJ, music licence	£100
Logistics	Transport	£300
Logistics	Waste Management	£150
Promotion	Publicity Materials and Printing Costs	£600
Promotion	Media Outreach and Promotion	£700
Promotion	Photography	£100
	Total	£4,325
	Total with management costs	4973.75

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EXAMPLE SCHEDULE

TIME	DEMO STAGE KITCHEN	MAIN AREA	RESPONSIBLE
Saturday		Cookhouse – collect food from collection and Ted's veg	BM – driver, volunteer and helper
Sunday			
11:00	Team arrival		BM
10:45		Set up food, table area, lights?	Company - BM
10:45		Briefing of set-up volunteers	FB - PR
11:00		Set up cooking area with tables, chopping equipment	FB - PR and 5 volunteers
11:15		Set up hob and gas	FB - PR and vol team
		Set up craft area	FB - 1 volunteer
11:30		DJ arrives	
11:30		Brief set-up vols	FB - PR
11:45		Photo booth area set up	FB - 2 volunteers
12:00		Set up Brixton mobile kitchen	People's kitchen
12:00		DJ briefs compares	DJ
12:15			

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12:30	Announcement that event has begun	EVENT START	Comperes
12:30		Crafting corner opens for attendees	FB – 2 volunteers
12:50	Announcement - get, set; go! begin chopping		Comperes
13:15		Begin cooking/heating	Chefs
13:30	Announcement - countdown until food served		Comperes
13:30-14:30		DJ disco family friendly music	FB - DJ
13:30-14:00	CELEB COOK-OFF and recipe demonstration	BM?	FB - DJ
13:45	Food service set up		PR and head chef
14:15		FOOD SERVED	FB -PZ - 10 volunteers
14:30-15:00		DJ disco family-friendly music	BM, Comperes, 10 volunteers
14:30-16:30			
15:00-16:00		People's kitchen cooking workshop	People's kitchen
15:00- 15:45	Beginning of food quiz and EFFECT presentation		Comperes
15:05-15:20	Best trader competition – most wonky vegetable?		BM -LH and Comperes
15:30-15:55		Nightingales – choir?	LH PZ

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16:00-16:30	CELEB COOK-OFF and recipe demonstration		
16:30	Announcement – thank you so much for coming		Comperes
16:30 - 18:30	BREAK AND RE-SET UP		All
18:00		Set up evening	Toast
18:30	Announcement	EVENING SESSION EVENT START	Comperes
18:30		DJ set starts	FB - DJ
18:50	Announcement – get set; go! Begin chopping		Comperes
19:15		Begin cooking/heating	Chefs
19:30	Announcement – countdown until food		Comperes
19:30	Beginning of food quiz and EFFECT presentation	Set up food service, lead on wash up	FB - head chef, 20 volunteers
19:45		Serve food	FB - chefs, 10 volunteers
20:30-21:00		Wash up rest of equipment, pack up, roll up tablecloths, take down tables, load into van	FB - 20 volunteers
21:00-22:30		DJ set continued – with dancing facilitated	DJ
22:00	Load up van		
22:30	Announcement – thank you so much for coming		Comperes
22:30		Van to Feedback offices – help from Claire volunteer	