

FEEDING THE 5000

>FEED
BACK

THE COMPLETE TOOLKIT



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

FEEDING THE 5000



The Toolkits

1. The Introductory Toolkit
2. The Steering Group and Partner Management Toolkit
3. The Event Management Toolkit
4. The Communications Toolkit
5. The Food Sourcing Toolkit
6. The Catering Toolkit
7. The Volunteer coordination Toolkit
8. The Partner Tents and Activities Toolkit
9. The Smaller Events Toolkit

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THE INTRODUCTORY

TOOLKIT



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

FEEDING THE 5000: INTRODUCTORY TOOLKIT



AN INTRODUCTION

Hello and welcome to the Feeding the 5000 toolkits, a guide to organizing spectacular and celebratory public events that tackle food waste and build strong movements to achieve real and sustained change. This is a document designed to pool together the collective knowledge and experience of previous Feeding the 5000 event organizers to introduce you to everything you need to know about creating an event of your own. Feedback want to share our knowledge to help the food waste movement grow around the world.



Feeding the 5000 Athens

This toolkit was developed for February 2017 with support from The Rockefeller Foundation.



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USING THIS TOOLKIT – WHICH RESOURCES TO START WITH

We recognize that you may not need to read through all seven toolkits. So just read through the below to see where you should start.

- **If you are an individual/organization looking to organize a Feeding the 5000 or a public event of a similar size;**

Read: The introductory toolkit and the Steering group & partner roles toolkit.

Why? This will offer information on how to bring together a coalition and the main skills and resources you will need to make the event happen.

Next steps: We recommend getting in contact with local organizations and potential prospective partners, reading the event management toolkit and getting back in contact with Feedback if you have any questions.

- **If you are interested in organizing a smaller scale event (Feeding less than five hundred people);**

Read: The introductory toolkit, the Disco Chop toolkit, and then glance over the steering groups and partner roles toolkit.

Why? This will help you to bring together a coalition/group, the best practice for organizing to build a good and well-networked event

which can act post-event, as well as knowledge of what skills and resources you will need to make the event happen.

Next Steps: We recommend getting in contact with local organizations and potential prospective partners, reading the event management toolkit and getting back in contact with Feedback if you have any questions. If you really are serious, we would recommend the event management toolkit and getting back in contact with Feedback if you have any questions after reading.

- **If you are a university student or in education, or even connected to a university or institution wanting to put on an event:**

Read: The introductory toolkit, the Disco Chop toolkit and the steering group and partner roles toolkit

Why? This will help you to decide what kind of event and what scale of event you would like to organize. The introductory toolkit will help you to bring together a coalition/group and the knowledge of what skills and resources you will need to make the event happen, while the best practice for organizing to build a good and well-networked movement can be found in the steering group and partner roles toolkit. The disco chop toolkit will help you if you decide to go down the route of planning a smaller scale chopping party.

Next steps: You can then follow these with (depending on the format and scale of the event you decide on) the event management, food sourcing and the catering toolkit.

- **If you have an event planned already but are interested in having a food waste element or catering:**

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Read: The Disco Chop toolkit, followed by (depending on the scale of your event) the food sourcing and the catering toolkit.

Why? This will help you to organize a small-scale chopping party, or incorporate an aspect of food waste catering into the event.

Next steps: We recommend reading through the other toolkits on additional activities and volunteer management to make sure you get the most out of the event you can.

- **If you already work in food waste, environmentalism or related issues and want to hold an event to further your work:**

Read: The Disco Chop toolkit, followed by the event management toolkit (depending on the scale of your event).

Why? This will help you to organize a small-scale chopping party, or a larger event and decide what your capacity is as a group.

Next steps: We recommend reading through the other toolkits on additional activities and volunteer management to make sure you get the most out of the event you can.



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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**WHAT IS FEEDING
THE 5000?**

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1. WHAT IS FEEDING THE 5000?

Feeding the 5000 events are designed to shine a light on the global food waste crisis and to empower the public to make informed decisions about buying and using food. They also serve as a platform for the growing and diverse movement against food waste to advocate for change from major players in the food system. Each Feeding the 5000 event provides 5,000 members of the public with a delicious free feast, made entirely from fresh, top-quality ingredients that would have otherwise been wasted because the produce cannot find a market (often due to arbitrary cosmetic standards or overly conservative date labels, as enforced by supermarkets). Bringing together citizens, students, governments, non-governmental organizations, businesses, food personalities and celebrity chefs, these events are open to all.

We want to remind people that every forkful, trip to the fridge, or visit to a supermarket represents an opportunity to take a stand against food waste.

HOW IT STARTED

What initially began as a one-off event in 2009 has grown into a global movement - following the first ever Feeding the 5000 event in London's Trafalgar Square in 2009, 42 different feeding the 5000 events have been held in cities and countries around the world, from Paris to Dublin, Manchester, Sydney, Amsterdam, Brussels, Oakland, Nottingham, Barcelona, and most recently, in New York and Washington, D.C.

To date, Feeding the 5000 events have served more than 194,000 meals - bringing citizens, governments, non-governmental organizations, experts and

celebrity chefs together in a global movement to kick-start and scale up the solutions to food waste.

Feedback combines celebratory, mass-mobilization events and campaigns like Feeding the 5000 with hard-hitting research and advocacy to change the way messages to the food industry and policy makers in a way that results in direct involvement with those decision makers.



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WHO ARE FEEDBACK?

Feeding the 5000 is the flagship campaign of Feedback, an environmental organization dedicated to ending food waste at every level of the food system. Founded by renowned author, campaigner, and anti-food waste activist Tristram Stuart and award-winning campaigner Niki Charalampopoulou, Feedback catalyzes 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. Through a variety of campaigns, including Feeding the 5000, The Pig Idea, The Gleaning Network, Stop Dumping, and the FSE Network, Feedback aims to hold each sector accountable and ensure the solutions to this global crisis are put into place.



TAKE #FOODWASTE #OFFTHEMENU



Tristram Stuart at Feeding the 5000 NYC with key influencers & organizing partners

WHY HERE? WHY NOW?

The movement against food waste is growing - and no more so than in the US, where concerned citizens, organizations and governments are ready to take action. Feedback is uniquely positioned to bring the message of change and to work together with all actors to solve this global scandal.

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THE PRINCIPLES

These are the principles of all Feeding the 5000 events that Feedback and all event organizers abide by. They are what gives the events their fantastic spirit and ensures that they are an effective tool for driving change.

1. Free access for all.

Food should be provided free of charge with no discrimination.

2. Only use food that would have been wasted for the meal and wouldn't otherwise have been consumed by humans – Find new sources of food surplus!

Never rely on existing supplies of organizations (such as food banks) that need the food for their beneficiaries. The event aims to reach out to new organizations who may haven't considered it an issue previously, showcase how much undiscovered waste there is in our food system and increase donations to food banks as one of the solutions to food waste, not to take food away from their existing supplies.

3. Keep the message on food waste from farm to fork.

A third of the world's food is wasted in farms, factories, pack houses, shops, restaurants and homes. Feeding the 5000 is about raising awareness of food waste across the supply chain and its positive solutions. Feeding the 5000 events are about the people asking governments and businesses to act to solve food waste, not vice versa.

4. Be positive and talk about the solutions.

Food waste is a massive problem but the solutions are delicious and they involve enjoying food rather than throwing it away.

5. Minimize environmental impact and avoid any food waste.

Plan the provision of food on the day wisely so that no portions are left unserved. Any food scraps and leftovers should be composted. The event should not produce any non-biodegradable waste whatsoever in the entire course of its production.

6. No corporate sponsorship or partnership with private companies.

Feeding the 5000 events have never been partnered with private companies, or received sponsorship by private companies. Events have relied on in-kind donations in the past and any businesses that donate food surplus, lend equipment or offer services for free get a 'thank you' on the event's website in return. Feedback offer further guidelines below as to what these food waste champions can expect in return for their involvement. No visibility is given to corporate logos on the event's print and online publicity materials, press release etc. in the run up or on the day of the event. However, the event aims to engage positively and constructively with the food industry.

7. Work in partnership

Feeding the 5000 events bring together a coalition of organizations that offer the local solutions to food waste based on the principles of the [food waste pyramid](#). It's an opportunity for partners to showcase their work and collectively shape the messaging of the event. The event is

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not about the work of just one organization but about the positive solutions across the food supply chain.

8. Be frugal

Feeding the 5000 events have been organized on near zero budgets so minimal resources can go a long way.

9. Be creative and have fun

Use your imagination to make the event fun and engaging.

10. Pass the knowledge on

Please help other organizations that would like to organize similar events and share your knowledge and experience.

Why we follow these principles:

- Feedback have found that people feel more empowered by an event which has no corporate or business involvement. This leads to more long-lasting change towards our vision of a world in which food waste is wholly unacceptable, monitored and reduced on a global scale
- An increasing problem is 'greenwashing', where companies claim their eco-credentials without real changes; it is important to prevent this wherever possible.
- As an organization, we do not want to compromise our ability to challenge them on current practices.



Feeding the 5000 Front Range



Feeding the 5000 DC

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- Our coalition model is based on the resourcefulness of partnering organizations, which we do not want to be eclipsed - joint ownership of events is crucial to [the principles](#) of Feeding the 5000.
- As soon as you allow a company to be involved and communicate their message - they are telling public their story/message/ideas about food waste RATHER than the other way around - citizens and not for profits should feel empowered to propel their messages and agenda forward.



CASE STUDY: FEEDING THE 5000 NYC, PRAGUE AND PARIS

Novamont have offered free crockery for many of our events. However, there is an understanding that there can be no visibility at the events or in the event materials, we thank them on social media and on our website. They benefit as Feeding the 5000 events drive demand for compostable plates to become the expected standard at events.

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**FEEDING THE 5000: A BRIEF
OVERVIEW OF TASKS +
TIMELINES**

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TASK OR WORK STREAM (See corresponding toolkits)	AIM	WHEN TO BEGIN (IDEAL TIMELINES INCLUDED)
Coordinating Steering Group and Partner Roles	<p>To bring together all key organizations working on food waste issues and identify what they would like to get out of it, what they can contribute and what they would like to communicate.</p> <p>While it can be done, we would not advise trying to organize a Feeding the 5000 as a single organization – the event should be co-owned. We recommend obtaining the partnership of (ideally) 3 – 10 additional organizations to maximize the impact of the event.</p>	<p><u>4 MONTHS AHEAD OF EVENT</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
Event Management: Location, Licenses, Permits, Budgets etc.	<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 OF EVENT</u></p> <ul style="list-style-type: none"> • Secure location and necessary insurances • Obtain relevant permits and submit any applications necessary – often fees are waived by the City authority as a form of investment in the event, • Budgets
Food Sourcing	<p>To gather around 1000kg/2200lbs of food that would otherwise have been wasted, starting with 1650lbs of fresh produce.</p>	<p><u>3 MONTHS AHEAD OF EVENT</u></p> <ul style="list-style-type: none"> • Start outreach and build relationships to establish database of suppliers
Communications	<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 OF EVENT</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
Catering Plan	<p>To agree menu and how food will be processed, cooked and served.</p>	<p><u>6 WEEKS AHEAD OF EVENT</u></p>

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TASK OR WORK STREAM (See corresponding toolkits)	AIM	WHEN TO BEGIN (IDEAL TIMELINES INCLUDED)
		<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
Additional activities at the event	To agree activities, key speakers, and highlights for event and establish which partner takes ownership over each one.	<u>2 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> • Reach out to potential speakers, VIPs (such as governmental officials), chefs for demos, artists, DJs, emcees, etc.
Volunteer Management	To arrange for teams of volunteers and coordinators (totaling 100) to help with all aspects of the event from promotion, food collection, chopping, stewarding to set up and social media.	<u>2 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> • Identify roles and numbers needed 6 weeks ahead of event and create teams of volunteers

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THE ROLES WITHIN ORGANIZING AN EVENT

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ORGANIZING A FEEDING THE 5000 - THE ROLE OF PARTNERS

THE COALITION MODEL FOR A FEEDING THE 5000

The Feedback team has organized and advised on over 42 events in different cities around the world; each is the result of extensive cooperation, collaboration and compromise between various partners. Events are most successful when a group of people work together to make it happen. The aim is not to promote the work of one organization, but to show the strength of the movement against food waste. Feedback suggests collaborating with at least two other primary contacts (either within organizations or not) who are committed to putting in as much time as you are! 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 8-10 partnering organizations to maximize the impact of the event. In the three weeks leading up to the event, each partner should anticipate committing approximately ten hours per week.

AIM

Bring together all key organizations working on issues surrounding food waste and identify what each can contribute, what each would like to communicate, and what each would like to get out of the event.

TIMING

Confirm partners and their roles as soon as possible ahead of event. This effort should be one of the first tasks ahead of the other logistical arrangements.

FURTHER GUIDANCE

Please see the Steering Groups and Partner Roles Toolkit document for guidance on

- How to manage the partnerships
- Bring together the group physically to make important decisions on the direction of the event
- Prevent issues or confusion in the organizing process
- Ensure all are contributing what they can to the event
- Maximize the impact of the event, build long-lasting and useful networks



CASE STUDY - FEEDING THE 5000 BELFAST

Feedback advised on the event at the start and were in frequent contact with Belfast Food Network who led on the event. We offered advice and our resources, facilitating contacts with helpful contributors, however all aspects of the funding, event management, catering and volunteers were led by Belfast Food Network and other partners in the event.

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WHO LEADS THE ORGANIZATION OF A FEEDING THE 5000?

There are several different ways that Feeding the 5000 can be organized. It almost always involves a collaboration between Feedback and one or more local organizations (organizations that are based in the host city). As noted above, each event is the result of significant cooperation and collaboration between partners. Our aim is that these toolkits offer the information to give local organizations the ability to lead their own events and their own food waste movements.

TIPS AND ADVICE - FEEDING THE 5000, ATHENS

As Feedback is a small charity with a high demand for our time, we are only able to spend significant time on projects that provide funding for our team to work. Our time spent on Feeding the 5000 Athens was co-funded by an EU and the City authority. Feedback lead on event management, partner management (bringing together partners and overseeing the organizing process – see the partner management toolkit for more information on this), lead the messaging and promotion, food sourcing and volunteer coordination.

WHAT IS FEEDBACK'S ROLE IN EACH EVENT?

The extent of Feedback's involvement varies significantly – sometimes Feedback do the majority of the work (preparation, planning, and execution); sometimes our role is more focused on providing information and guidance, and the host organization(s) lead. The Feedback team take on more of an advisory role and help on promotion to get the word out about the event.

If there is no funding for an event, especially in the early stages of development, Feedback will always aim to help as much as possible and offer guidance where we can. We want to empower the food waste movement and hope that these toolkits, in addition to other resources will be useful.

PREVIOUS PARTNERS – WHO HAS FEEDBACK WORKED WITH?

Feedback's long list of partners can also be found [here](#) on our website. For each individual event, our events page on our [website](#) is most helpful.

THE ROLE OF BUSINESSES IN FEEDING THE 5000

Feeding the 5000 events are a platform for civil society to have a voice to demand change from companies, so having private companies as visible and formal partners in the event would be counter to this approach. Businesses respond to the pressure created by the event to improve their practices on waste, which wouldn't be as effective if they viewed it as a form of promotion for what they are doing already.

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Feeding the 5000 events have never been partnered with companies, or received sponsorship from them. Despite this, events have benefited from in-kind donations in the past. Any businesses that donate food surplus, lend equipment or offer services for free receive a 'thank you' on the event's website, at the event and on social media in return. No visibility is given to corporate logos on the event's print and online publicity materials, press release etc. in the run up or on the day of the event. The intention is for event aims to engage positively and constructively with the food industry but to be independent of them.

Corporate, business and private sector involvement

- Although companies can offer contributions to the event in various forms, they **CANNOT** sponsor an event or speak about their involvement publicly, such as in the media or corporate social responsibility publications
- For-profits **CAN** discuss their contribution in their internal communications, for example to employees
- There **CANNOT** be publicity materials at the event or prior to its which publicly acknowledge any corporate donation for a good or service. It is important to reiterate that there cannot, for example, be any banners at the event saying thank you to the suppliers that would give them visibility at any Feeding the 5000 event
- Partners **CAN** offer to thank them on the website, on social media and if they like, a verbal thank you on stage. Partners **CAN** tell them that by getting involved and offering contributions to the event, they are becoming champions of the cause, taking up the fight against food waste and becoming a champion in an issue that is one of the eminent challenges of our time.
- Media Outlet Sponsorship: Feedback have previously stayed away from media partnerships/ sponsorships (with state or not-for-profit media partners) as they tend to reduce coverage from other media outlets however this **CAN** be done if it is deemed to maximize the impact of the event.
- At the start of the collaboration, an MOU **SHOULD** be created where possible, outlining the terms of their involvement – see below for more information on what an MOU is.
- Industry associations that may technically be non- profit in statute but wholly represent the interests of their business members are also subject to the principles regarding companies.

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CAN I USE THE NAME 'FEEDING THE 5000' FOR ANY KIND OF FOOD WASTE EVENT?

Feedback asks that anyone organizing a Feeding the 5000 with the intention of naming it as such abides by [THE PRINCIPLES](#) outlined above. A brand has been built up around the name and is closely associated with our organization and a particular type of event. Therefore, if any Feeding the 5000 event were to change the ethos behind it, this would impact in how our work is perceived as an organization as well as that of all the other organizers who have worked on past events. Feedback would not want to dilute the independence nor question the reputation of these events within the global food waste movement working to reduce food waste on every level.

ADAPTING THE NAME OF THE EVENT

Making slight changes to the name of the event is allowed and encouraged if partners believe this is preferable. This happened in Hudson Valley, where the small size of the population meant 5000 was an unrealistic number and therefore 'Feeding Hudson Valley' felt like a better fit. When the name needs to be translated sometimes it is more appropriate to use 'Feast' as opposed to 'Feeding'.

WHAT IS AN MOU AND WHY IS IT IMPORTANT?

An MOU can be simple. A Memorandum of Understanding is formal agreement between two or more parties, used by organizations to establish official partnerships. They carry a degree of seriousness and mutual respect, stronger than a gentlemen's agreement. Feedback have found one-pagers acknowledging what each organization has promised to be most useful. They are important because they allow one to specify what each organization has pledged to commit to the event and prevents misunderstandings and disagreements later because of the clarity and accountability they give the partnership. They also prevent organizations over-committing and being realistic as to what they can deliver. Though they may seem formal, it does not need to come across this way. They are mutually beneficial and recognize that the event begins a new or renewed period of working together.

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EVENT

MANAGEMENT

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EVENT MANAGEMENT INCLUDES ALL THE FOLLOWING:

- DATE AND TIME
- BUDGETS
- LOCATION
- LICENSES AND PERMITS
- SITE PLAN
- INSURANCE
- EQUIPMENT
- WASTE MANAGEMENT
- HEALTH & SAFETY
- EVENT SCHEDULING

Once your initial partners have been coalesced and you have given some thought to who will be involved in the organizing of the event, it is important to think about wider event management and top line logistical planning – what are the basics needed to make the event happen?

To avoid problems later, we advise thinking through any limitations or delays that could occur on these factors at an early stage. Once key decisions have been made, the planning becomes much easier so be decisive and get to the details as soon as possible.

AIM

Ensure that the necessary permissions and infrastructure are in place. A budget

Advice from past organizers

Feeding the 5000 Nottingham

"We hired a professional event management company who - although had a cost – were invaluable. They handled all the infrastructure, health and safety and event management on the day. I would recommend them to any city."

should be created which will necessitate decisions on many of the above top line questions. After this, detailed plans should be made for all the areas outlined.

TIMINGS

Creating a budget should be done first as it will determine what resources are needed and where they can be secured from. Securing the location, then obtaining relevant permits should be started 4-3 months before the event where possible - city authorities usually have a turnaround of 4-6 weeks for confirming permits.

FURTHER GUIDANCE

Please see the Event Management toolkit. Items to produce:

- Budget
- Plan for receiving funds needed as well as timelines to forecast spending
- Site Plan
- Event Management Plan (if required)

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- Licenses to use the location
- Insurance
- Equipment lists
- Waste management plan
- Event schedule (minute by minute)

KEY CONSIDERATIONS

BUDGET

The **EMPTY BUDGET FRAMEWORK DOCUMENT** should be examined firstly to see what resources you have at your disposal and to expose any gaps. You can then calculate the funding needed to fill those gaps and a plan to get this funding. Very often hard costs such as the permit, plate ware, transportation, food chef's time, catering facilities, volunteer's time amongst many other things can be sourced for free. A Feeding the 5000 was organized in Stonehenge on a voluntary basis with donations where the only costs was the petrol to transport the food.

LOCATION

your choice of location is a crucial factor that can determine the success of the event. You will want an iconic, centrally located area with a high amount of footfall to ensure passersby will attend and all the meals will be eaten. Feeding the 5000 events have taken place on some of the busiest public plazas in the world, including Paris' Place de la Republique, NYC's Union Square, Brussels's GrazaMarkt and Warsaw's Plac Defilad. To secure a location, contact the local City authority- they already may be partners in the event, and the department you are collaborating with would be best placed to reach out to the relevant

department which issues permits. If the event will be in a public space, you will need permission from this authority, and this can potentially take the longest time to get, so we recommend you start working on this as far in advance as possible. The event should be an opportunity to get the city authorities to collaborate and focus on food waste, and can lead to positive changes in the city's food waste management strategy. The City authority's partnership is often key and their contribution in waiving the permitting fees for having the event on a large public square is a key contribution to the event.

For much more detailed knowledge on how to organize these aspects, have a look in the **Feeding the 5000 Event Management toolkit**.

KEY DATE AND LOCATION CONSIDERATIONS

- Temperate weather
- Local harvesting of crops (important for gleaning ingredients)
- Outdoors – adequate space to serve and for group tables
- High traffic area
- Lunch timeframe (when the most people are on campus)
- Avoid scheduling during other events that may attract similar audiences

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FOOD SOURCING

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FOOD SOURCING

AIM

Gather approximately 2200lbs of food, starting with 2200lbs (1000kg) of fresh produce that would otherwise have been wasted to feed 5000 people

TIMINGS

Start outreach and build relationships 3 months ahead, develop database of suppliers, confirm expected amounts and type of produce 2-4 weeks ahead of event, collect it during the week before the event.

FURTHER GUIDANCE

The below offers a rough overview but please refer to the [Food Sourcing Toolkit](#) for more information on coordinating food sourcing.

Key groups to target:

- Farmers, farming associations (for gleaning days)
- Wholesalers
- Pack-houses

It is important to make sure you have enough food for the event – so start thinking about possible sources of food donation as soon as possible. Food

donations can come from anywhere, but all the food must be suitable for human consumption and would otherwise not have been used to feed people.

Remember the key principles- **the food must have otherwise gone to waste** and you **cannot reply on donations of food that would have been sold or given to food banks or other charities**. It is good to have a wide range of sources of food, as each donation is part of the bigger picture, and highlights the scope of waste. Due to the somewhat unpredictable nature of surplus, it is also safer to have several sources. Start researching possible sources of food donations by making an excel sheet of wholesale companies local to your region and then get out there! Writing emails and letters, Meeting people face-to-face, or making phone calls allows you to speak to people directly to tell them about the event and their opportunity to



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be involved.

SOME DONATION LOCATION SUGGESTIONS

Wholesale fruit and vegetable markets, pack-houses (distribution centers that bring farmers and supermarkets together), international wholesale warehouses are the best for sourcing large amounts of food. Bakeries, butchers, abattoirs, and fish markets are the best for cooking demos and smaller requirements. There are examples of food sourcing email templates which the Feedback team can share.

Food banks are almost always partners in events and can be a good source of knowledge as to untapped opportunities or potential sources of fruit and vegetables surplus that isn't suitable for them. Get in touch with the (there may be more than one) food bank partnering in the event and ask questions, as they can give you advice on how to store food and possible food suppliers that can give you donations. We have often found that partnering food banks might have food that is surplus to the requirements of their recipient charities, but this should not be something that you rely on as a source of food for the event. Also, by establishing relationships with any new food banks you work with on the event, you are able to donate new sources of food that *you* find, or surplus food from the event.

Farmers, farming organization and produce organizations can be a good source of food that can be gleaned. Organic, CSA and sustainable farming networks can be friendlier, but be warned, they might be better at avoiding food waste! Finding out which farmers (especially organic) supply supermarkets will be very helpful as cosmetic standards over mean they often have to waste a lot. Gleaning vegetables before the event with volunteers can be a great part of the story, so if you do this, let the media know!

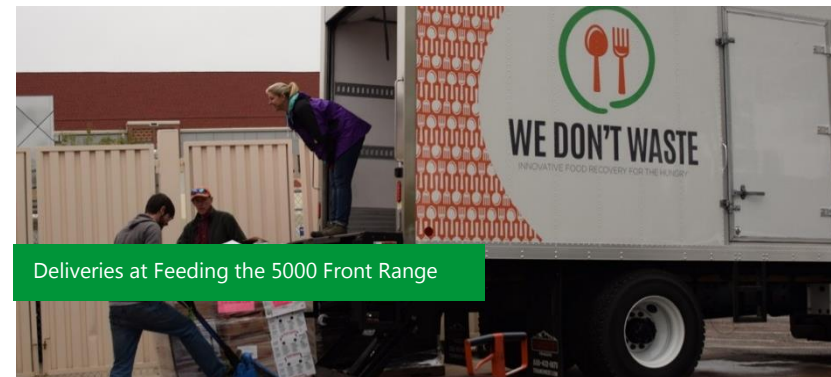
Supermarkets are not usually the best source of food donation, because their waste will be in smaller amounts, and/or come with lots of packaging. However, their contributions can be good for additional activities such as grocery giveaways, smoothie making, chef demos and celebrity cook offs.

FOOD QUANTITIES

For a curry or stew for 5000 people, you will need 2200lbs (1000kg) of raw produce, ideally supplemented by around 600lbs of carbohydrates such as bread or rice.

In the US, we serve a 9-ounce portion meal, which is considered standard.

This is how we have calculated the amounts $9\text{oz} \times 5000 = 45,000 \text{ oz.} = 2812.5 \text{ lbs.}$
Note that this additional mass accounts for other ingredients that contribute to the total, such as water or coconut milk in a curry.



Deliveries at Feeding the 5000 Front Range

6



CATERING PLAN

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CATERING PLAN

AIM

Agree on the menu and how food will be processed, cooked and served.

TIMINGS

Secure chef to coordinate all aspects of this as soon as possible, agree on suggested menu 6 weeks ahead of event.

FURTHER GUIDANCE

The below aims to offer an overview however for thorough guidelines, please see the **catering toolkit**. There is also a case study of Feeding the 5000 NYC's **catering plan**.

1. Once you have arranged to receive your donated food, you need to think about the logistics of **transporting** and **storing** the food. Try to pick up food donations as close to the event date as possible, and for any food that you secure in advance, cold storage is best to help ensure freshness. Alternatively, arrange a place to store all the food. If you need local advice on this issue, contact your local **food bank** or **catering college**. You can also hire a refrigerated van and use it for storage if you have the budget to do so.
2. **Equipment** can potentially be sourced from schools, universities, catering colleges and cooking schools. You could also try to borrow

equipment from companies (for free), or if you have a budget you can hire equipment for the day. Companies often agree to discounts once they hear about the nature of the event and non- profits involved

3. **Containers**: Aim for at least 15 containers of at least 17-gallon capacity (as sourced for Feeding the 5000 NYC) to pick up the food, store it, wash it in and to hold the prepped and pre-cooked produce. This should be supplemented by partner/caterer containers.
4. **Quantity of food**: A minimum of 2200 lbs. of produce is needed for a curry for 5000 people, largely made of a mix of vegetables, to be supplemented by rice/potatoes and pulses (if possible). Don't worry if you can't find all the vegetables in the quantities detailed in the veg curry recipe guideline we offer in this toolkit – these have varied a lot at the different events and are also dependent on the season.
5. **Approximate Timings**: Our UK-based chef cooks in 7 hours from 5am-12am, however cooking has also been done 1-2 days before the event.
6. **Meat, vegetarian or vegan?** It's up to you! A vegan meal can ensure that the food you serve is most accessible to everyone and can often be easier because of health and safety requirements, with cooking demonstrations (as an optional extra) being used as a platform to demonstrate how to cook with fish, meat off-cuts and offal. From a messaging perspective, it can also be an opportunity to highlight the environmental impact and the importance of reducing meat consumption.

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Advice from past organizers

Feeding the 5000 Cannes - lessons learned

"For a festival like Cannes, the target audience are the film industry, those used to dining out 7 days a week on high end gastronomy. Feeding 'en masse' is always a challenge where prep heavy/ service light, dishes that can be easily scaled are desirable.

We want the main dish to be fresh and tasty. The pakoras were perfect.

I think that some canapés would have gone down really well. We had a strong team in the kitchen to be able to deliver higher end food with more of a 'wow' factor. Volunteers would be excited to be making fancy food. Canapés would be great to be giving to those in the queue as a precedent to conversation. Canapés could also have been taken up and down the promenade and distributed at strategic points, tactically getting the word out there about the banquet with tantalizing little tasters." (Steve Wilson – head chef)



FEEDING THE 5000: INTRODUCTORY TOOLKIT



ON SITE COOKING OR OFF SITE COOKING – THE BENEFITS AND CHALLENGES OF EACH OPTION

	ADVANTAGE	DISADVANTAGE
On-Site Cooking	<p>Visual spectacle: The sight of massive pots cooking food at the event is visually attractive for the media, people attending the event and results in great photos.</p> <p>Logistics: It can be easier as you do not have to plan for reheating and transporting hot meals.</p> <p>CASE STUDY – Several F5Ks in Europe In many European cities, our partner chef has arrived at 6am with one huge pot and made a curry for 5000 people, accompanied by pakoras which are fried in one large pan. This requires a water and electricity source, ensuring a suitable location for the burner in the kitchen and buying of a large amount of propane gas.</p>	<p>Logistics Must prep food off-site ahead of time, needing storage containers/food bags for all produce to be transported to site. Could require more food permits.</p> <p>Limitations Must consider local restrictions surrounding power – are you allowed to cook on a public site? What type of fuel is allowed? Is propane gas and open fire a possibility? – See food safety regulations within the catering toolkit.</p>
Off-Site Cooking	<p>Logistics You will have more time to prepare and cook food. All the washing up and cleaning can be done in a kitchen facility. You can often make more complicated dishes because of the extra equipment that is in other facilities. If you decide to transport the food hot, there will be a need for a qualified person to oversee volunteers early morning (could be 5am) to begin cooking. This does not have to be the head chef.</p>	<p>Logistics Model 1) Hot food transport. For example, for Feeding the 5000 NYC, this required sheet pans, lids and cambros to insulate the food. Model 2) re-heating on site in large pots. This requires cooking significantly ahead of time to allow for cooling and refrigeration and then transferal to containers. You then must plan for the heating of the food additionally. Both require expensive equipment and thorough planning.</p>

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**ADDITIONAL
ACTIVITES**

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ADDITIONAL ACTIVITIES

AIM

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

In our experience, too many official talks switch people off but conversations and participatory elements are really engaging and enjoyed!

TIMINGS

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** is the partner tents and activities toolkit. This goes into detail on the coordination of the extra activities on the day further, including guidelines and a work plan.

EXAMPLE ACTIVITIES

Stage

- Chef cooking demos of a dish that reduces food waste
- Create a food waste quiz – this could be a paper handout for attendees to fill in during lunch. A volunteer can be assigned the task of collecting

the sheets and contacting winners of the quiz. Alternatively, a verbal quiz on stage, with prizes being handed out to the first person to shout the right answer has worked well in the past.

- Varsity Chop-Off: Students from different University groups compete at the food prep event to see who could chop the most

On the Square

- A protest demanding 'rights for wonky veg' – see the photo taken in Paris
- Grocery Giveaway stall (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
- Speaker's corner - With food waste warriors giving talks on their initiatives. Also, could be a pitching event for different ideas where the public vote on their favorite solution to reduce food waste.
- Playing Tristram Stuart's TED talk or having a movie screening of Just Eat It or NRDC's Save the Food ad spots.
- Having an inspiration market to promote use of food leftovers
- Art exhibitions showing photography of other projects, for example school kids workshops who have made artwork on the theme or photos from gleanings.
- Workshops e.g. carrot top pesto and vegetable fermentation. These could be led by partner organizations or lead volunteers. Other workshops could

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center 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 of the event:
 - secondary school students could be volunteers at the event across a wide range of tasks including;
 - packaging produce for food redistribution organizations
 - Quizzing the event attendees on food waste facts and encouraging them to sign the pledge against food waste
- Making bicycle powered smoothies

Promotional stunts

- Free pork tacos to journalists (at the Pig Idea event)
- Have 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, use the Facebook event page to ask people for storage or leftover ideas and make this information available during the event on posters.

Advice from past organizers

Recording how many were fed at Feeding the 5000 Cannes

“The most common question from volunteers, journalists and punters during and after the event was ‘how many people did we feed?’ It would be a great use of resources to have a count taking place. Either just someone with a clicker or even better, a clicker linked up to a projector that goes up as each meal is served. This would make a great visual to entice people down and for photography. When I was a kid I used to really enjoy going to the shoe shop where I received a little number and waited for the ticker to get to my number! I can imagine it getting people really excited about being ‘one of the five thousand’ and getting out there to tell other people so that collectively we can help to get that number where we want it to be!” (Steve Wilson – head Chef at Feeding the 5000 Cannes)

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The Ugly Veg Food Waste Demonstration at Feeding the 5000 Paris



Jose Andres at Feeding the 5000 DC



Drawing activities at Feeding the 5000 Front Range

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STAGE ACTIVITY AND CHEF DEMONSTRATIONS

AIM

Provide additional options for attendees to learn how to prevent food waste. The stage schedule is usually managed by the event organizer lead. Within the folder '**Additional event activities on the venue**' is an information document called '**Chef Demonstrations at Feeding the 5000 events**'. This hopes to offer guidance on how to organize these sections and the stage schedules.

TIMINGS

6 weeks before

EXAMPLE ACTIVITIES

Stage Schedule: Please note that speeches are purposefully kept short (around 5 minutes), engaging, and interactive. We really want to educate and inform the audience, but not at the expense of boring them. This is also NOT an opportunity to demean the audience for wasting food – quite the opposite! This is a celebratory, interactive event, and speeches should reflect that. Let's focus on the delicious solutions to global food waste, and use this opportunity for connection, inspiration, and momentum.

Suggested speakers can come from partner organizations, or be high-profile individuals or chefs. This is not an opportunity for food industry representatives to promote their companies. Examples of previous speakers include people

coming from all angles of the food waste issue, such as Rob Greenfield or Hugh Fearnley-Whittingstall (famous UK based chef)

DJs: Put the DJ in contact with the event management company or venue ASAP to arrange equipment and power. Check all is sorted in terms of equipment and transport 2 weeks before.

Chef demonstrations are a popular feature of events, drawing media and public attention. We also use them to tell different stories about food waste that may not be incorporated into the main meal, such as fish discards or the importance of offal consumption.

- Chef demos are usually 20 minutes long and we add 10 minutes either side for set up and clearing up. We encourage pairing chefs with a food waste expert, a high-profile supporter or a partner organization's representative so that there can be a conversation about the demo and the issues it is highlighting.
- We normally provide volunteers who act as sous chefs, ideally, they would have culinary experience. There also needs to be someone in charge of clearing the stage.

Chef demos usually happen in one of these three locations

- On the main stage;
- On a separate raised platform (e.g. London); or
- As a partner stall (e.g. Manchester or Hudson Valley).

Ideally the chef demo would cover any of these key areas

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- Meat and offal
- Fish discards
- Leftovers and items commonly wasted: milk, bread, bananas
- Parts of food usually discarded. For example: cauliflower leaves, watermelon rinds, orange zest

We usually inform the chefs we will have a wide selection of produce and once we know some items that are certain, we let them know and they then come back to us with recipe ideas. For other items, such as offal, we ask the chefs what they would like to use and seek to source that.

Most of the food will be from the general food sourcing for the event. If it is possible for a particular chef to come gleaning and then use the gleaned produce in their demonstration, it provides a good media story which links various aspects of the event.

It is worth approaching local food shops that have smaller amounts of food waste which would not be suitable for the main meal but may be perfect for the demos. This especially relates to bread and dairy items.

We normally provide olive oil, salt and pepper and then ask the chefs to bring any spices and specialty ingredients. If they can't bring those items, then we ask that they provide a list and we source it for them - just be careful not to agree to purchase a long and expensive list of ingredients!



Cooking demonstrations at Feeding the 5000 Front Range



Cooking demonstrations at Feeding the 5000 Front Range

8



VOLUNTEER

MANAGEMENT

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VOLUNTEER MANAGEMENT

AIM

To have volunteer teams for each event you organize. They should be clear on their role and feel part of the food waste movement – at the end of each event, you want to have recruited more food waste warriors. You will need assistance on all aspects of the event from promotion to the food collection to social media – the list goes on. Another crucial job is that of the volunteers who collect pledges – see below for more advice on this.

TIMING

8 Weeks ahead of the event

FURTHER GUIDANCE

The below paragraph aims to offer a top line overview however for more thorough guidelines, please see the **volunteer management toolkit**. This document is designed to guide the important role of volunteer coordinator.

All in all, there should be about 100 volunteers on the day, but this depends on how many additional activities you organize, and whether there are professional teams of people on site involved in the organizing of the event. Each volunteer should be assigned a team leader who is responsible for 4-5 volunteers. These team leaders should be briefed on their role before the event.

[Our most recent pledge form](#) is asking people to take #FoodWaste #OffTheMenu. Read a bit more about it below.

VOLUNTEER PLEDGE FORM COLLECTORS

Pledges are incredibly important and allow you to follow up with those that attended the event. You want to have as many volunteers as possible (around 10-15 ideally) collecting pledges (name and emails) from attendees signing up to reduce their food waste, call on businesses and governments to do the same, and become part of the food waste movement!

We want the pledges to be helpful to maximizing the impact of the day and enabling you to continue contact with all those people that find out about the work you are doing and how they can get involved. The first way we use the pledges is to send all attendees a follow up email thanking them for attending and letting them about how they get involved further. The pledges that we provide can of course be edited to your local event's needs – adding your own logos or extra lines of text you think are important for example.

AIM

The point is to engage passers-by and attendees to learn more and inspire them with the mission of the event – we can then ask them for their email to continue engagement with them beyond the event.

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TIMINGS

Volunteers collect signatures throughout the day, for the duration of the event. This should be coordinated by the volunteer manager in collaboration with the team leaders, who will coordinate the execution of signature and email collection.

Please print out five thousand signatures worth of these sheets – you will additionally need about fifteen or twenty clipboards and pens. Volunteers walk around the event area, talk to attendees and collect signatures, so that all attendees understand the aim of the event and have the chance to learn more about the food waste movement. Volunteers often start with people in the queue (which is generally building from an hour before the event starts) until the event finishes, as this is where there are a lot of people standing and waiting to be engaged!

Volunteers can also walk to surrounding neighborhoods during the event (this is also a great way to draw traffic to the event). Volunteers should be instructed not to pressure signatories to include their email addresses on the pledge if they do not want to. We are interested more in having people sign it and agree to spread the word about solving the global food waste scandal. This opportunity to engage audiences is only one part of the journey, and we can use their interest to engage them in future campaigns.

THE PLEDGE TO TAKE #FOODWASTE #OFFTHEMENU

For Feeding the 5000 NYC and DC, all partners agreed on the principle of uniting behind a common message to ensure that we maximize the impact of the event. We thought long and hard about what the best top line message could be that would resonate with both a local and national audience. The messaging is focused on engaging the public and what they can do to reduce food waste, as well as other stakeholders, such as food businesses. It will also allow partners to speak to the part

of the messaging they are most excited about and which is most relevant to their work.

Our idea is a call to action to **'Take Food Waste off the Menu'** with several dishes to make this happen centered on key themes:

- Date Labelling
- Measurement and Transparency
- Reduction of food waste on farms and in the supply chain and ugly produce
- Food Donations

To find out more information about each course, [see our website](#).



A Pledge to reduce food waste

9



**COMMUNICATIONS:
MEDIA, MESSAGING
AND PUBLICITY MATERIALS**

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COMMUNICATIONS: MEDIA, MESSAGING AND PUBLICITY MATERIALS

AIM

To have a concerted media strategy and attract as much media attention as possible

TIMINGS

2 months ahead of the event

FUTHER GUIDANCE

Please see the **Communications Guidelines Document** for full information.

Gaining significant media coverage of Feeding the 5000 events ensures an audience beyond those attending and is an integral part of the day's success. In the course of hosting or supporting over 40 of these feasts around the world, Feedback has picked up a thing or two, so we've compiled some guidelines to help you prepare your communications strategy for the big day. It is crucial to work on developing the messaging as a coalition of partners to achieve the best outcomes for your event. The press release should synthesize these messages. However, it should be one tactic within a wider strategy to gain mass media coverage and communicate the event. Be creative and think what would make a powerful and fun photo!

Similarly, you want to aim to design, print and distribute publicity materials as soon as possible to maximize time for promotion. Ensure that each partner

organization is represented, that the logo and flyers are consistent, and that they are prepared with enough time in advance to distribute and publicize the event (around four weeks is advised). Please see the appendix for example and template poster. In Warsaw, we sent the poster electronically to the city administration, who then displayed it on buses, at metros, on trams, and at bus stops. You can ask your City administration partners to do this – they often have excellent channels to spread the event materials electronically and in print.

PRINTED MATERIALS

Item	Number	When
Banners	2 – 4*	Ideally hang them on-site up to 1 week beforehand
Placards	40*	Day Of
Posters	1000*	Up to 1 month before
Flyers	10,000 – 15,000*	Up to 1 month before

*Please note these figures are provisional and should bear in mind how many you realistically think can be distributed ahead of and at the event.

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Advice from past organizers

Feeding the 5000 Oakland

"Feedback is happy to host the event website/page, but it usually works better as a part of your organization's website or Facebook page. (You'll have more local traffic going to your social media pages, website, etc. and you can then use the additional traffic from this event moving forward.)

Facebook: I recommend creating an event page one month to two weeks beforehand. Creating an event page for each event and adding the co-hosting organizations is a great promotion tool. It's better if you create an event page so that interested folks can invite their friends without requiring anyone to like a page or many pages. Feedback can send you instructions on how to create this page so that the multiple host organizations can be administrators. This is beneficial because each group can then invite their followers to attend the event and post updates/photos etc. You can post content to the event page leading up to the event: doing event prep, when we're gleaning, when we're chopping, when we post leaflets, etc. It's better to try to keep people engaged with the progress leading up to event." (Jordan Figueiredo, main organizer)



Chefs at Front Range Disco Chop

Tips and advice

Feeding the 500 Wageningen - Messaging

"Take some time to formulate your reasons for organizing your event, and what you hope to convey to your participants. You will have to explain your story repeatedly during the organizing process. It is also a nice touch if you take a few moments at the event itself to thank the volunteers and participants, and to clarify your message." (Betina – organizer)

10



POST-EVENT

WHAT NOW?

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POST EVENT – WHAT NOW?

AIM

Appropriate follow-up with partners, volunteers, and event attendees.

TIMINGS

As soon as possible after the event.

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

It is important to do the following things as soon as possible after the event, (but after you have had a chance to catch up on sleep!). This should be done in the following days while the event is fresh but the steering group meeting is another outlet to discuss some of the following items. For more information on post-event legacy and how to manage the process of maintaining the momentum of the coalition, please refer to the steering group and partner roles toolkit.

FURTHER GUIDANCE

1. **Pledge forms** are very important, 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 prefer, 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.

2. If you can, please send **photos** of the event page for the 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** 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 this will be followed by several meetings and division into working groups to make sure that the event's momentum is built upon. There are lots of ways you can use the event to create long term impact and the Feedback team would be delighted to advise you on this. See an example de-brief meeting agenda below.

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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 numbers
 - 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)
- a. any quotes from people involved
- See the appendix for an example of an impact table the Feedback team have used in the past for data collection.
7. Post-event press release is also an option for those wishing to communicate the reach and impact of the event.



11



**APPENDIX:
DOCUMENTS FOR
YOUR GUIDANCE**

FEEDING THE 5000: INTRODUCTORY TOOLKIT



APPENDIX 1 - FEEDING THE 5000: A TASK OVERVIEW + TIMELINES

The below aims to divide the work load into separate work streams to make clearer how to begin organizing a Feeding the 5000 event. Of course, you should adapt it to your local needs and expectations but please do not feel overwhelmed at the timelines or if the tasks appear new to you. Many Feeding the 5000s have been organized by people new to events organizing and food waste feasts. The timelines we advise are the ideal to minimize pressure on the responsible person as far as possible. Most of these work streams are very much on going processes as opposed to tasks to check off the list, so make sure to divide tasks so that you can divide and conquer.

TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE /SECURE	NOTES
COORDINATING STEERING GROUP AND PARTNER ROLES	Bring together all key organizations working on food waste issues and identify what they would like to get out of it, what they can contribute and what they would like to communicate.	<u>4 MONTHS AHEAD OF EVENT</u> <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 	<ul style="list-style-type: none"> • Non-Profit Organizations, including: <ul style="list-style-type: none"> ◦ Environmental ◦ Educational ◦ Conservation ◦ Food recovery + redistribution • Government/Civic Leaders <ul style="list-style-type: none"> ◦ City Mayor (+Office) ◦ Councils • Universities • Schools 	<ul style="list-style-type: none"> • Master Partner List with lead point person + role/contact information • Partner logos • Work plan with each partner's contribution to the event 	<ul style="list-style-type: none"> • This is a key part of organizing a food waste feast, which continues throughout the planning process and informs what happens after the event. • This will inform the execution of the event and how you want it to be run on the day itself.

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TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE /SECURE	NOTES
LOCATIONS LICENCES & PERMITS	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	<u>3 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Secure location Obtain relevant permits and submit any applications necessary – often fees are waived by the City authority as a form of investment in the event <u>2 MONTHS AHEAD OF EVENT</u> Confirm all permits (deadline)	<ul style="list-style-type: none"> City Authorities Event Management Companies Waste Management 	<ul style="list-style-type: none"> Permits Draft Budget – see the budget folder in the main toolkit folder Contracts 	<ul style="list-style-type: none"> City authorities usually have a turnaround of 4-6 weeks for confirming details. Budget should be done initially – see the empty budget framework to see what resources you have and need.
BUDGETS	To create a realistic budget which you can follow and accounts for all event costs.	<u>3 MONTHS AHEAD</u> Put together a draft budget based on what can be sourced in-kind and considering hard costs <u>2 MONTHS AHEAD</u> Budget finalized all finances sourced and most orders placed	<ul style="list-style-type: none"> Partners Event rental companies Local governments and regional authorities 	<ul style="list-style-type: none"> Budget for entire event 	

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EQUIPMENT	To make a sourcing plan for all the equipment needs	<u>2 MONTHS AHEAD</u> Create equipment list and input into budget. <u>1 MONTH AHEAD</u> Have all equipment sourced or orders place	<ul style="list-style-type: none"> • Businesses • Catering schools and services • Rental companies • Charities Everyone! 	<ul style="list-style-type: none"> • Equipment list, sourcing plan and budget to cover all costs. 	Anyone could help and have the one piece of equipment you need – keep having conversations.
TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE /SECURE	NOTES
SITE PLAN	To create a site plan best fit for the event	<u>6 WEEKS AHEAD</u> Create a provisional site plan for any authorities that need to see it <u>3 WEEKS AHEAD</u> -Create a final site plan to offer to partners to understand how the day will be set up.	<ul style="list-style-type: none"> • Event organizers • The catering team • Stage and tent rental companies 	<ul style="list-style-type: none"> • A site plan 	
INSURANCE	To get the right insurance coverage	<u>3 MONTHS AHEAD</u> See whether Feedback's insurance can cover the event -Obtain wording from local authority so that your coverage can be appropriate to local needs	<ul style="list-style-type: none"> • Insurance brokers and suppliers • Local governmental organizations 	<ul style="list-style-type: none"> • Insurance wording which is appropriate to the local needs 	Always get the coverage needs from local authorities, or owners of the venue before contacting insurance suppliers.

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WASTE MANAGEMENT	To create a comprehensive waste plan	<u>2 MONTHS AHEAD</u> Investigate whether there are opportunities for free waste management. <u>1 MONTH AHEAD</u> Have waste management plan finalized	<ul style="list-style-type: none"> Local community composting services, Governmental organic collection Private Organic collection companies 	<ul style="list-style-type: none"> Waste plan 	
HEALTH & SAFETY	To make the event safe for all to be attend	<u>6 WEEK AHEAD</u> Create a health and safety plan – and risk assessment	<ul style="list-style-type: none"> Health and Safety plan 	<ul style="list-style-type: none"> Health and Safety plan that fits with local regulations and accounts for all permits needed 	
TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE /SECURE	NOTES
EVENT SCHEDULING	To finalize the event schedule so all teams are clear on logistics day	<u>1 MONTH AHEAD</u> Create event schedule based on catering plan, food collection plan, tents and stage installation, the stage program, volunteer schedule and any other activities	<ul style="list-style-type: none"> Each partner 	<ul style="list-style-type: none"> An Event schedule for each section of the event, leading up to it and on the day itself based on location. 	<ul style="list-style-type: none">
ADDITIONAL ACTIVITIES AT THE EVENT	Agree activities, key speakers, and highlights for event and establish which partner takes ownership over each one.	<u>3 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Reach out to potential speakers, chefs for demos, artists, DJs, emcees, etc. <u>2 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Confirm activity and ownership from each partner <u>4 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Finalize delivery, production, and stage schedule to allow for press opportunities 	<ul style="list-style-type: none"> Partners Volunteers Chefs Attendees Media Event Management Lead 	<ul style="list-style-type: none"> Day of schedule of events, including times, speakers, activities, topics, chef demos, etc. See the Additional activities at the event toolkit folder within the main toolkit folder 	<ul style="list-style-type: none"> The further in advance you have a working/confirmed plan, the easier it is to provide teasers and momentum building sneak peeks via your outreach.

FEEDING THE 5000: INTRODUCTORY TOOLKIT



		<u>2 WEEKS AHEAD OF EVENT</u> Post to event website			
CATERING PLAN	Agree menu and how food will be processed, cooked and served.	<u>6 WEEKS AHEAD OF EVENT</u> <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 <u>4 WEEKS AHEAD OF EVENT</u> Have the entire schedule of the catering plan confirmed, w/equipment lists of all needed	<ul style="list-style-type: none"> Chefs Heads of local soup kitchens Culinary schools	<ul style="list-style-type: none"> Menu Recipes – see example recipes in the appendix Volunteer Schedule Catering schedule Equipment list 	Depending on regulations, individuals preparing meals or working in specific kitchens may require certification.

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TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE /SECURE	NOTES
Comms 1. PR	Establish and receive partner sign-off on communications plan, including key messages, press release, and associated materials	<u>3 MONTHS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Identify/Assign communications coordinator Establish key messages/focal points of campaign <u>10 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Request partner logos [and boilerplates] <u>7 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Draft press release and circulate for partner review <u>6 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Assemble partner organization's press contacts Form master media list Identify key partnerships within media and any specific touch-points for outreach <u>5 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Announce event on social media platforms Distribute social media plan/collateral to partners Finalize press release for distribution <u>4 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Retain photographer and/or videographer, if necessary Finalize press release <u>2 WEEKS AHEAD OF EVENT</u> <ul style="list-style-type: none"> Distribute press release 	<ul style="list-style-type: none"> Media Partners Volunteers Chefs Attendees 	<ul style="list-style-type: none"> Key Messages/Talking Points Press Release Media Fact Sheet: Food Waste [in CITY/COUNTRY/WORLD] Event Website Page Social Media Plan, to include: <ul style="list-style-type: none"> Pre-scripted Tweets Social-ready images Snapchat videos/filters Pre-approved hashtags Promo Video Newsletter [Consumer Flyer: Tips for Reducing Food Waste at Home] Recipes for public Chef Bios + Headshots Partner/Speaker Bios + Headshots [Media Alert/Reminder for Event] Blanket Photo Releases 	<ul style="list-style-type: none"> You could divide the communications roles as it outlined here or make them into one task. Decide this early on.

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		<ul style="list-style-type: none"> Engage/schedule additional media opportunities <u>WEEK OF EVENT</u> <ul style="list-style-type: none"> Participate in scheduled TV appearances Facilitate “in-the-field” media coverage space out, good times for speakers <u>DAY OF EVENT</u> <ul style="list-style-type: none"> Arrange for social media posts to be on-going throughout the day and interviews scheduled at space out, good times for speakers <u>AFTER EVENT</u> <p>Provide event recap + Thank Yous as appropriate</p>		<ul style="list-style-type: none"> Selfie-Station Collateral Event Wrap-Ups 	
Comms: 2. Publicity Materials + Graphics	Design, print and distribute publicity materials	<u>TWO MONTHS BEFORE EVENT</u> <ul style="list-style-type: none"> Finalize designs and confirm partner sign-off materials <u>ONE MONTH BEFORE EVENT</u> <ul style="list-style-type: none"> Send designs to printers <u>TWO WEEKS BEFORE EVENT</u> <ul style="list-style-type: none"> Distribute flyers and posters in the 2 weeks leading up to the event to partners and volunteers to spread the word <u>DAY OF EVENT</u> <p>Hang</p>		<ul style="list-style-type: none"> Feeding 5K Poster [Disco Chop Poster] Event Banner 	<ul style="list-style-type: none"> Often, you will need the dimensions of your site plan to dictate the size of large-format banners, so bear this in mind for planning.

FEEDING THE 5000: INTRODUCTORY TOOLKIT



OTHER EVENT FORMATS – GET CREATIVE

What we want is for the events to help catalyze the food waste movement and if this is best done through a smaller scale event or even an event which involves little cooking, we would like to help to make this happen.

We have worked around the idea of '**processing parties**' in the past, to preserve produce that would otherwise go to waste in the form of mass pickling or canning workshops

Equally we have done **small scale catering**, such as canapes, utilizing food that would otherwise go to waste in creative and gourmet ways. Disco Chops are another format which we have tried and tested countless times in the past. We **feel Disco Chops** are incredible communal feasts showing the solutions to waste – to find out more, see the box to the right.

Equally, if you feel you have an idea, get in touch and we would be delighted to see how we could help to make it happen.

WHAT IS A DISCO SOUP AND HOW DID IT START?

Disco Soup is a fun gathering that can be held by anyone, anywhere. The Disco Soup community started in Berlin, where they held a 'Schnippeldisko', and has spread across the world catalyzing local and national food waste movements by bringing people together and raising awareness of food waste. Feeding the 5000 events have been instrumental in bringing the events to new locations and sparking local Disco Soup movements. 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 and there are set principles, much like Feeding the 5000, which means that it is named a Disco Soup, the event should be free and open to attend by all. Sometimes this is not possible, so multiple formats have been born over the years. It doesn't have to be a Disco "Soup": you could make a Disco Chop, Disco Salad, Disco Barbecue, Disco Tea, and Disco Cocktail ... And, 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](#).

FEEDING THE 5000: INTRODUCTORY TOOLKIT



APPENDIX 2

EXAMPLE RECIPE TO FEED 5000 PEOPLE

This recipe was used frequently for Feeding the 5000s in Europe, cooked by a chef Para who we have worked with on numerous occasions.

VEGETABLE CURRY RECIPIE

To be adapted depending on what food is available.

Potatoes 300kg
Rice 120kg
Cauliflower 150kg
Carrots 100kg
Peas 100kg
Tomatoes 80kg
Cabbage 80kg
Courgettes 15kg
Coriander 80kg (optional)
Daal/Lentils 80kg
Butter 7kg

In addition to the above recipe, please see below for the recipe guidelines for the NYC SparC's savory tart. Though you cannot plan for many of these items to be surplus, and this kind of dish was very much an exception, it shows the mathematical planning and scaling of the recipe as well as the methodical cooking that was planned for and forecast before the event.

SAVOURY SPARCS TART BY THE DREXEL FOOD LAB

One sheet tray = 32 Portions. To find out more about SparCs, [read here](#)

Tart

Olive oil	0.25 cup
Sparks	4 lbs.
Salt	1 tablespoon
Dry vegetable blend	2 cups
Eggs	8
Water	8 cups
Oil	0.5 cups
Chickpea flour	2 cups
AP flour	6 cups
Baking powder	2 tablespoons
Salt	2 tablespoons

Yoghurt Sauce

Greek yoghurt	2 cups
Dry vegetable blend	5 tablespoons

Directions

Preheat oven to 400 degrees F, line sheet trays with parchment

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Top with a single layer of sparks, season with salt

Roast the sparks for 15 minutes, or until soft and lightly browned

Mix together dry vegetable blend, eggs, water, and oil

Mix together chickpea flour, ap flour, baking powder and salt

Using a pitcher, as soon as the vegetables are roasted, and the pan is hot.

Carefully pour the batter over the vegetables so they are evenly coated. Should be a 1.25 gallons of batter per sheet tray

Bake the torte at 350 degrees for about 30-40 minutes

Mix the yogurt and 2 tablespoons of veg blend together.

Serve a portion of torte with a tablespoon of yogurt sauce

SCALED UP!

315 sheet trays (10,000 portions)

Tart

Olive oil	3 gallons
Sparks	1260 lbs.
Salt	19.5 cups
Dry vegetable blend	315 lbs.
Eggs	1010

Water	157.5 gallons
Oil	10 gallons
Chickpea flour	315 lbs.
AP flour	945 lbs.
Baking powder	40 cups
Salt	40 cups

Yoghurt Sauce

Greek yoghurt	315 lbs.
Dry vegetable blend	40 cups

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APPENDIX 3

EXAMPLE MENU –CANNES

At this event, we served a selection of salads and pakoras all prepared on site, due to the hot weather. The potatoes were cooked the evening before:

- Potato salad
- Tomato salad with herbs
- Green salad with vinaigrette
- Pakora- made using courgettes and aubergines.

APPENDIX 4

EXAMPLE POSTER

An example poster created for Washington DC. We now have a poster creating toolkit which we can offer – please see the communications toolkit for more information.



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APPENDIX 5

EXAMPLE SCHEDULE

For a section of the day at New York City's event see below. Please see the event management folder within the toolkit for more detailed production schedules for the entire event across the different work streams. For example, different schedules were made for the volunteers, the catering tent, etc.

Time	Main Square - Action
5:00 AM	Tent & furniture load-in and setup (catering tent first)
5:00 AM	Stage and banners delivered; stage setup begins
5:00 AM	Barricade and radio delivery
5:00 AM	Subject Matter/Ad Council arrival at Union Square Satellite Truck
5:30 AM	Generator/audio load-in and setup One Dream Sound
5-6 AM	Dumpster delivered
5-7 AM	Portasan delivery
6:00am	Barricade and radio delivery AAA Event Services
7:15-7:30 AM	Media Truck interviews begin
8:00 AM	Production call: Q+A Producer, Partner Coordinator Chris, Sara
8:00 AM	Tent set-up complete
9:00 AM	Sponsor partner arrival and setup 10'x10' activity tents
9:45AM	HA truck arrival with ratatouille - cross load tins into City Harvest trucks
10:00	cross loading into CH trucks - human chain and photo opportunity
10:15-10:30am	City Harvest trucks aim to leave
10:45 AM	Main site Volunteers in place
11:00am	Official event start
12:00 PM	Feeding the 5000 meal serving - start
1:00pm	PM Subject Matter/Ad Council truck departs

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APPENDIX 6

EXAMPLE IMPACT TABLE

Feeding the 5000 - Impacts		
Basic Measurable	Quantifiable	Notes
-Food saved:		
-Numbers of volunteers:		
Press and Media		
-collating media coverage:		
-Volumes of announcements and related pieces (including keys figures and links):		
-Total estimated reach:		
-social media coverage:		
-new messages in media on climate change, food sustainability and food waste:		
Policy change		
-New conditions and new targets from businesses		
-New conditions and new targets from governments		
-legislative change towards best practise		
Partner Organisations		
-New campaign or initiative by an existing organisation (e.g. a new disco soup location)		
-spreading of existing initiatives:		
-profile raised (increased number of volunteers, media coverage, donations, or partnerships (e.g. with businesses enacting food redistribution programmes)):		
New Organisations		
-Bringing of ideas into fruition:		
Academic		
-New research on food waste:		
Any other important areas you can suggest		

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FURTHER RESOURCES & TOOLKITS

please find on our hub these following helpful documents:

[University of North Carolina guide for Feeding the 5000 events at higher education institutions](#)





FEEDING THE 5000

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STEERING GROUP AND PARTNER MANAGEMENT TOOLKIT



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

FEEDING THE 5000: STEERING GROUP AND PARTNER



AN INTRODUCTION

AIM

This toolkit is designed to illustrate how to organise a steering group and coordinate partners for the main event. This document shows how to bring together all key organizations working on issues surrounding food waste and identify what each can contribute, what each would like to communicate, and what each would like to get out of the event. Working together is a key principle of Feeding the 5000, we recommend obtaining the partnership of (ideally) 2 core organizations plus the assistance of 8-10 partnering organizations, to maximize the impact of the event.

TIMING

3 months ahead of the event.



This toolkit was developed for February 2017 with support from The Rockefeller Foundation.



The
ROCKEFELLER
FOUNDATION

FEEDING THE 5000: STEERING GROUP AND PARTNER



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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 endeavours to keep the information in each toolkit current, no liability whatsoever is accepted or held for its applicability to your event.

1



PRE-EVENT

FEEDING THE 5000: STEERING GROUP AND PARTNER



1. PRE-EVENT

WHO LEADS THE ORGANIZATION OF A FEEDING THE 5000?

Generally, with events such as feeding the 5000, there are several different ways that they can be organized. It almost always involves a collaboration between Feedback and one or more local organizations (organizations that are based in the host city). As said above, each event is the result of lots of cooperation, collaboration and compromise between a wide variety of partners. Our aim is that these toolkits offer the information to give local organizations the ability to lead their own events and their own food waste movements.



WHAT IS FEEDBACK'S ROLE IN EACH EVENT?

The extent of Feedback's involvement varies significantly – sometimes Feedback do the majority of the work (preparation, planning, and execution); sometimes our role is more focussed on providing information and guidance, and the host organization/s lead. The Feedback team take on more of an advisory role and of course, help on promotion to get the word out about the event. See below for example on some of the different situations Feedback have worked on over the years.



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As Feedback is a small charity, often the team need to be funded for staff time, however if this is impossible, Feedback will always aim to help as much as possible and offer guidance where they can. Feedback want events to spread the food waste movement so that is why these toolkits have been made in addition to other resources to facilitate local groups taking the lead.

WHY IS THE PARTNERSHIP MANAGEMENT AND COORDINATION ROLE SO IMPORTANT?

Because, one of the principles of a Feeding the 5000 is to 'Work in partnership: Feeding the 5000 events bring together a coalition of organizations that offer the local solutions to food waste based on the principles of the [food waste pyramid](#). It's an opportunity for partners to showcase their work and collectively shape the messaging of the event. The event is not about the work of just one organization but about the positive solutions across the food supply chain and how we can implement these.

WHAT DOES THE ROLE INVOLVE?

- Reaching out to potential organizations and groups to become part of the event – the bigger the coalition, the stronger your voice. Additionally, with a variety of resources, expertise and skills in the mix, the organizing process is much easier.
- It can involve the assignment of different roles and ensure the different tasks are divided up between organizations and people. Ensuring one person or organization does not take on too much

work – making clear what each partner will contribute early in the organizing process is crucial to this.

- The administering of the steering group process which brings together, regularly and in person, all partner organizations to collaborate on the event, making it have the most impact in the long run.
- The partnership management role can be separate to the partner activity coordinator. See the - FEEDING THE 5000 - Partner Tents and Activities Toolkit – for more information about this role and decide whether the two could be one person's role.



FEEDING THE 5000: STEERING GROUP AND PARTNER



DIVISION OF ROLES IN A FEEDING THE 5000

It is important to have specific roles in organizing a Feeding the 5000 to be most efficient. Some general rules to follow are:

- Have a team leader/coordinator for each work stream e.g. food, venue, cooking, media etc.
- Have sub teams or working groups directed at getting each of these parts finalized. Never have more than seven people reporting to one person.
- Though there might be one person who has championed the event and is really invested in it, never have one person who is involved in all areas. Delegation is key.
- Be clear from the start what is being asked of each person and what you understand the next steps to be.
- End any meeting in next steps or actions allocated to one person.

The below is a suggested division of tasks in the months running up to the event, as done at Feeding the 5000 Brighton – they were happy it worked well but this is just a suggestion.

ROLE	LEADING ON
Food Sourcing Coordinator	Locating food and liaising with suppliers, as well as its logistics Transport of food to cold storage until catering team takes over food preparation
Communications and press coordinator	Press release and spreading message of event Arranging for messaging on the day to be visible Happy to represent event as a spokesperson
Logistics coordinator	Venue, transport, permits, licensing, scheduling,
Disco Chop Coordinator	The Disco Chop and food preparation to be ready for the chef to cook
Partnership coordinator	Keeping all partners involved and up to date on developments, managing engagement with the event and strategic relationship moving forward
Volunteer coordinator	Finding and liaising with volunteers Arranging volunteer tasks, briefing and wellbeing Making it a fun experience to be involved in F5K

FEEDING THE 5000: STEERING GROUP AND PARTNER



The Feedback team suggest the below roles in addition:

ROLE	LEADING ON
Steering group and partnership manager	Oversees the steering group meeting process, and the division of roles within the steering group/coalition, ensuring that all in the coalition understand their role and that all aspects of the event have leaders - they also lead on event follow-up and steering the direction of the post-event legacy
Event manager	Oversees all the priorities outlined within the event management toolkit
Partner tent and activities coordinator	Oversees liaising with partner organizations in event curation including activities surrounding the event, both on the day and in the lead up, staying in close contact with the venue and events producer to arrive at a suitable set up plan for the event itself
Catering coordinator	Oversees the whole catering plan and execution in run up to and leading to meal being served on the day

FEEDING THE 5000: STEERING GROUP AND PARTNER



EVENT PARTNERS — WHO TO BRING ON BOARD

Feeding the 5000 events bring together a coalition of organizations that offer the local solutions to food waste based on the principles of the [food waste pyramid](#). It's an opportunity for partners to showcase their work and collectively shape the messaging of the event. The event is not about the work of just one organization but about the positive solutions across the food supply chain. Additionally, with a variety of resources, expertise and skills in the mix, the organizing process is much easier.

There will be some areas where you could lack in resource or skill. There are organizations who usually have a wealth of experience in this and this is where you can swap knowledge whilst making the event one that speaks across many disciplines and unites organizations who may not otherwise work together. In our experience, organizations with the below resources are extremely helpful for making the event happen.

- Food sourcing knowledge; food redistribution charities, food industry associations etc.
- Access to warehouse space, vehicles, fridges, space: food banks and food redistribution charities
- Access to large kitchens and volunteers: catering facilities and soup kitchens
- Understanding of city permitting and regulations and how best to access cheap advertising: local municipalities and authorities

Note that there may be organizations who contribute little physically, however in name they are part of the alliance – of course participation should be encouraged however involvement of any kind should be encouraged. (See the Appendix for an example of an Event Proposal.)



ADVICE FROM PAST ORGANIZERS

We've invited the following groups to have booths at previous events:

- Actors from all fields responsible for food: agriculture, food production, wholesale and retail
- Social markets which normally provide marginalized people with "food saved from being discarded"
- Actors from environmental and sustainability teaching facilities and NGOs, grassroots groups
- Private and public waste management services to present their view of food waste at their booths, to both children and adults

FEEDING THE 5000: STEERING GROUP AND PARTNER



Securing High Level engagement in your event – accessing decision makers and influencers

As outlined in the work plan, it is also very important to make sure there is high level engagement in the event from VIPs, City Officials, influencers, celebrities and local personalities where possible. Some guidance points below include:

- Utilize connections, make bold email contacts are not to be found
- Organize in-person meetings to have the best chance of getting investment and engagement
- Make sure to involve them in a meaningful way, perhaps getting involved in a chef demo, being a spokesperson for the event, offering a speech or getting involved in a participatory way. They need to understand how many opportunities there are to make a difference in this issue
- Continue engagement throughout the organizing process and beyond its long-term impact

ADVICE FROM PAST ORGANIZERS

The Collaboration of Feedback, FareShare, FoodCycle and others was very positive and inspired some of the below comments:

“The Feeding the 5000 campaign has raised awareness of the food waste culture & has changed the way the food industry views the issue.” (Produce World, one of Europe’s largest food producers and distributors)

“Tristram Stuart’s personal leadership of Feeding the 5000 has done more than any other single act to create a cultural shift in the attitude to food surpluses and waste in the UK. Without these attitudinal changes, we would not have broken the 10 million meals threshold or be receiving the level of support from the UK food industry that FareShare enjoys.” (Lindsay Boswell, CEO, FareShare)

“In the UK, there was virtually no focus on food waste prior to Tristram’s work. He has had the biggest single influence on the positioning of food waste as a key issue in UK government, the Greater London Authority and in the Mayor of London’s Office.” (Rosie Boycott, Chair of London Food Board, Greater London Authority)

Post event impact:

- Feedback invited to meet with UK government ministers including Lord Taylor of Holbeach, Lord de Mauley, Ed Davey MP, Zac Goldsmith MP, Laura Sandys MP, and the Prime Minister’s policy unit at No.10 Downing Street among others
- Feedback invited to contribute to the All Party Parliamentary Group (APPG) on Agroecology and associated Parliamentary Sustainable Resource Group to discuss potential policies on food waste avoidance, including encouraging increasing food donations and the review of the ban on feeding animal by-products to livestock

On the advice and with the support of Feedback, the Department for the Environment, Farming and Rural Affairs (Defra) hosts a roundtable event chaired by Secretary of State Caroline Spelman MP, between FoodCycle, FareShare and representatives of the food industry, to discuss ways to overcome barriers to food redistribution.

FEEDING THE 5000: STEERING GROUP AND PARTNER



WHAT IS A MOU AND WHY IS IT IMPORTANT?

An MOU can be simple. A Memorandum of Understanding is formal agreement between two or more parties, used by organizations to establish official partnerships. They carry a degree of seriousness and mutual respect, stronger than a gentlemen's agreement. We tend to arrive at one-pagers acknowledging what each organization has promised. They're important because they allow you to concretise what each organization has pledged to commit to the event and prevents misunderstandings and disagreements later because of the tone of accountability they give your partnership. They also prevent organizations over-committing. Though they may seem formal, it does not need to come across this way. They are mutually beneficial and recognize that the event begins a new or renewed period of working together.

Please see the appendix for an example of MOU content which can be helpful for making it clear what each partner understands of their contribution to the event and the kind of event is being planned.



TOP TIP - DETERMINE PARTICIPATING PARTIES

Before anything you must identify who the key stakeholders, both on and off campus, and solicit their interest to participate. These may include more than listed below (based on your campus), however, we have found those listed are integral to the success of your event.

Other Event Partners

- Campus Dining
- Campus Sustainability
- Sustainability Student Organizations
- President/Chancellor's Office
- Campus Security
- Campus Event Planner
- Local Food Shelters
- Faculty/Staff
- Slow Food
- Other NPO's (i.e. Campus Kitchen)
- Local/Regional Government Entities

FEEDING THE 5000: STEERING GROUP AND PARTNER



PREVIOUS EVENT PARTNERS

Try to get in touch with food waste organizations, environmental organizations, campaigning groups, farming unions, urban agricultural projects, and cookery / food organizations. In addition to such groups, you can also target organizations tackling global issues or local governmental initiatives.

Examples of previous event partners include: Oxfam, Friends of the Earth, Slow Food, WWF, food banks, etc. Student networks associated with universities, colleges and schools can be good sources of proactive young people involved in campaigning and awareness-raising, and they can also be an excellent place to find lots of volunteer help. Students can play a huge part in social media promotion leading up to the event.

We suggest getting many different partners involved. See the Case Study of Partners that Feeding the 5000 Union Chapel found particularly rewarding to work with.

Feeding the 5000's long list of Partners can also be found [here](#) on our website. For each individual event, our events page on our [website](#) is most helpful.



FEEDING THE 5000: STEERING GROUP AND PARTNER



TIMELINE AND WORK PLAN

TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
Coordinating Steering Group and Partner Roles	Bring together all key organizations working on food waste issues and identify what they would like to get out of it, what they can contribute and what they would like to communicate.	<u>5 MONTHS AHEAD</u> <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 	<ul style="list-style-type: none"> • Non-Profit Organizations, including: <ul style="list-style-type: none"> - Environmental - Educational - Conservation - Food recovery + redistribution • Government/Civic Leaders <ul style="list-style-type: none"> - City Mayor (+Office) - Councils • Universities 	<ul style="list-style-type: none"> • Master Partner List with lead point person + role/contact information • Partner logos 	<p>See in the principles and food waste pyramid folder the document ‘Private companies - Involvement in Feeding the 5000’ for guidance on this principle on no for-profit partnership. There are lots of ways to navigate this in a way that works for everyone.</p> <p>If you are an individual, or an individual working within an organization, we are thrilled you want to put on a Feeding the 5000 (F5K) event! This is a lot of work, so we recommend you ensure that you have the time (either through your</p>

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
					job or not) to put this on.
	Recruit a variety of organizations to get involved in the event	<u>3 MONTHS AHEAD</u> <ul style="list-style-type: none"> With a variety of organizations involved, lots of resources, expertise and skills are in the mix, making the organizing process is much easier Recruit organizations with the invitation for organizations and collaboration documents we have in the toolkit 			<p>See the section of Event Partners for further advice on this</p> <p>See the section: Event Partners – Who to bring on board</p>
	To concretize partner roles.	<u>3 MONTHS AHEAD</u> <ul style="list-style-type: none"> When reaching out to new partners see the proposal, concept notes and invites folder to see example proposals and invitations When considering how 	(As above)	Create a work plan with all partner's contributions'	An MOU can be simple – a Memorandum of understanding is formal agreement between two or more parties, used by organizations to establish official partnerships. They carry a degree of

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
		to concretize roles, make it clear early on (aim to get it in writing) what partners will contribute to the event throughout the process, so that the event truly is a collaborative effort. See the Proposal, concept notes and invites folder to see examples of MOUs			seriousness and mutual respect, stronger than a gentlemen's agreement. We tend to arrive at one-pagers acknowledging what each organization has promised
	To understand who will take on what roles early and arrange for others to take on roles needed.	<u>3 MONTHS AHEAD</u> Create a work plan that outlines who will take on different roles. This can be divided along the lines of the tasks in the 'Feeding the 5000 – tasks overview'. Another template we often use with our events is the 'Feeding the 5000 - responsibilities and roles- empty v1' sheet. It helps to identify where expertise and help will be needed	All partner organizations	Feeding the 5000 - responsibilities and roles	All partner organizations should aim to contribute to at least one task. Ideally each organization would lead and take ownership of one role/ task each, such as catering, or food sourcing or the event management and budget.
	To align everyone and make sure they are happy	<u>3 MONTHS AHEAD</u> Organize the first steering group	<ul style="list-style-type: none"> Aim to have all partners present and invite any 	<ul style="list-style-type: none"> Clear agenda prior to meeting to be sent out to partners- see 	<ul style="list-style-type: none"> Try to skype in Feedback team where possible.

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
	with the current organizing process, knows their roles, and can agree on the messaging of the event. It is best to discuss the key messages you want to communicate at the first steering group meeting.	<p>meeting, which aims to have all partners present. See the partner's folder for an example SGM agenda.</p> <p><u>PRIORITIES</u></p> <p>At this meeting, you should put high up on the agenda what each member would like to see happen because of the event.</p> <p>Try to achieve a list including:</p> <ul style="list-style-type: none"> • One business practice you would like to see changed • One legislative or policy change • One local project bolstered or initiated • One academic group engaged <p>Equally, communications and 3 key messaging talking points is important to have drafted at this</p>	<p>potential new partners who want to be involved.</p> <ul style="list-style-type: none"> • Where possible, to define what roles you could envisage yourself taking • To have an idea of what initiatives or results partners would like to see because of the event 	<p>appendix for an example</p> <ul style="list-style-type: none"> • Minutes with actions points after • Post-event impact from a previous event. For an example, please see the appendix • Messaging: 3 key talking points you would to emphasize through your event 	<ul style="list-style-type: none"> • Partner organizations regularly meet at Steering Group meetings once per month, and as the event gets closer, twice per month, then once per week, to keep the decision-making process open and collaborative

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
		meeting.			
	After the meeting, share resources so all feel fully briefed and part of the organizing process.	<u>3 MONTHS AHEAD</u> Follow up with meeting notes and action points, highlighting opportunities and where gaps lie in event.	All partners on list of partnering, plus any new potential partners	<ul style="list-style-type: none"> • Partner list • Comms plan • A list of important people, officials, influencers, VIPS to contact to invite them to the event 	<ul style="list-style-type: none"> • Make sure to add contact details so all feel part of this building network • Note there may be organizations who contribute little physically, however in name they are part of the alliance – of course participation should be encouraged however involvement of any kind should be encouraged
	Organize meetings with high level officials to get their investment and see if they can	<u>2 MONTHS AHEAD</u> Organize meetings with high level officials to get their investment <u>PRIORITIES</u>	<ul style="list-style-type: none"> • City officials • Influencers • VIPS • Stakeholders in 	<ul style="list-style-type: none"> • Documents outlining the event (see the event proposal example in the appendix) to offer prior to the event 	<ul style="list-style-type: none"> • It's important to keep post-event as a priority and end goal throughout the event, though we realize that this is crunch point for many organizers

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
	attend the event.	<p>At this meeting, you should put high up on the agenda what each member would like to see happen because of the event. This could return to some ideas that were brought up at previous events.</p> <p>This meeting should also concretize roles where possible, so people have a clear idea of their responsibilities and where possible, agreeing to lead on one of the work streams outlined.</p> <p>MOUs should be mentioned and it should be noted that written agreements will follow to ask people to concretize their organization's contribution where possible (we realize this can be difficult or even unnecessary in some circumstances).</p>	<p>food and environmental issues</p> <ul style="list-style-type: none"> To have a clear idea of roles – a table outlining this where possible 	<ul style="list-style-type: none"> Post-event impact case studies – see the appendix for examples Example MOUs – see the appendix for an example 	

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
		<p><u>SAME DAY</u></p> <p>Follow up thanking them for their time and see if they can attend.</p> <p>Continue engagement where possible throughout the organizing process.</p>			
	To build upon previous meeting and further confirm aspects of the event.	<p><u>2 MONTHS AHEAD</u></p> <p>Organize the next steering group meeting, which aims to have all partners present. See the Appendix for an example SGM agenda.</p>	Aim to have all partners in addition to the coordinator handling event management, to update on logistics of the day	<p>(As above)</p> <ul style="list-style-type: none"> • Site plan • Day schedule presented 	(As above)

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
	To update on current progress and media strategies in the run up to the event.	<u>1 MONTH AHEAD</u> The next steering group meeting should take place. Ideally all aspects of the event will be finalized.	<ul style="list-style-type: none"> Partners 	<ul style="list-style-type: none"> Clear agenda prior to meeting to be sent out to partners Minutes with actions points after Social media guidelines, and templates. 	(As above)
	To update on current progress and media strategies in the run up to the event.	<u>2 WEEKS AHEAD</u> The next steering group meeting should take place. Ideally all aspects of the event will be finalized.	<ul style="list-style-type: none"> Partners 	<ul style="list-style-type: none"> Clear agenda prior to meeting to be sent out to partners Minutes with actions points after 	(As above)
	To update on current progress and media strategies in the run up to the event.	<u>1 WEEK AHEAD</u> The next steering group meeting should take place. Ideally all aspects of the event will be finalized.	<ul style="list-style-type: none"> Partners 	<ul style="list-style-type: none"> Clear agenda prior to meeting to be sent out to partners Minutes with actions points after 	(As above)

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
	To go through the plan of the event and make clear all the roles on the day, and who is responsible for what throughout.	<u>2 DAYS AHEAD</u> This could be the last steering group meeting before the event.	<ul style="list-style-type: none"> • ALL Partners and key organizers 	<ul style="list-style-type: none"> • A clear schedule of the entire day, the contact details sheet (with a list of responsibilities) for all organizers 	<ul style="list-style-type: none"> • We would advise using the chronological schedule as a structure for the meeting. • The agenda should include volunteers, food and catering plan, food service, roles on the day, recording and media –n-the-day, visuals and how the square will look, last minute stage schedules edits, messaging and talking points, last minute changes to the schedule and any other business
	To follow up on the event, and continuing the legacy of the event through the partnership.	<u>2 WEEKS AFTER</u> Please see the Post-Event section for an agenda of what to cover in this meeting.	<ul style="list-style-type: none"> • All partners and key organizers 	<ul style="list-style-type: none"> • A clear agenda – which can be found in the Post-Event section 	<ul style="list-style-type: none"> • It is not necessarily a bad thing if only the key organizers can make it – it is better to achieve some clarity on what you think is a feasible plan for event follow up and

FEEDING THE 5000: STEERING GROUP AND PARTNER



TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
					opportunities to build the movement
	To follow up on the event, and continuing the legacy of the event through the partnership.	<p><u>6 WEEKS-2 MONTHS AFTER</u></p> <p>As Post-Event section outlines, you should seek to follow up the event with more action and meeting is a great way to spark ideas, as well as keeping partners updated on organizational based priorities for the upcoming months. You have built a network so stay networked!</p>	<ul style="list-style-type: none"> • All partners and key organizers 	<ul style="list-style-type: none"> • A clear agenda, preferably built on the previous SGM's meetings ideas 	

FEEDING THE 5000: STEERING GROUP AND PARTNER



STEERING GROUP MEETINGS

These meetings are an important part of the organizing process, a way to check in on progress and build personal relationships with other local organizations. We recommend reviewing the agenda in the Appendix: Example First Steering Group Meeting Agenda – NYC as inspiration for some topics to cover.

You can use the meetings as way to get groups invested and so we recommend reviewing the above section Event Partners – who to bring on board additionally. As a general point, it is important to start the meetings with introductions, however this should be a chance to get to know each other on a human level. One of the following should be incorporated into each steering group meeting. Try asking people to:

- Introduce themselves and tell the team their motivation for being part of the event
- Tell a food waste story, where they were motivated to act
- Lead the first section with 5-10 minute presentations on their work – this allows you to gain some depth into what people are achieving separately and work more closely if your work can align
- What each member would like to see come out of the event

See the Work plan for guidance on priorities for each meeting



One of the decisions at a Steering Group meeting for Feeding the 5000 Front Range was to get local schools involved. Here are some kids from Greenwood Academy who attended the day, helped decorate the site and spoke on stage.

2



EXECUTION

OF THE EVENT

2. EXECUTION OF THE EVENT – WHY CLEAR ROLES ARE SO IMPORTANT

AIM

This may be the responsibility of whoever is leading on event management, but equally the person that has coordinated the entire steering process and has a firm idea of what each partner has agreed to offer could be well placed to make the following crucial document. Once details are firmed up, plan the activities of the day and the days in the run up to ensure you don't miss anything – this should include food sourcing, gleaning, media interviews, food collecting, the disco chop, all food prep, transport, the day itself, and clean up and take down.

This ties in many of the logistics considerations outlined above and brings together the various teams organizing different elements so we really recommend one person creating this evolving document and combing through up to the last moment – a proofreader/editor of sorts – we find it is a helpful resource and we can offer detailed examples we used for Feeding the 5000 NYC for example.

WHY SHOULD YOU MAKE AN EVENT SCHEDULE?

- We have found it highlights logistical gaps, potential problems and places where events could be delayed
- It can and should include who is leading on each task, to make clear everyone's role in the event
- It makes volunteer coordination much easier in the day as you can note how many volunteers are needed and at what points
- It pinpoints where all team members will be, making contact far easier to facilitate

TIMING

This should begin as soon as possible and finalized 2 weeks before the event. Make sure to go through the schedule in the few days before the event.

ITEMS TO PRODUCE

Delivery, Production, and Stage Schedules: 4 weeks in advance.

FEEDING THE 5000: STEERING GROUP AND PARTNER



TOP TIP

'The need for clear, defined roles became very apparent to me. Also, planning ahead! You don't realize how little time you will have the week of the event. Having a concrete map of the event planned out ahead of time, and having a clear role defined for as many people as possible would have helped.'

Mary Alice Scott – Volunteer Coordinator for Feeding the 5000 Portland

Note: There are example excel production schedules for Disco Chop and Feeding the 5000 events which can be shared by the Feedback team. We recommend dividing the task by:

In the run-up to the event

- Gleaning
- Food Sourcing
- Media Interview
- Disco Chop and food preparation
- Cooking

The day itself

- Set-up
- Transport of the food, followed by all activity at the serving tent
- Stage activities – one for the public (see the Appendix for an example schedule for the stage activities, as well as one for staff purposes with more details)
- The chef demo kitchen production schedule
- Volunteer tent schedule
- The site venue – set-up and take down



3



**POST-EVENT
— CONTINUING
THE LEGACY**

3. POST-EVENT - CONTINUING THE LEGACY OF THE EVENT

Following up with a de-brief steering group meeting

While it's important to have built in the post-event plan into pre-event organizing, it is in the first two weeks after the event that you want to begin this in a concerted way. People will have had time to sleep and have distance on how they could have been more effective as well as what opportunities the event presented.

It's important to meet within the first few weeks after the event to touch base, make sure there are no follow up tasks that have not been actioned and, most importantly, to plan what is next for the community that has come together up around the issue. You want to capitalise on the momentum and enthusiasm you have built and cultivated. There are so many ways that you can continue the legacy, whether that is through a gleaning network, legislation, a local campaign, or more grassroots events – see the Appendix for a case study on post-event impact from Feeding the 5000 Belgium.

An Agenda for the meeting:

- Group reflection – how did the event go, say one thing that worked well and could have been improved – 1 minute each
- Thank Yous – 5 minutes – (find a lead collator and delegating sending – we recommend inputting into a google sheet)

- Compiling facts and figures and impact; stories, quotes, and impressions -15 minutes
- Next Steps: what are the key opportunities for impact and ways to catalyze the food waste movement? – 30 minutes
- How should the coalition continue moving forward? – 10 minutes
- Updates from each organization on future plans and priorities – 20 minutes

After the first steering group meeting, post-event

- Suggest a next steering group meeting to follow up with suggestions, initiatives, or even to continue de-briefing on the lessons learnt in the process
- It could work for smaller, more specialized groups to meet up to discuss certain areas or project ideas – make sure this gets actioned and any updates get posted back to the wider coalition
- It could also be worth checking in with individuals and seeing whether any connections made during the event can be built upon e.g. with city officials who attended the event or stakeholders who engaged in the capacity of donating food for example
- Organizing meetings with funders to see how they felt the event went and what can be learnt from it is also a way to keep discussion open on the ideal next steps for the local food waste movement

FEEDING THE 5000: STEERING GROUP AND PARTNER



SAYING THANK YOU

After the event, the first thing you should do (after your nap) is to send an email to the steering group, thanking them for all their contributions to making the event happen. In the Appendix is a suggested structure for this Post-Event email thanking the Steering Group for their hard work and contributions.





APPENDIX

4. APPENDIX

PREVIOUS EVENT — ROLES & RESPONSIBILITIES

Feeding the 5000 - Paris

- Feedback were highly involved in most aspects of the event management, lead the messaging and Comms and hired two freelancers staff members who were trained in food sourcing, event management and volunteer coordination. Feedback brought the steering group meetings together and monitored the process of bringing the network together. Permitting, the catering plan and gleaning were all within our remit.
- Ease of organization: note however that our meal was part of a wider festival organized by environmental organization Alternatiba, which made some of these aspects of organizing easier. Decisions like date and location were already set, plus infrastructure like tents, water, toilets and permitting were already in place. The stage program and other exhibitors on the La Place de la Republique were already comprehensive, therefore there was no need to organize VIPs, chefs, and any activities external to the meal. There were hundreds of other exhibitors with activities happening so we knew that all the meals would be enjoyed. Furthermore, the chef that Feedback have worked with on numerous occasions handled the entire catering operation – all

we had to tell him was where to put the pot at 5am on the day.

- Funding: Our staff time was funded partly by the regional authority, in addition to the EU Fusions project, which assisted events to happen in the EU. Several in-kind donations from other partners also helped to make the event possible.

Feeding the 5000 - Prague

We contributed a very small amount to the budget to make the event happen and helped on the food sourcing efforts. We travelled to speak at a conference, assist with the event and helped guide the messaging and communications, ensuring the messages of the event helped share the narrative on food waste that is less showcased in the media.

Feeding the 5000 - Belfast

We gave advice on the event from the start and were in frequent contact offering resources, facilitating contacts with helpful contributors and offering advice, however all aspects of the event organizations were led by the local team.

Feeding the 5000 - Athens

Due to our small capacity as a team and status as a small charity, we need to be funded for our staff time. We could not offer our time for free and we were lucky enough to be funded to work on this event. We assisted on event management, bringing together partners and overseeing the organizing process. We assisted on the messaging and promotion, food sourcing and volunteer coordination.

FEED BACK

FEEDING THE 5000

Ideally share this with all partners – you may want to add more details.

EXAMPLE EVENT PROPOSAL DOCUMENT TO SHARE WITH PROSPECTIVE PARTNERS

Feeding the 5000 NYC will be a high-profile 'umbrella' event designed to bring together an alliance of organizations at all levels to raise awareness of the scale of food waste in the U.S. and globally and to promote the uptake of positive solutions to the problem. It will draw attention to the city's priorities around decreasing both food waste and hunger. Food waste poses a significant environmental and social threat on a global scale, whilst at the same time it represents one of the biggest opportunities for reducing our environmental impact and increasing food availability where it is needed most.

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Context

Feedback, the organization behind the Feeding the 5000 campaign who will be coordinating this event in collaboration with City Harvest, GRACE Communications Foundation and other organizations, have staged similar events and food waste reduction initiatives both in the UK and in other countries including Belgium, Ireland, the Netherlands, Kenya and France. These events have catalyzed robust and far-reaching action against food waste as well as a cultural, political and business environment in which food waste is being treated as an urgent problem, but one with easily implementable solutions.

Over the past twelve months the profile of food waste in the U.S. has dramatically increased. Civic society organizations are hungry for change, major food corporations have expressed a willingness to engage, senior policy-makers and government agencies are taking a serious interest and the media is evidently receptive to mass coverage of the issues. Feeding the 5000 NYC will also build on the successful Feeding the 5000 events in Oakland and the University of North Carolina in 2014. With the Sustainable Development Goal to halve food waste by 2030 which will be announced in NYC in September, a high-profile event showcasing the practical ways in which this target can be achieved could not come at a better time.

Plans for NYC

It is proposed that the event should take place in Union Square in NYC on November 11th. In addition to the free meal, activities proposed include cooking demonstrations using leftovers and food that is often thrown away, smoothie and apple juice making, partner stalls and keynote speeches. Ahead of the event we will aim to have several gleaning days – where volunteers will be taken to fields to harvest fresh fruit and veg that would have otherwise been wasted - and a Disco Soup chopping activity. Each of these activities will be an engaging demonstration of the solutions to food waste, as well as an opportunity to tell the story of how food is being wasted across the supply chain and shedding light on the wider food system.

Event partners and objectives

The event in NYC and the campaign surrounding it will be a partnership between Feedback, City Harvest, GRACE Communications Foundation, Sustainable America and a range of organizations working in the field of tackling food waste in NYC and nationally. The event's objectives will be collaboratively agreed by the partner organizations to reflect their respective aims and messaging. The event will also focus on engaging the local governments around the positive changes that they can implement to tackle food waste, as well as highlighting the positive initiatives already in place in NYC and in other areas for replication across the U.S. Organizations interested in collaborating will be able to take part in a variety of ways:

Organizing partners

Organizing partners will have a high level of visibility in all the communications and promotion ahead of the event, as well as make a

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substantial contribution towards the organization of the event. This can take various forms, for example by contributing towards the costs of the event or organizing an activity at the event. This contribution will ensure participation in the collaborative decision-making and inclusion as an organization leading the movement against food waste, taking ownership of a certain part of the messaging around the issue.

Feeding the 5000 events often attract lots of media coverage, with a wide cross-section of the media taking an interest in the event and the organizations behind it. Organizing partners will collaboratively define the messaging and may have the opportunity to speak to the media and showcase the important work they are doing to tackle this issue. Organizing partners will be featured in the follow up communications including the newsletter which will be sent to people who sign up at the event.

Supporting partners

Supporting partners will support the event but will not be substantially involved in its organization. We would ask that supporting partners promote the event, spreading the word through their networks on their website, social media and newsletters. Depending on the nature of each organization, supporting partners can also contribute volunteers, equipment and some staff time towards organizing the event. If supporting partners also wish to have visibility at the event itself, we would ask for a contribution to cover the costs of the tents and other items that would be used. Supporting organizations will be mentioned in the communications and publicity materials for the event.

For more information please contact:

Dominika Jarosz: Feeding the 5000 Global Campaigns Manager
dominika@feedbackglobal.org mobile: +44 (0)7877701982
www.feedbackglobal.org

About Feedback

For the past five years Feedback's campaign team has been leading a global movement against food waste. We work with governments, businesses and civil society at a national and international level to catalyze change in social attitudes and demonstrate innovative solutions to tackle food waste. We have the ambition to halve food waste by 2025.

Feedback combats food waste in ways that inspire the global community, combining this mass mobilization with rigorous, hard-hitting research. Feedback is working in partnership with the Mayor of London, the United Nations Environment Program and the European Commission's EU FUSIONS project. We have partner organizations adopting the campaigns we have developed in the UK from the Netherlands and Kenya to Norway. We have instigated systematic change at every level, demonstrating that a small group of people can transform a previously ignored issue into a global priority.

About City Harvest

Founded in 1982 as the world's first food rescue organization, City Harvest (cityharvest.org) is dedicated to helping feed the nearly 1.4 million New Yorkers facing hunger. City Harvest will collect 55 million pounds of excess

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food from restaurants, grocers, bakeries, manufacturers, and farms, and deliver it free of charge to 500 community food programs across the city this year. In addition to helping meet the immediate need for food, City Harvest takes a long-term approach to fighting hunger by partnering with residents, local organizations and businesses through *Healthy Neighborhoods* programs, which increase the availability of affordable fruits and vegetables in low-income communities and provide the nutrition education and resources to maintain a wholesome, food-secure diet.

About GRACE Communications Foundation

Grace Communications Foundation develops innovative strategies to increase public awareness of the critical environmental and public health issues created by our current food, water and energy systems, and to promote a more sustainable future. By building partnerships and mobilizing philanthropic resources, we promote consumer actions and public policies that:

- Support sustainable food systems
- Result in smarter use of water resources
- Provide clean energy alternatives to conventional power production
- Embrace the complex interconnections of our food, water and energy systems



FEEDING THE 5000: STEERING GROUP AND PARTNER



EXAMPLE MOU - CONTENT

This document is extremely helpful for both parties being clear on who is contributing what to the event from the outset.

Memorandum of Understanding between the Organizers and Partner Organizations of Uczta dla 5000 in Warsaw on October 17th 2015

The event will conform to all the Feeding the 5000 Principles outlined below.

In addition, any additional partners that are not included in the list below must be approved by the organizers of the event- Feedback and the City of Warsaw.

The list of partners is as follows:

Organizers

Feedback
City of Warsaw

Media Partner

Polish Radio

Partners

Swiat na Tak Foundation
Estrada Stolecznia
Make Sense
Fundacja Popieram Rodzine
SGGW
FUSIONS
Ogolnopolskie
stowarzyszenie Szefow
Kuchni I Cukiernii.

Feedback will:

- be the organization that signs the contract with the City
- pay for printing services and biodegradable plates and spoons up to the value of 1000 Euros.
- Support food sourcing efforts and help with establishing contacts with potential suppliers.
- Promote the event online through our social media channels

The other partners and organizers will secure all other aspects of the event including volunteers, promotion, activities, food sourcing and catering.

Any press release or communications materials for the event will be approved by organizers and partners before release.

FEEDING THE 5000: STEERING GROUP AND PARTNER



**FEED
BACK**

EXAMPLE RESPONSIBILITIES AND ROLES DOC

To see the full document, go to the folder: 'coordinating steering groups and partner roles'.

	To confirm at Steering Group	Quantity	week 12	week 11	week 10	week 9	week 8
Feeding the 5000 wishlist	Responsibility		3 months before				2 months before
Licenses and insurance							
License to use public square from local council				begin		deadline	deadline
Permits investigation and acquiring				begin		deadline	deadline
Police				begin		deadline	deadline
Fire brigade				begin		deadline	deadline
Public Liability Insurance				begin		deadline	deadline
General event management and equipment							
hire of professional event manager/nt - including logistics and execution				begin		deadline	
recruiting Budget management - organiser				begin		deadline	
Hire of Tents				begin		deadline	
Refridgeration - cold storage				begin			
Hire of Stage System (optional)				begin			
Fences / barriers (optional)				begin			
Rubber Matting (re-usable rubber matting required to protect ground from food stains)				begin			
Banners, including printing and installation				begin			
water pipes + access to water				begin			
Sound, Lighting, Power				begin			
Fire Extinguishers & fire blanket		3 sets		begin			
Marquees, tables & chairs				begin			
Hire of Core team of professional steward & security services to supervise volunteer stewards				begin			
2 way radio hire (optional)				begin			
Hire of Site Crew for installation of marquees, stage etc				begin			
Professional Health & Safety consultants (optional)				begin			
Ambulance (possible, depending on local authority requirments)				begin			
Camera & Screen (including sound & light) (Optional)				begin			
toilets - Number tbc				begin			
Gas Engineer (optional - in case any cooking takes place on site)				begin			
Gas Storage bottle cage (optional - in case any cooking takes place on site)				begin			
Hi Vis Vests for volunteers and staff				begin			
Event organisation				begin			deadline
Transport of produce to depo and cooking area - organisation				begin			deadline
Transport of curry from cooking area to event venue - organisation				begin			deadline
Transport of miscellaneous equipment - organisation				begin			deadline

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EXAMPLE FIRST STEERING GROUP MEETING AGENDA – NYC

To see the full document, go to the 'coordinating steering groups and partner roles' folder. Remember to add all the details of all attending in person and by phone ahead of the call.



Agenda

2.00pm Introductions

2.10pm Brief overview of the Rockefeller Foundation's Yieldwise project and support for Feeding the 5000 in the US

2.20pm Update on progress: date, permits, including contributions from Jody Kuh at Q&A Productions

2.35pm Partner investment; activities at and around the event, contributions to food sourcing, volunteer recruitment

2.50pm how the event fits into wider City efforts around food waste

3pm Messaging and communications: defining key messages, priorities for partner organisations, and media plan

3.25pm Engaging wider community: local groups, universities, faith groups etc.

3.40pm Next Steps

3.50pm AOB

4pm- finish

Dial in Details below

EXAMPLE LIST OF THANK YOU'S

Many thanks to the organizations and people involved with Feeding the 5000, Portland Maine.

Host and Lead Organizations:

- Cumberland County Food Security Council
- Healthy Acadia
- Natural Resources Council of Maine
- Feedback

Steering Committee and Primary Planning Organizations:

- Mid Coast Hunger Prevention Program
- Portland Food Co-Op
- Maine Farm and Sea Cooperative
- The Locker Project
- Cumberland County Cooperative Extension, University of Maine
- Greater Portland Council of Governments
- Steve Finn, ResponsEcology
- Geoff Knudsen, Edible Portland Project

Key Supporters, Advisors, and Contributors:

- The City of Portland
- Good Shepherd Food Bank
- Maine Farmland Trust
- Fork Food Lab
- Garbage to Garden
- Representative Chellie Pingree's office
- Maine Farm Bureau

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- Cooking Matters
- Creative Portland
- Cultivating Community
- Artist Rapid Response Team (ARRT)

Primary Financial Support Provided by:

- The Rockefeller Foundation
- Town and Country Federal Credit Union

Business in-kind donations:

- Others! Coffee for providing sorbetto and gelato made from gleaned food
- P.J. Paraskevas Entertainment and Events
- Garbage to Garden for providing waste management services
- Fork Food Lab (provided generous discount for kitchen, prep and storage space)
- Maine Farm and Sea Cooperative provided herb & spices
- Exeter Agri-cycle for providing waste management services at Fork Food Lab
- Headlight Audio-Visual (provided generous discount equipment)
- Portland Food Co-Op for spices, oil, and grocery bags
- Rosemont Market and Bakery

Lead Caterers:

- Ron Adams (Head Chef) and Dave Seddon, Maine Farm and Sea Cooperative
- Chef Ilma Lopez, Caiola and Piccolo
- Chef Will Beriau, Former Head Chef at Southern Maine

Community College

Farm Food Donations:

- Fishbowl Farm, Bowdoinham
- Jordan's Farm, Cape Elizabeth
- Wolfe's Neck Farm, Freeport
- Two Farmers Farm, Scarborough
- Pineland Farms, New Gloucester
- Flaherty's Family Farm, Scarborough
- Goranson Farm, Dresden
- Dooryard Farm and Farmstand, Camden
- Hatchet Cove Farm, Warren
- Erickson Fields Preserve, Rockport
- King Hill Farm, Penobscot
- Crystal Springs Farm, Brunswick
- Wandering Root Farm, Wiscasset

Edible Planters Made by Geoff Knudsen with support from:

- Revision Energy donated pallets and the use of tools
- Home Depot donated all the screws for the project
- Vermont Natural Coatings donated all the exterior stain
- Garbage to Garden donating compost for the project
- Edible Landscapes in Brewster, MA, donated some wonderful perennials
- Jordan's Farm has donated some annuals
- Common Ground Fair donated chard
- Coast of Maine Organic Products donated soil and lobster compost

FEEDING THE 5000: STEERING GROUP AND PARTNER



Off-site meals served so far:

- Yarmouth Schools, Teachers at: 101 McCartney St, Yarmouth [370 Guests]
- Preble Street Resource Center at: 38 Preble St, Portland, ME [350 Guests]
- USM Portland and Gorham Campus [1250 Guests]
- Wayside [200 guests]

Total Volunteers for the Gleaning, Chopping, and Event Day: 250+

- Volunteer groups include: Chewonki; Waynflete Environmental Action Group; Deering High School; Idexx; CIEE; Let's Go!

Special thank you to all speakers and chef demonstrations! See main stage schedule for full list.

EXAMPLE POST-EVENT EMAIL TO THANK TEAM – FEEDING THE 5000 FRONT RANGE

Dear Feeding the 5000 Front Range Dream Team,

On behalf of the entire Feedback team, I wanted to say a massive THANK YOU for all your hard work in making Feeding the 5000 Front Range such a resounding success.

Thanks to our collaborative efforts, we engaged hundreds of volunteers, fed over 6000 people at the event and through Denver Rescue Mission's networks, gleaned over 1500 pounds of food directly from farms, and engaged and inspired thousands more who attended the event and read about it in the media coverage.

The hospitality, generosity of spirit, collaborative approach and friendship you showed to us was absolutely humbling. All these elements that ensured Feeding the 5000 was a success will also prove to be the key ingredients to a stronger and bigger movement against food waste in Colorado.

I wish I could thank everyone individually, but that would make this email impossibly long. You all went above and beyond, but I wanted to single out Dave Laskarzewski, whose idea it was to bring the event together and who seemed to have never-ending amounts of time, optimism and grace to devote to making it happen. We're just glad

FEEDING THE 5000: STEERING GROUP AND PARTNER



that the event allowed him to fulfil his childhood wish of being a truck driver, albeit temporarily! We'd also like to thank the Rockefeller Foundation, without whose funding the event wouldn't have been possible.

We'll be following up in the next week to schedule a debrief call to discuss the event and next steps, provide a full roundup with numbers, media coverage etc. In the meantime, I'd be grateful if you could start preparing 1-2 sentences that you would like us to include in the newsletter to everyone who signed the food waste pledge. We're already working to type up all the signatures and would like to send it out before the end of next week.

Thank you once again for all you do in the movement against food waste.

All the best,



POST EVENT IMPACT — FEEDING THE 5000, BELGIUM

'In Belgium, in the Walloon region they have taken the biggest steps and supermarkets above a certain size will first need to offer their unsold food products to social redistribution charities such as food banks before they can be processed in another way.

- A phenomenal amount of media coverage in Belgium and even internationally: the combined audience reach of media outlets that covered the event is 11.1 million
- Over 1500kg of food that would otherwise have been wasted was saved
- Over 200 volunteers helped make the event happen – building a movement of food waste warriors
- The creation of a gleaning network Belgium was made possible by the event. There were also further talks in Belgium, which led to support for a pig idea type project in Belgium. The Gleaning Network in Belgium was followed by talks and the creation of a Gleaning Network EU
- 11. 11. 11's campaign on food waste that grew from this event collaboration including the film we made with their financial support here
- Perhaps most exciting was the way the Feeding the 5000 event catalyzed other awareness spreading events in Belgium; The Gent Feeding the 5000 followed in September 2014 as a result, and Kortrijk followed in late 2015.
- Furthermore, Feeding the 5000 in Bruges happened in early 2016 and Antwerp is planned to follow.



FEEDING THE 5000

**>FEED
BACK**

FEEDING THE 5000

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BACK

EVENT MANAGEMENT TOOLKIT



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

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



AN INTRODUCTION

AIM

Feeding the 5000 sessions are often organized by people and organizations with little experience of organizing large scale events, so this toolkit aims to provide comprehensive advice on the considerations to bear in mind when planning. We would advise that in conjunction with putting together a steering group of partner organizations, these large questions are also explored as early on as possible and top line decisions arrived at.

FURTHER GUIDANCE

This toolkit is designed to guide you through the entire process. We recommend:

- Starting with the work plan, scheduling into your diary deadlines for certain tasks
- Recruiting one person to oversee all logistics (and the working group if possible)
- Delegating different tasks according to the sections below
- Asking whoever oversees these areas to read through the following sections
- Updating the entire steering committee at the SGM (Steering group meetings) whilst also updating an internal logistics working group more regularly.

TIMING

3 months ahead of the event.



This toolkit was developed for February 2017 with support from The Rockefeller Foundation.



The
ROCKEFELLER
FOUNDATION

FEEDING THE 5000: EVENT MANAGEMENT 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.

1



OVERVIEW

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



1. OVERVIEW

WORK PLAN

TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
Event Management: Location, Licenses and Permits	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 for the event	<u>3 MONTHS AHEAD</u> <ul style="list-style-type: none"> Secure location Obtain relevant permits and submit any applications necessary – often fees are waived by the City authority as a form of investment in the event <u>2 MONTHS AHEAD</u> <ul style="list-style-type: none"> Confirm all permits (deadline) 	<ul style="list-style-type: none"> City Authorities Event Management Companies Waste Management 	<ul style="list-style-type: none"> Permits Draft Budget – see the appendix for a draft budget. Contracts 	<ul style="list-style-type: none"> City authorities usually have a turnaround of 4-6 weeks for confirming details. Budget should be done initially – see the budget framework to see what resources you have and need.
Event Management Budgets	To create a realistic budget which you can follow and which accounts for all event costs.	<u>3 MONTHS AHEAD</u> Put together a draft budget based on what can be sourced in-kind and considering hard costs <u>2 MONTHS AHEAD</u> Budget finalized, all finances sourced and most orders placed	<ul style="list-style-type: none"> Partners Event rental companies Local governments and regional authorities 	<ul style="list-style-type: none"> Budget for entire event 	

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



Event Management: SITE PLAN	To create a site plan best fit for the event	<p><u>6 WEEKS AHEAD</u> Create a provisional site plan for any authorities that need to see it</p> <p><u>3 WEEKS AHEAD</u> Create a final site plan to offer to partners to understand how the day will be set up.</p>	<ul style="list-style-type: none"> • Event organizers • The catering team • Stage and tent rental companies 	<ul style="list-style-type: none"> • A site plan 	
Event Management: INSURANCE	To get the right insurance coverage	<p><u>3 MONTHS AHEAD</u> See whether Feedback's insurance can cover the event</p> <p>-Obtain wording from local authority so that your coverage can be appropriate to local needs</p>	<ul style="list-style-type: none"> • Insurance brokers and suppliers • Local governmental organizations 	<ul style="list-style-type: none"> • Insurance wording which is appropriate to the local needs 	<ul style="list-style-type: none"> • Always get the coverage needs from local authorities, or owners of the venue, before contacting insurance suppliers.
Event Management: EQUIPMENT	To make a sourcing plan for all the equipment needs that need to happen for your event	<p><u>2 MONTHS AHEAD</u> Create equipment list and input into budget</p> <p><u>1 MONTH AHEAD</u> Have all equipment sourced or orders placed</p>	<ul style="list-style-type: none"> • Businesses • Catering schools and services • Rental companies • Charities • Everyone! 	<ul style="list-style-type: none"> • Equipment list, sourcing plan and budget to cover all costs. 	<ul style="list-style-type: none"> • Anyone could help and have the one piece of equipment you need – keep having conversations.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



Event Management: WASTE MANAGEMENT	To create a comprehensive waste plan	<u>2 MONTHS AHEAD</u> Investigate whether there are opportunities for free waste management <u>1 MONTH AHEAD</u> Have waste management plan finalized	<ul style="list-style-type: none"> • Local community composting services, • Governmental organic collection • Private Organic collection companies 	<ul style="list-style-type: none"> • Waste plan 	
Event Management: HEALTH & SAFETY	To make the event safe for all to attend	<u>6 WEEKS AHEAD</u> Create a health and safety plan – and risk assessment	<ul style="list-style-type: none"> • Health and Safety plan 	<ul style="list-style-type: none"> • Health and Safety plan that fits with local regulations and accounts for all permits needed 	
Event Management: EVENT SCHEDULING	To finalize the event schedule so all teams are clear on logistics of all the day's parts	<u>1 MONTH AHEAD</u> Create event schedule based on catering plan, food collection plan, tents and stage installation, the stage program, volunteer schedule and any other activities	<ul style="list-style-type: none"> • Each partner 	<ul style="list-style-type: none"> • An Event schedule for each section of the event, both leading up to it and on the day itself, based on location. 	

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



DATE AND TIME

It's incredibly important to think ahead to enable the best set-up for your event – it could mean delaying it for the event to have the most impact. See the [case study on Feeding the 5000 at the Union Chapel](#) to see some of the considerations they thought through.

Note this is closely interrelated to **LOCATION, LICENSES AND PERMITS**.



2 > BUDGET

2. BUDGET

One of the first questions organizers ask when putting on a Feeding the 5000 is how much will it cost? The answer is that it varies:

- It can be done for a few hundred British pounds - the price of Feeding the 5000 Manchester where the only item we couldn't source for free was the price of the gas for the vans transporting food
- It can cost thousands of Euros - Feeding the 5000 Brussels had a large amount of money spent on materials, licenses, and PR support to reach 11 million people through various media.

CREATING A BUDGET

To get closer to answering the question of how much it costs, we would advise going through and filling out the [example budget framework](#) immediately. In addition, Feedback can offer you an Excel template into which you'll be able to input data.

This will inform you of what materials and resources you need, in addition to how much paid time you will need to account for in getting a rough total of how much a feeding the 5000 will cost. It will also show you where the biggest costs can be saved by means of partner contributions, and where potentially a smaller scale event could be possible or advisable instead. There is an example budget from the event in Brussels which can be found in the appendix if you need further guidance.

From there you can work out:

- What is necessary for the event to happen
- What are the nice-to-haves, such as a screen or banquet tables for a community sit-down?
- What funding shortfalls you currently have, and
- What can be asked of partners and who could contribute further funds to making the event a real success.

WORKING OUT THE FIXED COSTS, OR WHAT COSTS ARE NECESSARY FOR THE EVENT TO HAPPEN

What you may find when filling out the budget is that you are not sure of how to populate the budget with costs. This is totally understandable. What we advise is to get quotes on the big, often unavoidable fixed costs including:

- **Tents and stages**
Searching for event rental companies in the local area to get quotes for the big-ticket infrastructure items such as tents, stages, PA systems, gas for cooking on site and the installation of these items – please see the [Example Quote for Equipment Rentals](#). It is good to get quotes for as many of these items as early as possible because these are often the biggest expenses.
- **Trucks (And refrigeration)**
If you think you are unlikely to be able to borrow a truck and store food in a refrigerated space (if needed) until cooking happens, you will need to arrange a van and driver to

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



lead on the food sourcing collections. Reefer trucks can be a large expense at around \$150 a day – see the Appendix for an [Example Quote for non-refrigerated Truck Rental](#) we received for Feeding the 5000 DC. Bear in mind the days you will need to collect gleaned produce, donated produce and for delivering the food to the venue on the day. For information on the coordination of this, see the catering toolkit.

- **Food service equipment**

Catering companies or food service rental companies will rent the chafing dishes (see the catering toolkit for further explanation on this) or large pots and other food service equipment you will need. [See the equipment list in the appendix for reference.](#)

- **Misc. serving & cooking equipment**

Reviewing the equipment list and searching for the big local shops near you for places to buy/rent (though buying is often cheaper and then you can donate the equipment to charity) for small but important items bought in bulk. [See the equipment list in the appendix for reference.](#)

- **Waste management services**

Call around to understand how much the collection will be for the compostable crockery, recycling and general waste. Often this can be sourced for free but, if not, it can amount to around

\$400 -500.

- **Printing of publicity materials**

Another likely large but often unavoidable cost – it's good to shop around for the best price on this and plan whether you need or want items such as banners that can rack up costs quickly.

- **Insurance**

Unfortunately this can be another large and unavoidable cost unless one of the event partners can insure the event under their own insurance. For a full scale Feeding the 5000, we have found the costs to be around \$1000. Ask the relevant authority for the necessary wording as soon as possible, take this to a broker or insurer and get quotes.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



PARTNER CONTRIBUTIONS — HOW TO BRING COSTS DOWN

A huge aspect of cost saving for a Feeding the 5000 is various partners contributing goods and services in-kind.

These have included:

- City municipalities' and local/regional authorities' investment often takes the form of fees waived for the use of the venue (often saving tens of thousands of dollars) and city-wide advertising – This was done in Feeding the 5000 Front Range, Denver for example, in addition to Feeding the 5000 Milan.
- Partners who lead on food re/distribution, such as food banks, have often offered their drivers and transport vehicles for the food collection and movement of food to the venue.
- Partners have offered their own insurance to provide coverage for the event.
- Organizations have offered the staff time of their employees for the months in the run-up; they essentially become the event managers.
- Chefs and their teams, often not-for-profit soup kitchens (as at Feeding the 5000 NYC and Feeding the 5000 Warsaw) as well as gourmet catering facilities (Feeding the 5000 Chapel Hills' catering took place at a University catering facility), which offer the use of their staff, kitchens and equipment for free. These

ADVICE FROM FEEDING THE 5000 - OAKLAND

"We made something amazing happen and the food waste movement is definitely gathering speed in the US! Due to the individuals and organizations involved, the ripples will be felt far and wide, truly driving the movement to end food waste in the U.S.

However, we were overly ambitious in selecting an area that is very quiet and slow on the weekend. We definitely need a professional PR person next time for events held in the U.S. in areas where you can't depend 100% on footfall."

costs can rack up to many thousands so this is a particularly kind offer and should be sought wherever possible.

- Free equipment is a huge source of saving – one example is where institutions such as the Navy or the Military have kindly lent equipment, as at Feeding the 5000 Athens. Another is where event management rental companies have offered us extremely low costings for various items due to an existing relationship

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



established by one of our partner organizations (as at Feeding the 5000 DC, where tents, stages and other equipment costs were around 40% lower than expected).

- Waste management services have been offered for free, as at Feeding the 5000 Denver, by companies who wish to champion the food waste cause.

Other areas which are sourced for free are:

The Feedback team's consultancy, expertise and time. If this time can be funded somehow, we will always offer help and offer support, guidance and resources in whatever way we can. Please contact us for more advice on this so that it's clear from the start what support we can offer.

We have hired freelancers in the past who work on varying roles, from food sourcing to volunteer coordination and event management support. These roles have also been fulfilled in a voluntary capacity. These people can be hugely important to maximising the impact of the event so we would encourage you to divert any resources you can to bring such assistance on board. It is another great way to give skills to those who will build and spread the food waste movement beyond the event. We can offer role descriptions and advice on various roles that have really helped in the past such as food sourcing coordinators, partnership managers, and activities coordinators.



3



**LOCATION,
LICENCES
& PERMITS**

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



3. LOCATION, LICENSES & PERMITS

We always try to secure the most iconic locations within a city/place. Feeding the 5000 Edinburgh took place in the heart of the city at Bristo Square. Aim to host the event in the most high-profile location possible, where lots of people will be passing through- this is called high footfall (see the Case Study on F5K Oakland). If your event is on a weekday, try to attract the large lunchtime crowd; if your event is on the weekend, try to attract people who are out and about in the area. It is generally best to use a space that already has a lot of pedestrian traffic; you will not be able to attract thousands of people unless they are already familiar with the territory. This also brings with it the potential for recruitment of unknowing passersby to come and join the celebration.

Securing the location by applying to the right authority, then obtaining relevant permits should ideally be started 3-4 months before the event, although it has started even 2 months before an event (as at Feeding the 5000 Milan, though complications have the potential to jeopardize the event if not enough time is allocated to it). We advise an early start on this because city authorities usually have a turnaround of 4-6 weeks in issuing confirmation. This links closely to insurance, so make sure to read up on insurance and [questions to ask](#).

Of course, the date is a huge consideration, so make sure that your steering group finalizes this before making an application. See the Feeding the 5000 Union Chapel Case study for some factors to bear in mind.



SPACE SIZE

Think about how to best use the space. The bigger the space the better, and as a minimum you should aim for 100ft x 100ft. You need to make sure the location can accommodate a serving tent (20x40ft recommended), partner tents/stalls (10x10ft recommended) and (potentially) a stage for speeches and chef demos.

The stage does not need to be big (6x3ft is plenty), however if this can be provided free of charge and there is space for it, then more space is better. Plan where the queue will form, as the queue will attract people passing by and it is the best opportunity to speak to people individually and get them to sign the pledge. Be sure to check out the site at least one month in advance. If something is not going work, you want to have enough time to execute a back-up plan. See the Site Needs table to work out roughly what you will need to plan for.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



ESSENTIAL	SPEC
Stage	16ft x 16ft or sl100
Catering Tent	10x10ft recomm. (with min 1-2 sides)
Volunteer tent	10x10ft recomm.
Media and Info tent	10x10ft recomm.
Partner tent x ??	10x10ft recomm.
Chairs	15 min. (for catering, volunteers, media + info, stage)
Tables	17 (11 for catering, 2 for volunteers, 2 for media + info, 2 for stage)
NICE-TO-HAVES	SPEC
Tables	10 (for communal eating)
Chairs	40 (for communal eating)
Production tent	10x10ft recomm. (with 3 sides)



TIPS & ADVICE ON DATE AND LOCATION - FEEDING THE 5000, UNION CHAPEL

The following suggestions are important to keep in mind as you think about the location and date of the event. While the specifics listed below are not compulsory, they may increase the success of your event.

- Temperate weather
- Local harvesting of crops (important for gleaning ingredients)
- Outdoors – adequate space to serve and for group tables
- High traffic area
- Lunch timeframe (when the most people are on campus)
- Avoid scheduling an event that clashes with others – other events that will get a lot of media attention are worth steering clear of by a week or so.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



GOING FOR PUBLIC OR PRIVATE VENUES

Events have mostly been held on public squares; however, as a way of saving money on insurance and fees (which amounted to thousands of dollars in the case of Feeding the 5000 NYC, which took place on Union Square), we have opted to go with a private venue space, as at Feeding the 5000 Washington, DC. By private we mean owned by an organization or individual - the event was still open, outside and free for all to attend. Our advice would be to investigate the cost implications or various options within the city where you are hosting and to reach out to city officials early on to save money on this. We can offer advice and support in forging these links, as often the way you pitch should be sensitive - it is good to make a fantastic case for support right from the outset. This event should be an opportunity to get the city authorities on your side, and can lead to positive changes in the city's food waste management strategy. The city's involvement is key and one huge help they can offer in return for an event which promotes their interests - reducing food waste - is for them to waive the permissions fees for holding the event on a large public square or other key central and/or iconic space.



FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



SITE PLAN

Something that is hugely important is arranging the site plan and arriving at the best use of space.

Your aims should be:

- To pull people in from local surrounding areas and maximize how long people stay on the square for. For example, one important visual for the day is the line:
- As Tristram Stuart has said 'it is the best commercial for the day – people are standing in line for what? Free waste?' Thorough planning is crucial in enabling the best direction of people and attendees on the day.
- For the line not to interfere with other people or traffic on the venue, allow attendees to stand in line and then enjoy other activities after they have finished their meal, preferably ending up in the crowd for the stage directly after their meals
- For the stage to be overlooking the line and all the other activities at the venue.

EXAMPLE SITE MAPS

Feeding the 5000 – Portland, Maine



Notice how the bottom left and right area is left relatively open to allow for people to flow in from these busy avenues.

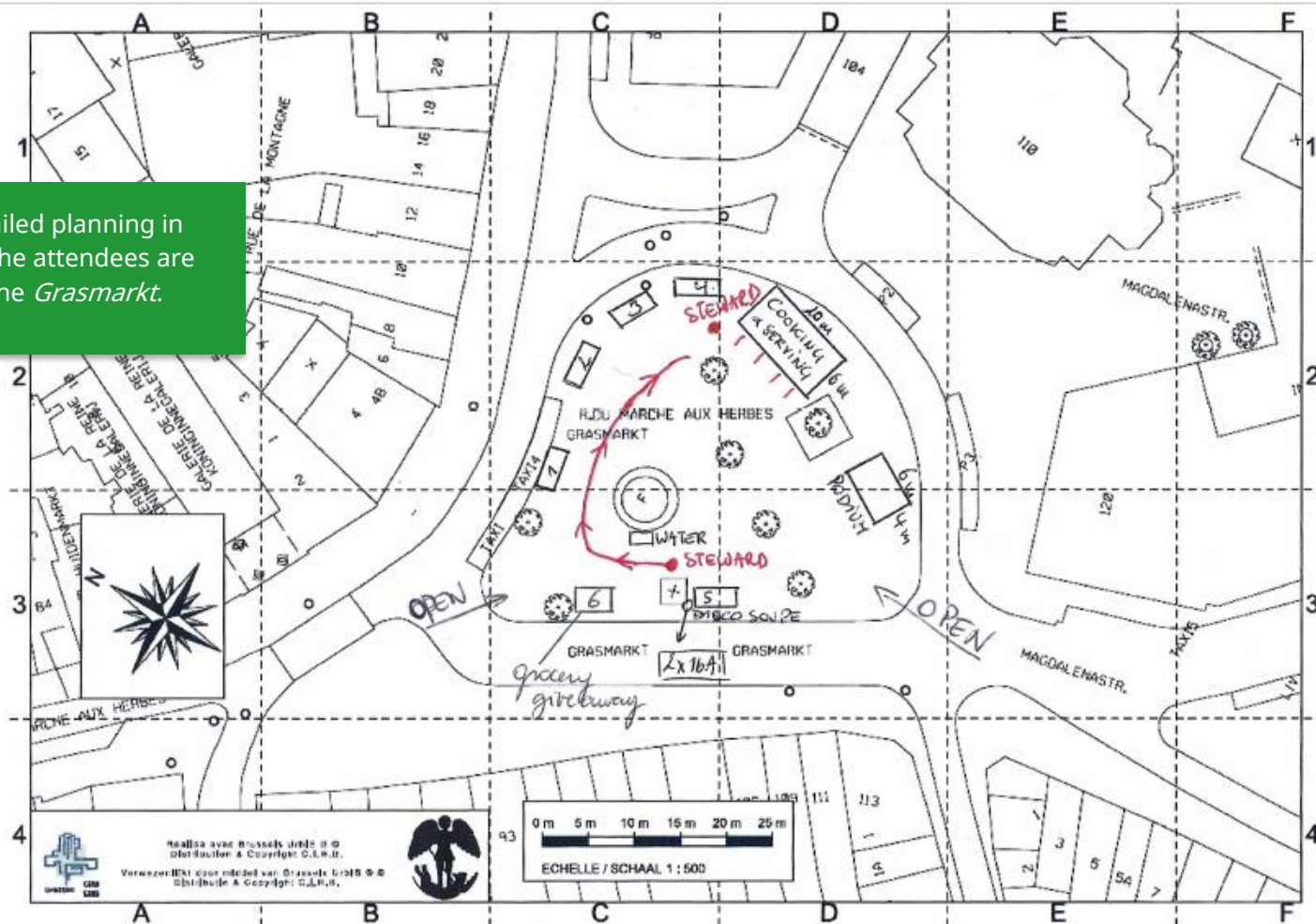
The partner stalls act as a border to the space and the waste stations are dotted around the site. Parking spaces are behind the kitchen tent (or catering tent). To allow for food and equipment to be loaded and unloaded. The site should preferably be contained so the restrooms will be closer to the center and not across a road.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



Feeding the 5000 – Brussels

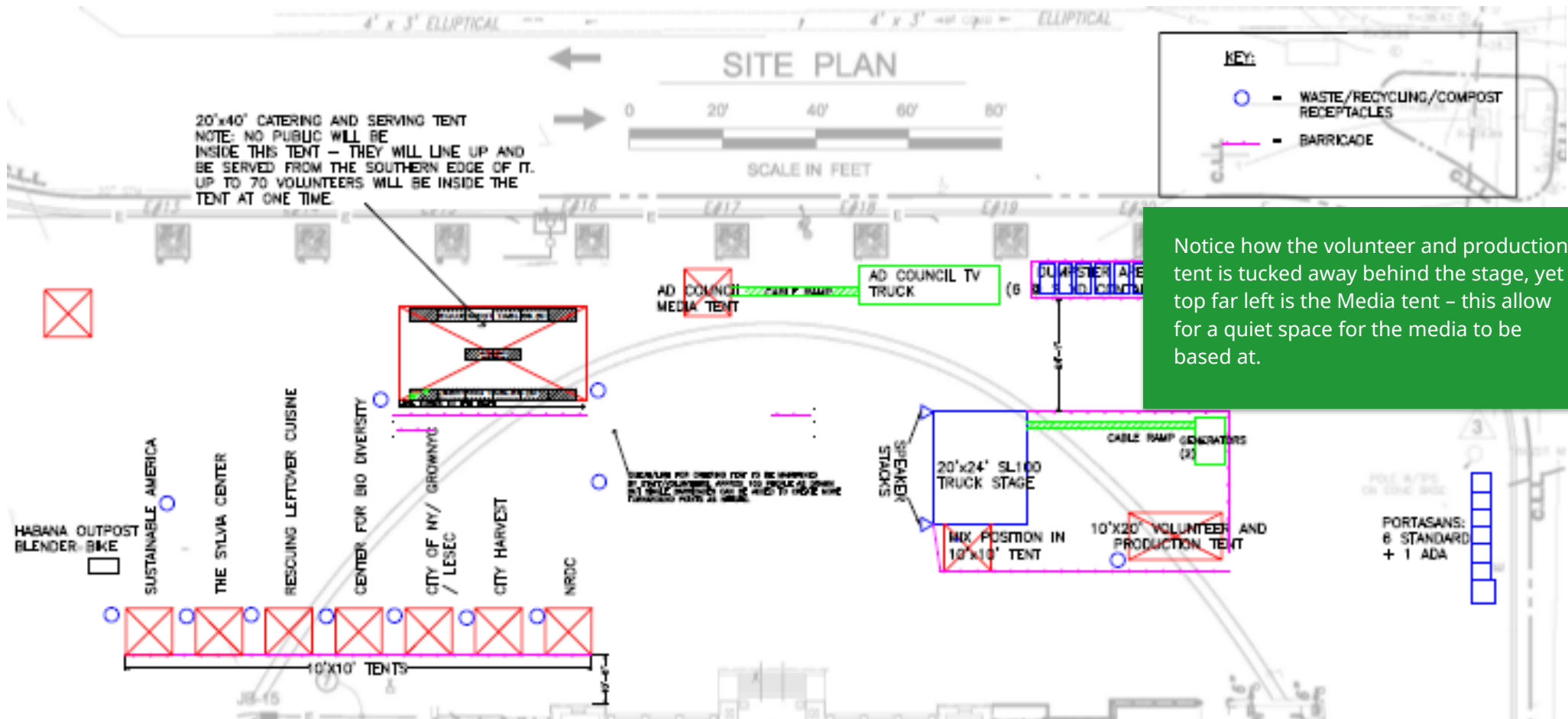
Notice the detailed planning in ensuring that the attendees are funneled into the *Grasmarkt*.



8 mm = 5 m

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT

Feeding the 5000 – NYC



4 INSURANCE

4. INSURANCE

Enquire into the insurance requirements for the venue and city you are using at least 2 months in advance.

In most countries you'll be required to have Public Liability insurance. Your local city authority can tell you exactly what type of insurance you'll need, and what it should cover. Partner organizations often have this type of insurance already in place, but Feedback may be able to provide it if necessary.

Feedback's insurance is NOT applicable in the US and Canada unfortunately, though we can offer advice on the best and most cost-effective way to get the right coverage. **Make sure to ask the relevant authority for the wording needed in the coverage and who needs to be named in the documents.**

This is in addition to the food permitting regulations and any other potentially limiting restrictions which could hinder the success of the event.

Questions to ask include: Is outside catering allowed? Is alcohol permitted on site? Are vehicles allowed on the venue after a certain time? How many people can be in a covered tent with an open fire? Is an open fire or butane allowed on a public venue? How many people need food service permits? These are all questions that can be answered easily; however, it would be good to know the answers 2 months before the event takes place so that you can work around them. The catering toolkit also offers advice on many of these questions surrounding catering.

You also want to consider where/if there is water and electricity, for example. Authorities will let you know about restrictions on sound, keeping paths clear, etc. Please ask partners for Health and Safety assessments you can follow; alternatively, the Feedback team would be happy to provide previous examples.



ADVICE FROM PAST ORGANIZERS - BORROWING EQUIPMENT

"To keep yourself organized during the event, it might be useful to make lists or charts. I had a spreadsheet with a list of all the cooks and for how many people they were cooking.

On the day of the event, I noted the meals that each cook would be cooking, the ingredients I had given them, and checked their names off as I delivered their bags of ingredients to them. I also kept an inventory of received ingredients, a shopping list and a to-do list. Whatever your method is, it is essential to maintain an oversight of where you are in planning your event, and what still has to be done." (Bettina – organizer)

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



OTHER INSURANCE CONSIDERATIONS

Chefs should have the necessary food safety qualifications. All volunteers handling food at any point during the preparation and service of the meal should wear blue plastic gloves on their hands, and hair nets over their heads. Some locations will require a professional security team to be involved – this should be viewed as an additional precaution, and we wouldn't recommend it unless the authorities insist on it. It could be worth enlisting someone to be responsible for food safety and the monitoring of health and safety for the day, especially when doing food prep.

HEALTH AND SAFETY

Provide a safe environment that complies with all local regulations. Check local regulations before you even consider organizing a surplus food event and apply for permits 5-3 months ahead of time. As stated above, we can offer Health and Safety example procedures as well as risk assessment.



5 EQUIPMENT

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



5. EQUIPMENT

As part of the budgeting, you will need to consider what equipment will need to be bought, borrowed, and stolen (this last option is a joke!). To understand how much of the budget should be set aside for equipment you'll need to:

- Divide the equipment by task or category. Assign a lead point of contact to each category or task who will submit a budget with costed-out items for the budget supervisor to approve.
- Aim to make comprehensive spreadsheet lists 8 weeks ahead of the event.
- The budget supervisor can then authorise these equipment costs and see if there is enough money for them.
- These lists should be followed by the placing of orders 6 weeks ahead of the event to allow for extended lead times and for items to be delivered.

For lists of what you will need to source, please refer to:

- The [empty budget framework](#) – for a list of larger infrastructural needs
- The [equipment list](#) - for all catering needs; it also includes miscellaneous equipment for the day itself
- The food sourcing toolkit – this includes some materials that may be needed for food collections and gleaning.
- The volunteer coordinator will also have an idea of equipment needed for the day- this can be found within the volunteer management toolkit.



FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



AUDIO NEEDS

If you are not going for a larger stage, it is likely that you won't be able to include sound. We recommend getting in contact with local audio & visual companies who can provide power, extension cords and safety cover ramps, in addition to a mic (wireless if your budget allows) and headset mics (if you're running chef demos, so their hands can be free).

A DJ might be best placed to help - and have all the equipment below - allow around \$1000 for these costs. As a last resort, if all of this is sounding alien, then feel free to ask sound and tech people for advice and guidance. Please note that this sound equipment is not included in the equipment list currently.

Ideally your power requirements should cover:

- 8-12 plug outlets for the stage
- 4-8 plug outlets for the volunteer and production tent
- 4-8 plug outlets for the media tent.

To see an example of the power requirements we have had on previous events, see the Appendix for an Example Audio Equipment Quote.

Other audio equipment you might need could include:

- Speakers
- Speaker stands
- Digital mixers
- Sound ports for iPhone and laptops

6



WASTE

MANAGEMENT

6. WASTE MANAGEMENT

As you may have seen from the principles, we only use compostable and biodegradable crockery for Feeding the 5000s, as we aim to be zero waste. In the appendix, you can find guidance for the serving ware options which compares the benefits and drawbacks which you might want to bear in mind when planning. Additionally, a template email to send to waste companies is offered.

Who should I ask to provide these services?

- Local community composting services,
- Governmental organic collection
- Private Organic collection companies

Timing

The waste management plan needs to be finalized 4 weeks ahead of the event

How much waste should I account for?

- Prior to the event: Sometimes when sourcing you can be offered food which does not make it to the event – it will simply go off. It is worth having a back-up plan for any produce that might need to be composted - keep a list of waste disposal companies just in case.
- Disco Chop – this event generates a lot of compostable waste as you are peeling, chopping and sorting through any unwanted produce. Allow for up to 20-30% of all the produce you source to need to be potentially composted.

- On the day itself, allow for 20% of all the food you recover and the volume/weight of the compostable serving ware you provide to fit into bags at the event (noting that you do not necessarily need bins for all these bags, just a place to store them away from the main venue).

Guidance for on the day:

We always have at least 5 composting, recycling and general waste stations dotted around the venue, preferably wheelie bins with sacks – see the example site plan for Feeding the 5000 Portland for reference. This means that people are less likely to throw their trash in general waste as they are given clearly-marked waste options.

We think it's always good to have a selection of bins on site as people tend to bring in other items of their own (plastic bottles, etc.) and we want to make sure that the composting isn't contaminated. So, we have bin monitors to ensure that there isn't contamination, but also an alternative bin option for non- event generated rubbish. These can be existing onsite bins, but it is a judgement call to make sure that there is a sufficient number available. In NYC, we had bins with composting/ recycling/ other waste all next to each other. The number of bins should equal the number of monitors (i.e. 5).

- Ideally each bin station should be staffed to avoid contamination but this is not essential. We have bin monitors, trash heroes and composting crusaders to monitor attendees and make sure they are disposing of their waste correctly and often in a fun way.

- Volunteers should tie up sacks as they become full, replace them with empty biodegradable sacks, and take them to a central, out of sight, waste center which, depending on what their waste contractor has specified, should either be a big pile of sacks or contained in supermarket-size skips on wheels and that 4 or 5 of these should be enough capacity for the event.
- It is worth recalculating the math of how many bins to provide, how many collections are needed and how many bags should be provided for each event (note the requirements for the Disco Chop and other food preparation) to make sure you are disposing of your waste responsibly for the event.



WASTE MANAGEMENT EXAMPLE - FEEDING THE 5000, LONDON

The waste management company Bio Collectors donated their services free for the event. Twenty 120-liter bins in clusters of four were located at strategic points around the site. In each cluster three bins were reserved for food waste and one for general waste.

A pro-active team of eight to 10 volunteer litter collectors policed the bins to guard against waste contamination. Bio Collectors confirmed the food waste bins could be used to collect the Feeding the 5000 plates and bowls (made of banana leaf), cups (Bio-degradable organic plastic), and forks (FSC-certificated wood). Bins were emptied at regular intervals by Bio Collectors staff into a waste packer (3.5-ton sized vehicle) which remained on site in the production compound. Bio Collectors removed all bins and Feeding the 5000 waste after the event.

These arrangements were specially agreed with the City Parks and Squares team as they potentially contravened the contract with the site's existing waste management company. Representatives from the site's company collected non-biodegradable waste as normal in the square, although Feeding the 5000's operations did not generate any non-biodegradable waste. Signs were attached to the permanent litter bins in London's Trafalgar Square advising that they should not be used for the biodegradable waste.

7



EVENT

SCHEDULING

7. EVENT SCHEDULING

AIM

Once details are firmed up, plan the day's activities and the days in the run up to ensure you don't miss anything – this should include food sourcing, gleaning, media interviews, food collecting, the disco chop, all food prep, transport, the day itself, and clean up and take down. This ties in many of the logistics considerations outlined above and brings together the various teams organizing different elements so we really recommend one person creating this evolving document and combing through it up to the last moment – a proofreader/editor of sorts – we find it is a helpful resource and we can offer detailed examples which we used for Feeding the 5000 NYC for example.

WHY SHOULD YOU MAKE AN EVENT SCHEDULE?

- We have found it highlights logistical gaps, potential problems and bottlenecks where events could be delayed.
- It can and should include who is leading on each task, to make clear that everyone is clear what their role is in the event
- It makes volunteer coordination much easier on the day as you can note how many volunteers are needed and at what points
- It pinpoints where all team members should be, making contact far easier to facilitate.

TIMING

This should be begun as soon as possible and should be finalized 2 weeks before the event. Make sure you go through the schedule in the run-up to the event.

ITEMS TO PRODUCE

Delivery, Production, and Stage Schedules: 4 weeks in advance.

Note there are example excel production schedules for a Disco Chop and Feeding the 5000 which can be shared by the Feedback team. We recommend dividing the task by:

IN THE RUN-UP TO THE FEEDING THE 5000

- Gleaning
- Food Sourcing
- Media Interview
- Disco Chop and food preparation
- Cooking

ON THE DAY ITSELF

- Set-up, food transport, all activity at the serving tent
- Stage activities – one for the public (see the Example Schedule for the stage activities – Feeding the 5000 Oakland) and one - with more details - for staff purposes
- The chef demo kitchen production schedule
- Volunteer tent schedule

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



- The site venue – set-up and take down

Please see the Appendix for an example schedule made for Feeding the 5000 Front Range, Denver. Other potential worries that you may come up against, and event management limitations which are easily overcome:

WEATHER

Feeding the 5000 events have taken place in the snow, rain and sunshine. The only time an event has been cancelled was due to a heatwave in Lisbon where temperatures reached 107 degrees and all public events were cancelled. Since then we would advise against partners organizing Mediterranean events in the height of summer! Wind - especially in coastal locations such as Cannes and Thessaloniki – is something that we needed to plan for and we always secure tents with suitable weights.

LEFTOVER FOOD

Should there be lower than expected demand for the food due to low attendance, we always make sure that we have a partner food redistribution organization which can distribute the surplus meals through their networks of soup kitchens.

FEARS THAT IT WILL ATTRACT LARGE NUMBERS OF HOMELESS PEOPLE

We do also often have homeless people enjoying the free meal, alongside families, office workers, tourists, students, shoppers - everyone is welcome and is invited to be a part of the movement against food waste. This in no way detracts from the celebratory nature of the events - please see photos for examples of what the events look like, including in cities with higher rates of poverty and homelessness than NYC.

FOOD RUNS OUT SOONER THAN EXPECTED

We have plenty of other educational- and awareness-raising activities at the event and people are always being given something to do or get involved in. As each Feeding the 5000 is primarily an awareness-raising event, people should always appreciate and be understanding if you run out of food. We also communicate on social media as to how many meals have already been served, so that people who follow social media will be aware.

DIETARY REQUIREMENTS AND ALLERGIES

We train all volunteer stewards so that they know what is included in the meal, and we have a publicly-available recipe. The main meal that we serve is vegetarian and often vegan and we have all the necessary allergy information available.

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



8 > APPENDIX

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



8. APPENDIX

EXAMPLE QUOTE FOR EQUIPMENT RENTALS

BUTLER RENTS 4455 E. VIRGINIA AVE. GLENDALE, COLORADO 80246
303-388-5971 FAX 303-388-6819
WWW.BUTLERRENTS.COM
COLORADO'S MOST COMPLETE PARTY RENTAL

HAVING AN AFFAIR? CALL US!
Monday to Friday 8:00 A.M. - 5:00 P.M.
Saturday 8:00 A.M. - 2:00 P.M.
Closed Sunday unless prior arrangements are made

RENTED TO **JOB LOCATION** **TICKET #**

FEEDBACK GLOBAL DEL AND SET BY 10 AM Bid# 2607271
NEED BILLING INFO SKYLINE PARK
DENVER CO 80000 PU AFTER 4 PM
DENVER CO 80205 Loc 100

DL/ID # **PHONE** **DATE** **TIME**

999999 10/14/16 RF
10/14/16 3:32 PM
DUE 10/14/16 RF

BID *2607271* Charge for 1.00 Day(s) Page: 1

QTY	ITEM	feedbackglobal.org	MIN	EXT AMT	NET AMT
1	0377-0000	20X40 WHITE FRAME TENT	615.00	615.00	61.50 553.50
1	0128-0000	20X10 WHITE LACE END TOP		0.00	0.00
1	0129-0000	20X10 WHITE GROMMET END TOP		0.00	0.00
2	0130-0000	20X10 WHITE MIDDLE TOP		0.00	0.00
4	0501-0000	7'X20' WHITE SIDEWALL	20.00	80.00	8.00 72.00
8	0624-0000	BARRICADES (ANCHORING)	25.00	200.00	200.00
4	0616-0000	LEAD WEIGHT 100#		0.00	0.00
1	0636-0000	FIRE EXTINGUISHER		0.00	0.00
1	0635-0000	EXIT LIGHT		0.00	0.00
1	0637-0000	NO SMOKING SIGN		0.00	0.00
1	0416-0000	12X22 WHITE FRAME TENT	325.00	325.00	32.50 292.50
1	0115-0000	12X6 WHITE LACE END TOP		0.00	0.00
1	0116-0000	12X6 WHITE GROMMET END TOP		0.00	0.00
1	0117-0000	12X10 WHITE MIDDLE TOP		0.00	0.00
8	0616-0000	LEAD WEIGHT 100#		0.00	0.00
1	1797-0000	PROPANE TANK 40#	50.00	50.00	5.00 45.00
1	1795-0000	20# PROPANE TANK	30.00	30.00	3.00 27.00
2	0874-0000	MASTER KD 10X10 WHITE CANOPY	165.00	330.00	33.00 297.00
4	0617-0000	LEAD WEIGHT 50#		0.00	0.00
8	0949-0000	WENGER 4X8 STAGE SECTION	60.00	480.00	48.00 432.00
8	9207-0000	BLACK 15"X 6' STAGE SKIRT	13.00	104.00	10.40 93.60
1	2158-0000	COLORADO FLAG	25.00	25.00	2.50 22.50
1	2160-0000	FLAG POLE	12.50	12.50	1.25 11.25
1	2159-0000	FLAG STAND	12.50	12.50	1.25 11.25
11	2182-0000	WHITE PLASTIC STANCHIONS	6.00	66.00	6.60 59.40

EXAMPLE QUOTE FOR NON-REFRIGERATED TRUCK RENTAL

CUSTOMER COPY

PENSKE

24/7 Roadside Assistance:
1-800-526-0798

Rental Agreement Cover Sheet

Rental Agreement #: 55231204
Created by: S.ALMAROOF
Completed by: S.ALMAROOF
Entered At: 0860-10
Status: OPEN
Customer Name: GLOBAL FEEDBACK
Created On: 05/16/16 10:03 PM

COMMERCIAL LOCAL
Pick Up Date: 05/16/16 06:18 PM
Expected Drop-Off: 05/17/16 06:18 PM
Changed On: 05/16/16 10:14 PM

BILLING INFORMATION
Invoice #: **PO #:** **Billing Cycle:** Weekly
Bill Start Date: 05/16/16 06:18 PM
Remit To: PENSKE TRUCK LEASING CO.,L.P. - P.O. BOX 827380 PHILADELPHIA, PA 19182-7380 USA

CHARGES

Type	Quantity	Unit of Meas	Rate	Charge
Unit #612817				
Mileage	Out: 138,898	30 Miles	\$0.9900	\$29.70
Ldw \$1000 Responsibility	1	Day	\$30.00	\$30.00
Liability Accident Insurance	1	Day	\$12.00	\$12.00
Vehicle Licensing Recovery Fee	1 Day @ \$3.00			\$3.00
environmental fee	1 Day @ \$3.00			\$3.00
SUBTOTAL:				\$207.70
TAXES				
VA RENTAL TAX				\$12.28
VA RENTAL TAX < 28K				\$8.19
TOTAL DUE:				\$228.17

PAYMENTS AND REFUNDS

Pay Type	Trans	Date	Card #	Approval Code	
VI	AUTH	05/16/2016	xxxxxxxxxxxx6585	357345 on 05/16/2016 for \$228.17	-\$0.00
PAYMENT:					(\$0.00)
NET DUE:					\$228.17

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



FEEDBACK

EXAMPLE SCHEDULE FOR THE STAGE ACTIVITIES — FEEDING THE 5000, OAKLAND

Feeding the 5000 Oakland Program

Music by DJ FACT.50 Throughout the day	
12:00	Welcome to Feeding the 5000 Oakland by Tristram Stuart of Feedback , and Jordan Figueiredo, Feeding the 5000 Event Manager
12:10	Why Feeding the 5000?
12:25	Why We Forget About Food Waste by Jonathan Bloom , Author of <i>American Wasteland</i>
12:30	Tasty Rice Rolls from Leftovers Demonstration and The "Dating Game" by Joyce Peters of Oakland Unified School District and Dana Gunders of the Natural Resources Defense Council
12:50	Spiritual Food: A Special Performance by AshEL Seasonz of Earth Amplified
1:00	Food Waste Fiascos Across the U.S. by Rob Greenfield of www.RobGreenfield.tv
1:10	A Special Demonstration by Chef Peter Callis and the St. Vincent de Paul Kitchen of Champions
1:35	The Power of Food by Robert Egger, Founder of P.C. Central and J.A. Kitchens
1:45	Smoothies: How to Work What You Got! By People's Grocery
2:15	Food Banks and Community Kitchens: Vital Services on Many Fronts with Robert Egger, Blase Bova of St. Vincent de Paul of Alameda County , and Karen Hanner of Feeding America
2:20	How to Make Nutritious Meals With What You Have and the Science Behind It. A Demonstration by Chef Olive with Nutrition Consultant Lisa Miller of Kitchen on Fire
2:35	Food Waste in America with Dana Gunders of the Natural Resources Defense Council , Jonathan Bloom of WastedFood.com , Dana Frasz of Food Shift and Jordan Figueiredo, Event Manager
2:50	Spiritual Food: A Special Performance by AshEL Seasonz of Earth Amplified
3:00	Advocacy and Activism by Laura McKaughan of the Northern California Recycling Association
3:05	A Special Demonstration by Chef Peter Callis and the St. Vincent de Paul Kitchen of Champions
3:30	Oakland Schools: Gardening to Sharing Tables to Food Recovery and Beyond by Nancy Deming
3:40	Leftover Makeovers by Chef/Educator/Author Laura Stec
4:05	Take Action: What Individuals Can Do With Food Scraps by Jeremy Kranowitz of Sustainable America
4:10	Resilience Presents: Kid's Theatre
4:20	Fermenting: Fight Food Waste in Tasty Ways by the Zero Waste Chef Anne Marie Bonneau
4:50	How to Make Nutritious Meals With What You Have and the Science Behind It. A Demonstration by Chef Olive with Nutrition Consultant Lisa Miller of Kitchen on Fire
5:15	Closing remarks by Tristram Stuart of Feedback and Jordan Figueiredo, Event Manager

EXAMPLE AUDIO EQUIPMENT QUOTE



Multimedia Audio Visual, Inc.
2640 South Raritan Circle
Englewood, CO 80110

Voice: (303) 623-2324
Fax: (303) 623-0829

Job provided on OCT 13 16 For:
New Client
MAV Customer

2640 S. Raritan Circle
Englewood, CO 80110

Phone:
Cell:
Email:

Ext:
Fax:

Quote By: Neal J. Cohen
Our Job #: RTL - 16957-1
Job Status: Confirmed Order
Purchase Order: Feeding the 5000

Ship Via: MAV Delivery
Return Via: MAV Pick Up

Invoice To: MAV Customer
2640 S. Raritan Circle
Englewood, CO 80110

Job Site: Skyline Park (outdoors)

Terms: COD

Room:
Address: 16th & Arapahoe

Denver, CO
Contact: (000) -
Cell: () -

MAV Prep Date Thu OCT 13 16
Customer Receive Fri OCT 14 16 8:30AM
Begin Use Fri OCT 14 16 11:00AM
End Use Fri OCT 14 16 3:45PM
Return Fri OCT 14 16 4:00PM

Description: Del/PU: Skyline Park: 2-ULX-P w/e6i, 30-cable ramps & AC

EQUIPMENT

QTY	Description	Duration	Unit Price	Extended
1	MAV Co-Sponsorship Per Neal	1.00 Day(s)	-200.00	-200.00

Audio Equipment

2	Shure ULX-P Wireless Mic LAV Includes: Power Supply, Receiver, Lavalier Transmitter 184 Lav Microphone & case	1.00 Day(s)	100.00	200.00
2	Countryman E8 Light Tan Headset Mic WCE6iLT Light Tan Headset Microphone	1.00 Day(s)	35.00	70.00
2	25' M-F XLR Cable	1.00 Day(s)		0.00
Total:				\$ 270.00

Staging/Power

30	Checker HD 5-channel Black Cable Ramp	1.00 Day(s)	10.00	300.00
2	25' Edison 5-15 12/3 Black Extension Cable	1.00 Day(s)	4.00	8.00
2	50' Edison 5-15 12/3 Black Extension Cable	1.00 Day(s)	7.00	14.00
4	100' Edison 5-15 12/3 Black Extension Cable	1.00 Day(s)	10.00	40.00
Total:				\$ 362.00

Equipment Subtotal: 432.00
Equipment Total: \$ 432.00
Equipment Tax: \$ 33.05

LABOR

Date	Time	QTY	Personnel/Task	Duration	Unit Price	Extended
OCT 14 16						
8:30AM	8:45AM	1	Driver-Drop Gear	0.25 Hours	\$0.00	
4:00PM	4:15PM	1	Driver-PU Gear	0.25 Hours	\$0.00	

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



AN EXAMPLE PRODUCTION SCHEDULE — FEEDING THE 5000, DENVER

Event	Time	Location	Lead	Assisted by	Action	Volunteers
Friday 14th	6:00am	PAH	Brandon's staff at J&W	Volunteers	remove food from reefer/food truck - Bring in cambros into kitchen	
	6:15am	PAH	Brandon's staff at J&W	Volunteers	remove food from hotel pans into skillets - leave rest of food in cambros in food truck (making sure to identify cambros which have remained chilled)	5
	6:00-9:00am	PAH	Brandon's staff at J&W	Volunteers	Heat food in 5 skillets to 165 degrees - (20 safety barrier for 140 degrees heat regulations)	5
	7:00-9:00am	PAH	Brandon's staff at J&W	Volunteers	5 volunteers place food from each skillet into hotel pans	5
	7:00-9:00am	PAH	Brandon's staff at J&W	Volunteers	5 volunteers place hotel pans in cambros	5
	9:15-9:45am	PAH	Brandon's staff at J&W	Volunteers	All cambros to go into truck	5
	9:45am-10:00am	PAH- SP	Courtlyn	Volunteers	Food truck ready to depart for Skyline park	5
	10:15am	Skyline Park	Courtlyn	Volunteers	Food truck arrives at Skyline park (20 min journey - allowing for traffic)	5
	10:30				Charity picks up 1500 portions	
	10:30-11:00am	Skyline Park	Courtlyn	Feedback	Hot food Cambros removed from food truck into catering tent	5
	10:45am	Skyline Park	Serving tent lead - Erin	Volunteers	6-8 pans removed from cambros and placed in chafing dishes	5
	10:50	Skyline	Serving tent lead - Erin	volunteers	volunteers fed	5

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



		Park				
	11am	Skyline Park	Serving tent lead - Erin	Volunteers	Serving begins	
	11:50	Skyline Park	Serving tent lead - Erin		The big meal count - how many served so far?	
	11:55	Skyline Park	Stage manager	volunteers	5-10 portions removed for VIPs on stage	
	12:00	skyline Park - STAGE	Beverly MC	stage team		
	12:00	Skyline Park	Serving tent lead - Erin	volunteers	lunch time rush estimated	
Contingency plan	14:00	Skyline park - 16th street	DRM -	Pascale - Feedback team	Parking reserved (if needed) for DRM to pick up portions for redistribution	
	16:30	Skyline park - 16th street	DRM -	Pascale - Feedback team		

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



EXAMPLE BUDGET FRAMEWORK

One of the first questions we get asked is how much does a Feeding the 5000 event cost? The following document is both a guide and template for you to adapt to your local situation so that you can make a thorough estimate of how much the event could cost

NUMBER	ITEM	COST - GENERAL US COST OFFERED	QUANTITY	NOTES
1	Event organization			
	Feeding the 5000 team advice and expertise			
	Coordination			
	Role includes:			
	Recruiting partner organizations and supporters			
	Coordination of steering group			
	Food sourcing and logistics etc.			
	Advising on media and communication including press release and defining messaging			
	Website development			
	Subtotal			
2	Food sourcing			
	750 kg of vegetables for the curry			

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



	Rice or a form of carbohydrate to offer			
	Any food for the cooking demos			usually ask chefs to provide their own
	Cooking and equipment essentials (oil, salt etc.)	100\$		approx. total given,
	Transport of produce to depo and cooking area	\$ 300.00		Generally provided by Food Bank - generally a few hundred a day to rent a reefer
Subtotal				
3	Catering - team recruitment and equipment			
	Chef (including cooking equipment, transport and team of 3 helpers)		time offered for free often	
	tables for serving & demo	\$ 100.00	15	can be simple cheaper wooden tables with tablecloth on to save money - oil cloth by the yard is a good port of call for these vinyl tablecloths
	chafing dishes including inserts	\$ 200.00	8	often around \$200 rental - can be cheaper to buy or try to borrow where

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



				possible
	Chafing Fuel	\$ 30.00	25	enough for 4-hour heating for the duration of event for each chafing dish + extras
	Demo kitchen serving equipment hire (include cleaning)	\$ 50.00		such as a propane or butane burner rental and fuel - how much to provide all the cooking equipment
	Disposable cutlery and crockery (Biodegradable, e.g. whole leaf company, London Biopackaging)	5000	can be around 5-600\$	
	Extra Miscellaneous kitchen equipment	\$ 200.00	look through the equipment list and bear in mind all serving tents needs - this can amount so research sites such as Webstaurant for the best pricing	
	Catering equipment transport		1	van rental
Subtotal				

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



4	General event management and equipment			
	professional event management fee			if city/ organizers are not able to do this
	Hire of Production Office tent	\$ 80.00	1	optional or can be 10x10ft tent
	Hire of Stage System	\$ 600.00	1	ideal stage: http://stageline.com/products/sl100/ however a smaller platform with skirting for 5-600\$ works well also.
	Sound, Lighting, Power	\$ 300.00	1	
	Water Bowsers (Supply & Waste) & kitchen sinks	0	if not required, don't rent	
	Water Pipes		1	if not required, don't rent
	Fire Extinguishers & fire blanket	\$ 50.00	0	if not required, don't rent
	catering tent 12 x 8 m cooking/serving	\$ 350.00	0	generally, 20x40ft in US context
	partner tents 4x2 m/10x10ft	\$ 100.00	6	depends on number of partner stalls / partners present on the venue on the day - ask partners to bring where you can

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



	tables	\$ 200.00	18	1/2 for each partner tent, 12 for serving tent (serving 5000)
	chairs	\$ 100.00	10	1/2 for partner tents is ideal, plus 5 for around site general backstage use.
	volunteer and production tent	\$ 100.00	1	generally, 10x10ft ft. gazebo - no sides - borrow if possible
	media tent	\$ 100.00	1	generally, 10x10ft ft. gazebo - no sides - borrow if possible
	Fences /barriers	\$ 100.00	10x \$8 approx.	not necessarily needed, depending on location
	Security team		0	if not required, don't rent
	Site Crew for installation of tents, stage etc.		0	
	toilets (optional, site dependent, 2 suggested for volunteers)	\$ 135.00	0	if not required, don't rent - generally 130-160 each
	Miscellaneous extras	\$ 230.00		see catering equipment sheets lists to make lists of what you will need for food prep and the serving tent

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



	Gas Bottle 1x40l, 1x20l	\$ 300.00	1	see above, for cooking/ heating on site
	Gas Storage bottle cage	\$ 100.00	1	for cooking/ heating on site
	Hi Vis Vests for volunteers and staff	\$ 100.00	25 x 4	
	Vegetable and Pig Costumes	\$ 75.00	4	can be borrowed- generally 25 on Amazon
SUBTOTAL				
5	Licenses and insurance			
	License to use public square from local council		1	Generally donated for free by city
	Temporary Structures License		0	enquire into need - pricing varies
	Police		0	if not required, don't employ
	Fire brigade		0	if not required, don't employ
	Public Liability Insurance	\$ 1,000.00	1	likely to need to purchase - this is the approximate cost we

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



				have paid for a full-scale event in the past. It can be offered for free
Subtotal				
6	Volunteers			
	Volunteer coordinator			Depending on your resources, you should aim to fund for this role - however equally it is a great role for someone who can gain a lot of skills for this on a part time basis.
	Serving team		10	Volunteers
	Water for volunteers			can be provided by city for free
	Stewards		30-50	Volunteers
	Curry servers		20	Volunteers
	Area managers		(2 for each area/activity)	Volunteers
	Setting up and packing away/cleaning		30-50	Volunteers
	Flyers and placard holders		20	Volunteers

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



	Sous-chefs		5+	Volunteers
	Vegetable choppers for the curry		15-20	Volunteers
Subtotal				
7	Waste collection			
	Waste collection service. This should be exclusively biodegradable waste recycling. Nothing non-biodegradable should be used on site.	\$ 500.00	1	Waste management services have generally been donated to F5k for free
	120-liter bins. Several placed strategically	\$ -	20	often included in waste management service
	litter pickers (volunteers)	\$ -	10	Volunteers
	waste management stewards to guard against contamination (volunteers)	10	Volunteers	
Subtotal				
8	Event and Publicity materials (Design and printing)			
	E-flyer			
	Placards	\$ -	40	can be made using cardboard and paint on a DIY basis by

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



				volunteers
	Posters	\$ 250.00	500	11" x 17"
	Banners		2 to 4	generally, 1-400\$ each
	Flyers	\$ 450.00	5000	4.25" x 5.5"
	Design of event branding	\$ 500.00		can be sourced for free if you have creative contacts or in-house designers - make sure to ask feedback who have creative visuals to share.
Subtotal				
9	PR and Photography			
	PR			has been offered for free in the past
	Photography	\$ 300.00		has been offered for free in the past
	Videographer	\$ 350.00		has been offered for free in the past
Subtotal				
TOTAL EVENT COST				
Extras				
15	Gleaning Day x 2			
	Car hire or train tickets to transport volunteers	\$ -		often ask local

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



				volunteers to attend
	Crates for produce	\$ -		borrowed usually
	Produce Van hire	\$ 110.00		one day truck rental likely
Subtotal				
Total including all optional extras	\$ 7,360.00			
Partner contributions	Direct Contribution		Notes	
	Total			
Incoming				
Outgoing				
Present Shortfall				

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



EXAMPLE BUDGET BREAKDOWN — FEEDING THE 5000, BRUSSELS

* based on 17.3.14 exchange rate £1: 1.20 Euro/ 1 Euro: £0.84

All prices include VAT (if applicable)

NUMBER	ITEM	VALUE (£)	VALUE (EUROS)	COST (£)	COST (EUROS)*
1	Event organization (varies according to location)				
	Role includes:				
	Recruiting partner organizations and supporters				
	Coordination of steering group				
	Tristram speaking at the event				
	Liaison with chef (Para) for 5000 curries				
	Food sourcing and logistics etc.				
	Media and communication coordination including writing press release and defining messaging				
	Website development				
Subtotal					
2	Food sourcing				
	750 kg of vegetables for the curry	10,000	12000	0	0
	Rice (Optional - can be replaced by bread, potatoes, other starch foods)	252	300	0	0
	Any food for the cooking demos	200	240	0	0
	Cooking and equipment essentials (oil, salt etc.)	50	60	94.5084	112.51
	Transport of produce to depo and cooking area	1000	1200	0	0
Subtotal		11,502	13800	94.5084	112.51
3	Catering				
	Chef (including cooking equipment, transport and team of 3 helpers)	1680	2000	1680	2000
	5 inox tables for serving & demo	203.28	242	284.592	338.8
	8 chafing dishes including inserts	284.592	338.8	284.592	338.8

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	Chafing Fuel	65.0496	77.44	71.5512	85.18
	Demo kitchen serving equipment hire (include cleaning)	0.00	0	0	0
	Disposable cutlery and crockery (Biodegradable, e.g. whole leaf company)	576	691.2	422.03	506.436
	Gas bottles and attachments	250	300	60.984	72.6
	Extra Miscellaneous kitchen equipment	100	120	40.656	48.4
	Catering equipment transport	152.46	181.5	152.46	181.5
	Serving team				
Subtotal		3311.3816	3950.94	3000.24144	3571.716
4	General event management and equipment				
	professional event management fee (Evident)	3486.252	4150.3	3486.252	4150.3
	Hire of Production Office tent	84	100	101.64	121
	Hire of Stage System	840	1000	0	0
	Sound, Lighting, Power	1260	1500	1524.6	1815
	Water Bowsers (Supply & Waste) & kitchen sinks	386.4	460	0	0
	Water Pipes	42	50	50.82	60.5
	Fire Extinguishers & fire blanket	168	200	101.64	121
	tent 12 x 8 m cooking/serving	672	800	672	800
	6 tents 4x2 m, 16 tables /30 chairs	1596	1900	0	0
	25 fences /barriers	420	500	0	0
	Site Crew for installation of tents, stage etc.	504	600	0	0
	toilets (optional, site dependent, cost for 2)	75.6	90	20.16	24
	Miscellaneous extras				34.78
	Gas Bottle 1x40l, 1x20l	35.28	42	60.984	72.6
	Gas Storage bottle cage	108	129.6	108	121
	Hi Vis Vests for volunteers and staff	500	600	0	0
	Vegetable and Pig Costumes	400	480	0	0
SUBTOTAL		10577.532	12601.9	6126.096	7320.18

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5	Licenses and insurance				
	License to use public square from local council				
	Temporary Structures License				
	Police				
	Fire brigade				
	Public Liability Insurance	1260	1500	0	0
Subtotal		1260	1500	0	0
6	Volunteers				
	Volunteer coordinator				
	Water for volunteers				
	Stewards				
	Curry servers				
	Area managers				
	Setting up and packing away/cleaning				
	Flyers and placard holders				
	Sous-chefs				
	Vegetable choppers for the curry				
Subtotal		0	0	0	0
7	Waste collection				
	Waste collection service. This should be exclusively biodegradable waste recycling. Nothing non-biodegradable should be used on site.	159.6	190	193.116	229.9
	120-liter bins. Several placed strategically	252	300	304.92	363
	litter pickers (volunteers)				
	waste management stewards to guard against contamination (volunteers)				
Subtotal		411.6	490	498.036	592.9
8	Event and Publicity materials (Design and printing)				
	E-flyer	0	0	0	0

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	Placards	250	300	298.2	355
	Posters	500	600	266.154	316.85
	Banners	1400.00	1680	634.20	755
	Flyers	1250	1500	431.6172	513.83
	Design of event branding	840	1000	252	300
Subtotal		4240	5080	1882.1712	2240.68
9	PR and Photography				
	PR	4200	5000	4200	5000
	Photography	500	600	100	120
Subtotal		4700	5600	4300	5120
TOTAL EVENT COST		36,003	43022.84	15901.05	18957.986
Extras					
15	Gleaning Day x 2				
	Car hire or train tickets to transport volunteers	100.8	120	21.84	26
	Crates for produce				65.62
	Produce Van hire	63	75	181.02	215.5
Subtotal		163.8	195	257.9808	307.12
Total including all optional extras		36,166	43217.84	16,159.03	19265.106

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



ADVICE ON SERVING WARE OPTIONS

SERVING WARE GUIDANCE FOR A FEEDING THE 5000

The below aims to offer advice on this area with a draft email to a waste management company and a table outlining options which we have experimented with previously.

Hello,
I'm emailing to reach out to you for an upcoming event at the Woodrow Wilson Plaza, at the Ronald Reagan Building on May 18th. *Feeding the 5000 – Washington, DC* will be a community festival highlighting the scandal of food waste and its many local and national solutions.

These internationally renowned Feeding the 5000 events offer delicious, free feasts for thousands of members of the public from all walks of life, all made from ingredients sourced entirely from fresh, top-quality food items that would have otherwise been wasted. These events have been held all over the world in over 30 cities and now we are bringing it to the heart of DC, to raise awareness of food waste in the US and what can be done internationally.

As we are currently considering our waste management options, we wanted to scope out what could be provided as fitting with DC City's regulations and the needs of our green-minded event, which hopefully the below outlines further.

Quantity and service needs

- We would be looking to have up to 20 x 25 gallon bins (or rough equivalent) delivered to the event venue on the morning of the event.
- These will be positioned in groups of 4 at waste stations around the plaza – we envisage this as comprising 1 recycling, 1 general

waste, 1 organic waste. If they need to be separated onsite, we can add 1 compostable (for flatware and serving ware – see below).

- Though the above arrangements are flexible, we are looking to account for 5000 attendees waste,
- We can provide bin monitors to ensure supervision of this process by attendees
- We would of course require removal and processing of the waste additionally, with removal happening the same day.

Composting needs

- We always look to produce only biodegradable waste in terms of our crockery, in addition to the usual amount of food waste that occurs at our catering event, therefore composting options are necessary. I can provisionally say that on materials, we look to provide paper cups, bagasse bowls and wood, bioplastic or corn starch cutlery therefore further information on what you can provide would be good.

If you have any further questions, I or my colleague pascale@feedbackglobal.org would be happy to discuss them further. I look forward to hearing from you,

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



ITEM	MATERIAL	COMPANY	WASTE MANAGEMENT	PROS	POTENTIAL ISSUES	PROCESS/ DETAILS	COST PER UNIT	COST FOR 6000	DELIVERY COST	MORE INFORMATION
Cutlery	Biodegradable Polypropylene	Webstaurant	requires sophisticated composting service	takes 1-5 years to compose	manufacturing process potentially energy intensive, attendees perceiving us as using unsustainable plastics	adding hydrophilic enzymes to this plastic helps it to biodegrade in 1-5 years	\$47.49		separate - USA based	http://www.biosphereplastic.com/biodegradable-additives/biodegradable-pp/ , http://www.biofuture.nl/ (have offered 50% discount in past)
Cutlery	Corn Starch	Webstaurant	requires sophisticated composting service	cheaper	Could in theory be fed to humans	Corn starch, corn flour or maize starch or maize is the starch derived from the corn (maize) grain. The starch is obtained from the endosperm of the corn kernel.	\$16.90 for 1000		\$284.94	
Cutlery	Flour/grains edible cutlery	Bakey's	usual food composting	little/no waste - easily biodegrades, good energy return when fed to humans		It is manufactured using flour of food grains. Low energy growth.	\$4 for 100		separate - India based	\$101.4

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Cutlery	Birch Wood	Webstaurant	recycled or requires sophisticated composting service	recyclable			\$32.20	\$193.80	\$240	http://www.webstaurantstore.com/eco-gecko-heavy-weight-disposable-wooden-spoon-1000-case/175GWP301.html
OTHER OPTIONS REQUIRING FURTHER INVESTIGATION										
Crockery	Starch based (tapioca, potatoes and grass fibers) biodegradable packaging	Biosphere Industries			Could in theory be fed to humans				separate - USA based	http://www.biosphereindustries.com/index.php?option=com_content&view=article&id=3&Itemid=67
Plates	Pulp, Bamboo, sugar cane and starch food packaging	Earth cycle								http://www.ckfinc.com/portfolio-item/savaday-snack-light-meal-paper-takeout-plates-containers/#toggle-id-6

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Crockery - Bowls	Palm Leaf	Wholeleaf Co./Webstaur ant/ Novamont/ bioplates (india)	requires sophisticated composting service	biodegrades quickly, palm leaf quick to grow	\$30 for 200	\$900 for bowls	separate - USA based	http://www.the-wholeleafco.com/page/1/compostable-palm-leaf-tableware/ , http://www.novamont.com/ , http://www.webstaurantstore.com/eco-gecko-sustainable-4-round-palm-leaf-bowl-200-case/17525153.html
Crockery - Bowls	Bagasse/Sugar cane	Webstaurant	usual food composting/ sophisticated recycling	low impact manufacturing, sugarcane quick to grow	\$43.36 for 1000	\$260.16	separate - USA based	http://www.webstaurantstore.com/ecochoice-biodegradable-compostable-sugarcane-bagasse-12-oz-bowl-1000-case/395RB12.html

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Crockery - Cups	Bioplastic	Webstaurant	requires sophisticated composting service	takes 1-5 years to compose	manufacturing process potentially energy intensive, attendees perceiving us as using unsustainable plastics	\$6.46 for 50	\$775.20	separate - USA based	http://www.webstaurantstore.com/fabri-kal-greenware-gc16s-16-oz-customizable-compostable-clear-plastic-cold-cup-50-pack/999GC16.html
Crockery - Cups	Paper	Webstaurant	recyclable + usual food composting should apply	biodegrades quickly, paper quick to grow		\$4.89	\$586.8	separate - USA based	http://www.webstaurantstore.com/dart-solo-370pla-j7234-bare-eco-forward-10-oz-paper-hot-cup-50-pack/999370PLA.html

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



AN EXAMPLE EQUIPMENT LIST FOR FEEDING THE 5000 NYC

Note that Feeding the 5000 NYC served three different dishes, necessitating a lot of different equipment. This exhaustive list offers a check list when planning what equipment you may want to buy or merely a way to structure your own equipment list.

1) Disco Chop equipment

DISCO SOUP EQUIPMENT NEEDED: (FOR CHOPPING 750KG+ VEG)	
Item	Quantity
chopping boards	30-40
knives	30-40
peelers	10
brushes	5
Containers for food	enough for all the food - see the food sourcing toolkit for advice on food storage containers
Bowls	10 large
Graters	5
vinegar for washing vegetables (optional)	2 large bottles
Gloves and hairnets	100+ of each
Food Waste bags for all the ends and extra	Allow for a lot of waste! Source 10 x 15 gallon-size bins and transport for these bags
Tablecloth	Enough for 10-15 tables
Dishcloths for washing up the materials + washing up liquid	10

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



2) Serving tent – equipment on the day

Transporting Truck								
Transporting truck	Buckets	Pickle	50		Purchase	GP - chef team	\$10 piece	
Transporting truck	Hotel pans 4" for (15,000oz)	Ratatouille	40		Purchase	KING restaurant supplies	8*39=312	http://www.webstaurantstore.com/guide/556/food-pan-buying-guide.html
Transporting truck	Cambro	Ratatouille	9		Borrow: salvation army	Salvation army delivered to HA soup kitchen		Calculate the math on portions and how many you need
Transporting truck	Film black Plastic 18" x 2000"	Ratatouille	3		Purchase	GP - chef team		for preventing mess in the cambros while food is in transit
Transporting truck	Pastry boxes	Savory Tart	50		Purchase	GP - chef team		requested by local chef team
If Cooking on site								
Cooking Tent	Paddles for large pots	All	2		Rental	Rental		
Cooking Tent	Pots - 80 quarts	All	8 to 15		Rental	Rental		Calculate the math on portions and how many you need

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Cooking Tent	Gas Hobs	All	3		Rental	Rental		
Cooking Tent	Fire extinguishers	All	1		Rental	Rental		
Cooking Tent	Hairnets	All	200		Webstaurant	Taxi		see disco chop - buy in bulk
Cooking Tent	Aprons	All	40		Webstaurant	Taxi		see disco chop - buy in bulk
Cooking Tent	Containers for all the food	All	15-20		Purchase	purchase		see disco chop - buy in bulk
Cooking Tent	Gas bottles & attachments	All	Generally, one 47kg bottle is enough for the event		Rental	Rental		
Cooking Tent	Gas Cages	All	1		Rental	Rental		
Example - Feeding the 5000 NYC Serving tent - dish needs								
Serving Tent	Foil Aluminum Standard - 18 x 500	Savory Tart	3		Webstaurant	Taxi		for keeping dishes of ratatouille warm
Serving Tent	Colander spoons	Pickle	15		Ikea	Taxi		for the pickle
Serving Tent	Small ladle (3oz)	Ratatouille	15		Ikea	Taxi	27.03	3 oz. One-Piece Stainless Steel Ladle because of multiple elements

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	(metal)							- smaller portions
Generic Catering - Tent Needs								
Serving Tent	Long reach Butane lighters	Ratatouille	5		Ikea/Home Depot	Taxi		lighting chafing dishes
Serving Tent	Chafing dish	Ratatouille	8		party rental	On the day - 7am		
Serving Tent	Chafing dish insert (full)	Ratatouille	8		party rental	On the day - 7am		
Serving Tent	Sternos	Ratatouille	40		Webstaurant	On the day - 7am		often cheaper to buy
Serving Tent	Serving bowls	Pickle	12		Ikea	Taxi		for serving in - alternative to chafing dishes
Serving Tent	Paper Towel Rolls	All	24		Webstaurant	Taxi	\$60	Lavex Janitorial 2-Ply White Center Pull Economy Paper Towel 600' Roll - 6 / Case
Serving Tent	Sani-Wipes	All	4 x 100		Webstaurant	Taxi	\$19.16 for 960	
Serving Tent	Side Towels	All	50		Webstaurant	Taxi	\$75.60	Choice 15" x 18 1/2" 18 oz. White 100% Cotton Ribbed Terry Bar Towel - 12 / Pack
Serving Tent	Water jugs 2l - 35 f oz.	All	10		Ikea	Taxi		used for refilling the chafing dishes quickly and avoid messy pouring from large vessels
Serving Tent	Table cloth	All	no of tables?		Oilclothbyth eyard	Taxi		wipe-able, heat proof material - we highly recommend vinyl

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Serving Tent	Gloves - latex (serving)	All	300		Webstaurant	Taxi		
Serving Tent	Hairnets	All	200		Webstaurant	Taxi		see disco chop
Serving Tent	Aprons	All	40		Webstaurant	Taxi		see disco chop
Serving Tent	Tissue roll - commercial size	All	15		Webstaurant	Taxi		
Serving Tent	Dishcloths for washing up	All	50		Ikea	Taxi		
Serving Tent	Washing up containers -	All	4		Ikea	Taxi		size tbc -
Serving Tent	Washing up sponges	All	15		\$ store	Taxi		
Serving Tent	Washing up liquid	All	3l		\$ store	Taxi		work out how many materials need to be washed up - always good to overestimate - 5 bottles recommended
Serving Tent	Hand sanitizer	All	1l		\$ store	Taxi		

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Stage - Chef Demo Kitchen - General		
Stage	butane burner	4
Stage	grill pan	1
Stage	5l pot - 4 qts	1
Stage	3l pot - 2.5 qts	3
Stage	7" steel saucepan	1
Stage	12" minimum frying pan	1
Stage	peeler	1
Stage	colander	1
Stage	sharp knife - 6"	1
Stage	bread knife- 8"	1
Stage	small knife - 3"	1
Stage	lemon squeezer	1
Stage	oil (olive)	1
Stage	salt	1
Stage	pepper	1
Stage	chopping board - standard size - 12" x 18"	1
Stage	Glass Mixing bowls - med/large	2
Stage	large plates	3
Stage	Large containers for washing - 5-15 gallon	3
Stage	washing up liquid - 4 pints	1
stage	dishcloths	10
Stage	sponges	20
Stage - EXAMPLE	For Adam's Demonstration	

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Stage	2 Glass Mixing bowls – med/large	2
Stage	Small plates	3
Stage - EXAMPLE	For Michelle's Demonstration	
Stage	Ice	bag
Stage	Rocks glasses (3 or 4)	4
Stage	Small tongs for ice	
Stage - EXAMPLE	For Michael's Demo	
Stage	1 lemon	1
Stage	Honey	1
Stage	Cinnamon	1
Stage	Frozen Bananas	1

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Volunteer and Production tent				
Volunteer and Production tent	fabric -capes and masks	trash heroes	Volunteer coordinator	15 yards
Volunteer and Production tent	chalk	volunteer promotion - UNION SQUARE	Volunteer coordinator	1 pack
Volunteer and Production tent	pens	F5k pledge/petition - take food waste off the menu	Volunteer coordinator	30
Volunteer and Production tent	clipboards	F5k pledge/petition	Volunteer coordinator	9
Volunteer and Production tent	pledges/petitions	F5k pledge/petition	Volunteer coordinator	7500
Volunteer and Production tent	small zip ties	banner hanging	Volunteer coordinator	100
Volunteer and Production tent	large zip ties	banner hanging	Volunteer coordinator	100
Volunteer and Production tent	duct tape	crafting	Volunteer coordinator	2
Volunteer and Production tent	gorilla tape	crafting	Volunteer coordinator	1
Volunteer and Production tent	Scotch tape	crafting	Volunteer coordinator	2
Volunteer and Production tent	biro pen	crafting	Volunteer coordinator	30
Volunteer and Production tent	marker pen	crafting	Volunteer coordinator	2
Volunteer and Production tent	plastic twine	crafting	Volunteer coordinator	2
Volunteer and Production tent	cotton twine	crafting	Volunteer coordinator	1
Volunteer and Production tent	pockets for documents	F5k pledge/petition	Volunteer coordinator	2
Media and Info tent				
Media and Info tent	Media Release/Pack	F5k		
Materials to print prior to the event				
Volunteer and Production tent				
File		F5k		
Master list of Volunteers and	print out	F5k	Logistics coordinator	3

FEEDING THE 5000: EVENT MANAGEMENT TOOLKIT



teams				
Feeding the 5000 – team contact info on the day	print out	F5k	Logistics coordinator	3
Site map	print out	F5k	Logistics coordinator	35
All organic waste bin sign	print out	F5k	Logistics coordinator	15
General trash sign	print out	F5k	Logistics coordinator	15
Recycling bin sign	print out	F5k	Logistics coordinator	15
Feeding5k – press release final	print out	F5k	Logistics coordinator	10
F5k - Pledge form	print out	F5k	Logistics coordinator	20 – (double sided)
Feeding 5000 – photographer guidance	print out	F5k	Logistics coordinator	3
Feeding the 5000 minute to minute FINAL/ production schedule/ stage run-through	print out	F5k	Logistics coordinator	10



FEEDING THE 5000

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COMMUNICATIONS TOOLKIT



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

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



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4. APPENDIX

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.

1



COMMUNICATIONS OVERVIEW

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



1. COMMUNICATIONS OVERVIEW

AIM

This toolkit is designed to help your communications lead coordinate all aspects of spreading the messages of the event as far as possible. As with every major event, communicating the who, what, where, when and why of a Feeding the 5000 celebration to the many key audiences is an integral part of the day's success. Over the course of hosting or supporting 42 of these feasts around the world, Feedback has picked up a thing or two, so we've compiled some guidelines and suggested timelines within this document to help you, as you prepare your communications strategy for the big day.

TIMING

3 months ahead of the event.

USING THIS TOOLKIT

This toolkit is designed to guide you through the entire process. We recommend:

- Starting with the section on objectives and timelines.
- From there, we suggest recruiting a suitable communications lead.
- We advise that this person then reads through and actions the remainder of the document (in an ideal world) with the help of a communications team.



This toolkit was developed for February 2017 with support from The Rockefeller Foundation.



The
ROCKEFELLER
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FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



OBJECTIVES

The communications objectives of most Feeding the 5000 include:

- Generating awareness and educating the public on issues of food waste and sustainability in a consumer-friendly way that is: informative, engaging, fun and interactive
- Promoting Feeding the 5000 as a must-attend event, and the issue of food waste as an important cause
- Launching a call-to-action campaign for supermarket/major food retailer accountability in transparency of food waste data, supply chain management, need for standardization of date labelling/eliminating, and donations over dumping
- Securing media coverage in local and national outlets to steer conversations around the events and drive attendance on the day
- Leveraging key Feeding the 5000 event spokespeople and influencers in the food, pop culture and entertainment space as well as experts in policy and government on the topic of food waste and sustainability to elevate the cause Engaging public to take the pledge to take #FoodWaste #OffTheMenu.

TIMELINE

Ideally, preparation for the communications strategy begins at the outset, from the very first steering group meeting. Integrating the strategic communications campaign from the start ensures that a steady drumbeat of clear, consistent, and inspiring messages reach your target audiences. This will also provide the opportunity for individual partner organizations to highlight areas of interest. A sample set of key messages can be found in the [appendix](#). Messaging should be discussed at both the first meeting and subsequent meetings to make all partners feel involved and invested in communicating these messages.



FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



COMMUNICATIONS LEAD

Traditionally, the communications/PR aspect of the campaign is overseen by either a lead communications coordinator appointed from within the partner coalition; an external PR agency; or, if you are lucky, a combination of the two.

In whichever case, it is vitally important to **establish a clear point person (or team) to funnel and organize the many communications aspects of Feeding the 5000**, which includes key messages and communications materials, the focus of partner organizations, event day points of interest, media/press opportunities, and general information for public interest. Ideally, this person would then be supported by 2-3 individuals specializing in areas such as traditional media/press relations, social media, and digital marketing.

The ideal Feeding the 5000 communications coordinator has:

Time: A typical campaign needs require someone available to devote roughly two-three hours per day in the days (and sometimes evenings!) leading up to the event, depending on the number of partners involved. During the weeks prior to and of the event, it may be a commitment of up to four to six hours per day as they work to secure last minute support and coverage.

Ability to delegate: The goal of Feeding the 5000 is to involve as many people as possible, and to encourage ownership and a shared sense of responsibility. With such a broad reach across sectors, the Communications Coordinator will require help, and will need to be able to employ the other hands effectively!

TIPS AND ADVICE

- FEEDING THE 5000, CANNES

"I would suggest investing in Feeding the 5000 hats for all the volunteers. Similarly, aprons would add to the feeling that food hygiene is been taken seriously and work well in terms of having the brand present in any press photography, and obvious for any punters that attend.

It is a really strong brand; I could imagine the hats and aprons being really popular, and a great gift for volunteers at a relatively low cost that will lead to many a positive conversation being struck up about food waste."

Strong organizational skills: Often, there are many, many cooks in the Feeding the 5000 kitchens, both literally and metaphorically! The ability to manage a host of internal team members, external partners, and fluctuating schedules and deadlines is key.

Tenacity & Passion: Feeding the 5000 events require individuals who will follow up and chase down journalists – a task that requires phones and energy, but not necessarily a sweeping knowledge of food waste issues.

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



Engaging a PR agency, whether on a pro bono or paid basis, can help you a lot with dividing up tasks and executing the overall strategy.

Depending on the number of partners involved in an event, it can be advantageous to have a smaller communications committee made up of the communications coordinator and additional representatives from the partner organization, with partners on the ground who can leverage established relationships and existing momentum.



COMMUNICATIONS ROLES

We highly recommend dividing these roles so that there is:

A Communications lead who has a team of people who assist and/or are responsible for the following items:

1. Creating the key messages and talking points of the event – ([example](#) to be found in the appendix)
2. Putting together the press release ([example](#) in the appendix) and other media kits – see an example media kit [here](#)
3. Building key contacts and pitching opportunities to media channels

In addition, communications assistance will be needed for the following tasks:

1. Designing and printing publicity materials [Publicity materials – design and printing](#)
2. Promoting the event online and through physical materials – the communications lead may want to recruit several volunteers to take on this role, as it can be a big job.
3. Creating and updating a [website](#) - whether this is on Feedback's dedicated page or one you make yourself.

2



**KEY COMMS
COLLATERAL**

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



2. KEY COMMS COLLATERAL

Once the communications coordinator/team has been established, the next step will be preparing for and generating the pieces of collateral that normally support the Feeding the 5000 event.

These include:

- **Key messages/talking points**
(See appendix for example content)
- **Publicity materials**
(See appendix for example content)
 - Event banners (both digital + print)
 - Posters (both digital + print)
 - Flyers
 - A press release
- **Media kit**
(See appendix for example content)
 - Feeding the 5000 [CITY] one pager
 - Fact sheet: Food waste [in CITY/COUNTRY/WORLD] + sources
 - Consumer flyer: tips for reducing food waste at home
 - Promo video ([Feeding the 5000-example video](#))
 - [Recipes](#)
 - Chef/partner/speaker bios + headshots
 - Event website/web pages

- **Social media plan**
 - Pre-approved hashtags
 - Pre-scripted tweets ([example content](#) in the appendix)
 - Social-ready images ([example content](#) in the appendix)
 - Snapchat videos/filters
 - Newsletters ([pre-event](#) and [post-event](#))
 - Event wrap-up (newsletter/thank yous)
 - Other
 - Media alert/reminder for event



Feedback @feedbackorg · 14 Oct 2016

Feeding the 5000 #FrontRange is in full swing! Thanks to our two star volunteers Mike and David! #F5KUSA – at Skyline Park



FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



KEY MESSAGES / TALKING POINTS

- Each Feeding the 5000 communications strategy revolves around a set of key messages and event-specific details underlining what make these celebratory feasts notable and newsworthy. While the main gist of Feeding the 5000 events revolve around a few key themes, there are invariably specifics (be they facts, figures, initiatives, or individuals) relevant to the local, on-the-ground organizations involved that enrich and personalize each event.
- We encourage different partners to identify a few aspects of the overall Feeding the 5000 story that particularly resonate with their organization (food loss, food recovery efforts/food banks, consumer food waste, supermarket food waste, waste to animal feed, gleaning, etc.) and to make those points known to the communications coordinator. These are often spooled into the press release ([example here](#)) and the talking points ([example in the Appendix](#)), for use by partners, chefs, and anyone speaking with media as an organizational representative to ensure that facts are correct.
- Any Feeding the 5000 event can be used as a platform to discuss the various global, environmental, health and social issues linked to food waste. The ecological impacts can be broken down as much as is relevant to your area; from local to national, these topics can be tailored to what will be the most important for the media outlets who are potentially covering the event.
- Fourth, it is very important to give space for positive solutions on all levels of the supply chain (consumers, retailers, producers and farmers, and politicians), in addition to linking it to the global movement.
- A sample set of key messages can be found in the [Appendix](#).



FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



PUBLICITY MATERIALS

Aim: Design, print and distribute publicity materials.

Timing: Designs finalized at least six weeks before event; printed materials distributed in the 2 weeks leading up to event.

Items to produce: 2 - 4 banners (depending on size of event location), 40 placards, 500-1000 posters, 5000-10,000 Flyers (consider the size of your city)

- As early as possible (after the first steering group meeting), request high-res logos from all partner organizations that should be reflected on publicity materials (Note: this often takes longer than expected, so do start the collection from the start!)



FEEDBACK



Collateral guidelines

- Ensure that each partner organization is represented, that the logo and flyers are celebratory and consistent, and that they are prepared with enough time in advance to distribute and publicize the event. If you live in an area that gets a lot of rain, you may want to laminate some of the signs.
- Get in contact with the Feedback team who may be able to offer you a poster toolkit for your materials to resemble the Feeding the 5000 design and branding that has become so iconic and loved across the world. It can be adapted to new events and multiple formats. Get creative with how you can brand the event – see the case study from Cannes for inspiration. Aprons have been particularly popular in the past.

Distribution

- **Print materials and establish centralized point for pick-up.** What has worked in the past is to print up all posters and flyers and store them in one central pickup point at one organization. This location should be publicly accessible and in a convenient location so that flyering volunteers can come in to pick up materials.
- **Extra credit:** See if you can engage your local city council in free publicity for the event, including displaying them on buses, at metros, on trams, and at bus stops.

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



PRESS RELEASE

The press release serves as the primary document to attract traditional press and outline the most important aspects of the day's events. Each press release should convey the following information:

- **What is going to happen at the event?** With a brief outline of the schedule of the day.
- **Why the event is happening?** What is the current food waste situation and what are the key messages of the event? Why is food waste an important global issue – i.e. the context for waste at different levels of the supply chain and the international scope
- **Who is involved?** Highlight the different partner organizations, groups of volunteers, key speakers, and where the food donations have come from
- In addition, of course, **when** and **where** the event is happening, so that people know when and where to go!

You can find sample press releases in the Appendix:

- Feeding the 5000 NYC and DC
- The Fall events we held in Denver, Portland - Maine and Hudson Valley - New York as part of #F5KUSA ([follow the link here](#))

MEDIA KIT

In addition to the press release, another smart thing to organize is an easy-to-access [media kit, available on the event website or dedicated page](#).

Some ideas of items to include (many of which can be found in the Appendix):

- **Feeding the 5000 [CITY] Imagery (Poster, One Pager, etc.)**
Once the core group and facts have been established for the event
- **A Fact Sheet:** Food Waste [in CITY/COUNTRY/WORLD] + sources
- **Consumer Flyer:** Tips for Reducing Food Waste at Home
- **Promo Video** (See examples on [Feedback's YouTube channel](#))
Or embed some of these on your site!
- **High-Res Images** (Which be found on here: [feeding5000usa webpage.](#))
- **Recipes for Meals** (Examples [here](#))
- **Chef/Partner/Speaker Bios + Headshots**
As soon as you have officially confirmed participants, the next step will be requesting their headshots and bios to be used

3



MEDIA

RELATIONS

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



3. MEDIA RELATIONS

Communicating this event to the media is incredibly important – it is a key way to drive attendance as well as shine a spotlight on food waste more generally. By getting a variety of media platforms on board with the discussion, public outcry is created and greater pressure is placed on those with decision-making power (i.e. businesses and governments). Luckily, the basic format of Feeding the 5000 is usually enough to create a spectacle and get people talking – there are just a few more steps to take to raise the profile with media and generate attention and coverage.

MEDIA LIST

Establish a comprehensive media list. Identify the people you'd like to include for your outreach. Remember to include a wide swath of related/thematically relevant publications across print, digital, and broadcast media, including:

- Major local and regional press
- Calendar listings
- Trade publications, including:
 - Culinary
 - Sustainability
 - Policy
 - Philanthropy
- Broadcast (both local and regional)
Feeding the 5000 events are visually stimulating, and videos and television media can have a powerful impact on viewers, as well as new media platforms like Facebook live or Snapchat stories.

- Radio
- Notable blogs
- Request that partner organizations submit the names and contact information of journalists with whom they work with and/or media they would like to contact.
 - Upon receipt, the communications coordinator will compile this contact information into one document, establishing a master list for dissemination of the press release and for follow-up.
 - Some organizations have special relationships with specific journalists, and thus you may find that they (or you!) may want to contact the journalists individually. If that's the case, you/they are encouraged to do so! The goal in making a master list is to make sure that the messages are consistent and clear around the event. If there are relationships of particular interest, make sure you flag those to the communications coordinator so the right course of action can be taken.



FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



TIPS AND ADVICE - FEEDING THE 5000, GERMANY - GRAZ

"Have your explanation ready, and be prepared to repeat it over and over again. And keep up your positive energy, it is contagious.

As far as means of promoting, do as much as you can. I made use of posters, flyers, Facebook, personal messages, face-to-face contact, emails and the university newspaper to spread the word about the event. Based on whom you are trying to reach, choose the most appropriate means of communication.

You will have to do several different kinds of promoting: getting people to participate, getting volunteers to sign up, and explaining to supermarkets and/or farmers what you want to do with their leftover food."

MEDIA PITCHING OPPORTUNITIES

- Ensure that your event will be covered on the TV, radio, newspapers, and across multiple internet social media platforms. However, be sure to acknowledge that organizers should be prepared to manage all the personalities involved, given that it is a big task.
- Be sure to engage as many high-profile chefs, advocates, and organizations as you can, and do so as early as possible. These people can be huge resources who bring a lot of impact to the table, including press contacts, social media followers, and influence. Bear in mind the lessons learned from Graz when speaking to various audiences and utilizing the materials you have.
- Confirm participants and schedules at least 8 weeks prior to event to allow for engagement, feature scheduling, calendar clearing, etc.
- Secure media-friendly celebrity ambassadors that can generate mainstream media interest and can commit to doing pre-event run-up (broadcast opportunities, interviews, etc.)

Note: The beautiful thing about Feeding the 5000 events is the breadth of organizations and personalities involved, and the range of solutions these individuals and organizations are implementing to fight food waste.

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



As such, the communications strategy should highlight the many different personalities to tell the story – these are the personal approaches that our audience connects with! When planning, consider:

- Heads of organizations
- Chefs (be it those cooking the actual meal, offering a demo or support, etc.)
- Volunteers
 - Long-term volunteers at partner organizations
 - Newly recruited volunteers to Feeding the 5000
- Gleaners
- Farmers (like the farmer who has coordinated with the gleaners to donate the actual food for the event)
- Warehouses or businesses donating time, space, and storage

Once you have identified these ambassadors, be sure to collect the following pieces of material that are of interest to the media:

- Recipes
- Bios + headshots of speakers and/or chefs
- Approach various reporters and outlets in a strategic way, via:
 - **Exclusive pitching:** Identify a top-tier outlet for the purposes of securing an exclusive, comprehensive story about Feeding the 5000's mission, introducing the event, and showcasing celebrity chefs, partners, and spokespeople involved in the mission. Pre-event calendar listings: Secure pre-event press and event listings to bring awareness to upcoming events and generate buzz around spokespeople and ambassadors involved in the events and with the Feedback organization.
 - In-studio broadcast opportunities: Pitch in-studio demo appearances for chefs and Feeding the 5000 ambassadors to share recipes, facts about Feeding the 5000 menus and the organization's mission, as well as tips on how consumers can help reduce food waste.
 - In-the-field opportunities: Pitch an exclusive opportunity for select media to travel with Feeding the 5000 spokespeople to nearby partner farms to tell the bigger story about food waste and sustainability.

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- Gleaning day: Provided a Gleaning day is feasible for the time of year; gleaning days provide an unparalleled “on the ground” opportunity for media or journalists. (Note: always make sure that the farmers or farms involved are okay with a media presence!)
- Chopping day (often, “Disco Chop”): The preparatory events, where cooks and volunteer teams wash, chop and prepare the food to be used in the main meals, provide a picture-perfect opportunity to illustrate the “before” involved in these meals. Many journalists are keen to capture visuals surrounding the sheer scale of food and/or produce that may potentially be unnecessarily wasted; this is a perfect opportunity to do so.
- Early morning volunteer and chef food prep on the event day: Having journalists (broadcast outlets) on-site in the morning while the chefs are cooking is a fantastic opportunity for publicity – especially if the report airs early enough for viewers to leave their homes and travel to the event.
- Interview on the day: Make sure the media knows who will be where, and when, at your event, and what availability key personalities should speak/be interviewed.



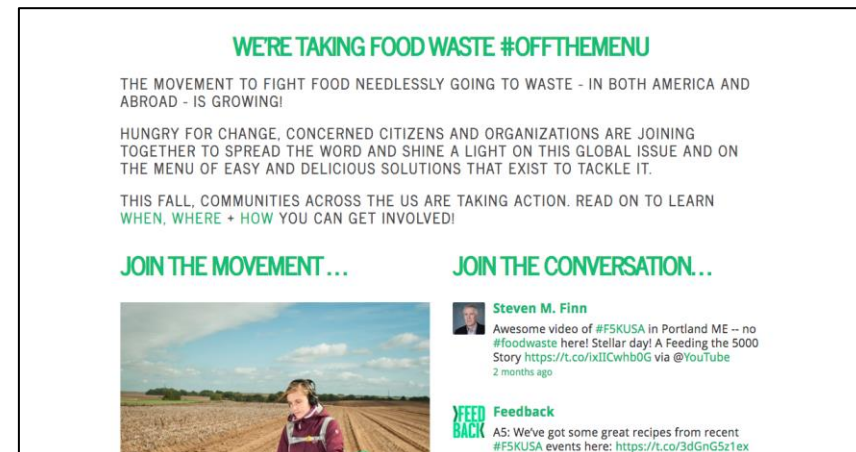
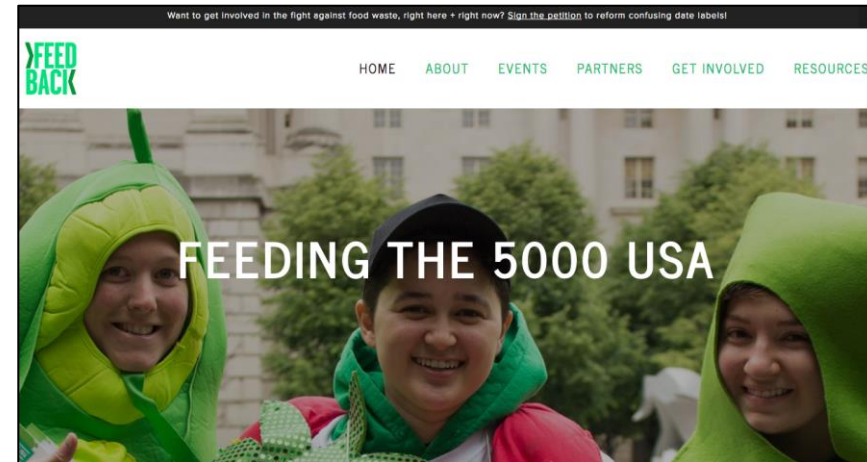
FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



WEBSITE

In an ideal world, each Feeding the 5000 event would have its own special microsite (see here for an example which follows the below format) or dedicated page (see here). Please note the Appendix holds examples of many of the following materials also. In whatever format, the ideal information repository includes the following information:

- **General Information**
 - When
 - Where (With a map and travel info)
- **Day of Schedule** ([example here](#))
 - Key Times
 - Activities
 - Speakers/Personalities
- **Partners**
 - Logos from partner organizations, with ability to link through to respective organization websites
 - [Short descriptors, space permitting]
- **Volunteers**
 - How to volunteer/Sign Up
 - Description of volunteer opportunities
- **Press Info**
 - Media Kit ([one pager on event](#), high-res images, appropriate logos, promo video, recipes if available – see an example [here](#))
 - Contact info for press inquiries



FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



SOCIAL MEDIA

Along with the traditional press outreach, mobilizing existing social media networks is crucial for driving awareness for the event and for growing the community fighting against food waste. Social media networks are employed to:

- Promote the event/raise general profile
- Recruit volunteers for the event and associated activities, including gleaning and/or Disco Chops
- Create momentum around food waste movement and fellow partner events
- Engage with wide swath of public and leverage networks of partner organizations

In a nutshell, the social media plan for the event consists of three stages:

1. Pre-event: promotion

Use social media to build awareness, recruit volunteers, and drive attendance

2. During event: engagement

Use social media to engage people in attendance, and those who may wish to participate from afar

3. Post event: conversation

Use social media to deepen the relationship you've made with interested parties, develop advocacy, and continue positive, on-going conversations

JOIN THE CONVERSATION...



Steven M. Finn

Awesome video of #F5KUSA in Portland ME -- no #foodwaste here! Stellar day! A Feeding the 5000 Story <https://t.co/ixIICwhb0G> via @YouTube
2 months ago



Feedback

A5: We've got some great recipes from recent #F5KUSA events here: <https://t.co/3dGnG5z1ex> #foodwastechat
2 months ago

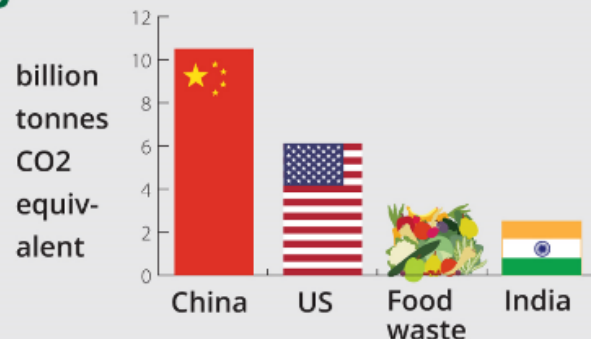
FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



TIPS AND ADVICE – INFOGRAPHICS

Make creative content like the image below that captures people's attention, spreads knowledge of the issues and/or asks for their involvement – See the appendix for examples of social-ready images made for #F5KUSA FALL

If global food waste was a country, it would be the third largest greenhouse gas emitter after the US and China



source: FAO

No matter the medium (Facebook, Twitter, Instagram, snapchat, etc.), be sure to create a unifying hashtag to link conversations across multiple platforms.

Top tip: Keep your event hashtag simple and memorable! Also, the shorter the better - save characters for messages and tagging partners, speakers, orgs, and retweets (Think: #Feed5K[CITY])

- Incorporate existing hashtags to the mix
 - Utilize location, trending topics, and/or popular thematic hashtags to broaden reach of existing tweets and engage larger networks
 - Relevant Anti-food waste movement hashtags include:
 - #FoodWaste
 - #ZeroWaste
 - #NotWasting
 - #SaveTheFood
 - #WasteNot
- Diversify your content. Pictures, videos, re-posts, links to articles are all great to post – keep it varied yet relevant. Ideas include:
 - Video content from high-profile partners (in 10 second or less format)
 - Branded images
 - Infographics (Example examples in the appendix)

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



- Leverage influencers to post about the organization and live stream from select events
- Prompt partners to post timely updates and reminders about the event to galvanize their networks, with increasing frequency as the day approaches.
 - Make sure all partners know event hashtag, social pages (event or Facebook) and prompt to promote often.

SOCIAL CHANNELS

Facebook

Create a Facebook event page in which all the organizations are administrators. This way, each organization can share with followers, invite guests, and highlight the event within their own Facebook pages (and link easily to other social media).

Instructions on how to create co-administrators/invite administrators can be found in the Appendix. [See example copy for the Facebook event here.](#)

- Ensure that partners are actively posting and promoting the events
- **Utilize Facebook Live** to connect with followers in real-time, both on the day or in the various lead-up activities



- Plan and schedule your posts:
 - 3-4 Weeks Before Event**
 - 3-4 posts per week
 - 1-2 pieces of visual content per week
 - 1-2 Weeks Before Event**
 - 2 posts per day (ideally, one morning, one early evening)
 - 3-5 pieces of visual content per week
- Manage comments and engage all those who ask questions

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



Twitter

See the appendix for [example twitter content](#) to get you inspired.

- Utilize direct message function on Twitter to target contacts, reporters and friends of the organization with a simple, to-the-point update

Here's some examples: @JANE @JOHN Check out our #Feed5K [City] effort, a free lunch to fight #food waste next week. Ideas & shares welcome.

- Pin your best/well-worded tweet regarding Feeding the 5000 event (replete with event #hashtag) to the top of your Twitter feed
- Plan and schedule your tweets

3-4 weeks before event

- 1-2 tweets per day
- 1-2 partner tweets per day

1-2 weeks before event

- 3-4 tweets per day
- 3-4 partner tweets per day

Day-of event

- Go with your gut! Actively communicate and engage with followers, posting compelling content and sharing/retweeting relevant material

Weeks after event

- 1-2 tweets per week in “throwback” or “flashback” fashion to engage partners, network, etc.
- Manage replies and RT all those who tag you/the event

Instagram

- Leverage image-led platform to share high quality photos, powerful images, headshots of speakers, sneak peeks of location, etc.
- Remember to use event hashtag(s)!
- Plan and schedule your posts:

3-4 weeks before event:

- 2-3 posts per week

1-2 weeks before event:

- 4-5 posts per week

- Manage replies and respond to all those who tag you/the event

Snapchat

- Use the Feeding the 5000 snapchat filter to encourage people to add to their “story” and geo-tag their involvement on the day.

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



Eventbrite/event engagement platforms

- Where applicable, ensure that you create an event page on any platform (such as Eventbrite) that allows users to search and purchase tickets

Email newsletters

- Compile a relevant campaign list of emails of your supporters and interested parties to promote key event details, including social hashtags
- Settle on one website address (see above) to drive all traffic across platforms



SOCIAL MEDIA: EVENT DAY LOGISTICS

• 3-4 days before event

To ensure a seamless on-the-day experience, it's important to have the following assessed and analyzed in the days before the event:

- Access to power, including charging stations and power cords
 - Snacks/food/eating times scheduled into day (things can get busy!)
 - Necessary information:
 - Phone numbers and emails of key collaborators – Helps facilitate exchange of photos, access to managers, etc.)
 - Passwords
 - Hashtags and handles – Keep a list of your partner and presenters' handles close-by to announce or quote them, easily and accurately
 - Laptops and smartphones
 - Power cords
 - Wi-Fi password
-
- Day before event
 - Ensure everyone responsible for posting on social media has logged into their respective networks, on/from the device they will be using (i.e. laptop or smartphone) at least 24 hours in advance to avoid any potential connectivity issues.

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



- In the night before the event, it may make sense to schedule a few important posts to go live during the 24 hours prior to the event, giving you the time and wiggle room to revisit anything on the fly. These posts can cover anything from food provided, weather, directions/maps, hashtag for remote participation/tracking of the event, tee-ups for notable activities, etc.
- **Day-of event**
 - Prioritize sharing your audience's posts in real-time, engaging with attendees near and far by:
 - Reporting on event happenings and tracking event hashtag throughout the day
 - Retweeting and replying to interesting points and questions from attendees
 - Encouraging attendees to engage by posting updates, photos, and retweeting as well
 - **Promote social activity during event through sending email communications** to broadcast media, volunteers who registered but cannot be on site, non-local audiences, etc., with prompts to tweet/participate from afar
 - Encourage a sharing booth or point of interest on-site, on the day to encourage live tweeting/posting/sharing with hashtag or specific request prominently outlined, for example: "Tweet one way you will help take #FoodWaste #offthemenue" or "Insta yourself and a free lunch to #Feeding5000NYC".
 - **Trust the process.** At this stage in the game, it's best to let the foundation you've established (activities, hashtags, branded images, videos, important event information) spur the interaction with the attendees, and have some fun interacting!
- **Thank partners, speakers, participants and attendees throughout.** On the day-of, don't forget to close out the event on every social media channel through a post thanking everyone for a great event.
- **Days following event**
 - Publicize key images and takeaways
 - Invite attendees/participants to share other photos or comments (with the event hashtag) on Facebook, Instagram and Twitter
 - Provide calls to action and links to any post-event actions (e.g. petitions)

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



Miscellaneous/other

Blanket photo releases – Given that Feeding the 5000 is a public event, there is a legitimate expectation that people will be filmed and photographed. However, to be extra clear, it is often worth posting an all-encompassing disclaimer, printed and displayed in a few key locations at the event.

Sample text is as follows:

Please be aware that filming, photography and broadcasting takes place during this event. By entering these grounds, all persons give their express consent to the use of their actual or simulated likeness and voice in connection with the production, exploitation and advertising of the event without compensation or credit, throughout the world. If you do not wish to be included in any photographs and would like your photo/footage removed, please contact NAME@organization.

WRAP-UP

Hurray! The big event has been a success. Before completely moving on, be sure to:

- Send thank you notes to staff, volunteers and vendors
- Create a media wrap-up. Here is an [example media report made for F5K Front Range](#).
- Email all partners thanking everyone, highlighting the impact of the event, and circulating press and media articles and posts
- Input pledge names into excel spreadsheets, and send them to Feedback for counting and inclusion
- Work on a post-event newsletter, which will go out to all attendees. See the appendix for [examples of post-event newsletters](#) Feedback have led on in the past.

Please also send an impact assessment to Feedback, including the below. This is so we can collect and spread information about how successful the event was – see the appendix for [example events breakdowns by the numbers](#).

- Number of pound/kilos of produce gleaned,
- Number of pounds/kilos of produce used for cooking at F5K,
- Number of pounds/kilos given to food recovery groups,
- Number of people in attendance at F5K,
- Number of volunteers,
- And any other pertinent numbers.

4 APPENDIX

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



4. APPENDIX

PRESS RELEASE — FEEDING THE 5000 - NYC AND DC

FEEDBACK, TOGETHER WITH A COALITION OF PARTNERS, BRINGS POPULAR FOOD WASTE AWARENESS FESTIVAL TO AMERICA TO TAKE FOOD WASTE #OFFTHEMENU

Partnership of NGOs, Civic Institutions, and Chefs Offer Free Lunch for 5,000 in **#FEEDING5000** Events in New York City (May 10) and Washington, D.C. (May 18)

NEW YORK, April 18, 2016 – Recent research has revealed that the United States spends \$218 billion a year growing, processing, and transporting food that is never eaten. Up to 63 million tons of perfectly edible food end up in American landfills each year – a terrifying number from a resource and greenhouse emissions perspective, but even more galling in light of the roughly 49 million Americans who live in food insecure households. In efforts to shed light on this critical issue and its tasty solutions, Feedback, an environmental non-profit organization dedicated to ending food waste at every level of the food system, today announced its U.S. campaign, with support from The Rockefeller Foundation and in partnership with a coalition of more than 40 like-minded organizations and chefs to, Take Food Waste #OffTheMenu.

To kick off the campaign, which is designed to educate people on how they can redefine their relationship to food waste and foment change in the American food system, Feedback and its coalition of partners will host a series of Feeding the 5000 events in New York City (Tuesday, May 10th,

11am-4pm in Union Square) and Washington, D.C. (Wednesday, May 18th, 11am-4pm in Woodrow Wilson Plaza at the Ronald Reagan Building and International Trade Center).

Each Feeding the 5000 event provides 5,000 members of the public with a free feast, made entirely from fresh, top-quality ingredients that would have otherwise been wasted. In New York, the celebratory banquet, supported by top food tastemakers such as chef Dan Barber, chef Jason Weiner, chef Evan Hanczor, and entrepreneur Liz Neumark, will be prepared in the kitchens of Great Performances Catering and Holy Apostles Soup Kitchen and will furnish an additional 5,000 meals to City Harvest's network of local food banks and soup kitchens. The Washington, D.C. meal will be procured and prepared by DC Central Kitchen, with Chairman Emeritus and Culinary Ambassador for the Global Alliance for Clean Cook stoves chef José Andrés; Chairman of DC's Food Policy Council, chef Spike Mendelsohn; chef Anthony Lombardo; and other acclaimed foodies and food policy experts lending their support to the festivities. Each event will also showcase the work of partner organizations in the fight against food waste and will highlight a range of issues linked to the global food waste crisis and the practical solutions available.

"Worldwide, there is growing recognition of the colossal problem of avoidable and unnecessary food waste. Thankfully, there is also a growing awareness of the menu of delicious solutions that exist to tackle it," said Tristram Stuart, founder of Feedback. "Feeding the 5000 events are designed to celebrate these efforts while simultaneously empowering the general public to make informed decisions about buying and using food, and to demand change from the food industry. Supermarkets in particular must recognize that it's no longer acceptable to discard food in dumpsters and cause farmers to waste crops while people go hungry. It's up to us - the

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



public - to recognize that every forkful, trip to the fridge, or visit to a grocery store is an opportunity to take a stand against food waste."

Feedback, based in London, England, has been catalyzing national movements to tackle food waste around the world. Since 2009, their guerrilla style events include over 34 Feeding the 5000 events in locations such as Paris, Dublin, Milan, Amsterdam, Barcelona and Brussels, equating to more than 170,000 meals. Encouraged by its success in helping reduce household waste by 21% in the UK, and in catalyzing the food waste reduction movement in France, Feedback is now teaming up with American citizens, governments, non-governmental organizations, experts and celebrity chefs together to kick-start and scale up the solutions to food waste nationwide.

"We are incredibly excited to support this coordinated campaign, which we view as an important step in a worldwide effort to reduce food waste by half," said Dr. Zia Khan, Vice President for Initiatives and Strategy at The Rockefeller Foundation. "Food waste is an immense global problem, but it's one with solutions readily at hand. As part of The Rockefeller Foundation's YieldWise initiative, which represents the first comprehensive, systemic effort to tackle food waste at every level, these events demonstrate how we all have a role to play, whether at home, while dining out, within retail supply chains, and across many other sectors."

Barbara Turk, Director of Food Policy for the City of New York, added, "In a city where 1.4 million people are food insecure, and even more have limited access to affordable, healthy food, it's essential that residents and businesses work together to reduce food waste at all levels. Mayor Bill de Blasio is committed to achieving zero waste, as

outlined in OneNYC – and we are thrilled to partner with Feedback and a broad range of stakeholders at the Feeding 5000 NYC event to devise creative solutions to the problem of food waste."

Feeding the 5000 NYC partners include: City Harvest, GRACE Communications Foundation, Sustainable America, The V. Kann Rasmussen Foundation, NRDC, Center for Biological Diversity, EPA, the NYC Mayor's Office of Sustainability, the NYC Office of the Food Policy Director, Food Recovery Network, The Sylvia Center, GrowNYC, Slow Food NYC, NYC Schools, the James Beard Foundation, United Nations Environment Programme (UNEP), Food Tank, Holy Apostles Soup Kitchen, Salvation Farms, The Drexel Food Lab, AmpleHarvest.org, Rescuing Leftover Cuisine, Transfarnation, and the Marble Collegiate Church.

Feeding the 5000 DC partners include: DC Central Kitchen, The Campus Kitchens Project, EPA, USDA, United Nations Environment Programme (UNEP), DC Department of Energy & Environment, DC Food Policy Council, DC Department of Public Works, DC Food Recovery Working Group, DC Greens, the Accokeek Foundation, Dreaming Out Loud, NRDC, National Consumers League, ReFED, Together We Bake/Fruitcycle, MEANS Database, Community Food Rescue, Food Recovery Network, and Capital Area Food Bank.

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



ONE PAGER — FEEDING THE 5000 - NYC

Event Concept

Feeding the 5000 NYC will be a high-profile 'umbrella' event designed to bring together an alliance of organizations at all levels to raise awareness of the scale of food waste in the U.S. and globally and to promote the uptake of positive solutions to the problem. It will draw attention to the city's priorities around decreasing both food waste and hunger. Food waste poses a significant environmental and social threat on a global scale - and at the same time represents one of the biggest opportunities for reducing our environmental impact and increasing food availability where it is needed most.

The format of the event is based on providing a delicious free feast for thousands of members of the public, sourced entirely from fresh top-quality produce that would have otherwise been wasted. Thousands of meals will also be prepared and transported to soup kitchens and food pantries. The event will be a spectacular public celebration of the positive win-win solutions to food waste. It will bring the issue to the center of both public and political attention, providing the impetus for businesses, government and the public to take up the easily implementable, positive actions to tackle food waste that are already being undertaken by partner organizations on the ground and will act as a catalyst for further action across the U.S.

Context

Feedback, the organization behind the Feeding the 5000 campaign who will be coordinating this event in collaboration with City Harvest, GRACE Communications Foundation and other organizations, have staged similar events and food waste reduction initiatives both in the UK and in other countries including Belgium, Ireland, the Netherlands, Kenya and France. These events have catalyzed robust and far-reaching action against food waste as well as a cultural, political and business environment in which food waste is being treated as an urgent problem, but one with easily implementable solutions.

Over the past twelve months the profile of food waste in the U.S. has dramatically increased. Civic society organizations are hungry for change, major food corporations have expressed a willingness to engage, senior policy-makers and government agencies are taking a serious interest and the media is evidently receptive to mass coverage of the issues. Feeding the 5000 NYC will also build on the successful Feeding the 5000 events in Oakland and the University of North Carolina in 2014. With the Sustainable Development Goal to halve food waste by 2030, which will be announced in NYC in September, a high-profile event showcasing the practical ways in which this target can be achieved could not come at a better time.

Plans for NYC

It is proposed that the event should take place in Union Square in NYC on November 11th. In addition to the free meal, activities proposed include cooking demonstrations using leftovers and food that is often thrown away, smoothie and apple juice making, partner stalls and keynote speeches. Ahead of the event we will aim to have several

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gleaning days – where volunteers will be taken to fields to harvest fresh fruit and veg that would have otherwise been wasted - and a Disco Soup chopping activity. Each of these activities will be an engaging demonstration of the solutions to food waste, as well as an opportunity to tell the story of how food is being wasted across the supply chain and shedding light on the wider food system.

Event partners and objectives

The event in NYC and the campaign surrounding it will be a partnership between Feedback, City Harvest, GRACE Communications Foundation, Sustainable America and a range of organizations working in the field of tackling food waste in NYC and nationally. The event's objectives will be collaboratively agreed by the partner organizations to reflect their respective aims and messaging. The event will also focus on engaging the local governments around the positive changes that they can implement to tackle food waste, as well as highlighting the positive initiatives already in place in NYC and in other areas for replication across the U.S. Organizations interested in collaborating will be able to take part in a variety of ways.

EXAMPLE BANNERS

These banners were made for Feeding the 5000 NYC; however, they have been re-used for five events since then. We highly recommend making materials that can be re-used wherever possible.

FB
830*315px



1
7,1*3,9m



2
7,3*1,2m



3
2,8*0,6m



4
2,8*0,6m



5
5,9*0,6m



6
12*0,6m



*FB: Facebook and social media,
1. The Backdrop to the stage,
2. The Header to the stage
3. The Feedback tent
4. The Media and Info tent five.
The catering tent side
6. The catering tent - header
above the entrance*

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EXAMPLE FACEBOOK TEXT — FEEDING THE 5000 NYC

What's the one worldwide challenge we can all literally eat our way out of?

The answer is food waste: an obvious problem with, thankfully, lots of tasty solutions!

Come celebrate these solutions with Feeding the 5000 NYC!

On Tuesday, May 10th from 11am-4pm, **Feeding the 5000 NYC** will be taking over the North Plaza of Manhattan's historic Union Square Park. Thousands of members of the public will be provided with a delicious free feast, sourced entirely from fresh top-quality produce that would have otherwise been wasted. But that's not all: 5000 further meals will also be prepared and transported to City Harvest's network of soup kitchens and food pantries throughout the city!

As food-waste fighting organization Feedback's flagship campaign, Feeding the 5000 events showcase and promote the positive and delicious solutions to the global food waste crisis - that a third of all food in the world is wasted from farm to fork. Feeding the 5000 NYC will bring together the public and an alliance of partner organizations to raise awareness of the scale of food waste in the U.S. and globally.

In addition to the free lunch, there will be a variety of activities on the day, including cooking demonstrations from top chefs, smoothie making on bike blenders, interactive quizzes, and stalls featuring a variety of information and personalities from partner organizations. We're encouraging everyone, everywhere, to Take Food Waste #OFFTHEMENU!

- So, please join us!

Want a free meal? Just show up. (And then tell your friends!)

Want to volunteer? Please do – there's something for everyone, and the more partners in this movement, the better! Visit

<http://feedbackglobal.org/about-us/get-involved/nyc> to sign up!

Want to spread the word? Like this message, share with your network, and follow @Feedbackorg and #FEEDING5000NYC

EXAMPLE FACEBOOK BANNER



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FACEBOOK EVENT – CO-HOSTING INSTRUCTIONS

One thing we find helps to promote events effectively is Feedback co-hosting an event on their Facebook page. It means the event comes up on our Facebook page and we are informed of notifications and can post to the wall etc. The process of adding multiple organization's as hosts to a Facebook event is somewhat finicky however quick once explained.

Add respective Facebook administrator as a friend:

1. The said organization's Facebook administrator should add Dominika/Pascale (**Pascale preferably**) as a friend on Facebook (we are admins of Feedback's Facebook)
2. The Feedback team can then make you an administrator of the Feedback page or vice versa (see on settings > page roles)

This makes you an administrator of two pages, therefore allowing the other organization to be a co-host.

Pascale can then add your organization as a co-host to the event on the event page itself.

This process can be reversed when other organizations make the Facebook event.

After the organization, has been made a Facebook host, the person responsible can be removed as an administrator to the second page. Please let me know if this is unclear or if you want to have a quick skype to explain this.

When other organizations make an event:

The other organization's Facebook page administrator can add Feedback; (Pascale or Dominika) as an administrator of the other organization's Facebook page (can be done just for 5 mins)

THEN it is possible to make Feedback a co-host – on the event – (you go to event, edit, co-hosts and type Feedback and it should come up as an option).

(This makes us –Feedback- an admin of two pages, therefore the other organization (we/we/another org) can be a co-host of the event)

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



EXAMPLE SOCIAL IMAGES

Here are some examples of images we made in the run up to our Fall events. We tried to generate awareness that people could take part in the conversation online as well as promoting the events themselves. Volunteer recruitment was another aim of a significant amount of our social media content in the run-up to the events.

EXAMPLE INFOGRAPHIC



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EXAMPLE FLYER



EXAMPLE POSTER



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EXAMPLE SOCIAL MEDIA CONTENT AND COPY

General

Key Hashtags: #Feeding5000NYC, #Feeding5000DC, #Feeding5K #NYC, #Feeding5K #DC, #food waste, #offthemenue

- No such thing as a free lunch – except for #Feeding5K! Coming to NYC and DC this May to fight #food waste. Info: www.feedbackglobal.org
- This May, come take #food waste #offthemenue by #Feeding5K in #NYC (10th) and #DC (18th). Info: www.feedbackglobal.org
- Join [@feedbackorg](https://twitter.com/feedbackorg) [@TristramStuart](https://twitter.com/TristramStuart) and friends in #Feeding5K in #NYC (May 10) and #DC (May 18). Info: www.feedbackglobal.org
- Celebrate tasty solutions to #food waste through #Feeding5K in #NYC (May 10) and #DC (May 18). Info: www.feedbackglobal.org
- Cat's out of the (shopping) bag: Fight #food waste with [@feedbackorg](https://twitter.com/feedbackorg) and friends by #Feeding5000NYC + #Feeding5000DC

NYC examples

Key Hashtags: #Feeding5000NYC, #Feeding5K #NYC, #food waste, #offthemenue

- Hip to be #UnionSquare: Join us there on May 10 for free lunch via #Feeding5000NYC. Let's take #food waste #offthemenue
- The Big Apple = perfect place to tackle #food waste. #Feeding5000NYC on May 10 in #UnionSquare celebrates delicious solutions – come join!
- Take a stand and order #FoodWaste #offthemenue. 11-4 on Tues. May 10 at #UnionSquare #Feeding5000NYC
- #NYC is one of the world's great food cities. Time to make it a great food saver as well. May 10 #UnionSquare #Feeding5000NYC
- Volunteers Wanted! Join the movement to fight #food waste by #Feeding5000NYC. Check out www.feedbackglobal.org and get involved!

DC examples

Key Hashtags: #Feeding5000DC, #Feeding5K #DC, #food waste, #offthemenue

- Here's a capital idea: fighting #food waste in #DC. Join [@feedbackorg](https://twitter.com/feedbackorg) + friends for #Feeding5000DC Wed May 18 at Woodrow Wilson [@reaganitcdc](https://twitter.com/reaganitcdc)
- Hear ye, hear ye: Wed May 18 – order #food waste #offthemenue by #Feeding5000DC at WoodrowWilsonPlaza/@reaganitcdc
- Take a stand and order #FoodWaste #offthemenue. 9-3 on Tues. May 17 at #Feeding5000DC at WoodrowWilsonPlaza/@reaganitcdc
- Volunteers Wanted! Join the movement to fight #food waste by #Feeding5000DC. Check out www.feedbackglobal.org and get involved!

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GENERAL TALKING POINTS

These include general talking points, event specific talking points, talking points for chefs, key themes for consumers, Food Waste by the Numbers and finally, our menu for change. 'Take Food Waste Off the Menu: Four Courses for US Supermarkets and Food Retailers' is comprised of our top messages for what businesses could do to reduce food waste, used in conjunction with media for our Feeding the 5000 events in May 2016 in NYC and DC.

- Globally, food waste is an obvious problem with obvious solutions, an issue with high economic, social, and environmental costs but, thankfully, also lots of opportunities.
- Feeding the 5000 is a one-day-only food festival designed to educate the public on the problem of food waste, elevate the conversation around food and sustainability policy, and celebrate the easy, fun and tasty solutions that exist to tackle this global problem.
- Each Feeding the 5000 event provides 5,000 members of the public with a delicious free feast, made entirely from fresh, top-quality ingredients that would have otherwise been wasted.
- Feeding the 5000 is the flagship campaign of Feedback, an environmental organization dedicated to ending food waste and promoting sustainability and resourcefulness across the food chain. Feedback is headed by renowned anti-food waste

campaigner Tristram Stuart, who has worked in several countries to improve the environmental and social impact of food production.

- Feeding the 5000 brings together a coalition of like-minded organizations to shine a light on the problem of food waste, elevate the conversation around food and sustainability policy and inspire communities to Take Food Waste Off the Menu.

IF NYC:

- Feedback has teamed up with partners like The Rockefeller Foundation, City Harvest, Sustainable America, GRACE Communications Foundation, the James Beard Foundation and many other amazing organizations to bring this event to NYC.
- In addition to the main meal, NYC will also furnish an additional 5000 meals to be distributed to local food banks and soup kitchens.
- The NYC event will be heavily influenced by partner organizations and top tastemakers, including chefs Dan Barber, Jason Wiener, Evan Hanczor, and Liz Neumark, among others.
- Partners include:
 - The Rockefeller Foundation, City Harvest, GRACE Communications Foundation, Sustainable America, The V. Kann Rasmussen Foundation, NRDC, Center for Biological Diversity, EPA, the NYC Mayor's Office of Sustainability, the NYC Office of the Food Policy Director, Food Recovery

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Network, The Sylvia Center, GrowNYC, Slow Food NYC, NYC Schools, the James Beard Foundation, UNEP, Food Tank, Holy Apostles Soup Kitchen, Salvation Farms, The Drexel Food Lab, AmpleHarvest.org, Rescuing Leftover Cuisine, Transfarnation, and the Marble Collegiate Church.

IF DC:

- Feedback has teamed up with partners like The Rockefeller Foundation, DC Central Kitchen, the Campus Kitchen Projects and many other amazing organizations to bring this event to DC.
- The DC event will be heavily influenced by top tastemakers and food influencers, including chefs José Andrés, Spike Mendelsohn, and Anthony Lombardo, among others.
- Partners include:
 - The Rockefeller Foundation, DC Central Kitchen, The Campus Kitchens Project, EPA, USDA, UNEP, DC Department of Energy & Environment, DC Food Policy Council, DC Department of Public Works, DC Food Recovery Working Group, DC Greens, the Accokeek Foundation, Dreaming Out Loud, NRDC, National Consumers League, ReFED, Together We Bake/Fruitcycle, MEANS Database, Community Food Rescue, Food Recovery Network, and Capital Area Food Bank.

CHEF TALKING POINTS

- I'm proud to work with Feedback and its partnership organizations to raise awareness of the problem of food waste in our city and across America, and to help get this surplus food to people rather than landfills.
- Each of us can help reduce the amount food we waste by educating ourselves on food labeling, storage and preparation. It's easy, delicious and fun!

Take Food Waste Off the Menu: Four Courses for US Supermarkets and Food Retailers

- **Date Labeling:** US supermarkets and manufacturers should agree between themselves, without delay, to a single uniform date labeling system for the whole nation to replace the confusing mess of "best if used by", "sell by," "expires on," and other labels that lead to consumers unknowingly throwing out good food.
- **Reduction of Farm Level Waste:** Supermarkets should sell "ugly" fruit and veg and stop causing farmers and suppliers to waste perfectly good food on account of overly strict cosmetic buying policies.
- **Transparency and Accountability:** Supermarkets and major manufacturers should measure and report precisely how much food they currently waste, as hiding the problem hinders the solutions.

Donations not dumping: Supermarkets and food retailers should make all

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



KEY THEMES FOR CONSUMERS

- Feedback and Partners are encouraging consumers to:
 - Become aware of your own food consumption and waste habits
 - Demand that big businesses tell you the truth about their supply chain and inventory management
 - Get smart on the ins and out of food labeling
 - Buy less and use what you have
 - Give imperfect-looking fruits and veggies a chance – embrace the ugly and the weird!

FOOD WASTE BY THE NUMBERS

- More than 1/3 of the food produced around the world ends up in a landfill. North Americans lead the world in per-capita food waste.¹ (Please note we can offer the document in which these references live)
- Nearly 49 million Americans live in food insecure households. A higher percentage of Americans are food-insecure than in any other comparable developed country.²
- Of the 63 million tons of food that reach American landfills every year, the two greatest offenders are individual homes, (responsible for 27 million tons), followed by consumer-facing businesses (responsible for 25 million tons). 25% of the food American consumers purchase is wasted in their own kitchens.³
- Food production causes 80% of deforestation, 70% of fresh water

consumption, and more than 30% of global greenhouse gas emissions.⁴ Thus global food waste represents about 27% of deforestation, 23% of fresh water consumption, and 10% of global GHG emissions.

- The US spends \$218 billion a year, or 1.3% of GDP, growing, processing, and transporting food that is never eaten - amounting to nearly 63 million tons of perfectly edible food that reaches American landfills every year, which ultimately contributes 16% of all methane gasses.³
- A third of the world's entire food supply could be saved by reducing waste – or enough to feed 3 billion people; and this would still leave enough surplus for countries to provide their populations with 130 percent of their nutritional requirements.⁵
- Rich countries waste almost as much food as is produced in Sub-Saharan Africa.⁴
- 1 in 6 New Yorkers struggle with hunger, with 1 in 5 New York City children struggling with hunger.⁶
- In 2013, after recycling and composting, food waste was the largest component of municipal solid waste discards at 21.1 percent, more than plastic or paper in 2013.⁷

Sources: ¹[FAO Report](#), ²[IValueFood/Pew](#) ³[ReFED](#), ⁴[UNEP](#), ⁵[Waste: Uncovering the Global Food Scandal](#), ⁶[FeedingAmerica](#), ⁷[EPA](#)

FEEDING THE 5000 — COMMUNICATIONS TOOLKIT



POST-EVENT COLLATERAL

THANK YOU FOR COMING NEWSLETTER TO ATTENDEES

Here are some links to previous Post-event newsletters we have sent out for

- [Feeding the 5000 NYC](#)
- [Feeding the 5000 Milano](#)
- [Feeding the 5000 Paris](#)

EXAMPLE EVENT FIGURES; BY THE NUMBERS

Collating the figures is important for measuring impact and showing how much of a success your event was. Here are some figures we collected as part of F5K NYC and DC.

Feeding the 5000 NYC: By the Numbers

- 5950 pounds of food saved
- 5,000 meals served on Union Square
- 5,000 meals distributed through City Harvest's networks of food banks and soup kitchens
- 139 Volunteers, who dedicated more than 1025 hours to the events
- 25 official partner organizations

- 17 rapping school kids
- 8 chef demonstrations
- 1 MAJOR success

Feeding the 5000 DC: By the Numbers

- 5,000 meals served on Woodrow Wilson Plaza
- 3000 pounds of food sourced
- 450 meals donated to Campus Kitchens
- 300 meals donated to Capital Area Food Bank networks
- 1,000 portions of paella (thanks to José Andrés/Jalen/ThinkFoodGroup team!) dished out of giant iron pans
- 115 Volunteers, who dedicated nearly 860 hours to the events alongside DC Central Kitchens dedicated staff
- 22 official partner organizations
- 6 chef demonstrations
- 3 ThinkFoodGroup chefs chopping (along some 40 The Campus Kitchen Projects volunteers)
- 3 Contestants on The Dating Game
- 1 MAJOR success

FEEDING THE 5000 – COMMUNICATIONS TOOLKIT



POST-EVENT VIDEO; AN OUTLINE BRIEF FOR VIDEOGRAPHERS

Giving a brief to the videographer prior to the event is important for recording the right kind of content for the result you want. Below is an example of guidelines we offered for our Videographer for Feeding the 5000 NYC.

Feeding the 5000 NYC
Videographer Cheat Sheet

QUESTIONS FOR VIDEO

Goal is to capture high-energy, surprise, enthusiasm

FOR CROWD

- How is the lunch? Would you have guessed that it's made from fresh foods that are usually wasted?
- What will you be doing at home to help eliminate food waste (and take food waste off the menu)?
- What questions will you ask at markets and restaurants about how they use and dispose of food waste?
- What is one thing that you learned today that surprised you?
- Why do you care about taking food waste #offthemenue?

FOR PARTNERS IN THE TENTS/BOOTH:

- What is the most important thing you encourage people to do to take food waste off the menu?



- What is your biggest success story of the past few months?
- Locally, what's the most important thing you'd like people to know about taking food waste off the menu?

FOR CHEFS

- Why are you involved today?
- Tell me about your favorite recipes for using excess fruits and veggies? What can people try at home?
- Why do you care about taking food waste #offthemenue?
- Where do you think you can make the easiest changes in your restaurant or food service operation? (E.g.: Date Labeling? Disposal? Education?)



FEEDING THE 5000

**>FEED
BACK**

FEEDING THE 5000

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BACK

FOOD SOURCING TOOLKIT



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

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



INTRODUCTION

AIM

This toolkit offers an overview of the role of food sourcing for your large-scale food waste feast, from figuring out the local landscape of food production, to building relationships and creating a schedule for collection so that the catering team can take over.

TIMING

2 months minimum.

FURTHER GUIDANCE

To feed 5000 people you'll need a minimum of 1000kg/2200lbs of produce. To achieve this we recommend:

- Going through the work plan provided below and reading through the guidance offered from past experiences of sourcing surplus food.
- You will then need to start reaching out to any potential food donors as soon as possible. There's always a level of uncertainty with sourcing surplus food from suppliers, so to lower the risk, make sure you have a wide range of food sources. Each donation is an opportunity to tell the story and highlight the possible solutions at every level of the food system. Meeting people face-to-face or making a phone call is a great way to speak to people directly.
- Working with the catering coordinator, partners and contributors on the logistics of getting the food to where it needs to be, to be cooked into a delicious meal.



This toolkit was developed for February 2017 with support from [The Rockefeller Foundation](#).



The
ROCKEFELLER
FOUNDATION

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



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1 > OVERVIEW

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AN OVERVIEW; WHERE TO START

We suggest you only use surplus food that would otherwise be wasted and not consumed by humans. This is because you don't want to rely on existing suppliers for organizations (such as food banks) who already need food for their beneficiaries. Try and reach out to new organizations who might not have previously considered their food waste as an issue. Highlight the undiscovered waste in our food system and work to increase donations to food banks going forward, rather than taking food away from them.

ROLES AND TASKS

Some of the roles may include:

- Researching, building relationships, securing food donations and keeping in contact with suppliers
- Liaising with all parties involved in food sourcing and updating the team on expected totals
- Putting together the collection schedule
- Arranging the storage of food donations (if it can't be stored in a truck) and the location of delivery vehicles overnight
- Reserving and arranging a/multiple vehicles
- Arranging drivers and volunteers for each collection
- Arranging delivery of food on the day
- Putting a contingency plan for food sourcing in place.
- Identifying and securing sources of food depending on the situation and anticipated food totals



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.

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



WORKPLAN

TASK	TIMESCALE	ITEMS TO PRODUCE / SECURE	DONE?
Stage 1. Research			
Read through this document.	2 months prior	Q's for Feedback team on anything not clear	
<p>Read through the sections from UK Gleaning Handbook in the Appendix – we highly recommend the sections:</p> <ul style="list-style-type: none"> • BACKGROUND FARM RESEARCH - as a basis of information into supply chain level food waste, • FARMERS AND GROWERS - for an overview on where to start the search for producers and then how to build relationships. • CALLING FARMERS - this offers a handy script of how to go about the call – you don't need to do this now necessarily but it is good to understand how best to approach farmers. See the Case Study - Finding farmers in the UK – This offers a range of great ways to find the farmers themselves, learned from four years of investigation. 	2 months prior		
<p>Get in contact with partnering food banks and other organizations or people that already utilize food surplus to take stock of current local situation.</p> <p>Aim to learn:</p> <ul style="list-style-type: none"> • The current situation day to day on the ground, the challenges and the best opportunities. • Their experiences, what have they learnt? • How can you help them? So, that it doesn't appear that you are trying to filch existing contacts, make sure to assert that we want to use the event to catalyze new opportunities and forge existing conversations – is there a way you can help operations? 	7 weeks prior	A list of local suppliers – see the Appendix and the food sourcing toolkit for a template	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



TASK	TIMESCALE	ITEMS TO PRODUCE / SECURE	DONE?
<ul style="list-style-type: none"> How to create a coordinated approach: You also want to make sure that you do not reach out to people who are already donating/ redistributing/ or have a plan for their waste. A coordinated, strategic and tactful approach is the best one. 			
Establish whether introductions can be made (through contacts) to facilitate the connection between food sourcing coordinator for event and supplier – this is unlikely; however, it is worth having as many conversations as possible to expand your knowledge.	7 weeks prior	Add to database this information	
Research suppliers in local area and create a database. Make sure to categorize as you go and record as much detail as possible. This will allow you to tailor your communication with them later. See the food-sourcing folder for an example database. You could categorize according to food type, locations, size, type of organization – we recommend keeping tabs on all this information: e.g. pack house? Wholesaler? Fresh produce? Carbohydrates? Protein? Website? Contact name? Email? Phone? It could come in handy.	6 weeks prior	Database of potential food sources categorized according to food type, and charting contact	
<p>Identify avenues for gleaning (though this is optional) and other food donations. Tailor communication to these farms. Make sure to review the section 'MAKING CONTACT AND BUILDING RELATIONSHIPS' before sending anything:</p> <ul style="list-style-type: none"> The email templates listed below CALLING FARMERS - The script provided within the gleaning handbook – please see the appendix <p>The advice from previous coordinators and top tips listed below</p>	6 weeks latest	Several emails sent to farmers	
Follow up with phone calls and in person meetings where possible, as soon as possible. This will allow you to get a better sense of what is available hopefully.	5 weeks	Arranged meetings	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



TASK	TIMESCALE	ITEMS TO PRODUCE / SECURE	DONE?
Stage 2. Initial contact with suppliers			
Tailor initial outreach communication to potential suppliers (see Paris template below for an example) – deciding whether a phone call followed by email is best or vice versa. Generally, the larger the institution, the better it is to begin with a formal communication like email.	6-5 weeks	Several emails sent to food sources	
Follow up with phone calls and in person meetings where possible, as soon as possible. This will allow you to get a better sense of what is available hopefully.	6-5 weeks	Arranged meetings	
Stage 3. Gleaning (optional)			
Plan for different aspects of glean if you are to go ahead with this. These include: Make sure additionally to create a plan for: •Volunteers •Transport •Equipment •Social Media Health and Safety	5 weeks prior to potential glean	A production schedule and plan for an entire gleaning day.	
Stage 4. Building relationships			
Continue liaison with suppliers – begin to create a plan for the type of produce and meal the catering team can expect – create a table of expected food quantities and begin to get a sense of the best plan for collection of the food.	4 weeks	A table of food quantities	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



TASK	TIMESCALE	ITEMS TO PRODUCE / SECURE	DONE?
Review how much food you are planning to collect - will you have enough for the meal? Will there be too much? Decide with the team whose responsibility it is to plan the back-up plan for any food which does not have a place in the meal – this is likely to the food sourcing coordinator however work with the whole team for the best decision.	4 weeks		
Stage 5. Building a picture of the narrative			
Make sure as you go to be recording WHY the food is going to waste, keeping in mind a plan for follow up after the event – how can food waste be reduced in the future? How can this food be put to use? What needs to change in the system as it currently stands?	6-3 weeks	A log of food waste landscape in the local area	
Stage 6. Organizing collection logistics			
Liaise with suppliers on collection dates and delivery to make schedule for collection – this should be done with the catering coordinator.	4-3 weeks	Collection schedule	
Liaise with volunteer coordinator on collection volunteers and drivers. You may need to arrange for a paid driver if there are funds for this.	3 weeks	As above	
Confirm quantities and items expected – make a table of expected food quantities	4 weeks	A table of food quantities	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



TASK	TIMESCALE	ITEMS TO PRODUCE / SECURE	DONE?
Confirm menu and liaise with catering team	4 weeks	Confirmed menu	
Confirm with driver the collection schedule and go through it with them in person – make a database of contact details. Submit this collection schedule to the catering team (though you will have been in contact with them previously to make sure it fits in with their plans).	3-2 weeks	Collection schedule – final draft	
Liaise with the communications coordinator – press might want to attend the food collections for interviews. See whether this is possible (with your supplier/ producers) and who would be best to attend the collections and give interviews.	2 weeks	Media plan and contact list	
In the weeks before, when collections are likely to take place, make sure your phone is on and that you are available to either attend the food collections with the drivers or send a trusted volunteer.	1 week	A list of contacts	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



FOOD QUANTITIES

For a curry/stew for 5000 people, you will need minimum 1000kg/2200lbs of raw produce, or approximately 2200lbs to be supplemented by carbohydrates ideally.

In the US, we have served a 9-ounce portion meal, which is considered standard. $9 \times 5000\text{oz} = 45,000\text{ oz.} = 2812.5\text{ lbs.}$ though some Feeding the 5000s have opted for a 12oz. portion. For more information on this, see the catering toolkit.



THE CONTINGENCY PLAN

Another principle of feeding the 5000 is:

Minimize environmental impact and avoid any food waste

Plan the provision of food on the day wisely so that no portions are wasted. Any food leftovers should be composted.

We always have a back-up plan in case the event has setbacks that mean not all portions are served. Another issue is that waste is so abundant that you are forced to take on extra food, which cannot be used easily in the meal.

You want to have a contingency plan for the food in case you don't have enough people turn up to the event. Bear in mind that the people who have helped you source food along the way can likely take on some of the food or even the meals you make to give to their beneficiaries.

Different options and what you need to bear to mind when making a plan B for all the food sourced can be seen on the following surplus food table.

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



PLANS FOR ANY SURPLUS FOOD	WHEN THE DECISION SHOULD BE MADE	FACTORS TO BEAR IN MIND	EXAMPLE
Less of the produce to be cooked. Instead some of the produce is stored and chilled for beneficiaries such as charities or food banks.	Before the meal is cooked, when all the food has been collected	How many people are likely to attend the event – what is the weather? Has promotion been effective? Can the food bank chill/store the food until they use it?	At Feeding the 5000- NYC, we collected more spinach than we needed for our Ratatouille – we donated some to a charity that had a relationship with the soup kitchen we were cooking in. They could chill the spinach for a few days.
Donate cooked meals to charity	A back-up plan should be made ahead of the day, with follow up calls to checking if the provisional plan is feasible. Confirmation should happen after the busy lunch period at 2pm on the day.	Can the beneficiary pick up the food from the venue? Can they legally serve it? Note on US food safety regulation: Cooked food redistributed to charities must be served within 4 hours of cooking.	Feeding the 5000 DC. To prevent a late finish, the team decided to donate 1250 meals to two charities, which has been suggested ahead of the day. There had been calls made to check it they could take on this much and we had arranged timings. We arranged a driver the day before who we confirmed with on the day to pick up the boxes of food with trays in them to deliver. This had to be done within 4 hours of the meal being cooked (food safety regulations) so speedy decisions were necessary.
Set up a grocery giveaway at the event	Prior to the day, if you collect a lot of food- This is a great way to spread the message to more people and serve even more portions.	Are you allowed to give out raw produce? Where will this be set up? Who will replenish the food and set up the station and make signs? Could you give out recipe cards?	Feeding the 5000 Brighton gave out many kilos of food and had an entire tent dedicated to this grocery giveaway.

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MAKING CONTACTS AND BUILDING RELATIONSHIPS

As it says in the handbook, one of the most important parts of this process is the research, the development of knowledge, the database building and the preparation of your first contact.

Read through the sections we include from the UK Gleaning Handbook – we highly recommend the sections ‘background on farm research’ as a basis of information into supply chain level food waste, followed by the section: ‘farmers and growers’ for an overview on where to start the search for producers and then how to build relationships.

You can then begin preparing your initial contact and a strategic plan – The section ‘calling farmers’ offers further guidance on this

TEMPLATE COMMUNICATION EMAILS

Example Food Sourcing email 1

Dear Janine,

Malcolm recommended that we contact you about an event we are organizing and the possibility of collaboration. The event - Feeding the 5000, takes place in the city on the xth September 2016 at xxx. Feeding the 5000 is Feedback’s flagship campaigning event, shining a light on the global food waste scandal, championing the delicious solutions and catalyzing the global movement against food waste.

At each event, we serve up a delicious communal feast for 5000 people made entirely out of food that would otherwise have been wasted, bringing together a coalition of organizations that offer the solutions to food waste, raising the issue up the political agenda and inspiring new local initiatives against food waste.

We have held such events around the world, from Sydney to Brussels, Amsterdam to London. We collaborate with organizations, governments and NGOs working on food waste issues across the world including UNEP, Alternatiba, & City Harvest. We have additionally held 3 events in the country, including in XX in 2014, xx in 2015 and xx in 2016.

We are currently in the process of sourcing food that would have otherwise been discarded and were hoping to speak to you about the possibility of sourcing some of the food from the wholesale market, to show the leadership that wholesale markets are taking in reducing food waste and

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responding to the massive public interest in the issue.
I will be in xxx this Friday and would be delighted if you could find the time to meet. If this is not convenient for you, we would be happy to arrange another meeting at another time with our coordinators.
We look forward to hearing from you,

Kind Regards,
Dominika Jarosz
Feeding the 5000 Global Campaign Manager

Example Food Sourcing email 2 - tweaked for DC Gleaning

Hi Tyler,

I'm reaching out on behalf of [Feedback](#), with our partners at [DC Central Kitchen](#) to inquire about organizing a strawberry gleaning opportunity with Wegmeyer Farm. We are currently gearing up to bring a 'Feeding the 5000' event into the heart of DC on May 18th. This event will serve as a tasty celebration of the opportunity that wasted food provides us with—through serving a meal feeding 5000 people from food that would otherwise be wasted, we're advocating awareness and creativity in the United States around how to fix the imperfect kinks in our food chain.

This event aims to achieve political pressure and publicity that will positively impact food production and consumption from farm to fork. We know that approximately 1/3 of produced food worldwide is wasted, and we want to use this event as a way to highlight the struggle that farms in particular have in finding consumer markets for both excess and deformed crops. Therefore, we'd like to see if you'd be interested in being involved in the event and our efforts to source some produce for it!

To spread awareness (and gather ingredients for our meal), we want to mobilize some local farms for 2-3 gleaning days in the week leading up to May 18. **If there is any possibility for us to utilize any food that would otherwise not have a use in your business, then we would be delighted to speak further either by phone or email. We will happily arrange all labor, costs and delivery to ensure ease on your side.**

Please consider the tremendous value in letting us glean from your fields!

And any insight or direction you might have for us about others to reach out to would also be greatly appreciated. Thank you for considering it!
Best,

Food Sourcing email 3 - tweaked for NYC

Dear X,

X recommended that we contact you about an event we are organizing and the possibility of collaboration in our upcoming Feeding the 5000. The event will take place in Union Square in NYC on November 10th from 12pm- 4pm.

Feeding the 5000 is Feedback's flagship campaigning event to shine a light on the global food waste scandal, champion the delicious solutions and catalyze the global movement against food waste. At each event, we serve up a delicious communal feast for 5000 people made entirely out of

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food that would otherwise have been wasted, bringing together a coalition of organizations that offer the solutions to food waste, raising the issue up the political agenda and inspiring new local initiatives against food waste. We have held over 20 such events around the world, from Sydney to Brussels, Amsterdam to London. We have organized three such events in the US, the first in Oakland in 2014 and the latest in Omaha just a few weeks ago.

We have partnered with City Harvest and GRACE Communications Foundation. We are currently in the process of sourcing food that would have otherwise been discarded and were hoping to speak to you about the possibility of sourcing some of the food from X, to show the leadership that X are taking in reducing food waste and responding to the substantial public interest in the issue.

We look forward to hearing from you,
Kind Regards,

Dominika Jarosz
Feeding the 5000 Global Campaign Manager



FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



ADVICE AND LESSONS FROM PAST FOOD SOURCING COORDINATORS

Food donations can come from anywhere, but all the food must have been diverted from landfill, and by using such food the message of the event is clear.

Donation location suggestions

- **Wholesale fruit and vegetable markets** pack-houses (distribution centers that bring farmers and supermarkets together), international wholesale warehouses are the best for sourcing large amounts of food.
- **Food banks** can be a good way of finding new avenues of fruit and vegetables surplus. Get in touch with the (there may be more than one) food bank partnering in the event and ask questions, as they can give you advice on how to store food and possible food suppliers that can give you donations. We have often found that partnering food banks might have food that is surplus to the requirements of their recipient charities, but this should not be something that you rely on as a source of food for the event. Also, by establishing relationships with any new food banks you work with on the event, you can donate new sources of food that *you* find, or surplus food from the event.
- **Farmers, farming organization and produce organizations** can be a good source of food that can be gleaned. Organic and sustainable farming networks can be friendlier, but be warned, they might be better at avoiding food waste! Finding out which

farmers (especially organic) supply supermarkets will be very helpful as cosmetic standards often mean they waste a lot.

- **Gleaning** vegetables before the event with volunteers can be a great part of the story, so if you do this, let the media know!
- **For cooking demos and smaller requirements** Bakeries, butchers, abattoirs, and fish markets are the best.



FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



LOGISTICS: COLLECTING THE FOOD

You will need to pick up large amounts of food, for which you need to rent a vehicle likely. We suggest the following:

- Make an excel document to plan each collection out. See the below example collection schedule below. Make sure to confirm with those whom you are collecting from that those timings are ok first.
- Work out how much food you will be collecting, and over how many days. From there you can make decisions on the size and type of van and for how many days you will need it.
- Once you have done this, Book/reserve the van and arrange for the collection of the food.
- When reserving a van, understand what you need to do to collect the van quickly on the day. What license and insurances does the driver need in advance? What kind of card is needed to make the reservation and make the payment? How much time in advance should you reserve the truck? Reefer trucks (trucks with refrigeration) are often in short supply so book weeks in advance.

Advice for food collections

Try to pick up food donations as close to the event date as possible, and for any food that you secure in advance, cold storage is best to help ensure freshness. If you are not renting a refrigerated van for the 3-day run-up to the event (rough time needed for all collections), then you need

to confirm a cool place to store all the food up until it is cooked. One preferable arrangement is to store all the food in a refrigerated van, however this is an expensive option. Arrange with partners a place to store all the food otherwise, 1 month in advance of the event (food banks and catering colleges often have some limited space, but this is an important way a catering organization/company could contribute also).

Advice for collection from an organizer for Disco Soup Germany:

'Make sure the people who are helping you know what you expect from them and when they are expected to do it. Have back up plans: not everyone who says they will help will, sometimes things turn out differently than you expect. Be flexible. If you are borrowing things from people, make sure you have a system in place to get it back to them> label the pans/ serving spoons'.

FOOD STORAGE CONTAINERS

(How to keep the food before serving it up)

- Feeding 5000 Brighton used 20 x 80l food grade bins
- Feeding the 5000 Paris used 50 x 15l food grade bags + 10 tubs at 80l were needed to transport and store all the food
- Feeding the 5000 NYC used 20 x 15-gallon size food grade boxes (polypropylene plastic – which is believed to be food grade) * (F5K NYC) *(borrowed or Ikea ordered previously).

[Click here for specs and pricing.](#)

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



LOGISTICS OF COLLECTING THE FOOD

Post-Collection; Storage of the Food

- Plan for where the food will live until prepared. Options include: the van, a fridge, a warehouse etc. If it is staying in the van, plan overnight parking.
- Within the storage space, plan out the storage containers for the food – how will you pick up the food (take it from those donating) and keep it afterwards?
- Additionally, if the food is moving from multiple places (as it likely will), work out how the food will be secured in the van while in transit– either with rope or appropriate stacking.

FOOD STORAGE SPACE

Deciding whether you need food to be chilled in storage prior could affect the budget, as non-refrigerated storage space tends to be more available and thus people are generally more able to offer this for free. Depending on when the food is being donated/collected, refrigeration may not be a choice but a necessity.

When planning the collection, bear in mind that you may not have the budget for a refrigerated vehicle for all the food storage. Trying to source refrigerated storage space for free is of course the next preferable option

then (asking food banks, and other food distributors if they have space would be our suggested first port of call), however you may need to enquire about pricing to pay for this and budget it in.

Example food storage email:

Hello

I'm enquiring on behalf of a charity holding an event to raise awareness of food waste in Denver on the 14th October.

We are rescuing around 1600-2000 lbs. of food that would have otherwise gone to waste to give people a free lunch on Skyline Park in Denver, however we are struggling to find a cost-effective option for cold storage of 4 pallets worth of food from the 6th- 10th October.

If you could give me an idea of how much it would cost to store the food at your warehouse and offer more information on the process, that would be helpful. Additionally, any special pricing to help our incredibly tight budget would be massively appreciated, though I understand that this can be difficult.

Thanks in advance for your quote,
Pascale

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Food Storage Container Needs

(for large scale food catering; including the collection, and food preparation)

- Enough to hold all produce and 25% more: ensure to do *new* math calculating the quantity of food and how much capacity you need to store it all, making sure to convert kg/lbs. into gallon/liter capacity.
- As a guideline, previous F5Ks have allowed minimum 15+ plastic boxes at 15 gallons. This may seem a lot. However, you will need to allow for equipment, then for all the produce to be separated into unprepared and prepared, allowing also for some boxes to wash produce in, then separated according to ingredient. For all these reasons, it is important never to underestimate your needs for containers to hold equipment. See the box on storage containers.



ADVICE — VAN SIZES

2812.5lbs (5000 x 9oz portions) minimum for all the food to be collected and transported to the venue should be accounted for.

Allow for some equipment to be transported additionally.

We would advise an 18ft reefer truck (this means there is refrigeration ability built into it).



APPENDIX

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



APPENDIX

BACKGROUND FARM RESEARCH — WHAT YOU NEED TO KNOW

Before you begin contacting farmers, it's a good idea to gain a basic understanding of the reasons why food gets wasted on farms, and to be aware of the different stages where waste can occur. This may help you identify which farms in your area are likely to have waste – for example, based on the type of crop that they grow. When you are ready to speak with farmers, having this knowledge will help you decide which questions you need to ask, and will better prepare you to respond to any of the farmer's queries.

Types of farm level food waste and their causes

Cosmetic Standards

Sadly, many fruit and vegetables are rejected before they even leave the farm because they do not meet certain criteria regarding their size, shape, color or appearance. These criteria are often referred to as cosmetic standards or cosmetic specifications. Produce that does not satisfy these cosmetic standards is typically rejected at one of three stages: in the field; in the pack-house; or at the point of delivery. See more in the section below on 'Where does the waste occur?'

Gluts and falling prices

If the weather has been particularly favorable to a certain crop, farmers may experience a glut (an abundance). This should be a good thing – but unfortunately it can create problems, because farmers often struggle to sell the surplus. Also, gluts often affect several crop-growers within the same region; and if the market becomes over-supplied, the price of that particular fruit or vegetable will fall. If the price falls below a certain point, it may become uneconomical for farmers to harvest the crop.

Over Production

Many farmers are contracted to supply a particular supermarket. The supermarket will issue the farmer with a demand forecast – an estimate of how much crop they expect to buy. If the farmer under-supplies against the forecast, they could potentially lose their contract. To protect themselves, some farmers deliberately

over-plant their fields. For example, a farmer who is contracted to sell 100 tons of onions might plant enough seeds to grow 150 tons. This provides him with a safety margin, to protect against a poor yield. However, if growing conditions are favorable and result in a good yield, the farmer might have as much as 50 tons of 'surplus' onions. As above, this surplus is not always easy to sell.

Order Cancellations

Working against a supermarket's forecast, a farmer may plant certain crops up to a year in advance of when they are due to be sold. Some types of produce are harvested close to the selling stage; others are harvested several weeks or months before and then kept in storage. Farmers may be in a situation where a buyer backs out of buying some produce.

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Sometimes this will occur under the guise of cosmetic out grading – a retailer may have agreed a price for a product with the farmer in advance, but the price of the product has since crashed – thus the retailer wants to wriggle out of paying the original agreed (higher) price. They can therefore reject the batch on the pretext of it not meeting cosmetic standards, to then buy up the produce at the new low market price.

Trials and Crop rotation

Farmers will occasionally run relatively small-scale crop trials to see how well a certain fruit or vegetable will grow on their land, or to test a different variety of a common crop. The farmer may not intend, or be able, to sell the trial crop. Crop rotation – for example, planting carrots in a field where parsnips are usually grown – can also sometimes leave a farmer with crops they cannot sell. (In this example, the farmer may have established regular customers to buy carrots, but has less experience selling parsnips).

YO Farms

May sometimes have times when not many people turn up to pick (e.g. because of bad weather) and so there are fruit and veg left un-harvested. They may also experience a tapering off of interest towards the end of their season

NOTE: Farmers may describe the causes of food waste in different ways – for example, a farmer talking of ‘surplus crop’ may be referring to a glut, over-production, an order cancellation or a crop trial. And be aware that some instances of farm-level food waste have more than one cause.



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Where and when does food waste occur?

In the field

Some types of fruit and vegetables are rejected at the harvesting stage. This is especially true of crops that are usually harvested by hand (rather than by machine), and where strict cosmetic standards apply: farm-workers will be trained to pick only those fruits or vegetables that meet the cosmetic standards. Often in these cases, a portion of the crop is left in the field; although sometimes a whole field is left un-harvested. For example, if a farmer judges that 50 per cent of the apples in a particular orchard are too small, it may not be economically viable to send laborers into that orchard to pick any of the apples.

In-field waste can also occur when the farmer's machinery is not able to gather the entire crop. For example, small potatoes and onions can fall through the gaps of mechanical harvesters.

At the packing stage

After crops have been collected from the fields, they need to be packed ready for sale. (Some large farms have their own packing sheds on-site; smaller farms usually send their crop to an offsite packing facility). At this stage the crop will be inspected and sorted according to quality and appearance; a portion of the crop may be rejected (considered unsuitable for sale). This sorting and rejecting process can be carried out by people, analogue machinery, or digital scanning equipment.

At the point of delivery

Supermarkets usually inspect deliveries of fresh produce on arrival at their warehouse. If they decide that some of the produce does not meet

their quality standards, they may decide to reject the entire delivery; the crop will be sent back to the farmer or packing agent. Even if the farmer has other customers who they can sell to, valuable time will have been lost in transporting the crop to and from the original customer, affecting the freshness and quality of the product.

At any other stage in the supply chain

The supply chain from farm to consumer is often long, with many stages. There may be several 'middle men' (intermediaries): packing agents, buyers and sellers, importers, exporters, transport, haulage and warehousing firms. Waste of fresh produce can occur at any one of these stages. Sometimes the produce is returned to the farm; in other cases, the produce is destroyed or disposed of.



FOOD STORAGE ADVICE FROM FEEDING THE 5000 CANNES

"We were a little limited when it came to food storage. Additional plastic containers would have been a benefit. There was a lot of people fighting to use them. I would walk away for 10 seconds and find a container I had planned to serve the next batch in had already been put to use!" (Head chef – Steven Wilson)

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



FARMERS AND GROWERS — BEFORE YOU START

Before you begin contacting farmers, carry out some initial research to build a picture of horticulture in your region. What types of crops are being grown – and when are they usually in harvest? Is farming in your region dominated by one or two large agribusinesses, or are there many small independent farmers?

Finally, ensure that you have a basic understanding of food waste on farms: understanding the issues that farmers face will help you ask better probing questions, earn their trust and to build a rapport with them. See Section 1 for more information on farm-level food waste. If there are many farmers and/or many different crop types in your region, you may wish to prioritize who you contact based on seasonality and farm size.

Finding farmers & growers

Create a database of farmers

Record what the source of your farmer info is on your database of farmer contacts. Then you will not forget which online directories, etc. you have already searched through.

Online directories and internet search

These are often extensive and easily accessible lists, with variety of useful data. Bear in mind that they often give no indication of farm size. Some directories will often overlap in terms of the farmers listed, so before adding a new name to the list, be sure to check it isn't there already.

Grower's associations

Farmers sometimes belong to certain groups or associations. For example, The British Leek Growers Association has around 12 members: some of these farmers will grow only leeks, others will grow a variety of crops including leeks.

Ask them to message their farmers about the event. This can multiply your reach – however, farms rarely respond to group emails, so it is desirable to get a list of individual contacts who are members of the grower's group if possible, who you can then call a short while after the message has gone out. If it is a national group, please run it by the Feedback team first before you contact them as we may already have contracts.



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Social media

Twitter has become very popular among farmers. Topics include supply and demand, weather, new technologies and requesting or offering advice. Also, once you follow one farmer, this may help you to find many more.

Retailers

Some supermarkets provide details on their website of the farms that they buy from. If fruit and vegetables are sold pre-packaged, there may be a label on the packaging listing information about the farmer who grew the produce.

Trade and industry publications

There are several newspapers, magazines and journals aimed at farmers or businesses related to agriculture. These sometimes contain stories or articles about particular farmers, or adverts placed by farmers.

Market traders and small businesses

If you talk to market traders or small businesses, some are happy to give the name and contact details for the farmers who supply them.

Conferences, events, exhibitions and trade shows

Farmers like to keep up to date with what's going on in their industry, so will often attend conferences, talks and events. Some of these events will be exclusive to farmers, but others will be open to members of the public or representatives of gleaning projects! Exhibitions and trade shows, such as the National Fruit Show in Kent, (UK), are also good places to meet farmers face-to-face.



TRY AND TRY AGAIN

If at first you don't succeed, try and try and try again! Persevere! Farmers may not be responsive for many reasons – they might:

- Be too busy
- Go into “cold caller” mode, assuming you are asking for money
- Be afraid of gleaning as an unfamiliar idea
- Be afraid of admitting they have waste, and deny it (particularly PR departments)

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



CONTACTING FARMERS

You are most likely to get the best response if you can speak to the farmer, so where possible try to contact them by telephone. Once you've established contact, it's often good to follow up by sending an email with further information, especially if they seem uncertain, or need approval of someone senior who might benefit from a concise and positive written account. **Always follow up emails with a call after a week or two if you don't hear back!** There are some email templates for sending to farmers/producers.

Before you pick up the phone, it's good to plan through what you want to say. Write down a few ideas for how you might open the conversation, i.e. what is the first thing you will say when the farmer answers the phone. Remember that farmers are busy people: they're unlikely to have much time for long phone calls, so it's important to be succinct. Please see the appendices for more specific advice on what to say to farmers.

Be tactful in your approach

Keep in mind that food waste is almost always a sensitive topic for farmers. If they do have crops that they are unable to sell, this means they will be losing money – as well as the time, energy and dedication they put into growing those crops. Farmers more than anyone dislike the idea of good food going to waste.

People think of waste differently

Imagine a farmer who, in an average year, cannot sell 40 per cent of the cabbages that they grow because those cabbages do not meet cosmetic standards. The farmer might not regard this 40 per cent as waste because it happens every year and is effectively planned for.

This is another primary cause of food waste: farmers deliberately over-planting their field to ensure against undersupplying contracts. If you were to call that farmer and ask if they have

any waste, they could quite reasonably answer no. However, if instead you enquire about *un-harvested, surplus, downgraded, outgraded or rejected produce...* you may receive a very different answer.

There is no single, correct approach. The point is that not all farmers have the same interpretation of food waste; and certain words, phrases or approaches can mean different things to different farmers. So, it can sometimes be useful to try phrasing a particular question in more than one way without doing this so much that you annoy the farmer!

Example opening pitch

"Hi, my name is X and I'm calling from a project that can save any food you currently leave unharvested or can't sell, and get it to food poverty charities like homeless hostels. We have teams of volunteers who can do the harvesting for free. Do you think you'll be likely to have any food left unharvested in the fields over the coming year, and if so would you be interested in having the food harvested for charity?"

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Follow up questions if they are interested:

When? “When is the waste likely to occur? Don’t worry if this is an estimate, as we appreciate these things can be unpredictable.”

Type and est. quantities? “What types and what approximate quantities of food waste can there be? Again, don’t worry if this is an estimate, as we appreciate these things can be unpredictable.”

Good time to check back in with them? “When is there next likely to be food waste coming up? Is it ok if we call back 2-3 weeks before then, to check in with you and see what the situation is then? We generally need about 1-2 weeks’ notice to organize a gleaning day, so it’s best if we call you a bit in advance. However, if you won’t be sure until closer to the time, it’s still helpful to check in with you in advance, and we may be able to do something at less notice.”

Ensure you make a note of when to call them back, and stick to this as otherwise you may miss the chance to glean.

Note: The more established you are as a hub, generally the shorter the time you’ll need to coordinate logistics and mobilize volunteers.

Pack house waste? “If you have any pack house waste, we can also link you up with charitable outlets, or social enterprises who might be able to get you some money back from the produce, more than you would get for livestock feed. Do you ever have any pack house waste, like cosmetic outgrades?”

Note: It’s very important to mention the possibility of linking them with commercial groups like Company Shop, particularly if they seem



WHEN’S BEST TO CALL?

Calling early in the morning, lunchtime or at the end of the working day is more likely to be successful. Rainy days, less busy periods of year (when no harvesting or planting are going on), or when it gets dark early in Winter, are all times when farmers are more likely to pick up the phone. A bigger farm with an office may have normal office hours, however.

DON’T GIVE UP!

Tenacity is rewarded with farmers— you may often experience missed calls, and endless requests to call back at later times. Farmers have very busy lives. Do not give up! Take heart! Of course, it is also important not to waste energy calling farms who *never* answer, or ask not to be called back or you sense are becoming annoyed.

It is especially important with farms that have said they would be happy for you to glean from them, to tenaciously call them until you get through around the time they are likely to have waste. There’s often a narrow window where waste produce will be gleanable before it goes bad, and it’s the worst feeling to miss that window. Call back multiple times in one day if you feel it’s appropriate, until you get through (again— be sensitive if you are beginning to annoy anyone though!).

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



CASE STUDY - FINDING FARMERS IN THE UK

Farm Directories

Please record what the source of your farmer info is on your database of farmer contacts. Then you will not forget which online directories, etc. you have already searched through.

Also, directories will often overlap in terms of the farmers listed. Before adding a new name to the list, be sure to check it isn't there already.

Where possible, be specific that you are looking for fruit and vegetables as otherwise you may end up phoning arable or livestock farmers, who may be bemused at the idea of you gleaning their sheep!

"iGroup" Business Finder: There is usually a separate site for each region – for instance, [iKent](#). From there, enter a category – a good one is "[fruit & vegetable growers](#)".

Thomson Local also have a [directory of fruit and vegetable farmers](#). Just type your region into the search box to localize the search.

Local Life also have a [directory of fruit and vegetable farmers](#). Just replace "Kent" with your region in the search box to localize the search.

B99 have a directory of [UK fruit producers](#) – just click on the nearby town for a list.

These lists may sometimes list agricultural businesses that are not farms. For instance:

- Hydroponics
- Nurseries: Often grow small seedlings, which are then sold onto farms to cultivate. They may be able to tell you the names of local farmers who buy their produce.
- Traders/marketers: These will often not grow their own food, and instead buy harvested food from farms to then sell on to supermarkets or smaller markets. You may be able to ask them for the names of farmers they supply.

UK Retailers:

Some retailers offer lists of their growers on their websites:

- Abel and Cole list their [vegetable](#) and [fruit](#) growers.
- Many major supermarkets like Tesco's and Sainsbury's don't list their suppliers online at the time of writing. However, if you ever find such lists, please let us know!
- [Morrisons](#) and the [Cooperative](#) offer some limited information about their growers.

We are currently in discussions with some national supermarkets about them giving us lists of their suppliers. If/when we acquire these, we will of course share the details of farms in your region.

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



AN EXAMPLE SCHEDULE FOR COLLECTION

DATE	TIME	PLACE + CONTACT	COLLECTION	QUANTITY	TYPE OF INGREDIENT	CONDITIONMENT	INTERMEDIARY
24 septembre matin	11am	Ferme de Cravençon Chaudun	Elodie	500 kg	Potatoes	GLEANNING - Crates needed	Solaal
25 septembre matin	8am	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	200 kg	Cucumber	20 boxes, 10 kg each	Solar
25 September mating	8am	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	168 kg	Eggplants	24 boxes, 7kg each	Solaal
25 September mating	10am	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	300 kg	Beetroots	30 boxes, 10 kg each	Solaal
Attente réponse	12pm	Les Halles Trottemant	Patrick	?			
Passer quand on est à Rungis pour voir ce qu'ils ont	2pm	Dynamis?	Patrick	?	Divers		Elodie
Attente réponse	3:30pm	Les Vergers St Eustache?	Patrick				
25 September mating	6pm		Marine + 1	???	Divers		Marine

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



AN EXAMPLE TABLE OF EXPECTED FOOD QUANTITIES

QUANTITY	TYPE OF INGREDIENT	CONDITIONMENT	BANQUET	FOOD BANK	ALTERNATIBA	DISCO SALAD	BÉNÉVOLES SAMEDI MIDI	TOTAL
500 kg	Potatoes	Cagettes plastiques 45	300	120	80	0	0	500
300 kg	Beetroots	30 boxes, 10 kg each	130	80	80	10	0	300
300 kg	Carotts	30 boxes, 10 kg each	200	0	40	40	20	300
168 kg	Eggplants	24 boxes, 7kg each	168	0	0	0	0	168
300kg	Tomates	Cagettes?	140	0	50	60	50	300
200 kg	Cucumber	20 boxes, 10 kg each	0	40	40	60	60	200
	Divers supermarché	?						0
		TOTAL	938	240	290	170	130	

FEEDING THE 5000: THE FOOD SOURCING TOOLKIT



EXAMPLE FOOD SOURCING POTENTIAL SUPPLIER DATABASE TEMPLATE

Food Sourcing Contact	Location	Address	Food	Website	Contact (first name)	Contact (last name)	Email	Contact Description	Phone Number	Description	Category (from Jordan)
R & G Produce, LLC		16 Van Sick	400 acres	http://www.rgproduceocg.com			rgproduce@optonline.n		845-981-7200		Farmers
Liberty View Farm			Apples				Naturallygrownapples@		845-399-9545		Farmers
B.W Bishop & Sons Inc		1355 Boston	apples, str	www.bishopsorchards.com			farminfo@bishopsorcha		203-453-2338		Farmers
Alstede Farms		84 County	apples, str	http://als	Kurt	Alstede			(908)879-7189		Farmers
Fishkill Farms		9 Fishkill F	apples, to	http://www	Josh	Morgenth	info@fishkillfarms.com		845-897-4377		Farmers
Sheppard Farms Inc		340 Sayres	asparagus, cucumbe		Thomas	Sheppard			(856)447-3668		Farmers
Cherry Brook Farms		Cherry Bro	beans, peas, squash		Bobby	Hampton			(856)453-0799		Farmers
Coach Farm			Cheese	http://www.baldorfood.com/farms/coach-farm							Farmers
Sprout Creek Farm			Cheese	http://www.baldorfood.com/farms/sprout-creek-farm							Farmers
Beecher's			Cheese	http://www.baldorfood.com/farms/beechers							Farmers
Bodhitree Farm			cucumber	http://bodhitreefarm.com/			nevia_bodhitree@yahoc		201-401-5865		Farmers
Corbin Hill Food Project		Whole Farmshare		http://cor	Carey	King	careyking@yahoo.com		(718) 578-3610		Farmers
Shushan Valley Hydr		Shushan V	hydropon	http://www.shushanvalleyhyd			peunderwood8@gmail.c		518-854-9564		Farmers
Hauser Hill Farms		Hauser Hil	lettuce, cabbage, spi		John	Hauser			(732)591-1966		Farmers
Adamucci Farms Inc		Adamucci	peaches, nectarines,		Carmen	Adamucci			(856) 451-4069		Farmers
SENAT POULTRY			Poultry	http://www.baldorfood.com/farms/senat-poultry							Farmers
Brooklyn Greens			Produce	http://brooklyngreensfarm.com/contact/							Farmers
<div> Farms Markets Supermarkets Packhouses Bakeries Meat Fish Dairy Misc +</div>											



FEEDING THE 5000

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THE CATERING TOOLKIT

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



FEEDING THE 5000 – CATERING 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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FEEDING THE 5000 – CATERING TOOLKIT



THE CATERING TOOLKIT- INTRODUCTION

AIM

The aim of this toolkit is to plan and agree on the menu and how food will be processed, cooked and served from food collection to serving. The catering plan is hugely important to feeding 5000 (or any amount of) people and it can involve several layers of logistical planning. There are so many layers of details which need to be firmed up ahead of the event, our **top tip** is to make decisions as soon as possible.

TIMING

2 months minimum

FURTHER GUIDANCE

This toolkit offers

- What the Feedback team have learned on how to organize large scale food waste catering from organizing Feeding the 5000s, offering a way to segment the plan into different sections for you to follow in organizing your catering plan
- an overview [WORK PLAN FOR CATERING](#) to check progress against – we recommend using this throughout the process
- Resources and example documents for you to use – to save time recreating them.

This toolkit was developed for February 2017 with support from [The Rockefeller Foundation](#).



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1



STAGE 1

SECURE COORDINATORS/LEADS

FEEDING THE 5000 – CATERING TOOLKIT



STAGE 1:

SECURE COORDINATORS/LEADS FOR DIFFERENT ASPECTS OF CATERING ROLES

- Within catering it is good to divide the roles up as it is a lot of responsibility. We recommend the following:
- The food sourcing coordinator – they work with the catering coordinator but work on sourcing the donations, the logistics of food collection and ideally work with the catering coordinators in the best plan for the storage of the food.
- [A chef/ team who leads on the menu creation](#)
- A chef who acts as the spokesperson for the event in the media – ideally the same chef who creates the menu.
- A sous chef team who cooks the main meal – they should have experience in large scale catering.
- The Disco Chop coordinator who organizes the event where all the food is prepared ahead of cooking.
- [The serving team](#) and team lead who plans and executes the food service operation on the day itself in the catering tent.
- The catering coordinator! This person brings together all the elements

CASE STUDIES

FEEDING THE 5000 BRIGHTON

Food sourcing was led by a local partner, the Real Junk Food Project Brighton. The coordinator of RJFP led the sourcing (including gleaning). The Disco Chop, all transportation of the food and the execution on the day was led by Para. Para is a chef based in London who has a pot big enough to feed 5000 people. Para brings his entire team, all equipment and cooking ingredients such as oil, salt etc. The serving team was led on the day by the Feedback team and RJFP local organizers.

FEEDING THE 5000 PORTLAND

Food sourcing and gleaning was led by the lead partner organization. The Disco Chop was held at a commercial cooking facility – the Fork Food Lab – they lent us a lot of equipment, use of the kitchen and storage space. We had a separate head chef who decided the direction of the meal and acted as a spokesperson for the event. The cooking of the meal itself was led by the chef team of Fork Food Lab. Serving was led by Fork Food Lab also.

FEEDING THE 5000 – CATERING TOOLKIT



A WORK PLAN FOR CATERING

TASK	TIME BEFORE EVENT	ITEMS
Stage 1: Secure coordinators/leads for different aspects of catering		
Read through the work plan and gain familiarity with the catering toolkit – assess what resources you do not necessarily have access to.	2 months	Q.s for F5K team
Secure a lead for food sourcing – this could be you or someone else- meet to decide the division of tasks if multiple people.	2 months	
Secure the chef with a team of minimum 3 sous chefs per dish	2 months	Chef team
Recruit a Disco Chop/food processing coordinator to make the production schedule for this event and lead the entire operation of preparing the food. They can/will work with you closely throughout the catering plan process.	2 months	Disco Chop coordinator
Research food safety regulations, both online and through arranged conversations with those who have experience in food surplus and food service catering, both outside and in large scale kitchens.	7 weeks	Food safety plan
Arrange who will lead the serving team on the day, whether a catering partner organization or someone with food experience.	7 weeks	Clear outline of their responsibilities.

FEEDING THE 5000 – CATERING TOOLKIT



Confirm tent size and tables you can use to make an initial food service layout (see appendix for example) and plan – project who could lead food service and how many volunteers you will need. If you do not have the necessary requirements, beg/borrow/rent an adequate size tent.	7 weeks	-Volunteer list -Serving layout plan -Plan for rental of necessary tent etc. on site.
Stage 2: Locations		
Confirm location and date for Disco Chop, or the 'food processing party' where the food (1000kg/2200lbs) or produce will be washed, chopped, prepped and boxed ready for the chefs.	7 weeks	Location, date and Disco Chop details
Coordinate with Disco Chop coordinator to make sure all of food will be prepared at this one event	7 week	Disco Chop event production schedule.
Arrange with partners a storage location for the food, if you are not storing all the food in a refrigerated van	6 weeks	Confirmed storage plan
Visit the venues: where the food processing will happen and where the food will be cooked	6 weeks	
Confirm serving layout and make diagram	6 weeks	Serving layout diagram
Stage 3: Equipment		
Research waste management options for the Disco Chop and make sure there is a plan for the composting of any food waste.	6 weeks	An excel for waste management options
Confirm all equipment needed for food processing is at the venue where you will be food processing/chopping/prepping. If not, make efforts to borrow/purchase/source it.	6 weeks	Equipment list
Confirm all equipment needed for cooking is at the cooking venue. If not, make efforts to borrow/purchase/source it.	6 weeks	Equipment list
Confirm you have all the <u>equipment needed to transport the food from the kitchen to the F5K venue.</u>	6 weeks	Equipment list
Confirm you have all the equipment needed to serve the meal on the day – see the <u>equipment list for on the day needs.</u>	6 weeks	Equipment list – column for secured or not
Stage 4: Food and Catering plan		

FEEDING THE 5000 – CATERING TOOLKIT



Evaluate how much food you have confirmed to be collected and assess needs for F5K meal – make a list as in the example in the appendix . - liaise with food sourcing coordinator.	5 weeks	Food list cross-checked against food needs
Create transport plan for produce from collection to processing to cooking to venue – book van and arrange for the collection and storage containers for food in liaison with food sourcing coordinator – make a schedule with locations, timings and responsible parties and contact details . Food sourcing coordinator may arrange this also.	5 weeks	Transport plan and event production schedule
Finalize catering plan and produce you will likely use in meal, including asking chef for menu, recipe and timings for each/the dish- see the appendix for example recipes - liaise with the food sourcing coordinator on this.	1 month	Catering plan Menu Recipes
Make a comprehensive excel list checking the delivery and who is responsible for all equipment.	4 weeks	A schedule for food collection
Arrange waste management, including recycling and composting for the food preparation party (see waste management in the Feeding the 5000 toolkit).	4 weeks	Waste management plan
Re-evaluate how much food you have confirmed to be collected and assess needs for F5K meal - food sourcing coordinator may arrange this also.	3 weeks	Updated food quantities list – see below for example quantities list
Arrange a driver for each collection and make a schedule with locations, timings and responsible parties and contact details – food sourcing coordinator may arrange this also	3 weeks	
Stage 5: Transportation and final logistics		
Hire transport (likely a van) for the collection of the food - food sourcing coordinator may arrange this also.	3 weeks	Updated transport plan and event production schedule

FEEDING THE 5000 – CATERING TOOLKIT



Consider how the food will be collected from location, defining what containers will be used - food sourcing coordinator may arrange this also.	3 weeks	Updated transport plan and event production schedule
Create a plan for the storage of the food until the Disco Chop - food sourcing coordinator may arrange this also.	3 weeks	Updated transport plan and event production schedule
Create a plan for the delivery of the food to the Disco Chop - food sourcing coordinator may arrange this also.	3 weeks	Updated transport plan and event production schedule
Create a logistical plan for the delivery of the meals to the site for the day itself. Work with the food sourcing coordinator on this.	3 weeks	Updated transport plan and event production schedule
Meet with Disco Chop coordinator to check all on progress	3 weeks	
Make an excel of all the equipment needed for the cooking demonstration, categorized demo by demo, chef by chef. See below and the catering folder – F5K NYC – on the day equipment as a guideline	3 weeks	Updated equipment list
Create a final plan for the collection of the food – send out to all relevant people.	2 weeks	Food collection plan
Consider how post Disco Chop the food will be stored until it is cooked by the chefs.	2 weeks	Update event production schedule

FEEDING THE 5000 – CATERING TOOLKIT



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Arrange a meeting/call with all stakeholders to confirm all aspects of the plan are confirmed – you should run through the entire event production schedule.

2 weeks



FEEDING THE 5000 – CATERING TOOLKIT



THE CHEF TEAM

Arranging the team of chefs and the head chefs to lead on the entire catering operation is crucial to the event. This has worked a little differently for each event however likely roles will include:

- The head chef who acts as a spokesperson for the event and works to create a menu
- The team of sous chefs who lead the operation of cooking and preparation up to the moment the food is transported to the venue – kitchen manager
- The sous chefs should work closely with the Disco Chop coordinator who manages the disco chop from set-up to the moment chefs receive the boxes of produce ready for cooking.

RECRUITING THE CHEF AND THE TEAM

When having initial conversations, and planning who will lead on this, it is best to schedule a call to talk through:

- What the event is about? – the story so far and what you're aiming to achieve
- Why they would be a fantastic addition to the event
- The current plan - what has been decided so far
- Their ideal situation – what they can and would like to commit in terms of time, involvement and role. Do they want to oversee the operation in addition to the dish? Will they manage the kitchen team and logistics?
- The creative side: make sure to emphasize that the event necessitates a level of creativity and a willingness to work with produce you may not

have expected. What story would they like to tell?

- You could get onto nitty gritty details such as - what ingredients will you be working with? Any special equipment that might be needed?
- Moving forward - what are the next steps and how can we secure their involvement? What are the next details to confirm?

ADVICE FROM PAST ORGANIZERS- WAGENINGEN

KITCHEN FACILITIES

Logically, we first approached two of the catering companies working at the campus and they gave full cooperation to the event. One of them provided storage space where we kept the produce obtained. We chose a very nice venue at the campus and the catering company working in that building agreed to give us their kitchen and provide staff for Sunday. For this, the Facility Management department allowed the building to be opened on Sunday, and the safety officer advised on safety measures both in the kitchen and the restaurant.

We were smart enough to visit the kitchen in advance – it turned out not to be suitable for the cooking of such a large amount of food (as normally the food is brought there from a central kitchen elsewhere and meals are only assembled at the campus). We inquired in various places that cook for students but their kitchens were occupied at the time when we needed them.

FEEDING THE 5000 – CATERING TOOLKIT



THE SMALL MATTER OF FINDING A KITCHEN

Often, when you recruit a chef team, they can offer a kitchen also, which means saving money on equipment. However, if not researching local soup kitchens and charities which offered cooked meals is a good place to start. Industrial cooking facilities such as a catering company, catering college or school could be appropriate. Bear in mind the quantities you are cooking and speak with partners as to any ideas they might have. Ideally one of the partners will be able to offer a kitchen facility.

SENDING AN INITIAL EMAIL

Dear XXXX

I hope you're well. I wanted to bring you up to date with our plans in NYC, and to find out whether you would still be interested in being involved. I know you're doing so much in NYC this spring: so, you're busy, but there may be synergies.

Feeding the 5000 NYC will take place in Union Square on May 10th, and DC on May 18th. This means we'll feed 5000+ members of the public with food that otherwise would have been wasted to raise awareness about the solutions to this global problem, challenge the industry to do more about solving it, and champion the work of our coalition partners including the likes of City Harvest, NRDC, the James Beard Foundation, Grace Communications Foundation, the City's Office of Sustainability, the Rockefeller Foundation and several others.

We would be delighted to have you involved in the event in whatever capacity you see fit. Given your leadership on sustainability, we feel your involvement in the event and the wider campaign would be incredible for the movement and with so much action on food waste in 2016, we feel this year will be hugely important for catalyzing the movement on food waste. Though we have not gone live with the events yet, we will be doing so in the next week and wanted to scope out the possibility for your involvement.

There is a variety of ways for you to take part and contribute to the event, as outlined in the attached document. These range from media opportunities in the run-up to the event, cooking demonstrations on stage or helping design a dish.

If your involvement is a possibility, we'd love to set up a call this week between you and my colleagues to discuss (as I am currently away).

Warm Regards,

Dominika

FEEDING THE 5000 – CATERING TOOLKIT



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Warm Regards,

Domestic

2



STAGE 2:

LOCATIONS

FEEDING THE 5000 – CATERING TOOLKIT



STAGE 2 - LOCATIONS

THE DECISION TO COOK ON OR OFF SITE; PROS AND CONS

Many of the below decisions are followed by the important decision to either cook onsite or off site. See below for pros and cons.

	ADVANTAGE	DISADVANTAGE
On-site cooking	<p>Visual spectacle It can be easier as you do not have to plan for the provision of transporting hot meals.</p> <p>In many European cities, a chef has arrived at 6am with one huge pot and made a curry for 5000 people, accompanied by pakoras which are fried in one large pan. There is little to plan for other than the burner and buying of a large amount of gas.</p> <p>See the Advice from past organizers – London 2009 for advice on how we have done it in the past.</p>	<p>Logistics Must prep food off-site ahead of time, needing storage containers/food bags for all produce to be transported to site. Could require more food permits.</p> <p>Limitations Must consider local restrictions surrounding power – are you allowed to cook on a public site? What type of fuel is allowed? Is open fire a possibility? – See food safety regulations.</p>
Off-site cooking	<p>Logistics You will have more time to prepare and cook food.</p> <p>All the washing up and cleaning can be done in a kitchen facility.</p> <p>You can often make much more difficult (not one-pot) dishes because of the extra equipment that is in facilities.</p> <p>If you decide to transport the food hot, the chef will not have to arrive on site early (could be 5am) to begin cooking, however they must arrange for the food to be heated.</p>	<p>Logistics Model 1) Hot food transport</p> <p>For Feeding the 5000 NYC, this required sheet pans, lids and cambros to insulate the food.</p> <p>This also requires finding another kitchen to cook in – for advice, see the finding a kitchen section</p> <p>Model 2) Re-heating on site in large pots</p> <p>This requires cooking significantly ahead of time to allow for cooling and refrigeration and then transferal to containers. You then must plan for the heating of the food. Both require expensive equipment and thorough planning.</p>

3



STAGE 3:

EQUIPMENT

FEEDING THE 5000 – CATERING TOOLKIT



STAGE 3 - EQUIPMENT

This is a huge consideration and should be crucial to creating a budget. After you have made an order for the rental of larger considerations such as the tents and stages, you need to consider all the equipment you will need to make the event happen. See the Basic Equipment Needs box below as an initial starting point. The event manager should be able to confirm the details of this, leaving you the catering coordinator to focus on the details of equipment.

We suggest dividing this up into various categories:

- Gleaning
- Food collection
- Disco Chop party for volunteers
- Other food preparation
- Cooking
- Transporting to the event venue
- On-the-day serving requirements
- Chef demonstrations

WAYS TO SAVE MONEY

Much of this can potentially be sourced from schools, universities, catering colleges and cooking schools. You could also try and borrow equipment from companies (for free).

CASE STUDY: FEEDING THE 5000 PORTLAND

Companies bought items, like 80 quart pots, knives and hotel pans that they intended to buy months later because they knew it would be helpful for the event. They then rented it to us for half the price.

BASIC EQUIPMENT	MINIMUM QUANTITY
Tent	8m x 6m
Tables	14 (5 for serving, 5 for equipment, 4 contingency)
Dish for serving – generally a chafing dish with inserts	8 (6 minimum, plus 2 for contingency)
Plate and cutlery for serving in (we generally use sugarcane)	5500 (5000 plus 10% contingency)

As a plan for sourcing all the equipment we suggest:

- Go through previous event equipment lists and take off anything you do not need. Please refer to the entire equipment lists we have compiled. Go through with the chef team to see if they have any additional requirements. Submit the list you must check if they are happy with what you intend to source.
- From there, see what you will need to borrow, beg, and buy. Can the

FEEDING THE 5000 – CATERING TOOLKIT



chefs lend you any of this equipment or is it included in their service? We find it is helpful for partners to have a shopping list prior to the event so that arrangements can be made.

- Where possible, aim to borrow – it means less stuff and money saved. Arrange for the collection of any borrowed materials – make sure it is properly arranged on the terms of the kind person who is lending it out to you. If you are struggling to find certain equipment, make calls and ask partners. Asking around and having conversations is always helpful.
- Price out the cost of buying or renting any other equipment needs. Arrange for the rental of any equipment to be rented (including payment, best quote, delivery location and timings) an example of this kind of checklist can be found in the catering folder – see F5K NYC – on the day equipment - as a guideline. This can also be found below in the [example catering plan for Feeding the 5000 NYC](#).
- Note that some equipment could be reused for multiple events – the food storage containers used for collection, could be utilized as Disco Chop containers and then reused at the main meal. Note that you must work with other teams such as the food sourcing team. See the Advice from Past organizers on containers (right)
- Any equipment that still hasn't been sourced is likely to need purchasing. Arrange for a volunteer to go to specific shops with a detailed shopping list. Arrange for the taxi of the volunteer or delivery of the items to a location.

LAST MINUTE ORDERS AND EQUIPMENT NEEDS

Inevitably, there will be things you need to source in the few days before at short notice. For these items, we recommend restaurant supply stores, and bulk order shops (for which you often need catering business or chef status to acquire the membership to enter). While we do not recommend leaving these orders to the last minute, do not panic. The likelihood is that you can purchase any equipment or ingredients from these stores.

Advice from Past organizers

Feeding the 5000 Cannes – food containers

"We were a little limited when it came to food storage. Additional plastic containers would have been a benefit. There was a lot of people fighting to use them. I would walk away for 10 seconds and find a container I had planned to serve the next batch in had already been put to use!" (Head chef – Steven Wilson).

4



STAGE 4:

FOOD AND CATERING PLAN

FEEDING THE 5000 – CATERING TOOLKIT



STAGE 4: FOOD AND CATERING PLAN

BUILDING A MENU

- What produce you will be working with: it's likely that the produce you will have access to will be what's in season – this can be a way to plan when the event should be (as you are likely to have surplus when there are periods of abundance) and to plan the menu and offer the chef a prediction of the kinds of produce you will be working with. [This is how we worked out what our stew would look like for Feeding the 5000 Front Range, Denver happening in October.](#)
- How many dishes to make: we suggest keeping the menu as simple as possible. Having said this, we have had many successful events where there have been multiple dishes served, such as Feeding the NYC where we served three dishes. We have also had fantastic events where one curry was served as in Feeding the 5000 DC. We advise at least one lead chef per dish. See in the catering folder for the F5K NYC portions outline for a breakdown of how we composed the dish.
- Variety: don't worry if you can't find all the vegetables in the quantities you desire– the types of produce have varied a lot at the different F5k events and depending on the season. If there's enough carbohydrates with a combo of veg (around 1000kg/2200lbs of produce), you should have a delicious meal. Do not collect hugely over this amount (unless you have a plan).
- Heating: Consider food safety regulations (below) when creating a menu plan and what kinds of food you can serve – does it need to be hot? Can

it be hot? Furthermore, when specifying how the meal will be cooked - see the appendix, specifically the savory sparCs torte recipe.

For example recipes, a menu (where we served multiple dishes), catering plans, please see the appendix:

Advice from Past Organizers

Feeding the 5000 Cannes; lessons learned

"For a festival like Cannes, the target audience are the super-rich, those used to dining out 7 days a week on high end gastronomy. Feeding 'en masse' is always a challenge where prep heavy/ service light, dishes that can be easily scaled are desirable.

We want the main dish to be fresh and tasty. The pakoras were perfect.

I think that some canapes would have gone down really well. We had a strong team in the kitchen to be able to deliver higher end food with more of a 'wow' factor. Volunteers would be excited to be making fancy food. Canapes would be great to be giving to those in the queue as a precedent to conversation. Canapes could also have been taken up and down the promenade and distributed at strategic points, tactically getting the word out there about the banquet will tantalizing little tasters." (Steven Wilson – head chef)

FEEDING THE 5000 – CATERING TOOLKIT



FOOD QUANTITIES

For a curry/stew for 5000 people, you will need 1000kg/2200lbs of raw produce. This will amount to 7lbs of produce, which is supplemented by other ingredients and water if you are making a delicious soup. You need to decide what portion size you want to serve. It has ranged from 9oz to 14oz, so the produce you collect will be supplemented by carbohydrates ideally.

In the US, we have served a 9oz portion meal, which is considered standard. $9\text{oz} \times 5000 = 45,000\text{oz}/2812.5\text{ lbs}$ all together. Ensure that no food is wasted.

Though you may encounter problems with sourcing food at the start, we often have an abundance of food available at the end.

It is an important to ensure that a plan is made for food to be redistributed at the end. Do not be overconfident in your ability to serve all 5000 meals on site (see the document 'Feeding the 5000: an overview', specifically the dates and location factors which could lead to less meals being served. Consider food safety regulations when creating a plan B for the meals. Feeding the 5000 teams have previously used one van to take 1000 meals in containers to be served at food bank agencies.

See below for the food quantity table for the Feeding the 5000 NYC



This Photo displays how we served food for Feeding the Hudson Valley.

FEEDING THE 5000 – CATERING TOOLKIT



FOOD	DESTINATION	PORTIONS	AMOUNTS – BREAKDOWN*	CONTAINERS	TRANSPORT	TRUCK NO. + SPEC
Savory Tart	F5K	2500	5000 x 3oz half portions	pastry boxes	pastry boxes	1
Savory Tart	City Harvest charities	2500	5000 x 3oz half portions	pastry boxes	pastry boxes	1
subtotal portions =		5000				
total oz. =		30,000				
Pickle	F5K	2500	5000 x 3oz half portions	buckets	buckets	1
Pickle	City Harvest charities	2500	5000 x 3oz half portions	buckets	buckets	1
subtotal portions =		5000				
total oz. =		30,000				
Ratatouille	F5K	2500	5000 x 3oz half portions	hotel pans	campbros	2
Ratatouille	City Harvest charities	2500	5000 x 3oz half portions	aluminum tins	campbros	2
subtotal portions =		5000				
total oz. =		30,000	*this totaled a 9oz portion			
TOTAL PORTIONS		10,000	*9 oz. portions			

FEEDING THE 5000 – CATERING TOOLKIT



FOOD SAFETY REGULATIONS

Research into local regulations months ahead to see what could restrict the food service at the event. In some areas of Europe, regulations are more relaxed in terms of redistributing food after it has been heated. In some areas of the US, heated food must be served within four hours or disposed of. This was the requirement we had for Feeding the 5000 DC and NYC. We made a contingency plan for food that we predicted would not be served to be picked up and redistributed to agencies within the time frame. Regarding a minimum temperature requirement, food either had to be chilled or kept hot consistently to be redistributed so please check on local regulations for this also.

Another consideration is power – when considering powering the heating of food onsite, you need to consider that some countries have regulations on gas power, requiring cages, smaller bottles to be used and the gas to be delivered at a time when fewer people were on site (as in Feeding the 5000 Paris). Other places could not have open flame and thus needed electric stoves (as in Feeding the 5000 NYC). Other obstacles we have encountered were needing to heat by flame outside and not under a covered area – this meant that we negotiated where the pan was for Feeding the 5000 Milan. See the **Tips and advice from London 2009** for guidance on how it has been done in the past.

Research the limitations early on to create options and negotiate these rules where possible. In Milan, we could not have the pot covered by the tent so we placed half of the pot outside and tent and the other half inside.

VEGETABLE CURRY RECIPE

To be adapted according to what food is available:

Potatoes	300KG
Rice	120KG
Cauliflower	150KG
Carrots	100KG
Peas	100KG
Tomatoes	80KG
Cabbage	80KG
Courgettes	15KG
Coriander	80kg (optional)
Daal/Lentils	80KG
Butter	7KG



FEEDING THE 5000 – CATERING TOOLKIT



COOKING TIMINGS

Our chef Para, who has catered in the UK and Europe, usually begins cooking at 5am on the day itself for a 12pm serve. If cooking multiple dishes, we recommend at least 7/8 hours for each one, however this is predicated on having industrial sized equipment.

FOOD PREPARATION - THE DISCO CHOP

A Disco Chop is an event where people come together to communally chop and cook a meal. It started in Germany and one of the key principles is that it is **free and open to everyone**. This global movement celebrates delicious solutions to food waste, encouraging volunteers to come along and chop to the beat, creating amazing meals from surplus food that would have otherwise been wasted. The meal is eaten together followed by some disco dancing.

Learn a bit more [here](#).

[See here for a video on how to organize a Disco Chop](#)

For larger scale events, such as Feeding the 5000, the Disco Chop format is a perfect way to separately organize the food preparation. This includes tasks such as washing, peeling, and chopping the veg.

is another great opportunity to

- Get media attention,
- Enlist enthusiastic volunteers
- Reach out to local communities
- Showcase great spaces.

It does not need much - an open space and running water are the basics. Please see the Disco Chop template for a:

- Run-through of the day
- A list of equipment needed
- Advised division of roles



FEEDING THE 5000 – CATERING TOOLKIT



**FEED
BACK**

TIPS AND ADVICE

Feeding the 5000 London

Disco Chop tips

- Some important things to know
- It takes around 4-5 hours to chop enough food for 5000 people with around 30 volunteers
- Under 8's should be supervised by a parent
- It's important to source equipment like aprons, gloves, a first aid kit, plus many containers for washing, storing and transporting vegetables.

Advice on Volunteers

- Volunteers should be directed as to the size of each vegetables when chopping – irregularity could make the meal less tasty and hard to cook
- You always want more volunteers to help, but they should be managed by an inner core team of volunteers overseeing the new volunteers. The structure should be comprised of the head chef, the disco chop coordinators, and the inner core volunteer team leading the new volunteers.

For more advice please see the Disco Chop toolkit



FEEDING THE 5000 – CATERING TOOLKIT



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 through 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.
Assign a chef to lead the food preparation on the day.	5 weeks	1 day (allowing for back and forth)	Ideally, this will be the chef directing the dish who can offer details such as preferred size of chopped vegetable.	

FEEDING THE 5000 – CATERING TOOLKIT



Organize a meeting to update on current progress and pull in interested parties to take responsibilities.	5 weeks	2 hours		
Decide a location for the Disco Chop.	5 weeks	1 week (allowing for back and forth – assuming no background networks)	<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>	An equipment list of things that you will need (see run through template for list of needs)



FEEDING THE 5000 – CATERING TOOLKIT



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.	<p>Emails to volunteers and partners – see volunteer toolkit and communications folder.</p> <p>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.</p>


FEEDING THE 5000 – CATERING TOOLKIT



<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 take-down and clean-up operations.</p>


FEEDING THE 5000 – CATERING TOOLKIT



Check in with food sourcing coordinator as to the delivery plan for food.	3 weeks	3 hours	 <p>Remember to arrange volunteers for the unloading of food prior to the event start.</p>	Updated schedule for run-through of event.
If having craft activities at the event, arrange for the materials necessary to be present.	3 weeks	4 hours		Aim to get workshop leaders to lead on this.
Continued promotion.	3 weeks	1.5 hours per week	Note: schedule tweets and regular Facebook posts at the start of the week.	<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>

FEEDING THE 5000 – CATERING TOOLKIT



Check in as to how many confirmed volunteers there are for each task.	3 weeks	1 hour		Look through run-through template and update event schedule.
Set up a sign-in area on the day, and prepare a welcome briefing to all who attend.	1 week	1 hour		

5



STAGE 5:

TRANSPORT & LOGISTICS

FEEDING THE 5000 – CATERING TOOLKIT



STAGE 5: TRANSPORTATION AND FINAL LOGISTICS

For these tasks, we would suggest working with the food sourcing coordinator.

FOOD SERVICE

When considering food service, confirm the tent size and number of tables at your disposal. This will allow you to make a serving layout and plan for food service on the day. Please consider the below notes whilst reviewing the document 'Food Service layout v3' also pictured in the **Appendix**. Furthermore, please review the glossary guide for explanation, images and further advice on the utility and pros and cons of various serving options within food service.

Setting up

- In Feeding the 5000 Paris, we used a tent of 6m x 8m –which we would advise is the minimum space you need.
- Three sides of the tent are often closed for the safety of attendees and to keep the operation smooth
- We advise if the cooking pot is on site, make visible but keep barriers on open side.
- The row of equipment tables at the back offers a place to hold the containers with all the food in it, while the front row has the serving dishes. In F5K NYC, pickle buckets and cambros were kept here to be transferred to the respective serving dishes: bowls and chafing dishes.
- An intermediary row of tables/one table in between serving and equipment/storage can act as a refill point for the serving dishes
- We recommend at least 6 serving stations, however less could work also.

- See the serving tent layout document for examples of the stations for both Feeding the 5000 NYC and DC.

FEEDING THE 5000 – CATERING TOOLKIT



ADVICE FROM PAST ORGANIZERS

Feeding the 5000 Cannes

"The most common question from volunteers, journalists and punters during and after the event was 'how many people did we feed?' I think it would be a great use of resources to have a count taking place. Either just someone with a clicker or even better, a clicker linked up to a projector that goes up as each meal is served. This would make a great visual to entice people down and for photography. When I was a kid I used to really enjoy going to the shoe shop where I received a little number and waited for the ticker to get to my number! I can imagine it getting people really excited about being 'one of the five thousand' and getting out there to tell other people so that collectively we can help to get that number where we want it to be!" (Steven Wilson – head Chef at Feeding the 5000 Cannes)

BARRIERS AND CROWD

CONTROL

- Try to source barricades for free. They should cover the entire length of the open side of the tent and beyond; the queue should be directed to be a long line which passers-by can see from afar (enticing them to join the queue), or if space is limited, the creation of a coiling S type of configuration queue is recommended. Where possible the queue should be able to watch the stage. See the site plans folder for the



FEEDING THE 5000 – CATERING TOOLKIT



'F5K NYC - site plan Final - serving layout reference' to see an example of this configuration. Allow 5-10 volunteers to monitor and direct this queue.

- The queue should be planned and the lead on the serving operation can direct the volunteers as to their task in guiding the attendees, prior to the event starting to avoid chaotic crowding.
- By the barriers and at strategic points in the queue should be line steward volunteers, which can be seen on the layout.

THE SERVING TEAM

- We advise having a lead coordinate this, ideally someone with catering experience.
- We advise one volunteer per dish, sometimes 2 – one to hold plate, other to dish up meal

VOLUNTEER SERVING TEAM

- Generally, 20 volunteers are good. However, note that you do not want this tent to be too busy. Everyone present should have a clear role.
- Note - there can also be regulations around how many people can be in the tent at any one time and how many of the serving team need a food safety qualification of some sort. Bear this in mind when planning the serving set up.
- In terms of supervision, this varies according to regulations; it could be necessary that there is food handler permit holders supervising the chopping and serving, along with volunteer team leaders who direct teams on the day.
- Try not to have any volunteers switch tasks or leave the serving time

during peak serving time (lunch time peak service is 12-2pm) as this creates less organized serving and requires new people to be briefed which can create queues and unhappy attendees.

- Don't serve too fast: you want a bit of a queue as an advertisement of the event!

THE SPECTACLE COOKING POT

- If you can cook on-site make the cooking pot visible to people. However, read advice for issues of both cooking on-site and powering the pot by flame and appropriate covering (ceiling roof or not) etc.



6 > APPENDIX

FEEDING THE 5000 – CATERING TOOLKIT



A GLOSSARY GUIDE FOR FOOD SERVICE

TERM	USE	FEEDING THE 5000 PROS AND CONS	PICTURE
Serving needs for the main meal			
Cambros 300 mpc	Used to keep dishes of heated food hot	Expensive to buy	<p>To see the product spec for a 300 mpc, see here: http://bit.ly/2hvgGAO</p> <p>To find out more, see the cambro product guide here: file:///C:/Users/User/Downloads/Insulated%20Transport%20Guide%20(1).pdf</p>
Disposable aluminum pan	Gastro dish used for keeping food hot, can be transferred into cambros and chafing dishes	Make sure to get gastro norm (meaning a specific measurement which fits into most catering appliances). Lids are likely to be needed also. These can fit in cambros, however double check the specifications will correspond and the pans you are ordering will fit.	http://bit.ly/2grXXB1

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Chafing dishes	Used to heat food in catering	Can be rented or purchased relatively cheaply. Can be electric or powered by gel chafing fuel canisters.	http://bit.ly/2hl8lJO
Chafing dish inserts/gastro norms/hotel pans	Can be inserted into chafing dishes for heating or put straight into cambros.	Make sure to check whether full or half size and the depth of the dish- check specifications.	http://bit.ly/2hlur1n
Gel chafing fuel	Used to power chafing dishes and keep food hot.	Bear in mind you need spares in case some do not work, plus you need lighters to start burning them. Account for the fact that some last 2 or 4 hours, and factor in how long your event is. Make sure to do the math for how many you need!	http://bit.ly/2gs56RK
Disposable aprons	Price effective way of ensuring safe and clean serving.	Less visually appealing.	http://bit.ly/2hlmBoN
Janitor/blue tissue roll	Necessary to keep services area clean.	Buy 5 rolls minimum.	http://bit.ly/2gs5Fej

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Wipeable vinyl table linens/cloth	PVC coated tablecloth which keeps tables safe from damage at both chop/processing stations and in the serving tent.	Make sure to have 30cm overhang on each end (or buy as one roll to cover multiple tables). Make sure to calculate how many feet/yards/meters you need for all the tables in the chopping party, the F5K meal and the stage cooking demonstration table.	http://bit.ly/2hfeZq2 http://www.oilclothbytheyard.com/collections/gingham
Proofer cabinet	Used to transport sheets and pans of food.	Can be expensive, however a safe way to transport food. Consider how they will be transported in a truck without moving - bungees have been suggested in the past.	http://bit.ly/2hErYhR
Cooking Demonstration			
Butane burner	Used for cooking demonstrations on stage.	An alternative to electric.	http://bit.ly/2hlsrGw
Butane fuel inserts for a butane burner (tabletop)	Used for cooking demonstrations on stage.	Can be inserted at side of burner as fuel.	http://bit.ly/2hfgRPB
Electric burner	Used for cooking demonstrations on stage.	Needs power supply.	http://bit.ly/2hlsrGw

FEEDING THE 5000 – CATERING TOOLKIT




EXAMPLE CATERING PLAN: FEEDING THE 5000 NYC

For Feeding the 5000 NYC, we served 3 dishes; ratatouille, savory tart and a pickle – here is some more information on the catering plan for each dish:

DISH	TIMELINE	INGREDIENTS	REFERENCE IMAGE
Ratatouille	<p><u>2 DAYS BEFORE</u></p> <ul style="list-style-type: none"> -Gleaning on a farm in Vermont. Vehicle 1 brings spinach to Holy Apostles soup kitchen 11-5pm -Vehicle 2 delivers vegetables 9am-12pm from wholesale market <p><u>1 DAY BEFORE</u></p> <ul style="list-style-type: none"> -Vehicle 2 delivers vegetables 9am-10pm from wholesale market -Disco Chop washes, chop and preps ratatouille vegetables from 11-4pm at Holy Apostles -Soup kitchen partner Holy Apostles cooks the ratatouille from 4pm-11pm and stores chilled in trays overnight <p><u>DAY OF</u></p> <ul style="list-style-type: none"> -Soup kitchen re-heats ratatouille 3-8 am, places dish into aluminum trays and then inserts trays into cambros to keep warm -Cambros are loaded onto the van (Vehicle 2) and transported to Union Square -Van with cambros (Vehicle 2) arrives at Union square, cambros are unloaded and trays removed as serving stations need more trays to serve attendees. 	Carrots, spinach, potatoes, turnips, canned tomatoes, seasoning	  

FEEDING THE 5000 – CATERING TOOLKIT



<p>Pickle</p>	<p><u>2 DAYS BEFORE</u></p> <ul style="list-style-type: none"> -Vehicle 3 delivers vegetables 9am-12pm from wholesale market -11-7 pm team of 10-15 volunteers and some of catering team staff coordinate the washing, chopping and cooking of the vegetables in addition to its pickling and placement into plastic buckets for storage <p><u>1 DAY BEFORE</u></p> <ul style="list-style-type: none"> -Vehicle 2 delivers vegetables 9am-12pm from wholesale market -11-7pm team of 10-15 volunteers and some of catering team staff coordinate the washing, chopping and cooking of the vegetables in addition to its pickling and placement into plastic buckets for storage. Preparation is complete <p><u>DAY OF</u></p> <ul style="list-style-type: none"> -Vehicle 3 is loaded up with the buckets of pickle and taken to Union Square 7-8:30am -Vehicle 3 is unloaded at Union Square and pickle is transferred from buckets into serving bowls as serving stations need more trays to serve attendees 	<p>Apples, celery, carrots, vinegar</p>	 <p>Here our amazing volunteers with Great Performances catering staff can be seen with the buckets of pickle ready to be stored.</p>
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FEEDING THE 5000 – CATERING TOOLKIT

Savory tart

2 DAYS BEFORE

- Vehicle 3 delivers vegetables 9am-12pm from wholesale market
- 11-7pm team of 10-15 volunteers and some of catering team staff coordinate the washing, chopping and cooking of the vegetables.

1 DAY BEFORE

- Vehicle 2 delivers vegetables 9am-12pm from wholesale market
- 11-7pm team of 10-15 volunteers and some of catering team staff coordinate the washing, chopping and cooking of the vegetables into the tart. It is cooked on trays and transferred into pastry boxes for transportation and kept in storage overnight

DAY OF

- Vehicle 3 is loaded up with the tart in addition to the buckets of pickle and taken to union square 7-8:30am
- Vehicle 3 is unloaded at Union Square and tart pastry boxes are transferred to serving tent

With egg, flour and seasoning, we used mixed vegetables



Often, they are delivered in pallets stacked up as in this picture – make sure to check the vegetables when picking them up



Pastry boxes

FEEDING THE 5000 – CATERING TOOLKIT



EXAMPLE CATERING PLAN: FEEDING THE 5000 LONDON 2011

Note Sodexo lent us equipment and offered volunteers for the operation as an in-kind donation to the event.

The Day:

7.30am: Hobs arrive to get checked over with Fire Brigade

8.45am: Lisa and Jenny arrive on site

9.00am: Delivery of Sodexo Catering Equipment to North Terrace Food Serving tent by Thomas

9.30am: Volunteers start arriving

10.45am: Delivery of curry and rice by Harry

12-2pm: Public

9.30am: Volunteers arrive and assist as needed with setting up equipment. Lisa and Jenny leaders in serving area set up.

10.45am: Food handling and hygiene briefing from FareShare

10.55am: Lisa briefing volunteers on serving practice including efficient service information etc.

12 noon: Main event starts... serving begins

2-3pm: Clean up: leader to ensure area is left tidy. Leader to ensure that all Sodexo catering equipment is collected, using Sodexo's delivery sheet checklist. Dispose of gloves in general waste bin, not in bins for biodegradable waste

2.30pm: At least 3 waste clearers will come to help in serving tent clear up

Sodexo Equipment

20 x chafing dish + fuel

20 x chafing dish inserts

20 x 10 oz. ladles

2 x 7 oz. ladles

2 x stirring paddles

20 x black spoons

POSITIONS FOR SERVING TENT

FEEDING THE 5000 – CATERING TOOLKIT



2 coordinators – Lisa and Jenny

Server per chaffing dish = 6 rice servers, 6 curry servers and 4 in between to pass forward rice filled bowls forward.

Chaffing dish re-fillers = 6 in total (2 per chaffing dish)

Fork givers at end of queue = 3 in total

Large pot stirrers = 3

= 30 PEOPLE

Serving will proceed as follows:

- At the back of the tent, gas stoves with very large cooking pots keeping curry hot. 3 people will oversee stirring the curry all the time to prevent it sticking to the bottom. **It is critical that curry does not stick to the bottom.**
- Beside the gas stoves there will be trestle tables to put the serving dishes on while refilling them from the large pots using the LARGE ladles.
- Along the front of the marquee will be 6 x 1.8m trestle tables for serving the curry bowls and behind a row of tables for the rice.
- The lines of tables will have "chafing dishes" (serving trays with fuel candles keeping food hot) = total 20 chafing dishes (each measuring 53 x 36 x 33cm) - 8 for front line with curry and 8 for back line with rice and 4 for refilling.
- The chafing dishes should be placed 6 inches from the servers' edge of the table, and should be positioned 'perpendicular' to the long end of the table: i.e. the narrow end faces the server.
- Especially on the back-rice tables: there should be 30cm/1ft space between each chafing dish where a pile of palm leaf plates should be positioned for serving.
- The bowls should be filled with rice then passed forward to the front row to add curry and served.

We gave the below setting up instructions for volunteers using chafing dishes

The chafing dishes operate as follows. See also the detailed chafing dish instructions issued to FareShare for each serving volunteer:

Parts

FEEDING THE 5000 – CATERING TOOLKIT



1. Base frame
 2. Base water tank
 3. Lid
 4. Tray insert for food product
- 5. Sterno Fuel 2 per unit Each chafing dish has a spare 'insert' i.e. the tray you put the food in to keep warm, capacity 8 liters each. In time for the start of serving at 12 noon, these empty inserts are taken to the curry pan and filled using the Sodexo 'large ladles'. They are then carried immediately to the serving trestle tables and placed in the hot water. The lid is placed over the food until serving commences.
 - Each chafing dish is supplied with Sodexo heat-proof nylon serving spoons and a palm leaf plate positioned between the server and the chafing dish to put the spoon down on while the dish is being re-filled.
 - 1 server per chafing dish (total 13), filling plates and pushing the filled plate forward to the front of the serving table for 'customers' to pick up and walk away.
 - For every two or three chafing dishes; one person behind the servers, constantly keeping them supplied by taking away empty chafing dish inserts and refilling them from the curry pan; supplying new loaves of bread, palm leaf plates and wooden forks/spoons.
 - The key to rapid serving is for the stewards to tell people, who are approaching from the side of the serving area, **to move on to pick up the filled plates in the middle and far ends of the serving table**. Otherwise people will have the instinct to stay behind the person in front of them in the queue and treat the serving trestles as an ordinary buffet that people walk all the way along picking up a selection of several different dishes.

Set up: At 9.00 AM

1. Make sure unit is placed on stable level surface
2. Remove food tray, Remove lid.
3. Fill Base tank with **minimum** 4lts warm water.
4. Remove the lids from 2 Sterno fuel (*retain lids for after use and to put out*) place under water tank equal distance apart and ignite.
5. Replace food tray or set to one side to be filled with food before replacing as instructed.

FEEDING THE 5000 – CATERING TOOLKIT



6. Replace Chafing dish lid.

Serving: 12.00-2.00pm

1. Remove Chafing dish lid place somewhere safe.
2. Use heat proof serving equipment to serve (Sodexo heat-proof nylon serving spoons).
3. To replenish food, lift out food tray carefully and replace.
4. CHECK water tank has not run dry, top up as required: **water for this should be kept nearby in case needed!**

End this equipment is very hot: 2.00-3.00pm

- Lift out Sterno Fuel put out. Replace lid.
- Remove lid, remove food tray dispose of food as instructed.
- Lift out water tank dispose of water as instructed.
- Replace water tank.
- Place lid upside down in water tank.
- Place empty food tray in lid.

FEEDING THE 5000 – CATERING TOOLKIT



EQUIPMENT LIST FOR FEEDING THE 5000 NYC – ON THE DAY

Item	Dish	Quantity
Serving Tent - Dish needs		
pastry boxes	Savory Tart	30
gloves	Savory Tart	200
Film black Plastic 18" x 2000"	Savory Tart	3
Foil Aluminum Standard 18 x 500	Savory Tart	3
buckets	Pickle	50
serving bowl	Pickle	12
colander spoons	Pickle	15
hotel pans 4" (for 15,000oz)	Ratatouille	40
4" deep hotel pans	Ratatouille	100
long reach butane lighters	Ratatouille	5
small ladle (3oz) (metal)	Ratatouille	15
Jugs	Ratatouille	7
Cambros 300 mpc	Ratatouille	9

ITEM	DISH	QUANTITY
Generic Catering - Tent Needs		
Paper Towel Rolls	All	24
Sani-Wipes	All	4 x 100
Aprons	All	50
Side Towels (purple)	All	50
Water jugs (2l or 35 f oz.)	All	20
Table cloth	All	5
latex gloves (for serving)	All	300
hairnets	All	200
aprons	All	40
Tissue roll - commercial size	All	15
Dishcloths	All	50
washing up containers -	All	4
washing up liquid	All	3l
hand sanitizer	All	1l

FEEDING THE 5000 – CATERING TOOLKIT



A TABLE FOR PLANNING A FOOD COLLECTION SCHEDULE

Date	Place + contact	Person in charge of collect	Quantity	Type of ingredient	Conditionment	Intermediary
25 septembre matin	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	200 kg	Cucumber	20 boxes, 10 kg each	Solaal
25 septembre matin	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	168 kg	Eggplants	24 boxes, 7kg each	Solaal
25 septembre matin	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	300 kg	Beetroots	30 boxes, 10 kg each	Solaal

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25 septembr e matin	Primever 6 avenue de Bourgogne BAT 02 FRUILEG 558 94581 RUNGIS Tel: 01.56.34.15.20	Patrick	300 kg	Carotts	30 boxes, 10 kg each	Solaal
Attente réponse	Les Halles Trottemant	Patrick	?			
Passer quand on est à Rungis pour voir ce qu'ils ont	Dynamis?	Patrick	?	Divers		Elodie
Attente réponse	Les Vergers St Eustache?	Patrick				
24 septembr e matin	Ferme de Cravençon Chaudun	Elodie	500 kg	Potatoes	GLEANING - Crates needed	Solaal
25 septembr e matin	Différents supermarchés du Val de Marne	Marine + 1 bénévole avec voiture si posisble	???	Divers		Marine

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A TABLE TO INPUT EXPECTED FOOD QUANTITIES

Quantity	Type of ingredient	Conditionment	Destination/Use: Banquet	Destination/Use: Food Bank	Destination/Use: Alternatiba	Destination/Use: Disco Salad	Destination/Use: Bénévoles Samedi midi	TOTAL
500 kg	Potatoes	Cagettes plastiques 45	300	120	80	0	0	500
300 kg	Beetroots	30 boxes, 10 kg each	130	80	80	10	0	300
300 kg	Carotts	30 boxes, 10 kg each	200	0	40	40	20	300
168 kg	Eggplants	24 boxes, 7kg each	168	0	0	0	0	168
300kg	Tomates	Cagettes?	140	0	50	60	50	300
200 kg	Cucumber	20 boxes, 10 kg each	0	40	40	60	60	200
	Divers supermarché	?						0
		TOTAL	938	240	290	170	130	

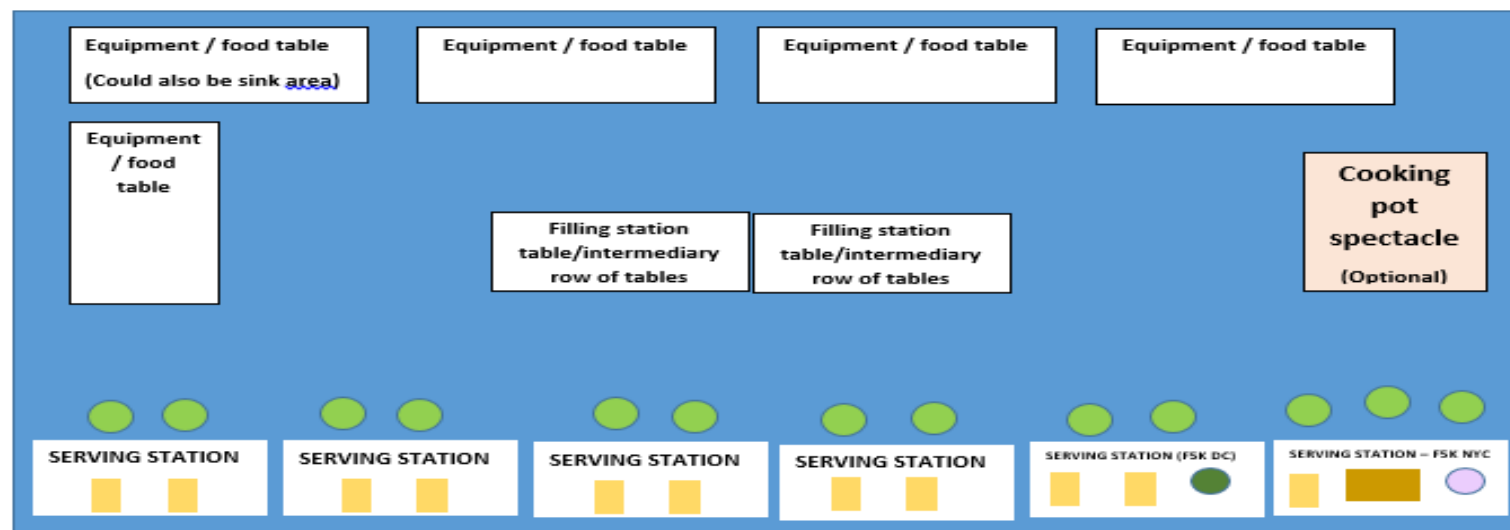
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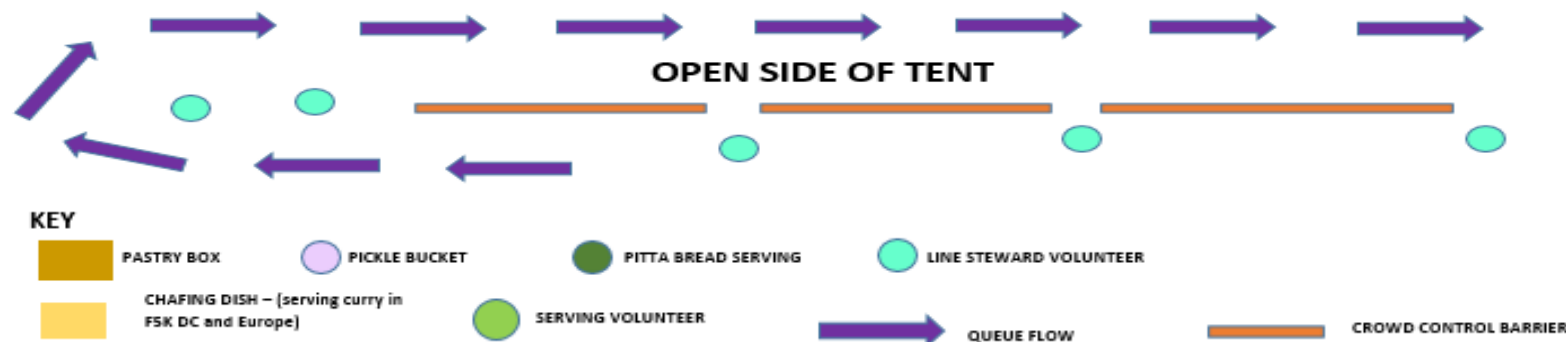
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EXAMPLE FOOD SERVICE LAYOUT

This document aims to display how you could set up the food service tent for a Feeding the 5000 – it should be viewed in conjunction with the Catering toolkit > food service section of the document for notes and guidance. Whilst diagram aims to shows a variety of options within a given space, below you can find an [Example Layout for Feeding the 5000 NYC below.](#)



If having cooking pot spectacle, you will want to consider opening the side of the tent (with barriers to prevent people injuring themselves) or making it clearly visible.

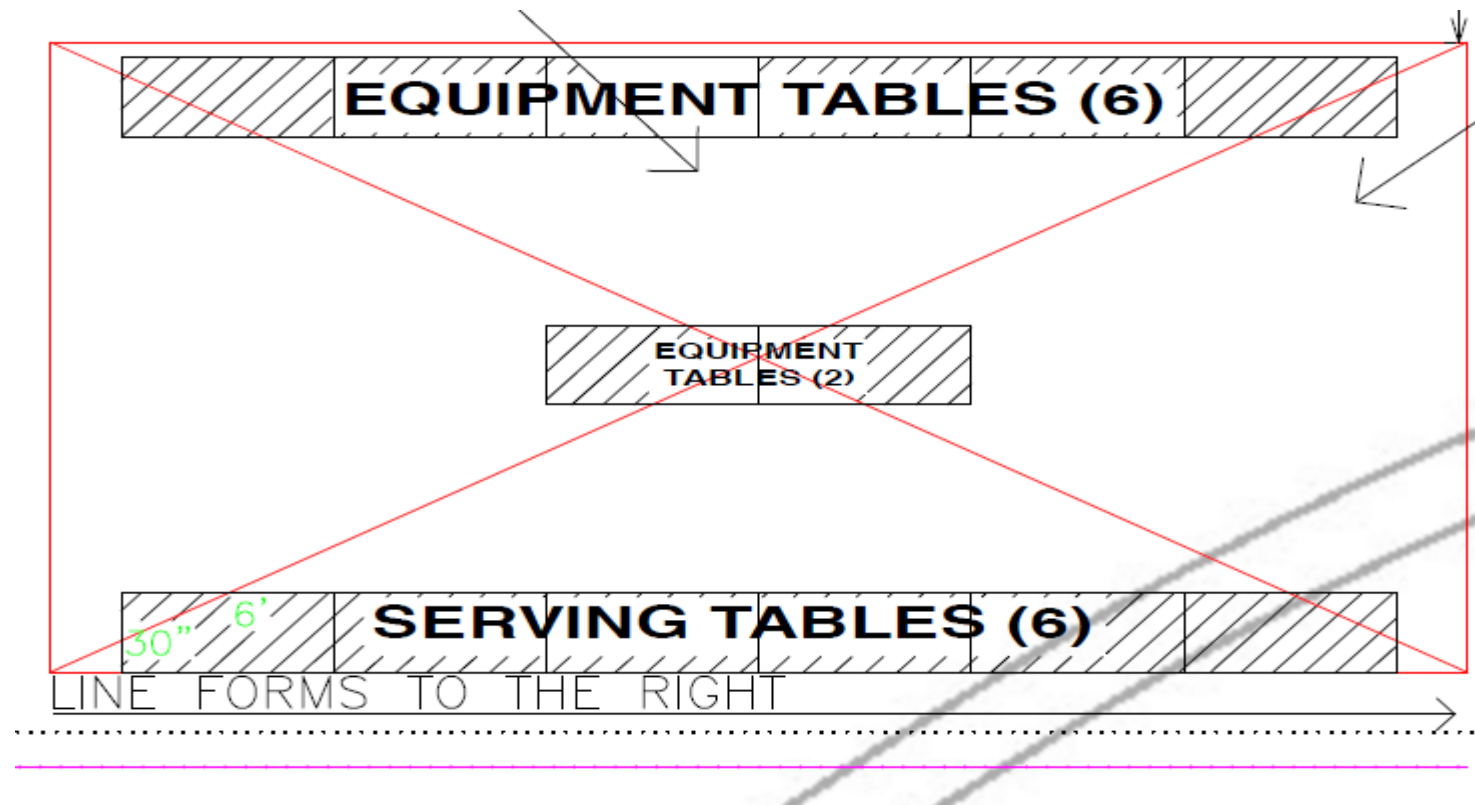


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EXAMPLE FOOD SERVICE LAYOUT USED FOR FEEDING THE 5000 NYC

This has since been replicated for Feeding the 5000 in Front Range and Washington DC.



FEEDING THE 5000 – CATERING TOOLKIT



EXAMPLE RECIPES TO FEED 5000 PEOPLE

Please see the below for examples recipes. These include recipes for one dish within several served at one event, as in the SparCs torte recipe found below, cooked for Feeding the 5000 NYC, or for one-pot wonders, such as Feeding the 5000 London vegetable curry. It also includes how to scale up these recipes, and then a menu which we created for Feeding the 5000 Cannes.

SAVOURY SPARCS TART BY THE DREXEL FOOD LAB

One sheet tray = 32 Portions. To find out more about SparCs, [read here](#)

Tart

Water	157.5 gallons
Oil	10 gallons
Chickpea flour	315 lbs.
AP flour	945 lbs.
Baking powder	40 cups
Salt	40 cups

Yoghurt Sauce

Greek yoghurt	315 lbs.
Dry vegetable blend	40 cups
Olive oil	3 gallons
SparCs	1260 lbs.
Salt	19.5 cups
Dry vegetable blend	315 lbs.
Eggs	1010

Method

Preheat oven to 400 degrees F, line sheet trays with parchment

Coat parchment with olive oil

Top with a single layer of sparCs, season with salt

Roast the sparks for 15 minutes, or until soft and lightly browned

Mix together dry vegetable blend, eggs, water, and oil

Mix together chickpea flour, ap flour, baking powder and salt

Using a pitcher, as soon as the vegetables are roasted, and the pan is hot.

Carefully pour the batter over the vegetables so they are evenly coated.

Should be a 1.25 gallons of batter per sheet tray

Bake the torte at 350 degrees for about 30-40 minutes

Mix the yogurt and 2 tablespoons of veg blend together.

Serve a portion of torte with a tablespoon of yogurt sauce

FEEDING THE 5000 – CATERING TOOLKIT



AN EXAMPLE RECIPE TO FEED 5000 PEOPLE PER GUIDELINES

From our London-based Chef Para (Who has been the head chef at several Feeding the 5000 Paris, Ireland, & London)

Please note that this can be flexible depending on season.

More than 1 ton of food is needed for the curry that includes a mix of veg, rice/potatoes and ideally also pulses, but not essential.

Don't worry if you can't find all the vegetables in the quantities detailed below– these have varied a lot at the different F5k events and depending on the season. If there's enough rice, pulses and a combo of veg (veg amounting to around 1000kg/2200lbs) it is possible to make a wonderful curry!

*Cream, yoghurt, canned tomatoes, tomato paste, anything considered.
No onions, garlic, mushrooms, processed foods, eggs, meat*

Version 2

- *The following is a wish list for 5000 meals*
- *Potatoes 20kg bags (44lbs) 25.*
- *carrots 20 bags (44lbs)*
- *other veg 20 bags (44lbs)*
- *rice 20kg bags (44lbs) 5*
- *lentils 20kg bag (44lbs)*

- *chickpeas 20kg (44lbs)*
- *tomatoes 100kg (220lbs)*
- *butter 20kg (44lbs)*
- *salt 7kg (15lbs)*
- *Coriander cream yoghurt peas tomato cans tomato paste anything considered. No onions, garlic, mushrooms, processed foods, eggs, meat.*



FEEDING THE 5000 – CATERING TOOLKIT



AN EXAMPLE MENU - CANNES

At this event, we served a selection of salads and pakoras all prepared on site, due to the hot weather. The potatoes were cooked the evening before:

- Potato salad
- Tomato salad with herbs
- Green salad with vinaigrette
- Pakora- made using courgettes and aubergines.

EXAMPLE COOKING DEMONSTRATION RECIPE

Made for Feeding the 5000 NYC. Fried Tomatoes with Fresh Horseradish Cream Sauce & A Simple Horseradish Greens Salad

From Chef Jeneé Grannum of Slow Food NYC's Ujima:

"Highlighting the horseradish grown in Gary Oppenheimer's (Ample Harvest) garden, I decided to whip up some fried tomatoes with a horseradish cream sauce and a simple salad featuring horseradish greens. I hope this dish will highlight how to 'make the best with what you've got!' Traditionally, fried"

Vegan horseradish cream sauce (makes 1¼cups)

Ingredients

- 1 cup of vegan sour cream (I prepare a cashew based one from scratch)
- ¼c grated fresh horseradish root (Save greens for simple salad)
- 1 Tbsp stoneground mustard
- 1 tsp white wine vinegar
- 1 tsp pink Himalayan sea salt
- ¼ tsp freshly ground lemon pepper
- Juice of ½ lemon

Method

Combine/whisk all ingredients together a couple of hours before serving or overnight to let the flavors marry. (*Recipe adapted from Alton Brown's horseradish cream sauce)

Vegan fried tomatoes (makes 2 servings)

Ingredients

- 2 firm roma tomatoes or 1 large green tomato, if available
- ¼cup organic cornstarch mixed with 1 tsp of Cajun seasoning
- ¼cup of rice milk mixed with 1Tbsp flaxseed powder and ½ tsp of Cajun seasoning (Whisk and let sit for approx 5 minutes until the flaxseed powder makes the liquid slightly thicken)
- ¼cup of fine
¼ground cup of

FEEDING THE 5000 – CATERING TOOLKIT



organic panko bread
cornmeal crumbs mixed
(Pulse within food
processor to mix evenly)

- 4 Tbsp of sunflower oil for pan-frying
- ½tsp of Himalayan sea salt

Method

1. Slice roma ¼ tomatoes into ½ inch rounds. Place on a sheet of paper towel and sprinkle with ¼tsp of salt to degorge for about 5 minutes.
2. Pat tomatoes dry with paper towel. Dip tomato rounds in cornstarch, followed by the rice milk blend and finally into the cornmeal/panko mixture.
3. Once all tomatoes are breaded, heat 4 Tbsp of oil in a sauté pan. Pan-fry tomatoes on medium-low heat until golden brown, about 2 minutes per side.
4. Using a slotted spatula, place fried tomatoes on a rack to drain and sprinkle with 1/4 tsp of salt

Simple Salad

Ingredients

- 1 cup of mixed greens
- Reserved horseradish greens
- 2 tsp olive oil
- pinch of pink Himalayan sea salt

Method

1. Wash and spin dry horseradish greens.
2. Chiffonade horseradish greens and combine in a large bowl with mixed greens.
3. Toss all greens with 2 tsp of olive oil and a sprinkle of salt. Serve with accompanied Fried Tomatoes and Horseradish Cream Sauce

FEEDING THE 5000

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VOLUNTEER COORDINATION TOOLKIT



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

FEEDING THE 5000: VOLUNTEER COORDINATION



INTRODUCTION

AIM

This toolkit is designed to help a volunteer coordinator with to arrange teams of volunteers and coordinators (totaling up to 100) to help with all aspects of the event from promotion, food collection, chopping, stewarding, to set up and the use of social media.

It's a hugely important task, being a volunteer coordinator, that needs someone dedicated and capable, who can adapt to changing circumstances. Each volunteer should be clear on their role and feel part of the food waste movement – at the end of each event, you want to have recruited more food waste warriors. Organizers will need assistance on all aspects of the event from promotion to the food collection to social media – the list goes on. Another crucial job is that of the volunteer who collects pledges- see below for more advice on this.

TIMING

8 weeks ahead of the event

FURTHER GUIDANCE

The following work plan and the resources in the appendix provide a top line overview. It is of supreme importance to read through the work plan. This document is designed to guide the important role of Volunteer Coordinator. Ideally all the information you are working with would live in this Excel document.

All in all, there should be about 100 volunteers on the day, but this depends on how many additional activities you organize, and whether there are professional teams of people on site involved in the organizing of the event. Each volunteer group should be led by volunteer team leaders who are responsible for 4-5 volunteers. These team leaders should be briefed on their role before the event.



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The
ROCKEFELLER
FOUNDATION

FEEDING THE 5000: VOLUNTEER COORDINATION



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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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**FINDING A
COORDINATOR
& WORK PLAN**

FEEDING THE 5000: VOLUNTEER COORDINATION



FINDING A VOLUNTEER COORDINATOR

Whether you can pay someone for this role, or you have an amazing volunteer, it is an important role. Therefore, make sure to find the right person before you start, someone who is committed to putting in some hours. See the appendix for a role description and an estimate of how much time will be spent on the project.

THE WORK PLAN

The aim of the following Work Plan is to offer an ideal timeline for you to follow to monitor progress in organizing the volunteer recruitment, management and logistics. While the timelines below can be adapted to a certain extent, we recommend planning as much as possible as early as possible before the event, given that your schedule will get quite hectic prior to the event.



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STAGE	TASK	RECOMMENDED ALLOCATED TIME	DEADLINE BEFORE EVENT:	PERSON RESPONSIBLE	ITEMS TO PRODUCE/ SECURE	NOTES
	Appoint a Volunteer Coordinator	1 week	8 – 10 weeks	Event Manager	Role description - Feedback team can offer this	From Alice Scott of Feeding the 5000 Portland - "I think it would have been helpful for someone from Feedback to be a little more aggressive with us when it was 4-5 weeks out and we didn't have a volunteer coordinator - that would have been a great time to have a conversation with the volunteer committee and go over the volunteer toolkit with us."
	Read through the below Work Plan, then the volunteer toolkit, and if possible familiarize yourself with the volunteer's materials in the appendix - It's important to adjust these timelines according to how much time you have before the event. You may need to squeeze more in a shorter time if you are on a tight deadline. This read through is not optional.	2 days	8 -10 weeks	Volunteer Coordinator	Questions for the feedback team	
1	Begin Recruitment	4 weeks	2 months	Volunteer Coordinator		
	Set up the online form - see an example form here , or make a Google form - see the 'volunteer form questions' document. It is important to have a volunteer form which captures volunteers' contact	1 week	7-6 weeks	Volunteer Coordinator	Online form	You can a) set up a quick form which captures their email to then email them a further form asking for more info

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	<p>info, skills and availability for both before the event/s and on the day itself. However, there is more than one option about how best to go about this. The one piece of advice is that you want one central place where all the volunteers' information is secured. Avoid wherever possible two places where volunteers sign-up.</p>					<p>(lengthier process but always captures their contact details at least),</p> <p>b) Or you can have one long form (more direct, but risks losing interest before you have their contact info). We chose the former process for our 2016 fall events, as you can see here: http://feedbackglobal.org/about-us/get-involved/volunteerfeedingthe5000fall2016/. Advice from the volunteer coordinator at Feeding the 5000 Portland, 'Using only one sign up form would have been huge. We also should have created an automatic reply to each volunteer outlining when they would get more details about their role'.</p> <p>From another Volunteer Coordinator in Front Range, "A more detailed Google volunteer registration form would have been easier when assigning volunteers. Half way through recruitment I added options for people to list positions they were interested in, as well as more specific time slots and I found this helpful."</p>
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FEEDING THE 5000: VOLUNTEER COORDINATION



	Gain access to the volunteers@feedbackglobal.org email address, where you can receive and send all emails regarding volunteers' arrangements. Another option is to set up an event specific email address such as f5kdenvervolunteers@gmail.com	2 hours	8 – 10 weeks	Volunteer Coordinator	Email address	
	Plan volunteer tent or station on the day - see below 'Plan volunteer tent', including arrangements for all volunteers to leave their belongings on the day (there will be more than you expect) - see site plans in the Event management toolkit for F5K NYC positioning of the volunteer tent. Volunteers should have a safe place to put their bags, and they should have easy access to water and toilets.	2 days	7 weeks	Volunteer Coordinator	Site plan	For Feeding the 5000 DC, we were given access to a locked room close to the venue for volunteers' possessions. At Feeding the 5000s we have also had a locked vehicle, though this requires monitoring also.
	Send out email + form to contacts + partners to re-share - it could resemble this example made for F5K DC.	1 day	6 weeks	Volunteer Coordinator	Email call-out for volunteers	
	Recruit volunteers via social media - schedule 3 Facebook posts and 5 tweets a week. Instagram and coordinate with Communications Coordinator to arrange this in addition to asking partners to replicate this (send them an email and phone your 3 most invested collaborating partners).	4 weeks	6 weeks	Volunteer Coordinator	Social media post templates/content	
	Schedule catch ups with the Event Manager or Feedback Team if possible to check-in on progress and priorities. You should know what each week's tasks and deliverables will be.	1 day	6 weeks	Volunteer Coordinator		

FEEDING THE 5000: VOLUNTEER COORDINATION



	Ask partners to send out an email call out to their networks	1/2 a day	7 weeks	Volunteer Coordinator	Content for volunteers to share explaining the event	
	Post opportunity on volunteer sites	1 day	6 weeks	Volunteer Coordinator	Details on event volunteering	
2	Recruitment: Drive 2	1 week	6 weeks	Volunteer Coordinator		
	<p>If recruitment is not working particularly well, follow these steps in a more aggressive way: -</p> <ul style="list-style-type: none"> a) Send out a mail-out to partners. -Send an email to locally based organizations, community groups, whoever you can think, inviting them to attend and get involved. Aim to follow up with a conversation wherever possible. b) Get the Facebook event out to as many locally based organizations on Facebook and twitter - either tagging, inviting or sending messages from the event page/page – or tagging local organizations in tweets. This should be done AFTER an email to them however, expressing an interest to partner and ask for a conversation wherever possible. 	1 week	6 weeks	Volunteer Coordinator	A volunteer recruitment plan	Ciara - Volunteer Coordinator for Feeding the 5000 Front Range - "This position is difficult because it needs to be tailored to each specific location, team, and event and the person doing the tailoring is a) volunteering time and so may not have all the time to dedicate to it that he/she wants, and b) unsure of what the end result will look like (the videos help but it is hard to get a sense of the big picture until you attend a Feeding the 5000. "

FEEDING THE 5000: VOLUNTEER COORDINATION



	<ul style="list-style-type: none"> c) Ask the Feedback Team to schedule social media call outs from the feedback accounts d) Post on food/environment/charity job websites and volunteer listings - national and local e.g. Good food jobs, 350 groups, volunteer match, Eco cycle (have a volunteer match account), Volunteers of America, the local city volunteering sites, metro volunteers, have all been helpful in the past e) Review partner list – who has a network of enthusiastic volunteers? Can you reach out to them for help? f) Reach out to student networks - Making contact through relevant societies (focused on food, environmental philanthropic activities), clubs, email mail outs to the student lists could be a source of enthusiastic volunteers with flexible schedules. g) Additionally, Rotary Clubs and faith networks (googling churches in the local area, finding contact information from their website and emailing them asking if they could spread the word about the event and the opportunity to volunteer and get involved). h) Attending community, food, and environmental fairs in person with friends, 					
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FEEDING THE 5000: VOLUNTEER COORDINATION



	<p>family and volunteers – where you think interested people might attend - is a great way to make close contact</p> <p>Calling is a great way to show your enthusiasm for them to get involved also – follow up with groups and people you meet who seem interested and might be able to get the word out.</p> <p>Any other ways to get the word out to volunteer networks? Get creative and think about what might work for the local situation</p>					
	<p>Social media reach out - be relentless and target several posts over a few weeks in the run up - tips - twitter - if you tweet a photo, you can then tag up to ten organizations without eating into your character limit. Facebook - is more effective when you tag organizations from the event page itself.</p>					
3	Begin Contact			Volunteer Coordinator		
	<p>Ongoing contact with volunteers is crucial and cannot be underestimated to make sure volunteers are reliable (and don't drop out at the last minute). Arrange for a weekly email to go out to new volunteers (downloading the list and saving each</p>	6 weeks	every week	Volunteer Coordinator	Thank you for signing up email	Previous Event Coordinator Bonnie points out: 'Ongoing contact is key. This way you can fill any high importance slots that open if people drop out. Hopefully, then

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	time a copy of who has received the 'thank you for signing up email', so that people don't receive this every week. This should include information about the day, however it can be kept simple. See the appendix for the volunteer 'communication email templates'.					you won't be dealing with any emergency gaps the day before and day of. '
4	Begin finalizing the schedule and forming of teams			Volunteer Coordinator		
						<p>When planning the schedules, bear in mind the amount of shifts you want to manage - too many people coming and going at different times can be hectic. That's where the logistical planning comes into play – There is a shift division on the volunteer management Excel template, but examine the following explanations:</p> <p>Shift 1. Volunteers on the 8-10am shift are important for flyering and set-up – it's great if they can stay longer to 3pm and most do – they are excited to be part of the energy and the build-up.</p> <p>Shift 2. You then want the main bulk of your volunteers arriving at 9 for the general briefing and staying until 5pm I would say. Efficient planning and constant offering of new engaging tasks is crucial to</p>

FEEDING THE 5000: VOLUNTEER COORDINATION



						keeping up energy Shift 3. Allowing for the fact many will get tired and scoot off, plan for a new wind of people (who say cannot make the morning shift) to come at 2pm – 6pm for take down.
	Assign a team of volunteers to go gleaning - communicate with them the details for this - requesting confirmation of their attendance- see the 'communications email template' document.	1 day	4 weeks	Volunteer Coordinator	Gleaning confirmation email	
4	Begin Event Outreach	1-2 weeks ongoing	4 weeks	Volunteer Coordinator	A plan for all the event's publicity materials to be spread across the city	
	Send an email out to all partner organizations with an Excel sheet (could be a Google doc) listing key locations across the city. Allow for each partner to fill who will distribute in how many flyers and posters to which area, and when. This should give you an idea of how many of the materials will be sent out 'organically'. You want to target areas where people might not otherwise hear about the event as well as areas where you think the event will be popular too. Cafes and community centers, faith centers and park noticeboards, no space should be left untouched.	1 weeks	4 weeks	Volunteer Coordinator in liaison with the Partnership Manager	An excel spreadsheet with a plan for outreach and publicity material distribution	

FEEDING THE 5000: VOLUNTEER COORDINATION



	Identify the gaps in the Excel outreach plan above and as a priority, make sure to email, followed by a text/call (based on preference and time available), all volunteers chosen to flyer and promote the event in the 2 week and then 3-day run-up. See the volunteer communications for a template of this email. Ask them to fill in the Google sheet first and then if slots are looking empty, text or call to ask for help - see the sheet pre-event promo within the volunteer management Excel template for an example list of roles for volunteers on this team also	1 day	3 - 4 weeks	Volunteer Coordinator	Flyering and pre-event promotion email	
5	Begin finalizing the schedule and forming of teams			Volunteer Coordinator		
	Begin creating a core group of volunteers - Anyone that reaches out who is particularly get involved beyond the assigned tasks should be contacted and involved. Invite them and other people who sign up early to a volunteer meet-up. You can structure it as a 1) find out more about the event, 2) meet other volunteers 3) Ask if they would be interested in taking on team leader roles 4) ask if there is anything in particular they would like to do 5) Ask them for help on tasks. Try to take contact details and follow up - you want to build a community of food waste warriors.	1 day	4 weeks	Volunteer Coordinator	Email call out and volunteer meet up	From a previous Volunteer Coordinator - I learnt about the importance of keeping detailed, up-to-date notes to keep track of large numbers of people, and recruitment and organization at the same time. I also learnt the importance of identifying volunteers with leadership skills and assigning extra responsibilities (e.g. team leader) to those who wanting to be more involved.

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	<p>At the above meeting or in communications with particularly keen volunteers, we recommend appointing a Promotion Team Leader. This person would ideally take the responsibility for pre-event promotion, including flyer and poster distribution, community outreach (spreading the word at local events and to communities that might not otherwise hear about F5K). This person will put emphasis on recruiting volunteers (20) in the two-week run-up) and make the task of promotion more appealing (team games, costumes, creative guerrilla promotion). This is a task, which the Volunteer Coordinator consistently has not had the capacity to do.</p>	1/2 a day	4 weeks	Volunteer Coordinator	role description - see the notes (right)	<p>Feedback Team Volunteer Coordinator: I agree we need a Promotion Coordinator (can be a volunteer role). This person will put emphasis on recruiting volunteers (20) in the two-week run-up) and make the task of promotion more appealing (team games, costumes, creative guerrilla promotion). This is a task, which the Volunteer Coordinator just does not seem to have the capacity for consistently. This role can include</p> <ol style="list-style-type: none"> 1) help finding a printer for publicity materials 2) formulating a team of volunteers who execute their dissemination 3) Creating a team of people who spread the word and recruit participants and attendees from communities who might not otherwise attend. This can be flyer and poster promotion, attending community events and fairs, 4) Leading the charge on organizations spreading the word through their social media networks and other online communications. 5) Focused on social media posting for the event - promoting the Facebook event and inviting as many people as possible. From a previous Volunteer Coordinator at Front
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FEEDING THE 5000: VOLUNTEER COORDINATION



						<p>Range, "Try to get a promotion team organized before the last week. If possible, have someone else take charge of this team and follow up with volunteers who have committed time to promo. Particularly have an assigned team for the 3-day run up to the event, as the 3-day run up for the Volunteer Coordinator is hectic! Having an accessible space for this team to convene/collect materials is important."</p>
	Follow up with potential promotion team leaders and make sure this role is assigned within the next three days	1/2 a day	4 weeks	Volunteer Coordinator		<p>From a previous volunteer Coordinator - "Having team leaders is awesome! The Coordinator should try to have a meeting with team leaders as soon as they arrive. Explain what the event is about, the agenda, goals for the event, and give team leaders high-visibility vests – this way you can refer volunteers to them throughout the event as they arrive or when they have questions."</p>
	Assign a team of volunteers to assist with the Disco Chop/processing party gleaning - communicate with them the details for this requesting confirmation of their attendance - see the communications template email 'Volunteer email - Food Preparation invite communication' in addition	1 day	4 weeks	Volunteer Coordinator	Disco Chop email	

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	to the 'Disco Soup Team email confirmation' and 'Disco Soup volunteer call-out' for guidance					
	<p>Compile a list of all the equipment needed for volunteers to perform their task and arrange for these to be delivered and set-up for them early am on the day. E.g. capes for the bin monitors/composting crusaders/trash heroes (can be made from a square of red fabric), costumes, pledges, high-visibility vests for as many general volunteers on site as possible, aprons for serving teams etc. Shop/borrow/beg for these items - you can check on the sheet 'volunteer equipment' for a list within the volunteer management Excel template</p> <p>Note; this is a good time to read through the section on pledge forms within the appendix below if you haven't had a chance to already.</p>	2 days	3 weeks	Volunteer Coordinator	Equipment list and budget	<p>From Steven Wilson – head chef at Cannes: They should be wearing suitable clothing for the weather, and should each have an item of clothing that distinguishes them, either a high-visibility tabard or bright uniform t-shirts. Borrow these where possible, to save money. Volunteers need to eat before anyone else, and this should preferably happen where the public can't see them, so that members of the public don't think that the event has already started. It is good to have some volunteers dressed up in costumes to attract attention to the event and to create a fun atmosphere. ". I would suggest investing in Feeding the 5k hats for all the volunteers. Similarly, aprons would add to the feeling that food hygiene is been taken seriously and work well in terms of having the brand present in any press photography, and obvious for any punters that attend.</p> <p>It's a really strong brand, I could imagine the hats and aprons being really popular,</p>

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						and a great gift for volunteers at a relatively low cost that will lead to many a positive conversation being struck up about food waste."
	<p>Within each team, assign a team leader and label them as such. Email and call to confirm they are happy to lead a team and make sure they know the role.</p> <p>Their role on the day (what does it involve?): It is largely their responsibility to communicate the task to the team of volunteers and make sure of their whereabouts on the day - see the appendix, specifically the communications templates (see the team leader email) for guidance on the email, along with a summary of their role (one liner summary). We would recommend sending them an email with just the one liner summary and then we would really recommend getting on a call to make sure they understand the 'what you need to know' sections which are included in the table. This includes information on how the day will run, and you can answer any questions they have and get them excited about the day. You can also see the</p>	2 days	2 weeks	Volunteer Coordinator	List of confirmed team leaders	It is a good idea to have volunteer team leaders who are responsible for teams of 4-5 volunteers or the entire team of for example, setting up or leading the serving team. These team leaders should be briefed before the other volunteers arrive, and they need to be proactive and comfortable in their position of authority. The greater the number of teams of volunteers, the less time each team needs to work.

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	teams and tasks tab for more info and a one-liner summing up the roles. You should aim to send team leaders as much information about the role of the team as you can. The briefing is especially important for teams with a priority listing of 1 or 2 (see the teams and tasks tab).					
	Once they have been confirmed as team leader, make sure to input this into the sheets on the volunteer management template excel for each team and note their role.					
	<p>Next, build the teams! Assign tasks to volunteers - input all the volunteers in the master list. From here, using all the information you have, place each volunteer into a team within the volunteer management Excel template sheet additionally.</p> <ol style="list-style-type: none"> 1) Allocate volunteers to where they are most needed, ensuring each team has at least a few members. See the 'teams and tasks' sheet to see the minimum ideal number within each team and the priority of which teams to fill first. 2) Use the question form they filled out on applying to categorize volunteers by their skill and availability and make sure to view notes added by volunteers. E.g. free in the 	1 day	1 week	Volunteer Coordinator	Filled in volunteer management template	<p>From the Volunteer Coordinator of Feeding the 5000 Portland ' The need for clear, defined roles became very apparent to me. Also, planning ahead! You don't realize how little time you will have the week of the event. Having a concrete map of the event planned out ahead of time, and having a clear role defined for as many people as possible would have helped.'</p> <p>From the Feeding the Hudson Valley Coordinator:</p> <p>"A lot of volunteers dropped out last minute, so it is important to have backups!</p>

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	<p>run-up= best for flyering, experience in drama= best for costumes and promotion on the day, skills in event management= ask to be a team leader, catering experience= allocate to the serving team, experience in media = media team. It is largely common sense.</p> <p>3) Make sure to note that you have placed a volunteer in a team, so that you don't place them in two teams by accident.</p>					Also, creating jobs for extra volunteers to do during the event is important-or else specific stations can be crowded. "
	Once you have the teams filled and every volunteer assigned to a team, send emails to each team - this could be an email specific to their team or the generic 'more information email' - see the 'teams and tasks' tab for more information on each team's role, start times etc., Additionally, use the volunteer communications email templates for examples of these emails communications. Make sure to check they are updated and accurate to your event. For teams where the task may not sound appealing e.g. the bin monitor team it is advisable to send the generic 'more information' email.	1 day	2-1 week	Volunteer Coordinator	Generic and team specific volunteer emails	F5K Portland volunteer Coordinator: ' Ideally I would have sent an email out to each team of volunteers with more specifics about their roles. '
	To send the above communications to the on-the-day volunteers, you must make a schedule of when volunteers arrive, receive their briefing, when their shifts begin and end. See the appendix for an example schedule and adapt it to the timings of your event. See the advice notes (right).	2 days	2 weeks	Volunteer Coordinator	Volunteer production schedule	From the Volunteer Coordinator at Feeding the 5000 Portland, 'I think it would be helpful to have shifts of people arriving to volunteer, rather than having only one briefing in the morning. I generally prefer to brief people as they arrive (particularly for later shifts), so I think it would be great

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						to have someone really trained up from the core group who could give each incoming volunteer a quick briefing. Or a Volunteer Coordinator assistant who could stay at the booth all day (because I was floating around because we didn't have walkies).
	Liaise with the relevant coordinator for all the attachments needed to attach to email, to inform volunteers prior to the event e.g. You may want to ask the Communications Coordinator for talking points, to attach to the pledge collecting volunteer team email - this should have been already created.	1 day	2 weeks	Volunteer Coordinator	Talking points and factsheets for volunteers (can be adapted from press release and feedback website)	
	Develop/edit existing briefing for each task - if you would rather give or email team leaders a sheet of paper, keep it to one-page. See the appendix for templates. It is important to develop briefings for the on the day organization but do not print one off for each volunteer. Aim to have two copies for yourself and the team leader to share the knowledge.	2 days	2-1 week	Volunteer Coordinator	Updated briefings	
6	Final Arrangements					
	Plan volunteer tent, confirm water access and cups for drinking (if needed - encourage volunteers to	1 day	1 week	Volunteer Coordinator	Confirmed volunteer tent	

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	bring a bottle), confirm the sign-in station, and plan a sign for exterior of the volunteer tent.				equipment list	
	Allocate roles to last minute volunteers - add later sign up volunteers to your comprehensive excel sheet of teams (which has been input into the volunteer management template excel) (making sure to send them the correct email outlining their task) OR add their name to the list of generic volunteers (making sure to send them the generic email communication - for all emails, see the appendix for templates.)	1 day	3 days	Volunteer Coordinator		
	Make a safety plan for volunteers	1 day	1 weeks before	Volunteer Coordinator	Safety plan	One other thing is that volunteers were not given any safety information. This turned out to not be a problem as no one was hurt or harassed, but could have caused problems if someone had been. It might be a good idea to give team leaders info about what to do in the case of an emergency situation.
	Briefing volunteers - make a list of items you need to inform all volunteers of on the day. This should include <ul style="list-style-type: none"> 1) The story of the event, where the food comes from and what the message of the day is- why are we here? Introductions to some of the core organizers and key people involved. 2) The need to knows: toilets, water, the fact that volunteers should go before the first 	1/2 days	1week-1day	Volunteer Coordinator		

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	<p>meals are served and get some lunch, the point that when you leave, you should make sure someone has replaced you or that your team leader knows you're leaving.</p> <p>3) The global food waste movement and how it links to local and regional movements.</p> <p>4) Social media for the day - they should share, invite and be part of the online conversation too.</p> <p>5) Plan for the day - that after this general briefing they should go to their team leaders to meet their whole team and be briefed on the tasks for the day.</p>					
	<p>Make sure to print off all materials needed for volunteers on the day, including</p> <ul style="list-style-type: none"> • 2x master list alphabetically (double sided), • 2x volunteer list by team, and 2x any new volunteers. • 2x all volunteer team briefings, • 15 x pledge collecting briefings is advised (this is because these contains talking points and facts for pledge collecting volunteers who may not know many facts). • Optional but advised: Further talking points and fact sheets for those who know less about food waste 	1/2 days	2 days	Volunteer Coordinator	Print outs of lists of volunteers and other materials	See the sheet 'volunteer equipment' for an advised list of equipment - on the volunteer management Excel template.



APPENDIX

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APPENDIX

APPENDIX 1. FOOD WASTE TALKING POINTS FOR VOLUNTEERS

You may want to add to or reduce the below:

Food Waste Facts

- More than **1/3** of the food produced around the world is wasted from farm to fork. In the US, that rises to nearly **40%**.
- Recent research has revealed that the United States spends **\$218 billion** a year growing, processing, and transporting food that is never eaten.
- Up to **63 million tons** of perfectly edible food end up in American landfills each year – a terrifying number from a resource and greenhouse emissions perspective, but even more galling considering the roughly **49 million Americans** who live in food insecure households.
- If global food waste was a country, it would rank **third** as the largest greenhouse gas emitter, after the US and China

Feeding the 5000– part of a bigger US wide Campaign

- In efforts to shed light on this critical issue and its tasty solutions in America, Feedback, an environmental non-profit organization dedicated to ending food waste at every level of the food system, has extended its flagship Feeding the 5000 campaign to the United

States.

Foundation and in partnership with a coalition of like-minded organizations, chefs, and citizens to Take #FoodWaste #OffTheMenu.

- Feedback was founded by renowned anti-food waste campaigner Tristram Stuart, who has worked around the world to improve the environmental and social impact of food production.

About Feeding the 5000

- Feeding the 5000 is a one-day-only food festival designed to educate the public on this problem of food waste, elevate the conversation around food and sustainability policy, and celebrate the easy, fun and tasty solutions that exist to tackle this global problem. Each Feeding the 5000 event provides 5,000 members of the public with a delicious free feast, made entirely from fresh, top-quality ingredients that would have otherwise been wasted.

Following the first ever Feeding the 5000 event in London's Trafalgar Square in 2009, more than 40 different Feeding the 5000 events have been held in cities and countries around the world, from Paris to Dublin, Manchester, Sydney, Amsterdam, Brussels, Oakland, Nottingham, Barcelona, and most recently, in New York and Washington, D.C.

- Our Feeding the 5000 events have served more than **180,000** meals bringing citizens, governments, non-governmental organizations, experts and celebrity chefs together in a global movement to kick-start and scale up the solutions to food waste.

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What is the point?

- Feeding the 5000 brings together a coalition of like-minded organizations to shine a light on the problem of food waste, elevate the conversation around food and sustainability policy and inspire communities to Take Food Waste Off the Menu.
- Feeding the 5000 events are designed to empower the public to make informed decisions about buying and using food. It also serves as a platform to advocate for change from major players in the food system.
- We want to remind people that every forkful, trip to the fridge, or visit to a supermarket represents an opportunity to take a stand against food waste.

APPENDIX 2. LOCAL VOLUNTEER COORDINATOR ROLE DESCRIPTION

Context on the Organization

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.

Our campaigns have expanded since 2009 and are now under five banners: **Feeding the 5000**, **Gleaning Network**, **The Pig Idea**, **Stop Dumping** and the **FSE Network**. Feedback is the charity that governs these campaigns, as well as our wider work influencing public attitudes and government and business policies on food waste.

Feeding the 5000 is Feedback's flagship campaigning event to shine a light on the global food waste scandal, champion the delicious solutions and catalyze the global movement against food waste. At each event, we serve up a delicious communal feast for 5000 people made entirely out of food that would otherwise have been wasted, bringing together a coalition of organizations that offer the solutions to food waste, raising the issue up the political agenda and inspiring new local initiatives against food waste. Feeding the 5000 feasts have happened all over the globe and now it is coming to, where we will be partnering with on the We are looking for a local coordinator to help us create a delicious communal feast for 5000 people made entirely out of food that would otherwise have been wasted, bringing together a coalition of organizations that offer the solutions to food waste, raising the issue up the political agenda and inspiring new local initiatives against food waste.

Our first ever Feeding the 5000 event was held in London's Trafalgar Square in 2009. Since then Feeding the 5000 events have been held worldwide; from Paris to Dublin, Manchester, Sydney, Amsterdam and Brussels. Now we have increased capacity for work to catalyze the food waste movement in the US and are working with key stakeholders. This is a real opportunity to be part of a burgeoning movement.

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Role Description

This role will likely include:

Volunteer management and coordination both on the day and in the run up to the event, including recruitment, training and communication, supported by the Feedback team

- Liaising with partner organizations for event curation including activities surrounding the Feast, both on the day and in the lead up, staying in close contact with the venue and events producer to arrive at a suitable set up plan for the event itself.
- Outreach to communities to make Feeding the 5000 an inclusive event. This includes local communities, artists, communities that might not attend the event otherwise.

Responsibilities:

- Recruiting 100-150 volunteers through multiple channels
- Liaising with 100-150 volunteers to arrange volunteer schedules for both the day-of and events in the run up which need assistance
- Leading the promotion plan and outreach in the run-up to the event, which includes flyering and postering in local areas. Outreach means contacting community organizations and inviting them to the event in a way that makes the event as inclusive as possible. The outreach should lead to more than 3 community groups attending the event

who otherwise may not have been involved in or heard about the event.

- Working with the events organizing team to satisfy other volunteer needs surrounding the event
- Help with ad hoc event organizing tasks such as publicity material printing, equipment or social media.

The candidate's personal specification:

- Speaks: English
- Has already worked in events (preferably for thousands of people)
- Has experience liaising with local, national, and/or international organizations in the environmental, food, and/or agricultural sector

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APPENDIX 3. SCHEDULING OF VOLUNTEER COORDINATOR WORK — WEEK BY WEEK

WEEK PRIOR TO EVENT	TASK	APPROXIMATE HOURS ESTIMATED
Week 7	Recruitment and outreach	8
Week 6	Recruitment and outreach	8
	Recruitment and outreach	3
Week 4	Scheduling communication with volunteers, any training necessary, sending relevant documents Liaising with partners and external organizations on volunteer needs	4-8
Week 2	Liaising with promotion volunteers. Scheduling volunteer teams for all events and teams on the day-of and events in the run up	16
Week 1	Final communications, liaising with volunteer enquiries, meeting volunteers at events etc.	5
TOTAL	5/6 days full time (8 hour working day)	

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APPENDIX 4. EXAMPLE VOLUNTEER PRODUCTION SCHEDULE

Time	Volunteer tent
7:45 AM	Volunteer Coordinator arrives onsite with materials including costumes, pledges, crafts, t-shirts, etc.
8:00 AM	Flying volunteers arrive - promotion Shift 1 begins: 8-10am
9:00 AM	Set-up volunteers arrive - begin with food service/ catering tent and then the others tents (media, info/volunteers)
9:00 AM	Videographer arrives to film volunteer briefing
9:15 AM	Shift 2. General volunteers arrival
9:30 AM	Volunteer general briefing and orientation
9:45 AM	Team specific briefing given by team leaders
10:00 AM	Promotion volunteers return from Shift 1
10:00 AM	Promotion volunteers arrive - promotion Shift 2 begins: 10-11am
10:00 AM	Serving team volunteer arrive
10:00 AM	Serving team volunteer receive briefing
10:45 AM	Main site volunteers in place
11:00 AM	Promotion volunteers arrive - promotion shift 2 begins: 10-11am
11:00 AM	Official event start
11:25 AM	Stewards and runner volunteers - prepare, align and monitor queue
11:50 AM	Where possible, arrange for volunteers to go to front of queue to eat some of first meals
12:00 PM	Feeding the 5000-meal serving - official start
2:00 PM	Shift 3. Pack-up volunteers arrive

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2:15 PM	Pack-up volunteers receive briefing
4:00 PM	Event finish
4:00 PM	Debrief for a few of the volunteer teams, though where possible, ask people to stay longer to help the take-down
5:00 PM	General volunteers debriefed and released
6:00 PM	Pack-up volunteers debriefed and released

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APPENDIX 5. EXAMPLE VOLUNTEER FORM QUESTIONS

Try to plan what information you will need from volunteers to plan the teams, the shifts etc. It is especially important at this point for you to understand the key dates and when volunteers are needed.

1. Your contact details

Please provide us with your contact information and as many ways to reach you as possible.

Full name:

Phone number:

E-mail:

Skype:

2. Your availability

Before the event

- 2.1. Handing out flyers: what day(s) are you available?
- 2.2. Handing out flyers: Please specify the times during which you are available on the day(s) that you have selected above:
- 2.3. 2.3. Food preparation: Are you available to volunteer the day before the event?
Yes / No
- 2.4. If yes, what time(s) are you available?
Can you drive? (VITAL)

The day of the event

- 2.5. Are you available to volunteer during the event?
Yes / No

3. Volunteer roles

On the day of the event, there will be lots of different things to keep you busy. Your personal role is likely to be dynamic and rotate throughout the day, unless you have a skill that you would like to put forward or a restriction that limits your task options.

3.1. Special skills and/or qualifications: Do you have any of the following?

- Catering experience
- First Aid qualification
- Event management
- Social media
- Photography/filming
- Education experience
- Dressing up in costumes!

3.2. Special skills and/or qualifications: If your skill or qualification wasn't listed above, and you think you have something special to contribute to the event please specify below.

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3.3. Would you like to be a team leader?

Volunteers will be divided into groups of 5-10 people. Each group will have a team leader who will oversee coordinating and directing their group. Team leaders will be extremely vital on the day of the event and will be fully briefed and given all the information needed to fulfil the role proficiently.

Yes / No

4. Additional information

Personal restrictions or disabilities

4.1. Do you have anything that you think may limit your task options for your role as a Feeding the 5000 volunteer?

Yes / No

If yes, please specify:

4.2. Anything else you would like to add?

Do you have anything about yourself that you would like to mention or that you think would be useful for us to know when coordinating volunteers for this event? Please provide any additional information below



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APPENDIX 6. HOW TO MAKE A FRUIT OR VEGETABLE COSTUME

By Poppy Flint (Feedback costume designer extraordinaire)

You'll need:

- Fabric – ideally salvaged scrap fabric from Freecycle (or equivalent)
- Clothes etc.
- Stuffing – foam or toy/ pillow stuffing. This is a good use for old lumpy pillows.
- Sewing machine
- Pins, scissors, thread etc.
- Decoration such as buttons and ribbon can be useful
- Wire, glue gun, fabric glue might be needed for extra details
- Dress maker's dummy/ mannequin – very useful, if you don't have access to a dummy/mannequin a patient person will do instead!



REMEMBER

Leave gaps to put stuffing in. You might need to sew the front and backing together to make smaller pockets for the stuffing, especially if you are using loose stuffing. Otherwise it will all fall to the bottom.



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Get crafty!

Sketch out what you want to create in 2D and draw a stick person with in it. Decide if the costume goes over the head, head sticks out, how much of legs is seen etc. Write down rough dimensions needed based on where the costume will sit on a person.

Use the backing fabric first. Drape fabric onto the dress maker's dummy (or human substitute), draw out and cut one section at a time. Move fabric to table to cut. This can be all be done with the fabric flat on a table if not used to draping. Imagine dividing the fruit or veg shape into 3 or 4, which ever suits best.

Measure the edge of one section so it matches up with the edge of the next section. Once happy with the shapes cut from backing fabric pin these to the fabric which will be on outside and cut round them. This could be one type of fabric or a variety to make a patchwork vegetable.

Sew the front and backing for each shape together inside out. Or if you are confident you can sew the different shapes together at this stage making sure edges will end up inwards. Leave sewing up these gaps, my hand or machine, until the whole costume is assembled

Keep trying out the costume on the dummy. Don't forget arm holes. For shapes that go across arms it is easiest to add the arm holes after you know the shape is in the right place and sewn to the neighbor pieces but before stuffing.

Once assembled and stuffed add any finishing touches. Buttons for strawberry seeds, extra leaves etc. These are the bits that will really make the costume stand out and may even be essential to reveal what it is!

REMEMBER

Draw/ cut edges straight edges as outward / convex curve to give the costume 3D shape i.e. the edges of a section of carrot would be curved not straight.

CARROT TOP TIP

Carrot leaves will need wire to stand up. This needs to be inserted into the top of the costume and wire taken out at right angles and attached strongly to the seam at the top or they will flop over. You might even want to put a ring of wire in the top circle of the carrot to attach the leaves to. This also holds the carrot shape well.

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APPENDIX 7. PLEDGE FORM COLLECTING VOLUNTEERS

THE PLEDGE TO TAKE #FOODWASTE #OFFTHEMENU

For Feeding the 5000 NYC and DC, all partners agreed on the principle of uniting behind a common message to ensure that we maximize the impact of the event. We thought long and hard about what the best top line message could be that would resonate with both a local and national audience. The messaging is focused on engaging the public and what they can do to reduce food waste, as well as other stakeholders, such as food businesses. It will also allow partners to speak to the part of the messaging they are most excited about and which is most relevant to their work.

Our idea is a call to action to 'Take Food Waste off the Menu' with several dishes to make this happen centered on key themes:

- Date Labelling
- Measurement and Transparency
- Reduction of food waste on farms and in the supply chain and ugly produce
- Food Donations

To find out more information about each course, [see our website](#).



ADVICE FROM FEEDING THE 5000, HUDSON VALLEY

“Volunteers were often confused about the pledges, so I think pledge training can be done a little better...for those who ask questions during their shift.”

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Collecting pledges

You want to have as many volunteers as possible (around 10-15 ideally) collecting pledges (name and emails) from attendees signing up to reduce their food waste, pressure businesses and governments to do the same, and become part of the food waste movement!

We want the pledges to be helpful in maximizing the impact of the day and enabling you to continue contact with all those people that find out about the work you are doing and how they can get involved. The first way we use the pledges is to send all attendees a follow up email welcoming them to the food waste movement, and letting them know about how they get involved further, locally, nationally and beyond. The pledges that we provide can of course be edited to your local event's needs – adding your own logos or extra lines of text you think are important for example.

AIM

The point is to engage passers-by and attendees to learn more – we can then ask them for their email to continue engagement with them beyond the event.

TIMING

Day of. Volunteers collect signatures throughout the day, for the duration of the event. This should be coordinated by the Volunteer Manager (directing content of the pledge) in collaboration with the Volunteer Coordinator, who will coordinate the execution of signature and email collection.

Please print out five thousand signatures worth of these sheets – you will additionally need about fifteen or twenty clipboards and pens. Volunteers walk around the event area, talk to attendees and collect signatures, so that all attendees understand the aim of the event and have the chance to learn more about the food waste movement. Volunteers often start with people in the queue (which is generally building from an hour before the event starts) until the event finishes, as this is where there are a lot of people standing and waiting to be engaged!

Volunteers can also walk to surrounding neighborhoods during the event (this is also a great way to draw traffic to it!). Volunteers should be instructed not to pressure signatories to include their email addresses on the pledge. We are interested more in having people sign it and agree to spread the word about solving the global food waste scandal. This opportunity to engage audiences is only one part of the journey, and we can use their interest to engage them in future campaigns all over the world.

The Volunteer Coordinator should also identify keen volunteers who would be interested in typing up the pledge forms after collection into an Excel spreadsheet. We can then upload them online to send them a 'thank you for coming!' follow-up email. We can offer an Excel template for volunteers to fill in.

FURTHER GUIDANCE

Please see the pledge form briefing for pledge collecting volunteers so that everyone is clear on their mission. It also might be worth providing volunteers with a fact sheet on food waste and some talking points on the issue – this way volunteers can inform themselves before they share the knowledge. You may want to be less detailed or you may want to brief ALL volunteers to this level of detail. It's your choice, however it is worth printing a few copies of the below for on the day itself.

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Food Waste Facts

- More than 1/3 of the food produced around the world is wasted from farm to fork. In the US, that number rises to nearly 40%.
- While food waste is a global issue with tremendously high economic, social, and environmental costs, thankfully, there are also lots of opportunities to address this challenge head-on.
- Recent research has revealed that the United States spends \$218 billion a year growing, processing, and transporting food that is never eaten.
- Up to 63 million tons of perfectly edible food end up in American landfills each year – a terrifying number from a resource and greenhouse emissions perspective, but more galling considering the roughly 49 million Americans who live in food insecure households.
- If global food waste was a country, it would rank third as the largest greenhouse gas emitter, after the US and China

About Feeding the 5000

- Feeding the 5000 is a one-day-only food festival designed to educate the public on this problem of food waste, elevate the conversation around food and sustainability policy, and celebrate the easy, fun and tasty solutions that exist to tackle this global problem. Each Feeding the 5000 event provides 5,000 members of the public with a delicious free feast, made entirely from fresh, top-quality ingredients that would have otherwise been wasted.
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Feeding the 5000 – part of a bigger US wide Campaign

- In efforts to shed light on this critical issue and its tasty solutions in America, Feedback, an environmental non-profit organization dedicated to ending food waste at every level of the food system, has extended its flagship Feeding the 5000 campaign to the United States in partnership with a coalition of like-minded organizations, chefs, and citizens to Take Food Waste #OffTheMenu.
- Feedback was founded by renowned anti-food waste campaigner Tristram Stuart, who has worked around the world to improve the environmental and social impact of food production.

What is the point?

- Feeding the 5000 brings together a coalition of like-minded organizations to shine a light on the problem of food waste, elevate the conversation around food and sustainability policy and inspire communities to Take Food Waste Off the Menu.
- Feeding the 5000 events are designed to empower the public to make informed decisions about buying and using food. It also serves as a platform to advocate for change from major players in the food system.
- We want to remind people that every forkful, trip to the fridge, or visit to a supermarket represents an opportunity to take a stand against food waste.

What happens to people's data?

By signing up, people add their voice to the public support to stop food waste and are putting pressure on businesses and governments to act. More than 18000 people have already signed up. If they give us their email, they will be kept up to date with news from our campaign. The emails are regular – once every couple of months – and we will not spam them.

What if people don't wish to receive a newsletter?

People can still sign the pledge by just adding their name. In this case their name will be counted towards the thousands of people who have already signed, showing how many are awake to the issue and the need for change. However, we will not send them any newsletters or other emails.

How best to approach people?

In most cases the most effective opening phrase is 'Would you like to sign the food waste pledge?' 'Can I chat to you for two minutes?' 'Have you heard of feeding the 5000?' Encourage volunteers to familiarize themselves with our messaging so that they don't just read out the text that's on the pledge sheets and they can sound natural and knowledgeable.

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Here's a quick list of pledge gathering techniques:

1. Form a caterpillar of petition-gatherers that crawl systematically up the queue, without missing people out or wasting time asking (hassling) people who have already signed.
2. People in the surrounding streets and at the local booths and eating their dinner are fair game too – we want as many signatures and emails as possible!
3. Each petition gatherer could theoretically carry more than one clip board. Most of the time spent is waiting to be handed back the clip board; if gatherers had a second or third clipboard they could hand the clip board to the next signatory in the queue; and the next. This would also provide the opportunity for the pledge gatherer to communicate the message to a group of three or so people in the queue all at once, rather than one by one.
4. Make sure all volunteers / staff at the event are asked to sign up.
5. Signatories should be strongly encouraged (both in the wording of the petition and verbally) to write in block capitals as many of these entries can be illegible.

It can be a good idea to set challenges – how quickly can people collect 100 signatures for example?

Make sure everyone knows who to give their completed pledge sheets to at the end of the event and where they can get empty ones. Keep the completed pledge sheets at a safe place so that they won't get lost or stolen

or blown by the wind. If it looks like it's going to rain, it's important to make sure you keep them safe from the rain.

Post event and typing up names

The Volunteer Coordinator should also identify keen volunteers who would be interested in typing up the pledge forms after collection into an Excel spreadsheet. We can then upload them online to send them a 'thank you for coming!' follow-up email. We can offer an Excel template for volunteers to fill in.

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APPENDIX 8. TEMPLATES FOR RE-USE

Pre-event volunteer email Templates

We recommend using the below to structure your emails to volunteers – Many of these were used for Feeding the 5000 NYC volunteer coordination.

Email example – Thank you for signing up

Hello,

Firstly – thank you for joining the Feeding the 5000 team. We're really happy to have you on board. This email is just to say thank you for signing up and that we will be sending you more information closer to the event itself, however please keep the dates free that you said you could volunteer for us.

For the moment, can you please **fill in this form to let us know your skills and availability for different tasks?**

All the best,

Email example – Info on the day

Hello, Feedback Volunteer!

A warm welcome to the team. We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

Here are the details you need to know for the day:

When: Tuesday, May 10th at 9:00am.

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and indicate your assigned team for the day. As the briefing begins promptly at 9:15am, please make sure to arrive on time; **if you are running late please reach out to Bonnie via phone** (contact info below)

Contact person: Before the day questions or if running late, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

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If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

Look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Email example –Pre-event promotion:

Hello,

Firstly: A warm welcome to the team. We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We're happy to report you are part of our Promotion Team! This is extremely important for spreading the word in the weeks running up to the event. You have said you were free prior to the big day, therefore we're asking everyone to email back with

- areas they can distribute event materials, flyers and posters
- times they are free in the 3-day run up to flyer in busy areas in the center of the city.

Our office is based at:

The pick -up point for event materials:

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

We look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Email example – Promotion - flyering and postering on the day

Hello, Feedback Flyering and Postering Volunteer!

Firstly, a warm welcome to the team. We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We're happy to report that you will be on our Promotion Team! We'll need you there early to start generating hype and spreading the word about the big event.

Here are the details you need to know for the day:

When: Tuesday, May 10th at 8:00am.

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and indicate your

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assigned team for the day. As the briefing begins promptly at 8:15am, please make sure to arrive on time; if you are running late please reach out to Bonnie via phone (contact info below)

Contact person: before the day questions or if running late, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email. We look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,
The Feedback Team

Email example - Volunteer team leader

Hello Brian,

I'm contacting to ask if you would be interested in taking on a bigger role in being a team leader for our litter picking team. This is greatly appreciated and we think you would be great for it. There are more details below.

All the best,
Pascale

- - - -

First: A warm welcome to the team. We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

Second: We think you would make fantastic team leaders on the day. This will mean that you help coordinate the troops within a team; no huge commitment but just making sure all the volunteers know their role on the day. Below are the teams that we think you would be good to lead, as well as a bit more information about what the team will be doing.

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Volunteer email - Set-up on the day

Hello, Feedback Volunteer!

First: **A warm welcome to the team.** We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We're happy to report that you will be on the Set-up Team: you will be making sure the catering tent area is prepped and ready for people to get delicious meals.

Here are the details you need to know for the day:

When: Tuesday, May 10th at 8:15am.

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and indicate your assigned team for the day. As the briefing begins promptly at 8:15am, please make sure to arrive on time; **if you are running late please reach out to Bonnie via phone** (contact info below)

Contact person: **before the day questions or if running late**, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to Wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

Times available

Look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Stage demo kitchen management team – on the day

Hello, Feedback Volunteer!

First: **A warm welcome to the team.** We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We are happy to report you have been assigned to the Demonstration Kitchen Management Team: you will be helping on the Demonstration Kitchen on stage, making sure all the equipment is set up and chefs can make magic happen.

Here are the details you need to know for the day:

When: Tuesday, May 10th at 10:00am.

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and indicate your assigned team for the day. As the briefing begins promptly at

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10:00am, please make sure to arrive on time; **if you are running late please reach out to Bonnie via phone** (contact info below)

Contact person: **before the day questions or if running late**, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

Times available

Look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Volunteer social media team email – on the day

Hello, Feedback Volunteer!

First: **A warm welcome to the team.** We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We are happy to report that you have been selected to serve as part of our Social Media Guru Crew! Please make sure your phones are charged and ready to tweet, Instagram, etc.! We will have a charging station -- this will all be reviewed on site.

When: Tuesday, May 10th at 9:00am.

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and confirm your assigned team for the day. As the debriefing begins promptly at 9:15am, please make sure to arrive on time; **if you are running late please reach out to Bonnie via phone** (contact info below)

Contact person: **before the day questions or if running late**, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

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Times available

Look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Volunteer take down/ pack up team – on the day

Hello, Feedback Volunteer!

First: **A warm welcome to the team.** We are incredibly grateful to have your support for this event, as without people like you, Feeding the 5000 would not be possible.

We're happy to report that you will be on our Take-Down Team! You'll be helping us with various tasks throughout the day, but we're really counting you for the take-down at the end of the event.

Here are the details you need to know for the day:

When: Tuesday, May 10th 9:00 a.m. - 6:00 p.m. **(if you are not able to stay until 6:00 p.m., please let us know by responding to this email).**

Meeting point: The volunteer tent, which will be obviously marked with a sign, will be located at the North-East side of Union Square near the stage. Upon arrival, the tent staff will check off your name and indicate your assigned team for the day. As the debriefing begins promptly at

9:15am, please make sure to arrive on time; **if you are running late please reach out to Bonnie via phone** (contact info below)

Contact person: **before the day questions or if running late**, please get in touch with Bonnie Averbuch (631-375-1682) or email at volunteers@feedbackglobal.org

What to wear: Even though the weather report is gorgeous, please be prepared for any weather! Closed toe shoes, comfortable clothing and layers is best. As you will not have access to a designated storage space, please do not plan to bring any valuables or anything you cannot store on your person throughout the day.

If you are no longer able to serve as a volunteer OR if the timings of your availability have changed, please let us know by replying to this email.

Times available

Look forward to working with you on this exciting event to bring the food waste revolution to NYC and take #FoodWaste #OffTheMenu!

With gratitude,

The Feedback Team

Volunteer email - Food Preparation invite communication

Hi Feeding the 5000 NYC Volunteer!

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Thanks so much for offering to help – we'd love to have you on board and we need your help to make 10,000 meals!

You have indicated via the online form you have both **catering experience** and are available this **Sunday, May 8th**. We would love to request your much-appreciated help with FOOD PREP!

On Sunday, we'll be sorting, prepping and chopping food for our **Tart and a Pickle!** We are seeking 15 awesome prep food volunteers at our [kitchen space in Great Performances](#) – preferably from **9am-7pm**, **however whenever you can manage** is appreciated. Please respond with a window that you are free!

Great Performances address: **304 Hudson St, New York, NY 10013**. When you arrive, please say you are there for the Feeding the 5000 food prep at Great performances and there should be someone there to help guide you.

If you can no longer make Sunday, please let us know by respond to this email.

All the best and look forward to meeting on Sunday,

Natalie and Pascale

Tell all your friends about it!

FEEDING THE 5000 NYC - Disco Chop Party

When: Sunday, May 8

Time: 4pm-8pm

Where: Church of Holy Apostles NYC (296 9th Ave, New York, New York 10001)

Notes: Open to all; volunteers needed!

Feedback Events Page:

<http://feedbackglobal.org/events/nyc-disco-chop-party/>

THE BIG ONE: FEEDING THE 5000 NYC- Main Event

When: Tuesday, May 10

Time: 11am - 4pm

Where: Union Square, North Plaza

Notes: Open to all; volunteers needed!

Feedback Events Page:

<http://feedbackglobal.org/events/feedingthe5000nyc/>

Facebook: <https://www.facebook.com/events/102183500188088/>

Volunteers: <http://feedbackglobal.org/about-us/get-involved/nyc/>

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Social Media

Hashtags are: #Feeding5000NYC, #OFFTHEMENU, #FoodWaste

Feedback Twitter Handle: @feedbackorg

Pre-Scripted Tweets:

DISCO CHOP PARTY

- After the traditional brunch, celebrate this #Mothers Day by chopping to the 'beet' at #NYC Disco Chop Party
<https://www.facebook.com/events/198382737215570/>
- Hop to it to chop to it! Prep for #Feeding5000NYC Sun. May 8 at #NYC Disco Chop!
<https://www.facebook.com/events/198382737215570/>

MAIN EVENT

- Hip to be #UnionSquare: Join us there on May 10 for free lunch via #Feeding5000NYC. Let's take #foodwaste #offthemenue
- The Big Apple = perfect place to tackle #FoodWaste. #Feeding5000NYC on May 10 in #UnionSquare celebrates delicious solutions – come join!
- Take a stand and order #FoodWaste #offthemenue. 11-4 on Tues. May 10 at #UnionSquare #Feeding5000NYC
- #NYC is one of the world's great food cities. Time to make it a great food saver as well. May 10 #UnionSquare #Feeding5000NYC

- Volunteers Wanted! Join the movement to fight #FoodWaste by #Feeding5000NYC. Sign up now + get involved! <http://feedbackglobal.org/about-us/get-involved/nyc/>

Example Disco Soup Team email confirmation

Hi All,

Thanks so much for signing up to volunteer on Sunday – It's a huge help and greatly appreciated. Please come to the Market Hall in Borough Market at the time you said you could, and I will be there in a tie-dye dress. Fancy dress is also welcomed and encouraged by volunteers.

Sunday could be busy, as both sessions are sold out, however as a volunteer, you will be ok to get in even if you haven't signed up. Having said this, please could you let me know so I can put your name on the door.

Timings!

If you're helping out at the day time session, please could you arrive at 11:30 – for a 12:30 start until 16:30 when the session ends.

For the evening session, we'll get set-up at 6:00pm for a 6:30 start, until 10:30 when the event ends.

Roles!

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These will be dynamic on the day, however I've asked a few of you to help on specific areas which is really appreciated. Just to remind you, likely roles on the day will be along the lines of the below:

- Crafting corner
- Face painting
- Cheffing
- Welcoming volunteers
- Assisting chef
- DJ
- Social media
- Photo booth
- Photography
- Wonky veg 'models'
- Liaising with chefs

Really look forward to meeting those I haven't already and if you have any questions, my number is below,

All the best,

Pascale

Disco Chop general call-out to previous volunteers

Hello,

This is a call out for Volunteers for an exciting event we have coming up which we would love you to get involved in. I'm emailing you because you have either got in contact saying you would like to volunteer with us, or because you have volunteered before and been amazing!

Our next Disco Soup is in the iconic Borough Market on the 10th April, with a daytime (12:30-4:30) and evening session, (18:30-10:30). In case you haven't been to one before, Disco Soups invite participants to join in cooking delicious meals with food waste that has been collected before it is thrown away. The Facebook event is [here](#), which has links to the Eventbrite's where you can get your tickets.

We're looking for people to take on a number of roles helping to create and run the event, on the day and before, which I've included more info about below. For the moment, if you would like to volunteer, could you email me saying when you're free to help out? I understand 12:30 until 10:30 is quite a long day so I thought splitting it into 2 shifts of 11:30-4:30 and 5:30-10:30 would be good, but let us know if you fancy doing both!

Look forward to hearing from you and to meeting some of you for the first time/again,

All the best,

Pascale

pp.'s jobs include:

- Distributing information materials, promotion and outreach in the local area (week before - 1st April onwards) (5 people)
- Coordinating the set-up, cooking, and take down of the chopping and cooking (15 people)

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- Collecting food on the Friday and Saturday before (8th- 9th): 2 people (1 each day)

ON the day

- Running the photo booth: 2 people
- Photographing/video recording the event: 3 people
- Collecting pledge signatures and emails for future contact: 10 people
- Space décor and transformation: 5 people
- Running participatory games on the day: 4 people
- Running workshops: 4 people: please contact if you have any ideas
- Welcoming people into the event and monitoring numbers walking in/out: 2 people
- Running the 'creative corner' for crafting: 3 people
- Help with the food waste quiz we're running at the event: 5 people
- Cooking itself; helping to coordinate the meal, the set up and take down

Volunteer thank you – Feeding the 5000

Greetings, Feeding the 5000 volunteer!

The verdict is in, and it turns out Feeding the 5000, DC chapter was a huge success last week--all thanks to you! We at Feedback cannot exaggerate the immense role that volunteers served (literally) in making this event possible. Whether you helped run around with flyers, spread the word through your social networks, donated time running errands and collecting supplies, or spent hours of your life chopping

your wrists off at the Disco Chop to prep all our procured veggies (3,000+ lbs.!!), we could not have created this miracle into existence without your community engagement and support. Most truly, we thank you.

If interested, here is a brief rundown of what we accomplished on the day of:

5,000 meals of vegetable curry were served on the plaza last Wednesday plus 450 donated meals to Campus Kitchens and 300 to Capital Area Food Bank (thanks, DC Central Kitchen!). On top of the main meal, 1,000 portions of paella (Thanks José Andrés/Jaleo/ThinkFoodGroup Team!) flew off those paella pans, and even more kale salad, fish head ravioli, beef heart chili and gazpacho samples added to the enormously tasty cornucopia enjoyed by the DC crowd.

We hope you all continue finding and sharing the incredible articles being written on the event. We consider the Feeding the 5000 event itself only the beginning--our campaign to take food waste #offthemenue in America is only starting to amp up!

Following the event there is still much more to be done. **If you are willing to help us with a few of the wrap-up tasks (like plugging in all our newly accrued pledge forms!) please let us know by responding to this email.**

Likewise, let us know if you want to link in with any of our amazing DC partner organizations who are tackling food waste every day.

Huge thanks again for all your support and energy to keep this momentum up. It's been an absolute joy to engage this issue with each of you. We are honored.

Cheers, The Feedback Team

FEEDING THE 5000: VOLUNTEER COORDINATION



NAME	TEAM ROLE	TEAM TASK
Kristen	Flyering and posters - pre-event promo	<p>In one sentence: You're on our promotion team on the day, generating hype and spreading the word about the big event.</p> <ul style="list-style-type: none"> It's important to bring people in to the event, telling them what the event is, where the food is from and what we're trying to achieve – the message – to raise awareness of the scandal of food waste! You should also ask volunteers to speak about why they are here and why they are involved! At the briefing in the morning, find out more about the details of the event. There should also be talking points and facts for you to review. You should then be well briefed to lead volunteers (5-15) to give out flyers and posters in surrounding areas. Knowing busy spots in the local area is helpful but not essential. Stations, busy thoroughfares, etc., you name it. Depending on how busy the event is, you can send them out farther or just one street away. <p>Another task would be to ask volunteers take photos with the costumes at iconic spots of the city on their walks around the city. They can then post them on social media, and share them on their networks.</p>
Deborah	Setting up	<p>In one sentence: You will be making sure the catering tent area is prepped and ready for people to get delicious meals.</p> <ul style="list-style-type: none"> Early in the morning is when we need the site set up – 11am comes around quickly so we want volunteers to be directed well. Knowing where the equipment is coming from and when it arrives is helpful but not essential. This includes: <ul style="list-style-type: none"> Set up the volunteer tent, with all equipment – 5 mins Set up the media tent with all equipment needed – 5 mins Set up banners – 10 volunteers – 30-45 mins Set up catering tent – tables, tablecloths, chafers, Sterno, utensils, bowls, food safety equipment, lighters, – 45 mins Set up stage, cooking demonstration table and area – 30 mins <p>Set up chairs for partner's tents – 10 mins</p>
Monica	Tent staffing (volunteers and media)	<p>In one sentence: You will be staffing the media and volunteers tent, directing anyone that wants to know more about the event, as well as the tent which acts as a hub for volunteers.</p> <p>What you need to know: It's important to have someone there that can answer questions on the event, knows where the equipment is based and have a rough idea of where people are on the venue. You become the eyes and ears of the event.</p>
Armida	Runners	<p>In one sentence: Your team will be on the square and can help with lots of different tasks across the teams - Runners are on hand to make sure all the operations are running smoothly.</p>

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		<p>What you need to know: This team is movable and can be transferred to stewards, pledge collecting, promotion or even other teams. However, you will be the point person between the Volunteer Coordinator and your fab team of volunteers who may be dotted across the venue at different points. If you can come to the morning briefing to find out more about the event and the generals, it's helpful. We will then have different team meetings so you can all quickly get to know each other and know each other's names and faces.</p>
Kelly	Stage	<p>In one sentence: You will be on stage schedule management and making sure the run of show is moving smoothly. There is a stage manager however you will assist this.</p> <p>What you need to know: You will be making sure the stage schedule runs smoothly, helping those are presenting on stage. Additionally, helping with equipment and sound is useful, especially with set up and take down. Knowing the faces and names of those on stage is helpful. The tasks are likely to reveal themselves more on the day, but helping the emcee / MC? and others managing the stage is great.</p>
Robb	Demonstration kitchen	<p>In one sentence: You will be helping the demonstration kitchen management, making sure all the equipment is set up and chefs can make magic throughout the day.</p> <p>What you need to know: You will have a team of volunteers who will help you to make sure the demonstration kitchen equipment is set up, clean, looks presentable, has everything the chef needs including ingredients. You will be heading this time and likely work with the stage manager who will have prepared these materials for you ahead of time.</p>
Felicity	Media (socials)	<p>In one sentence: You will be on our media team, leading on spreading the word and keeping the conversation going online as our social media gurus.</p> <p>What you need to know: You will need access to the accounts, have them set up on your device and a plan for how many posts to do, of what and at what points of the day.</p>
Jessica	Pledges	<p>In one sentence: You will be collecting pledges and signatures - asking people to reduce their food waste (and ask businesses and governments to do the same) on the day.</p> <p>What you need to know: Please see the briefing for more information! Overall, it's important that volunteers feel well prepared and supported in this task.</p>
Kelsey	Crowd Marshals	<p>In one sentence: You will align and monitor the queue arriving for their meal, so that all in the queue are well ordered.</p> <p>What you need to know: This will likely mean making sure that volunteers understand how to direct people to the queue and stick to their station. You can adapt where people are posted according to the rush.</p>

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Shadi	Promotion on the day	In one sentence: You will be helping to promoting the word on the day, spreading across plaza and beyond. What you need to know: This will likely involve flyering and putting up posters on the venue and the surrounding streets. Ideally you know the city well.
Sara	Composting crusaders	In one sentence: You will be our bin heroes, saving waste from going in the wrong trash on the day - this is super important and we have capes for you. What you need to know: where the bins will be stationed
Brian	Litter picking	In one sentence: You will be making the plaza is beautiful and welcoming to attendees.
Kristen	Pack up	In one sentence: You will be leading on take down on the day - we need you to be on the ball from 3-6pm. What you need to know: You will be leading a team of volunteers to get the venue looking the way it did before the event arrived. This includes tidying up, packing away materials, making sure they end up in the right waste disposal, or in the right vehicle. You can then direct volunteers to the after party!



FEEDING THE 5000

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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.

FEEDING THE 5000 – PARTNER TENTS & ACTIVITIES TOOLKIT



FEEDING THE 5000: PARTNER TENTS AND EXTRA ACTIVITIES TOOLKIT

AN INTRODUCTION

Why are additional activities so important?

One of the principles we try to follow in organize events like Feeding the 5000 is: *Be positive and talk about the solutions. Food waste is a massive problem but the solutions are delicious and they involve enjoying food rather than throwing it away.*

AIM

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

Timing

10 weeks ahead of the event.



This toolkit was developed for February 2017 with support from [The Rockefeller Foundation](#).



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FEEDING THE 5000 – PARTNER TENTS & ACTIVITIES TOOLKIT



THE WORK PLAN

TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
Assigning a partnerships manager to oversee the additional activities and partner representation	To assign a Partner Activity Coordinator to oversee the process	<u>10 WEEKS AHEAD OF THE EVENT</u> <ul style="list-style-type: none"> Appoint a Partnerships Manager 	<ul style="list-style-type: none"> Those who are networked within the food, justice and environmental organizations Someone who is available on a part time basis – at least 2 days a week and flexibility to answer email communication and calls throughout the week 	<ul style="list-style-type: none"> Partner Activity Coordinator Role description Contract (if needed) 	
Assess limitations	Confirm what is possible and what is not possible on the day of the event	<u>8 WEEKS AHEAD OF THE EVENT</u> <ul style="list-style-type: none"> Ascertain permit limitations (if any) to manage expectations of what can be done in the public space Confirm how much space is available and how many tents/stations can be offered to partners 	<ul style="list-style-type: none"> City authority or owner of public space / venue for F5K feast. Event management company or organization lending/renting tents/ tables 	<ul style="list-style-type: none"> Written confirmation of what is possible and out of bounds activities Confirmation of what can be provided by the event organizing committee and email outlining commitments needed 	Can confer with local food redistribution charities on what is permissible locally with regards to food safety regulations
Bring together partners	Bring together all key organizations working on food waste issues and identify how it would be best to engage the public on the day beyond the meal	<u>8 WEEKS AHEAD OF THE EVENT</u> <ul style="list-style-type: none"> Discuss as a steering group meeting the participatory, interactive aspects of the event Get a list of ideas and display list of examples – send this out after the meeting 	<ul style="list-style-type: none"> All partners – if there is little appetite for on the day presence, contact the following: Non-Profit Organizations, including: <ul style="list-style-type: none"> Environmental Educational Conservation Food recovery + redistribution Government/Civic Leaders <ul style="list-style-type: none"> City Mayor (+Office) Councils Universities 	Potential Additional Event Activities sent to partners	Add the point to the meeting agenda ahead of time – introduce yourself as the coordinator and go from there. Explain the importance of the other activities on the day.

FEEDING THE 5000 – PARTNER TENTS & ACTIVITIES TOOLKIT



<p>To involve community groups who may not be involved in F5K otherwise</p>	<p>Aim to let as many groups know about the event and define what they can bring to the event – even if it is just mouths for a feast!</p>	<p><u>7 WEEKS AHEAD</u></p> <p>Research local community groups from faith groups, colleges, schools – any group at all (still following the principles) that has the capacity and willingness to get involved in the event</p> <ul style="list-style-type: none"> Continually monitor the inbox, especially the hello inbox, and keep up to date with any groups that do get in contact that are interested in the event. 	<ul style="list-style-type: none"> Emails, calls and conversations explaining the event Event-one pager 		<p>Remember the aim: To involve community groups who may not be involved in F5K otherwise</p> <p>Make sure to read the document '<i>Feedback – educational initiatives on food waste</i>'.</p> <p>Get inspiration on the kinds of activities they could lead here.</p>
<p>To involve schools and young people</p>	<p>To engage other audiences in Feeding the 5000</p>	<p><u>7 WEEKS AHEAD</u></p> <p>Research in a concerted way schools and the ways they can get involved, volunteering attending the event, performing, running workshops, going on a glean</p> <ul style="list-style-type: none"> Contact groups and schools with a clear ask <p><u>6 WEEKS AHEAD</u> Follow up</p> <p><u>5 WEEKS AHEAD</u></p> <p>-Get confirmation on their involvement</p>	<ul style="list-style-type: none"> Schools Young people's advocacy groups Nurseries Clubs and community centres 		

FEEDING THE 5000 – PARTNER TENTS & ACTIVITIES TOOLKIT



Confirm Partner Activities on the day	Confirm which partners will have a presence on the day	<u>7-5 WEEKS AHEAD OF THE EVENT</u> Follow-up email asking for confirmation of presence on site Send email to confirm timings or arrival and other need to know information for on the day planning	<ul style="list-style-type: none"> Partners for confirmations 	Excel document outlining organization, activity, what they are bringing, what we are providing, confirmation date, along with timings of when they need to arrive, parking, toilets etc. and write-up of activity for promotion purposes	
Additional activities decisions	Decide on what activities you want to use to engage people in the queue, whether that be pledges or something else.	<u>4 WEEKS AHEAD OF THE EVENT</u> Make sure to consider the queue and what people will learn whilst there. This is the time when they are ripe for listening and learning more about the issues!	<ul style="list-style-type: none"> The venue to create a plan for the venue and for all additional activities and partner representations on the day 	Confirmed activity plan for the queue and an idea of the run-through of the visitor's entire experience through what activities they can engage in.	
Reminders	To remind all participants	<u>4 WEEKS AHEAD OF THE EVENT</u> Send out a reminder email and continue to confirm any last-minute arrangements Promote event activities on the day itself and publish online	<ul style="list-style-type: none"> Partners for Confirmations 	Schedule of day activities – see folder for example F5K NYC – stage schedule	
Prepare on the day	To tell the story of the event	<u>2 WEEKS AHEAD OF THE EVENT</u> Plan for someone or multiple members of the organizing team to go up on stage and tell the story of the event – people find this fascinating and find it empowering to know that events of that scale are organized by determined individuals.	<ul style="list-style-type: none"> A willing and enthusiastic speaker, through local networks and partners 	A timing for this speaker within the stage schedule	

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EXEMPLARY TABLE OF ON-THE-DAY HAPPENINGS– NYC

ORGANIZATION/S	ORGANIZATION LEAD	ACTIVITY DETAILS
NRDC	Dana	Food Waste Quiz and Book Prizes, Impactful Visuals
Sylvia Center	Anna	Menu Planning for Family of 4 on a Budget Highlighting Minimal Waste; 'parts of the plant salad' w/broccoli stems, kale and a frittata with the broccoli florets and kale stems
Rescuing Leftover Cuisine	Robert	Carrot Top Pesto -- Using Food Waste in Cooking
The City	Roya	TBD
Grow NYC	Liz	Compost 101
City Harvest	Kate	"How to Become a Food Donor?"
Sustainable America	Heide	Blender Smoothie Bikes

EXAMPLES ACTIVITIES IN THE PAST

STAGE

- Chef demonstrations
- 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 at one of the tents
- Varsity Chop-Off: Students from different University groups compete at the food prep event to see who could chop the most

ON THE SQUARE

- A wonky vegetable 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
- A confessional booth - where people can offer their food waste stories and scandals to theatrical listeners – it's funny, dramatic and reassuring to know that we all waste food but can all get better.
- Cut-outs for people to post for photos with
- Speakers corner - With food waste warriors giving talks on their

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initiatives. Also could be a pitching event where a similar set up is voted upon by listeners to give a winner.

- Playing the TED talk of Tristram or having a movie screening – of JustEatIt.
- Having an inspiration market to promote use of food leftovers
- Art exhibitions showing photography of other projects, for example school kids workshops who have made artwork on the theme. Workshops e.g. carrot top pesto and fermentation, or led by other food campaigning groups, trainings should be open to everyone, but could be a way to get volunteers even more motivated. Other workshops could center 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 store various foods; food storage in the fridge; using leftovers
- Children are fantastic ambassadors of the event:
 - secondary school students are great volunteers at the event;
 - students chopped and packaged veg for food redistribution organizations, after a volunteer had come into their school and had done a quick lesson about food waste
 - kids can distribute questionnaires to event attendees
 - Bicycle powered smoothies made

- Free pork tacos to journalists (at the Pig Idea event)
- Have 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 the ways food is stored or leftovers used in their countries, and make this info available during the event on posters.



ADVICE FROM PAST ORGANIZERS

Recording how many were fed in Cannes

“The most common question from volunteers, journalists and punters during and after the event was ‘how many people did we feed?’ I think it would be a great use of resources to have a count taking place. Either just someone with a clicker or even better, a clicker linked up to a projector that goes up as each meal is served. This would make a great visual to entice people down and for photography. When I was a kid I used to really enjoy going to the shoe shop where I received a little number and waited for the ticker to get to my number! I can imagine it getting people really excited about being ‘one of the five thousand’ and getting out there to tell other people so that collectively we can help to get that number where we want it to be!” (Steve Finn – head Chef at Feeding the 5000 Cannes)

PROMOTIONAL STUNTS

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STAGE ACTIVITY AND CHEF DEMONSTRATIONS AT FEEDING THE 5000S

AIM

Provide additional options for attendees to learn how to prevent food waste. The stage schedule is usually managed by the event organizer lead. Within the folder '**Additional event activities on the venue**' is an information document called '**Chef Demonstrations at Feeding the 5000 events**'. This offers guidance on how to organize these sections of the stage schedules.

TIMING

6 weeks before

Stage Schedule: Please note that talks are purposefully kept short (no longer than 5 minutes), engaging, and interactive. We really want to educate and inform the audience, but not at the expense of boring them. This is also NOT an opportunity to demean the audience for wasting food – quite the opposite! This is a celebratory, interactive event, and speeches should reflect that. Let's focus on the delicious solutions to global food waste, and use this opportunity for connection, inspiration, and momentum.

Suggested speakers can come from partner organizations, or be high-profile individuals or chefs. This is not an opportunity for food industry representatives to promote their companies. Examples of previous speakers include people coming from all angles of the food waste issue, such as Rob Greenfield or Hugh Fearnley-Whittingstall (Famous UK based chef)

DJs: Put the DJ in contact with the event Management Company or venue ASAP to arrange equipment and power. Check all is sorted in terms of equipment and transport 2 weeks before.

Chef demonstrations are a popular feature of events, drawing media and public attention. We also use them to tell different stories about food waste that may not be incorporated into the main meal, such as fish discards or the importance of offal consumption.

- Chef demonstrations are usually 20 minutes long and we add 10 minutes either side for set up and clearing up. We encourage pairing chefs with a food waste expert, a high-profile supporter or a partner organization's representative so that there can be a conversation about the demonstration and the issues it is highlighting.
- We normally provide volunteers who act as sous chefs. Ideally, they would have culinary experience. There also needs to be someone in charge of clearing the stage.

Chef demonstrations usually happen in one of these three locations:

- On the main stage;
- On a separate raised platform (e.g. London); or
- As a partner stall (e.g. Manchester).

Ideally the chef demonstration would cover any of these key areas:

- Meat and offal
- Fish discards
- Leftovers and items commonly wasted: milk, bread, bananas
- Parts of food usually discarded. For example: cauliflower leaves, watermelon rinds, orange zest

We usually inform the chefs that we will have a wide selection of produce and

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once we know some items that are certain, we let them know and they then come back to us with recipe ideas. For other items such as offal, we ask the chefs what they would like to use and seek to source that.

Most of the food will be from the general food sourcing for the event. It is great if a particular chef comes to glean and then uses the gleaned produce in their demonstration. It provides a good media story which links various aspects of the event.

It is worth approaching local food shops that have lower amounts of food waste which would not be suitable for the main meal but may be perfect for the demonstrations. This especially relates to bread and dairy items.

We normally provide olive oil, salt and pepper and then ask the chefs to bring any spices and specialty ingredients. If they can't bring those items, then we ask that they provide a list and we source it for them - just be careful not to agree to purchase a long and expensive list of ingredients!



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CASE STUDY

SPAIN

Best practice:

We invited the following groups to have booths at the event:

- actors from all fields responsible for food: agriculture, food production, wholesale and retail,
- social markets which normally provide marginalized people with “food saved from being discarded”,
- actors from environmental and sustainability teaching facilities and NGOs, grassroots groups,
- Private and public waste management services to present their view of food waste at their booths, to both children and adults.

POST EVENT IMPACT AND LESSONS LEARNED:

Nottingham

‘Some really great links were formed between various organizations, with some great ideas moving forward. Through the volunteers we have found people who are keen to be a part of further work and now have a list of contacts who we can promote food waste and surplus issues to.’ Toward the end of the day the atmosphere dropped a bit – in hindsight I would organize something to inject some energy and get attention for the last hour or so. The Sheriff of Nottingham is keen to take the food waste agenda forward (especially linking it

to food poverty) and there is now a movement to make Nottingham a ‘fair food city’. <https://www.youtube.com/watch?v=LZPQY-DCC18> (Event organizer in Nottingham)



Cut-outs for photos at Feeding the 5000 Portland



A grocery giveaway at Feeding the 5000 Front Range

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.



This toolkit was developed for February 2017 with support from The Rockefeller Foundation.



The
ROCKEFELLER
FOUNDATION

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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

FEEDING THE 5000 – SMALL SCALE EVENT TOOLKIT



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:

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:

- 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](#).

FEEDING THE 5000 – SMALL SCALE EVENT TOOLKIT



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 the 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

FEEDING THE 5000 – SMALL SCALE EVENT TOOLKIT



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.

2 > 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)
Coordinating Steering Group and Partner Roles	<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.
Communications: PR + Publicity Materials	<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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Event Management: Location, Licenses, Permits, Budgets, etc.	<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.
Food Sourcing	<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.
Additional activities at the event	<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.
Volunteer Management	<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
Catering Plan	<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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Assign a chef to lead the food preparation on the day.	5 weeks	1 day (allowing for back and forth)	Ideally, this will be the chef directing, who can offer details such as preferred vegetables dimensions.	
Organize a meeting to update on current progress and pull in interested parties to take responsibilities.	5 weeks	2 hours		
Decide a location for the Disco Chop.	5 weeks	1 week (allowing for back and forth – assuming no background networks)	<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>	An equipment list of things that you will need (see run through template for list of needs)



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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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Check in with food sourcing coordinator as to the delivery plan for food.	3 weeks	3 hours	 <p>Remember to arrange volunteers for the unloading of food prior to the event start.</p>	Updated schedule for run-through of event.
If having craft activities at the event, arrange for the materials necessary to be present.		4 hours		Aim to get workshop leaders to lead on this.
Continued promotion.	3 weeks	1.5 hours per week	Note: schedule tweets and regular Facebook posts at the start of the week.	<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>
Check in as to how many confirmed volunteers there are for each task.	3 weeks	1 hour		Look through run-through template and update event schedule.

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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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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 Zheroes, 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 Zheroes 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.



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	