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6th Edition

Food: The recipe to Net Zero success

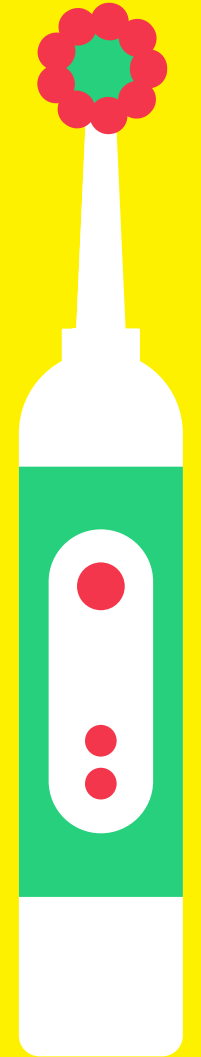
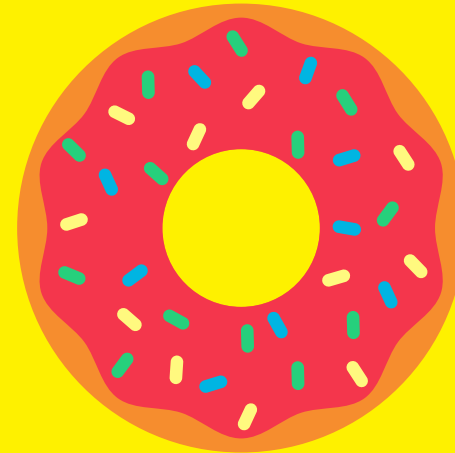
Antony Buchan, ReLondon

Head of Programme: Local Authority Support



Food: The recipe to Net Zero success

Antony Buchan



This is London...

- 9 million residents
- Dense urban environment
- A transient city
- Culturally diverse

- Complex governance landscape
 - Mayor of London
 - 33 waste collection authorities



The context

86%

of food consumed in London is eaten at home

65%

of food wasted happens in London households

931k

tonnes of food is wasted from London households

67%

of 'food waste' in London is edible

Meat

represents:

5%

of food consumed by mass

leading to:

27%

food emissions

Fruit and vegetables

represents:

21%

of food consumed by mass

leading to:

4%

food emissions

Three leverage points and circular scenarios

**Reduce meat
consumption**

by 70%



↓ **20.1%**

reduction in food-related
consumption-based
emissions

**Reduce food
loss & waste**

by 50%

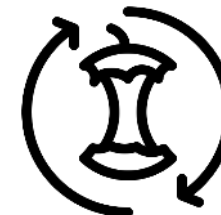


↓ **10.5%**

reduction in food-related
consumption-based
emissions

**Make better
use of waste**

through composting and
anaerobic digestion



↓ **0.4%**

reduction in food-related
consumption-based
emissions

Ambition for change

MAYOR OF LONDON

- ✓ Net zero by 2030
- ✓ 65% of London's municipal waste to be recycled by 2030
- ✓ Cut food waste per person by 50% by 2030
- ✓ Promotion of a low carbon, circular economy for London

LONDON BOROUGHS

- ✓ 28 boroughs have declared climate emergency
- ✓ 27 boroughs have committed to become a net-zero council in their operations by 2030
- ✓ Through the One World Living Programme, boroughs are developing actions to reduce consumption-based emissions by 2/3 by 2030

The recipe to Net Zero success

What are we doing?



Food Flagship Initiative

London's vision: a circular economy for food based on three pillars



Addressing these environmental hotspots

Place-based behavioural interventions

Individuals and communities are being empowered and enabled to reduce their food waste.

Better food purchasing

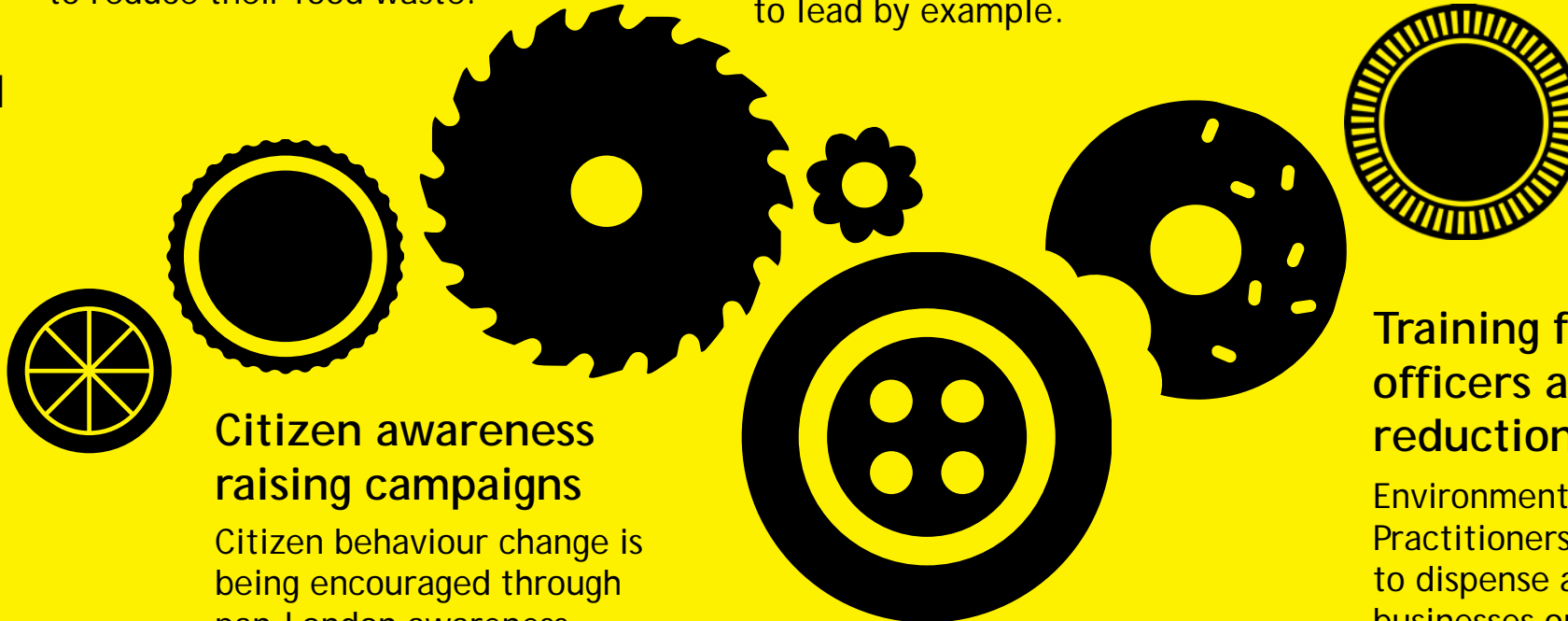
Schools and local authorities are being supported to increase their procurement of low-carbon ingredients and to reduce waste to lead by example.

Engaging large food businesses

Engaging and convening large food businesses across London's food supply chain on actions to reduce consumption-based emissions and food waste.

Supporting small circular food businesses

Small business are being supported to grow their innovative food waste reduction solutions.



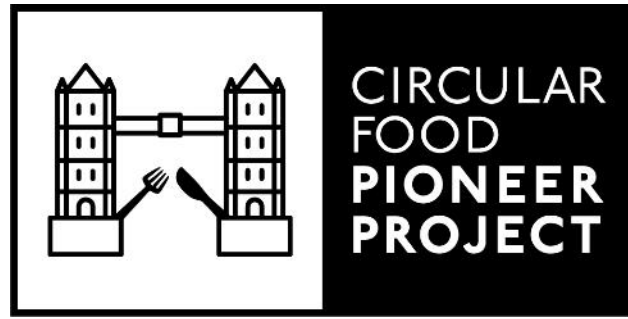
Citizen awareness raising campaigns

Citizen behaviour change is being encouraged through pan-London awareness campaigns.

Training food safety officers about food waste reduction

Environmental Health Practitioners are being trained to dispense advice to businesses on food waste reduction during inspections.

Supporting small circular food businesses



Circular food system grant programme



Helping councils with better food purchasing

London's Food Purchasing Commitment sets a common and minimum level of ambition for London councils to improve the environmental impacts of the food they buy and serve and reduce the amount of food wasted across their operations and supply chains.

Three targets:

1. Reduce food emissions: 38% reduction or 1.04kg/CO2/meal by 2030 (aligned with WRI's Cool Food pledge)
2. Reduce food waste: 50% reduction by 2030 (aligned with London's Environment Strategy)
3. Increase locally and agro-ecologically grown food: Aim to increase to 30% of ingredient budget

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London's Food Purchasing Commitment

Supported by the Food Flagship Initiative, London Councils' One World Living Programme, and Sustain

MAYOR OF LONDON

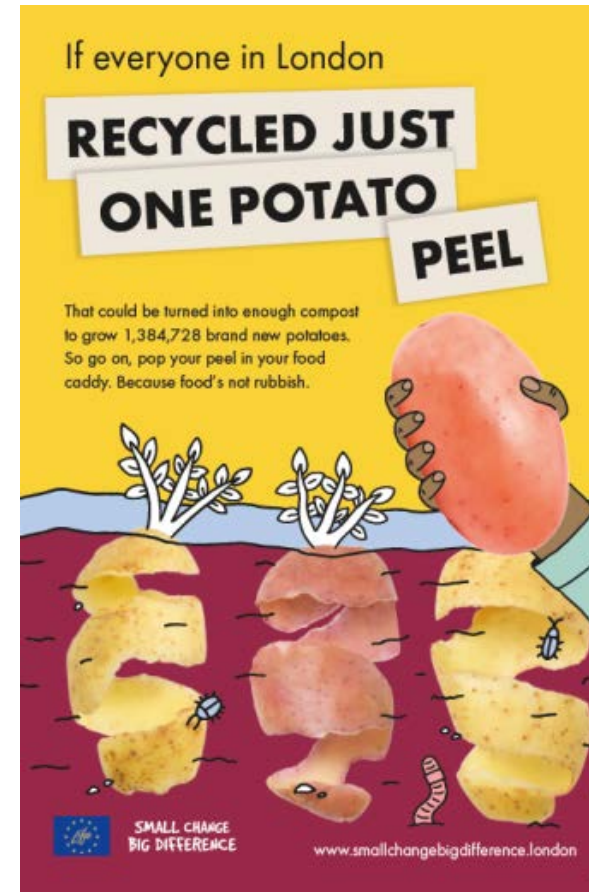
Small Change Big Difference



Healthy, sustainable eating
ReLondon



Food waste prevention



Food waste recycling - IVC and AD





Aimed at engaging urban youth (aged 15-35) with the topic of food and its relationship to climate change and empowering them to become activists and influencers amongst their peers to make sustainable changes to their own food habits

- Five areas of focus:
 1. Choose a diet that's healthy for you and the planet
 2. Opt for local, seasonal food when possible
 3. Be a local urban farmer and fight against food waste
 4. Improve your food education and share your lifestyle with your friends
 5. Take action to cool the planet and to ensure that everyone has access to healthy, sustainable and fair food sources
- In-depth, in-person engagement = 573 beneficiaries
- Broader in-person engagement = 79,573 beneficiaries
- Digital reach (social media and PR): 846,380 accounts/views

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PROMOTED BY
Comune di
Milano

THE PLANET IS ON THE ROPES
STOP WASTING FOOD.



#WhatTheFork



The new London sustainable
food campaign



Eat like a Londoner

Eat like a Londoner

Engage Londoners and empower them to reduce their “food footprint” (the carbon impact of their household food consumption) by:

- Reducing household *food waste*
- Shifting households to a more *plant-based diet*

Particularly younger Londoners aged 21-44 and those with children under 11 years old at home, as they are amongst the *highest food wasters*.

Based on current GLA population modelling, residents living in the target boroughs total c.7.2 million.



Changing the choice architecture

- London is a city made up of a diverse blend of towns, villages, and neighbourhoods
- empower communities and local economies to change their consumption habits and adopt more circular behaviour and lifestyles forms a fundamental part of the programme



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Circular food community

Develop a replicable model for a circular food community in London, embedding interventions that increase residents' consumption of low carbon food and reduce food waste



CNCA

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The time imperative

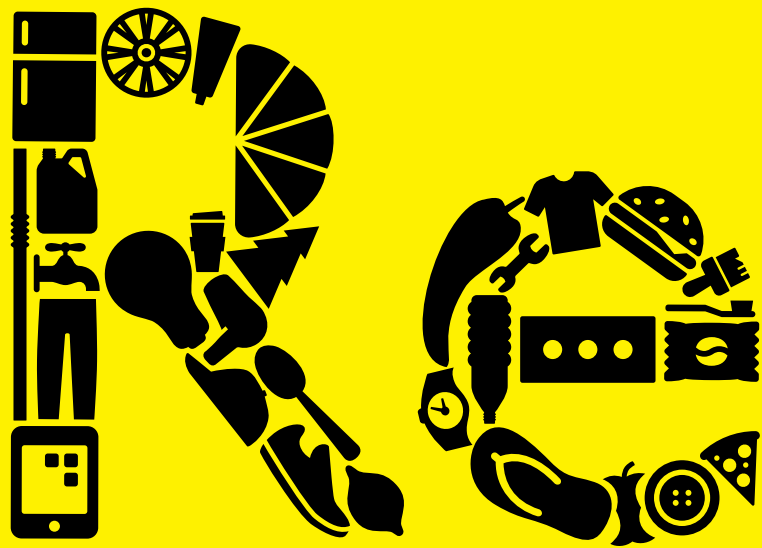
As cities, like London grow, so does our consumption.

" 80% of all food produced globally is expected to be consumed in cities by 2050." (C40s)

London will continue to structure our interventions and leverage opportunities to:

- Encourage sustainable diets
- Reduce food loss & waste
- Make better use of waste





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