

# FEEDING THE 5000

> FEED  
BACK

## PARTNER TENTS & ACTIVITIES TOOLKIT



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### Disclaimer

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# 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.



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## THE WORK PLAN

TASK	AIM	KEY MILESTONES	TARGETS	ITEMS TO PRODUCE/SECURE	NOTES
<b>Assigning a partnerships manager to oversee the additional activities and partner representation</b>	To assign a Partner Activity Coordinator to oversee the process	<u>10 WEEKS AHEAD OF THE EVENT</u> <ul style="list-style-type: none"> <li>Appoint a Partnerships Manager</li> </ul>	<ul style="list-style-type: none"> <li>Those who are networked within the food, justice and environmental organizations</li> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>Partner Activity Coordinator Role description</li> <li>Contract (if needed)</li> </ul>	
<b>Assess limitations</b>	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"> <li>Ascertain permit limitations (if any) to manage expectations of what can be done in the public space</li> <li>Confirm how much space is available and how many tents/stations can be offered to partners</li> </ul>	<ul style="list-style-type: none"> <li>City authority or owner of public space / venue for F5K feast.</li> <li>Event management company or organization lending/renting tents/ tables</li> </ul>	<ul style="list-style-type: none"> <li>Written confirmation of what is possible and out of bounds activities</li> </ul> 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
<b>Bring together partners</b>	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"> <li>Discuss as a steering group meeting the participatory, interactive aspects of the event</li> <li>Get a list of ideas and display list of examples – send this out after the meeting</li> </ul>	<ul style="list-style-type: none"> <li>All partners – if there is little appetite for on the day presence, contact the following:</li> <li>Non-Profit Organizations, including:                             <ul style="list-style-type: none"> <li>Environmental</li> <li>Educational</li> <li>Conservation</li> <li>Food recovery + redistribution</li> </ul> </li> <li>Government/Civic Leaders                             <ul style="list-style-type: none"> <li>City Mayor (+Office)</li> <li>Councils</li> </ul> </li> <li>Universities</li> </ul>	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.

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<p><b>To involve community groups who may not be involved in F5K otherwise</b></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"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>Emails, calls and conversations explaining the event</li> <li>Event-one pager</li> </ul>		<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 <a href="#">kinds of activities they could lead here</a>.</p>
<p><b>To involve schools and young people</b></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"> <li>Contact groups and schools with a clear ask</li> </ul> <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"> <li>Schools</li> <li>Young people's advocacy groups</li> <li>Nurseries</li> <li>Clubs and community centres</li> </ul>		

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<p><b>Confirm Partner Activities on the day</b></p>	<p>Confirm which partners will have a presence on the day</p>	<p><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</p>	<ul style="list-style-type: none"> <li>Partners for confirmations</li> </ul>	<p>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</p>	
<p><b>Additional activities decisions</b></p>	<p>Decide on what activities you want to use to engage people in the queue, whether that be pledges or something else.</p>	<p><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!</p>	<ul style="list-style-type: none"> <li>The venue to create a plan for the venue and for all additional activities and partner representations on the day</li> </ul>	<p>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.</p>	
<p><b>Reminders</b></p>	<p>To remind all participants</p>	<p><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</p>	<ul style="list-style-type: none"> <li>Partners for Confirmations</li> </ul>	<p>Schedule of day activities – see folder for example F5K NYC – stage schedule</p>	
<p><b>Prepare on the day</b></p>	<p>To tell the story of the event</p>	<p><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.</p>	<ul style="list-style-type: none"> <li>A willing and enthusiastic speaker, through local networks and partners</li> </ul>	<p>A timing for this speaker within the stage schedule</p>	

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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

## 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!



## 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