

FEEDING THE 5000

>FEED
BACK<

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.



The
ROCKEFELLER
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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!

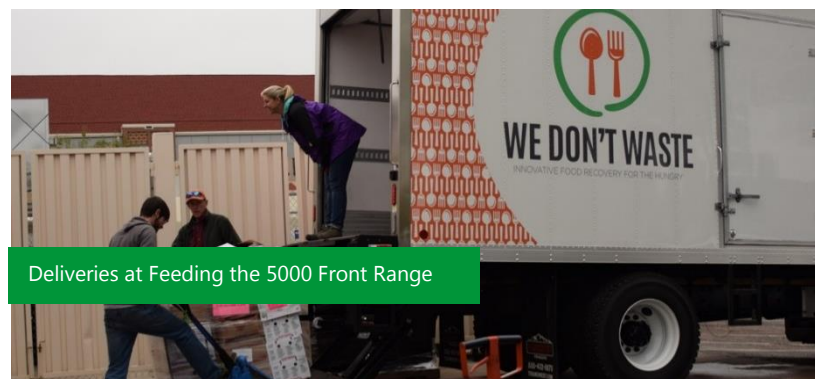
Supermarkets are not usually the best source of food donation, because their waste will be in smaller amounts, and/or come with lots of packaging. However, their contributions can be good for additional activities such as grocery giveaways, smoothie making, chef demos and celebrity cook offs.

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

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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)



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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>



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

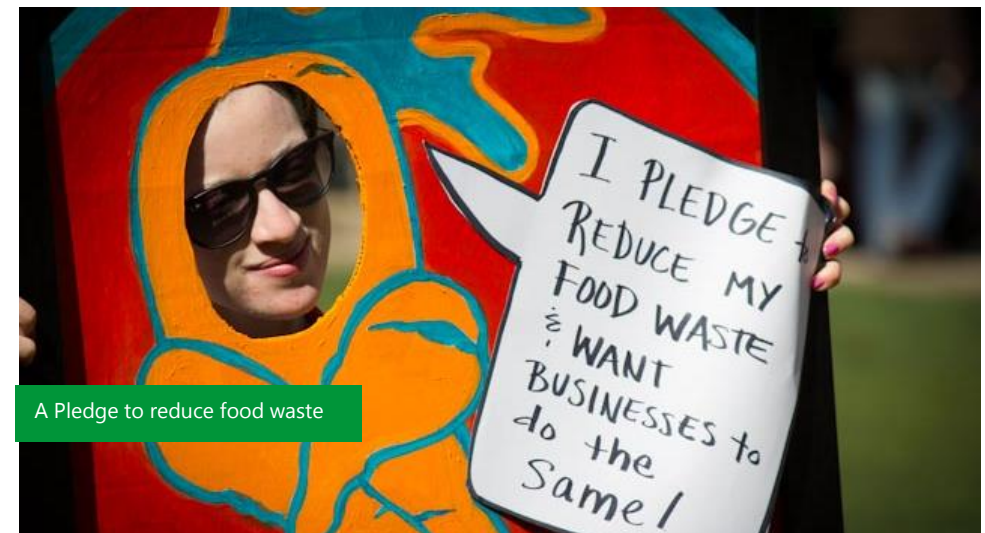
For Feeding the 5000 NYC and DC, all partners agreed on the principle of uniting behind a common message to ensure that we maximize the impact of the event. We thought long and hard about what the best top line message could be that would resonate with both a local and national audience. The messaging 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](#).



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.

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		<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 <p><u>WEEK OF EVENT</u></p> <ul style="list-style-type: none"> Participate in scheduled TV appearances Facilitate “in-the-field” media coverage space out, good times for speakers <p><u>DAY OF EVENT</u></p> <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 <p><u>AFTER EVENT</u></p> <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	<p><u>TWO MONTHS BEFORE EVENT</u></p> <ul style="list-style-type: none"> Finalize designs and confirm partner sign-off materials <p><u>ONE MONTH BEFORE EVENT</u></p> <ul style="list-style-type: none"> Send designs to printers <p><u>TWO WEEKS BEFORE EVENT</u></p> <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 <p><u>DAY OF EVENT</u></p> <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.

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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](#).

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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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