9.4 Develop a Food Waste Prevention Campaign or Food Scraps Recovery Campaign or Program

5 Points | 10 Points | 15 Points

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is available for comparison. Edits are highlighted in yellow. (Last updated 2020)

Objective

Reduce or eliminate food waste and increase food scraps recovery.

What to Do

1. Choose one or more target sectors and implement or maintain an ongoing food waste prevention campaign in those sectors. Consider any measurable impacts observed as a result of the program. Examples of campaigns eligible for points under this Action are listed below. **(5 points)**

    - An educational campaign that prevents the creation of food waste in schools. Strategies include teaching students about making responsible food selection choices and the consequences of food waste; or
    - A campaign to prevent residential food waste. Strategies include educating residents on effective menu planning and shopping andthe difference between "sell-by," "use-by," "best-by," and expiration dates.

    Submit: A brief overview of outreach (suggested 5 sentences maximum), including target populations (if any); at least one example from among materials disseminated, which could include flyers, articles, letters, newsletters, presentations, or digital communications. For websites, submit both a hyperlink and a screenshot of the relevant webpage(s). Include a list of any campaign-sponsored events or public meetings where the campaign was highlighted and discussed. Please also submit a plan for future events to show that your municipality's efforts are ongoing.

    Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

2. Choose one or more target sectors in which to implement a food scraps recovery campaign or program or food waste prevention. Explore connections and opportunities to share information with your municipal or district health department in implementation to balance food scrap recovery goals with public health concerns. Examples of programs eligible for points under this Action are listed below. **(10 points)**

    - Organize home composting workshops and distribute compost bins to residents;
    - Implement a curbside composting pilot, establish a curbside composting program, or implement a pilot or full program to collect food scraps for anaerobic digestion; or
    - Support one or more schools in your community in the implementation of a food waste prevention or food scraps recovery campaign/program, including the collection of unused food items and creating a community compost garden.

    Submit: An overview of your community's food scraps recovery or food waste prevention campaign/program, including target populations (if any); the date of your municipality's most recent meeting with its municipal or district health department regarding implementation of your program; and at least one additional piece of

documentation, which could include flyers, articles, letters, newsletters, presentations, or digital communications. For websites, submit both a hyperlink and a screenshot of the relevant webpage(s). Please also submit a plan for future events to show that your municipality's efforts are ongoing.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim New Action Credit for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

Potential Municipal and Community Collaborators

The municipal recycling coordinator, public works department director, or other appropriate municipal staff involved in materials management should be involved in the implementation of this Action. Community partners include representatives from the target sectors involved.

Funding

If available, below are potential funding sources specific to this Action. For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the Sustainable CT Grants Portal, which is searchable by Action. Please also visit the Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Municipal Grant Program (MGP)
- 2021 Sustainable CT Community Match Fund
- RecycleCT School Grant

Resources

Toolkits, Calculators, Guidance Documents

- Legal Fact Sheet for Connecticut Food Donation: Date Labeling Laws
- Legal Fact Sheet for Connecticut Food Donation: Liability Protections
- Legal Fact Sheet for Connecticut Food Donation: Tax Incentives for Businesses
- Phood: Commercial Waste Prevention Program
- Oregon's Wasted Food Wasted Money
- NRDC and Ad Council "Save the Food" campaign

- RecyclingWorks Food Waste Estimator Tool
- Center for EcoTechnology's Wasted Food Solutions
- Center for EcoTechnology's Food Donation by Connecticut Schools
- EPA Food Scraps
- EPA Food too Good to Waste Guide
- EPA Small Business Guide on Preventing Waste
- Managing Food Waste for Sustainability: Composting versus Landfills
- USDA Food Product Dating
- Institute for Local Self-Reliance "Yes! In my Backyard: A Home Composting Guide for Local Government"
- EPA's Sustainable Management of Food: Excess Food Opportunities Map

Organizations and Relevant Programs

- Center for Ecotechnology offers free technical assistance.
- Center for Ecotechnology Wilton case study
- CT DEEP Food Waste Reduction and Recovery
- United States Environmental Protection Agency (EPA)

Why This Matters

The primary component of solid waste in Connecticut is organic waste, most of which is discarded food. Through composting, food waste can become a precious agricultural resource (organic fertilizer). When food waste goes into landfills, it does not decompose, but rather off-gases methane. Not only does the off-gassing contribute to climate change, but also that earth-friendly fertilizer resource is lost.

Benefits

When you reduce the food waste in your community, you also lower the adverse environmental impacts on your air and water supply, reduce your greenhouse gas emissions, and decrease your solid municipal waste. As a result, both the sector targeted by your campaign and your municipality will save money through less over-purchasing and reduced disposal costs. Thoughtful and strategic donations of uneaten food can also ensure that low-income residents in your community have something to eat, helping build community and promote equity.

CT Success Stories

- Bristol - Jun 2020 Certification
- Darien - Oct 2019 Certification
- Glastonbury - Oct 2018 Certification
- Bolton - Oct 2020 Certification
- Bristol - Oct 2020 Certification
- Cheshire - Jun 2021 Certification