



BECOME ZERO FOOD WASTE

WHAT IS THE FOOD WASTE HEROES PROGRAMME?



Our **Food Waste Heroes** (FWH) programme involves **OLIO** matching small groups of waste-busting volunteers with their local street food market, farmers market, shop, café, bakery, deli, greengrocer, hotel or restaurant.

Once matched, our FWHs provide a service by collecting any unsold surplus food at the end of the day. They then use the OLIO app to re-distribute the saved food within their local community.

BENEFITS OF THE PROGRAMME

- ✓ Single **convenient** pick-up at close of business
- ✓ Food ends up in **bellies** rather than bins
- ✓ **No cannibalisation** of existing business
- ✓ Enables your business to become **zero food waste**

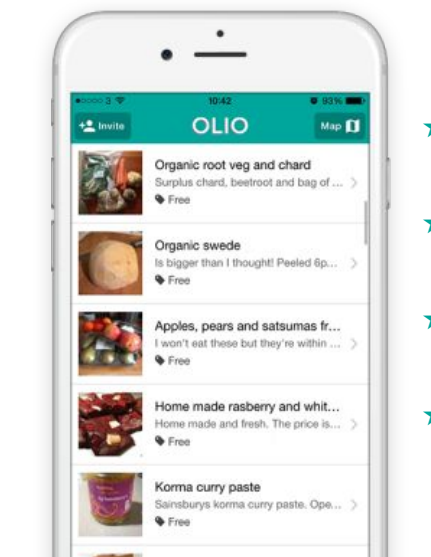


WHAT IS OLIO?

OLIO is a free app that connects neighbours with each other and with local businesses, so surplus food can be shared not thrown away.

HOW IT WORKS

Users simply **snap a photo** of their surplus food and add it to OLIO. Neighbours who live nearby receive **customised alerts** and can request anything that takes their fancy. Pick-up then takes place at the **home/store/market**.



SINCE LAUNCHING...

- ★ OLIO has been downloaded over **110,000** times
- ★ **150,000** items of food have been shared (not binned!)
- ★ Over **7,000** users have reached out to to be OLIO volunteers
- ★ OLIO is now **global**, with food sharing taking place in **31 countries**, from Russia to South Africa



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HOW IT WORKS (in 5 easy steps)

- 1) **Decide** to join our FWH programme - you rock!
- 2) You tell us **when** you have surplus food to pick-up
- 3) **We recruit** the volunteers (FWHs)
- 4) FWHs **pick-up** your surplus food and **re-distribute** your surplus within their local community
- 5) Sit back, relax and be confident in the knowledge that your business is now **zero food waste!**



I'm _____ your local FWH!

Call/email me at _____ to join now!

WHAT OUR BUSINESSES SAY...

"It was **heartbreaking** putting good food in the bin. With OLIO we are **saving time** and **money** as we are **reducing our waste** and paying less for our garbage collection."

Alba, Manager of **SOURCED** market

"We absolutely **love it!** Not only did we get rid of items that were about to go off but we also had **new people** come to the store who had never been here before."

Amabel, Owner of **the Haelan Centre** (organic food store)

"Its **simplicity** is the key to its success, connecting local people to share food they can't use. The app has also encouraged people to try **new foods too!**"

Debbie Clark, manager of **Sainsbury's Waste Less, Save More** campaign

"When we're not giving our surplus baked goods to charity, we love having the FWHs pick up our loaves and cakes! Anything that **stops waste** is good with us."

Axelle, manager at **the Real Patisserie**

FAQ's

Q: What sort of business is appropriate for the FWH programme?

A: Any business that regularly generates small to medium quantities of surplus food and wants an easy solution to stop this.

Q: Does it matter how often I have surplus food available?

A: No! We can either provide a regular service with a daily/weekly rota of volunteers, who are connected to one another via WhatsApp to arrange any cover/holidays as required. Or we can provide a WhatsApp group for you to put your requests into for one-off pick-ups.

Q: Who has liability for the food?

A: The liability for the food is transferred from the business to the FWH at the point of handover.

Q: Do the FWHs have any training?

A: The FWH Lead for a business location takes a Food Safety Level 1 Certificate (via Highfield e-learning), and all FWHs receive basic food hygiene and safety materials.

Q: Is there any cost associated with the programme?

A: The FWH programme is offered as a free service, with the only cost to be business being the need to provide containers (take-out or re-usable) for our FWHs to transport the food in.