



Community Engagement: Norwich Pumpkin Rescue



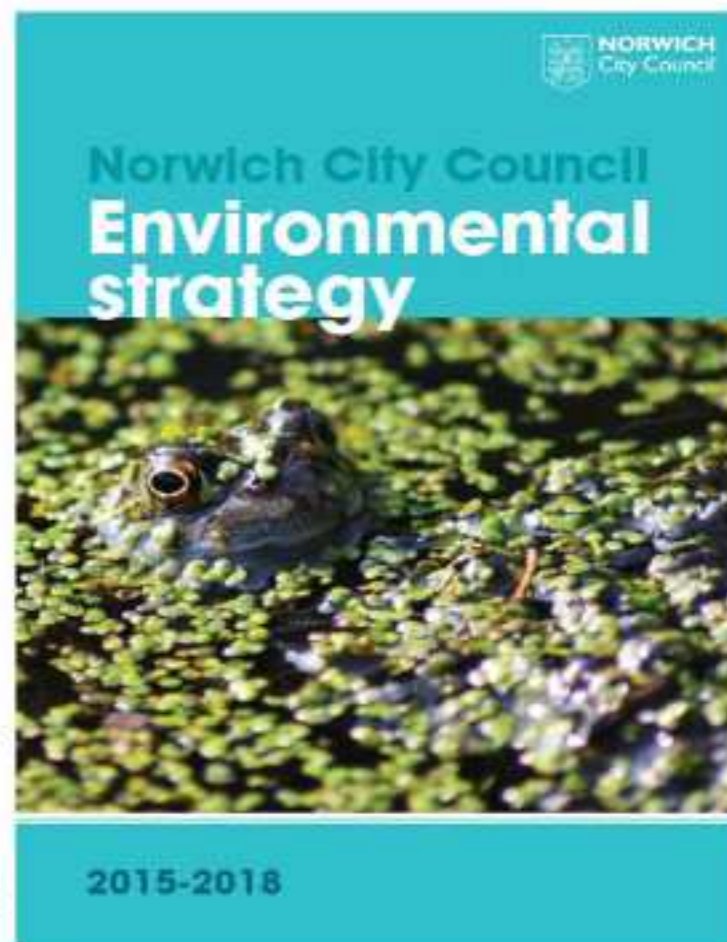
8. How will we engage and communicate?

8.1 The council will carry out a range of work to engage and communicate with residents, voluntary and community organisations, businesses, academic institutions and other statutory bodies on the progression of this environmental strategy.

8.2 Engagement and communication activities will draw on the latest research and approaches in community engagement and environmental psychology (a discipline concerned with effective communication and behaviour change with regards to environmental issues) and utilise concepts and principles such as:

- Making sustainability meaningful for citizens (focusing on factors such as the wider environment and community and communicating with people based on their environmental values).
- Habit discontinuity (taking advantage of existing lifestyle opportunities to encourage behaviour change e.g. promoting energy efficiency when people move homes).
- Using social networks and norms (utilising what other people do and/or is the expected behaviour e.g. most people in this area now recycle).
- Two way participatory engagement/communications (engaging others in discussions and work on the issues and the solutions to deliver the environmental priorities for the city e.g. the development of community energy projects through the use of grants).
- Using existing engagement and communication activities wherever possible (to ensure a holistic approach, maximise the use of resources and prevent engagement/ communication overload).
- Pre-testing and evaluating different engagement and communications (to ensure that they are as well designed as possible and that lessons are learned for future activities).

8.3 A detailed supporting engagement and communication plan will be developed as part of the action programme.



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NORWICH PUMPKIN RESCUE



NORWICH PUMPKIN RESCUE – 29TH OCTOBER

- **9 organisations** involved including local community groups, local businesses and Local Authority
- 75 Pumpkins rescued
- Approx. **1,500 visitors**
- **50 pumpkins donated** by Sainsbury's and Waitrose
- **1 crate of bread donated** by Greggs, courtesy of FoodHub
- **978 portions** of soup served
- **100 pumpkin spiced smoothies** served
- **£185.73 raised** for charity: FoodCycle Norwich, Norwich FoodHub and WaterAid UK (enough for a village pump in Nepal)



NORWICH
City Council



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SCIENCE
FESTIVAL**
18-30 OCTOBER 2016



SUMMARY OF THE NORWICH PUMPKIN RESCUE

- Part of the national Pumpkin Rescue campaign by Hubbub – 40 other events in UK
- Also part of the Norwich Science Festival
- Two events and a week-long pumpkin recycling campaign



NORWICH PUMPKIN RESCUE AT SPOOKY CITY – 31ST OCTOBER

- Working with the Recycling and Waste team we arranged three pumpkin drop-off points at Sainsbury's, Waitrose and Morrison's
- We hosted an information stand at Spooky City to promote the pumpkin recycling scheme
- 150 flyers were given out to with pumpkin recipes, free stock cubes and information regarding the drop-off points



PUMPKIN RECYCLING POINTS – 2ND TO 9TH NOVEMBER

- Working with the Recycling and Waste team we arranged pumpkin drop-off points at Sainsbury's, Waitrose and Morrison's.
- Approx. 75 pumpkins were dropped off and rescued from landfill
- Taken to the anaerobic digestion plant



SOCIAL MEDIA COVERAGE - FACEBOOK

- Total event reach 24,765
- 579 interested
- 738 responded
- All stallholders directed their network to the event page



The screenshot shows the Facebook event page for 'Norwich Pumpkin Rescue'. The event is scheduled for 29 October at 10:00-17:00 at The Forum, Norwich. The page features a cover photo of children with pumpkin-themed face paint. The event details section describes the purpose of the event: to reduce food waste by using pumpkins as props for a food challenge. The page also shows engagement metrics: 579 interested, 110 went, and 67 invited. A sidebar on the right displays a grid of photos and a list of people who responded.

Norwich Pumpkin Rescue

29 October at 10:00-17:00
about 1 week ago

The Forum, Norwich
Williamstown Plain, NR2 1TT Norwich, Norfolk

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

Details

Come along to The Forum on Saturday 29th October between 10am-5pm to squash food waste in Norwich!

18,000 tonnes of pumpkin are thrown away each year at Halloween, that's the same weight as 1,200 double-decker buses!

The Norwich Pumpkin Rescue uses everyone's favourite spooky staple as a prop to talk about the edible food we throw away and the easy steps we can take to eat it up! It's a celebration of food that challenges preconceptions, teaches new skills and has some fun along the way.

We have a range of activities on offer.

Create new event

Have another event by One Planet Norwich coming up? Create an event to let people know about it.

Create

Shorts, Clips and 5 other photos were shared

579 interested 110 went 67 invited

Interested in

24k Responded +3 this week

2.7k Shared +3 this week

738 Responded

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SOCIAL MEDIA COVERAGE - TWITTER



Twitter posts (NCC account)

- Impressions: 24,893
- Engagement: 464
- Retweets: 58
- Likes: 74



Gorgeous day for #pumpkinrescue
@planeatsave @FoodCycleNRW
@TheForumNorwich @NorwichSciFest
@hubbubUK



Check out this 'plumpkin' Proud winner Bob Cornish takes prize, kindly donated by @ThornsDIY, for biggest #pumpkin #pumpkinrescue



Norwich City Council @NorwichCC · Oct 31
#pumpkinrescue on hand at #SpookyCity16 to give top tips on what to do with your #jackolantern post Halloween
goo.gl/W4ocNw

Plan Eat Save and Love Food Hate Waste



Norwich City Council

Don't bin your Halloween pumpkin! Cook, compost or recycle it instead! Find out more: tinyurl.com/juym973



WATERLOO
NORWICH



One Planet Norwich

13 September · 🌐

(drum roll...) Our poster has arrived! Please share this as widely as you can and get friends and family along to this gourd-eous FREE pumpkin event! 🍂



Jenny Reynolds, Aisha Cattermole and 33 others · 2 Comments · 43 Shares

Like Comment Share



James 'Bert' Bremner

29 October at 17:03 · 🌐

What a brilliant event. Loved it, the Pumpkin seeds from the NorwichFoodHub and the wonderful Pumpkin soup from the Food Cycle. Well done to the officers atrom city Hall who made it happen!



Like Comment Share

One Planet Norwich, Avni Wilkinson, Kayleigh Baddeley-Read and 11 others

1 share



Joelene Short The soup was LUSH

Like · Reply · 29 October at 22:05



Write a comment



QUOTES

- **Josephine Laing, Hubbub** – “I am very excited about how great the Norwich event is shaping up to be! The event sounds amazing and the pumpkin drop off box is an enlightening idea”
- **Wendi, FoodCycle** – “Thank-you for asking Food Cycle to be a part of this wonderful event. We all loved it ...the icing on the cake was when the actual day came and we began serving the soup. The response we got was lovely and the interest in stopping food waste was refreshing”
- **Nick Leverett, Waitrose** – “This sounds like a fantastic idea and initiative, which I will be only to willing to support”

NEXT STEPS

How to report back to members on OPN activity?

- Via Annual Environmental Statement?
- Via SDP presentation or report after each event?
- Annual One Planet Norwich report?
- Members news letters?



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