

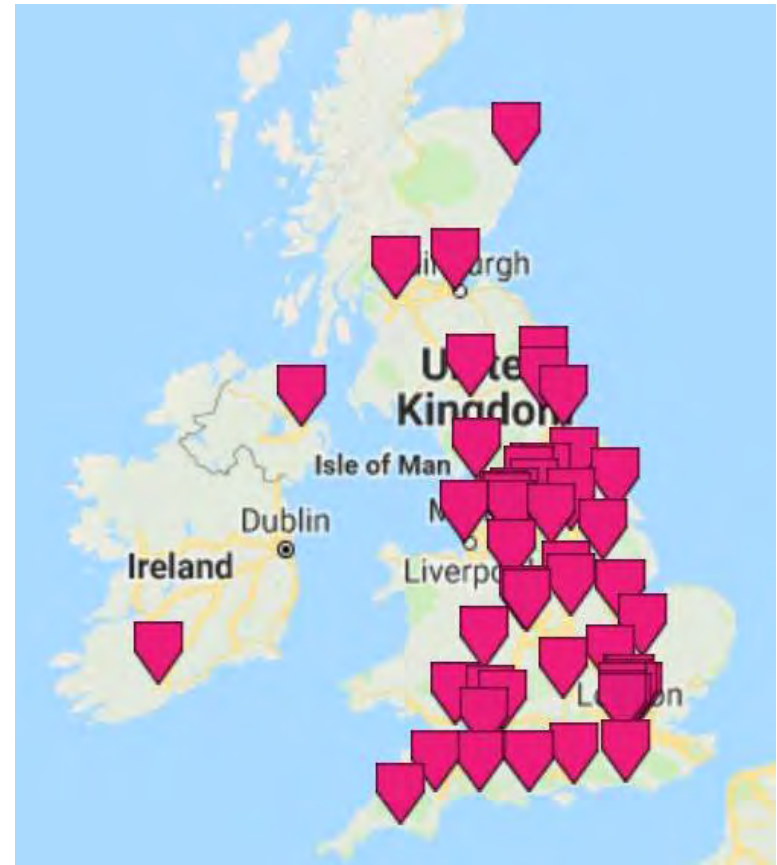
JOIN THE PUMPKIN RESCUE

- 14:00 Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Campaigns Coordinator SFC
- 14:10 Pumpkin Rescue campaign – Tessa Tricks, Hubbub
- 14:25 Oxford Pumpkin Festival – Hannah Fenton, Good Food Oxford
- 14:40 Q&A
- 15:00 Ends





57 members





Sustainable Food Cities

6 Key Issues

- Promoting healthy and sustainable food to the public
- Tackling food poverty and increasing access to affordable healthy food
- Building community food knowledge, skills, resources and projects
- Promoting a vibrant & diverse food economy
- Transforming catering and food procurement
- Reducing waste & the ecological footprint of the food system.





PUMPKIN RESCUE 6 YEARS OF SQUASHING FOOD WASTE



PUMPKIN RESCUE

LET'S SQUASH FOOD WASTE



Uses the **18,000 tonnes** of pumpkins that go waste each **Halloween** as a hook to talk about **food waste** year round.

2019 is Hubbub's **sixth year** running the campaign.

This year we are offering a **free, open source** campaign pack- giving councils, community groups and individuals the resources to run their own campaigns.

This builds on the experience of **groups around the country** over the last 5 years.



PUMPKIN RESCUE

EVOLUTION



2014

- Oxford Pumpkin Rescue
- How to Guide created – over 60 enquiries

2015

- 24 locations supported to take on a festival (incl. USA)
- Coverage in 31 media outlets

2016

- Over 40 community festivals across the UK supporting 126 events
- Coverage in **131 outlets**, potential reached **77.3 million**

2017

- 34 groups running online and physical campaigns, 46 events
- Social media reach **10 million**, coverage in 15 media outlets

2018

- 40 groups running online and physical campaigns, 40 events
- Coverage in 41 media outlets potential reach of 120 million

7 ACHIEVED



So far, Pumpkin Rescue has delivered a total of **239** local events and workshops from over **50 groups around the UK**, which have been attended by **13, 763** people.

Events have included food stalls, cookery demos, musical gourds, theatre, gleans, mass pumpkin soups, children's workshops, carving competitions, composting sessions...

This has led to **17,257** pumpkins bring diverted from landfill.

Media highlights include: **BBC World News, BBC News, Talk Radio, The**

The image shows a screenshot of a tweet from Jamie Oliver (@jamieoliver). The tweet text reads: "Remember, a pumpkin is for dinner, not just Halloween! #PumpkinRescue jamieol.com/PumpkiNSoup". Below the text is a video thumbnail for "How To Make Pumpkin Soup" featuring two bowls of soup and bread. The video player shows a play button and a 0:00 timestamp. Below the video, the tweet metadata shows "166 Retweets" and "562 Likes". At the bottom, there are icons for replies (19), retweets (166), likes (562), and a direct message icon.

Jamie Oliver @jamieoliver Following

Remember, a pumpkin is for dinner, not just Halloween! #PumpkinRescue jamieol.com/PumpkiNSoup

HOW TO MAKE PUMPKIN SOUP

How To Make Pumpkin Soup | Jamie Oliver

12:00 PM - 25 Oct 2017

166 Retweets 562 Likes

19 166 562

GET INVOLVED

SOMETHING FOR ALL



One simple message

Seasonal / ties in with activities public would be doing anyway – potential to add **new meaning to Halloween**

Make it your own

Celebration of seasonal food

Community led

Clear benefits - save money, meet people, skills



FIND YOUR **#PUMPKINRESCUE** EVENT



WWW.HUBBUB.ORG.UK

DON'T JUST LISTEN TO ME



*‘Overall a great success- it was brilliant to be a part of this, we hope to do another event next year and more other types of workshops in the meantime!’ **Foodini Club, Brighton***

*‘We hit a variety of goals, including encouraging people to waste less, getting people together, skill-sharing, healthy eating, teaching children about food waste and cooking, promoting Doncaster’s great food offer and most importantly, spreading a bit of happiness.’ **Doncaster Metropolitan Borough Council***

*‘This was a great event and the feedback from parents was great, I look forward to doing it again next year’. **South Derbyshire District Council***

*We ran out of recipe cards on Sunday afternoon. They were popular & also generated conversation about how to use the pumpkin flesh. We would certainly like some again next year.’ **The Tacons Pumpkin Farm, Norfolk***

*‘The public response to the event was extremely positive. A great deal of people said they would use their pumpkin flesh when carving their own pumpkin three days later. And everyone loved the food! **Perth and Kinross Council***

RESOURCES AVAILABLE

IF YOU NEED HELP, WE ARE HERE



How to guide, with advice on activities, project management, comms (event plans, risk assessments etc available upon request)

Fact sheets

Imagery, event posters and flyer templates

Recipe cards and templates

Kid's resources

Comms pack with digital assets, template posts and media releases

Monitoring framework...





Only 1 in 3 people eat their carved pumpkin.

**EAT YOUR
PUMPKIN, IT
TASTES
GOURD-EOUS!**

COMMUNICATIONS

#PUMPKINRESCUE

- Co-ordinated social media campaign, with template posts, social media cards, gifs etc...
- Get sharing your communities' favourite pumpkin recipes. #CompetitionTime
- Website signposting all events
- Local media release
- Potential national media release
- Sharing impact



TIMINGS



NOW Register interest **now**
campaigns@hubbub.org.uk

AUG Resource pack finalised first week
Aug
Support from Hubbub as needed

SEPT Plan, plan, plan

OCT Share event details for the
national webpage **by 4th Oct**
Final comms pack shared
Event promo and social media ongoing
Media releases out

NOV Share your impact, prize draw
survey (thank!)



BUT FIRST...

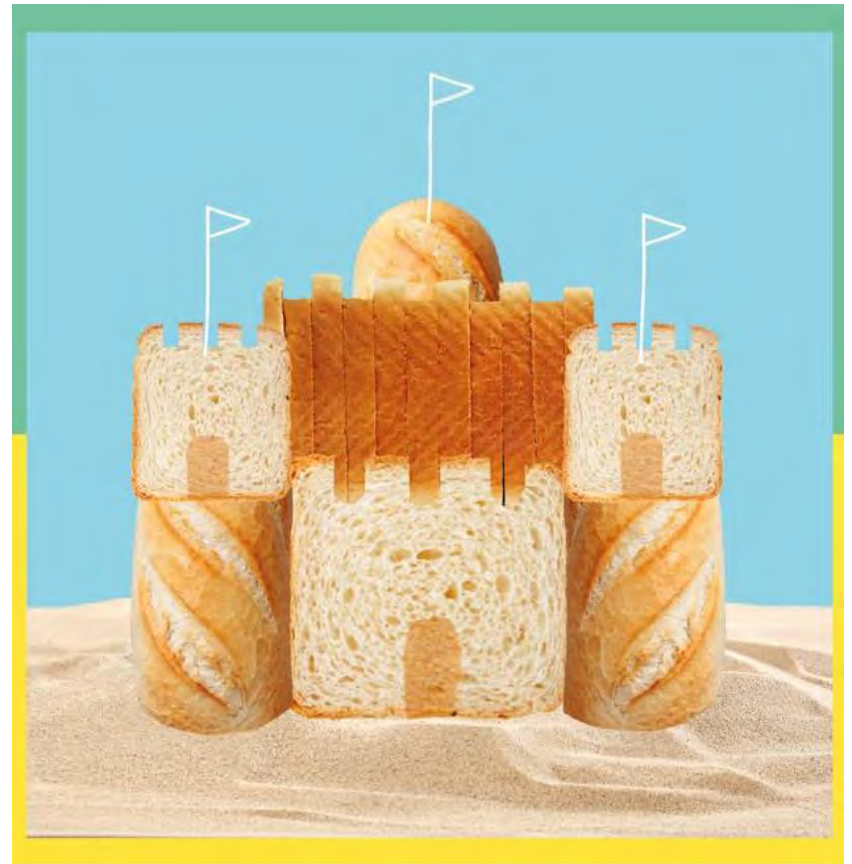
TRAVELLERS CHECK

#TravellersCheck sets out to tackle the **£½ billion** worth of food binned each year as people head off on holiday.

Timely, fun, targeted content to catch holiday-makers before they depart, helping them to **save food and money** through the **freezing and sharing** of food.

Campaign launch: **15 July**.
Communications throughout August.

[Get your pack here.](#)





QUESTIONS

AT THE END OF THE WEBINAR

OR EMAIL

TESSA@HUBBUB.ORG.UK

ANYTIME...





18,000 tonnes
of pumpkin
binned each
Halloween!
- No thanks!
Let's make
ours.



Oxford Pumpkin Festival!

What's the problem?

- ❖ At Halloween, 2/3 of people throw away the flesh of their pumpkin instead of eating it #PumpkinRescue



A whopping **18,000 tonnes of pumpkin** ends up in the bin each year



1,000 tonnes, the same as **20 million portions** of pumpkin pie!

Film of the first Pumpkin Festival 2014



❖ Film link: <https://www.youtube.com/watch?v=todi2WuzYeo>

Oxford Pumpkin Festival 2014...



- ❖ First Pumpkin Festival October 2014 to “squash food waste”!
- ❖ Collaboration with Hubbub
- ❖ 23 events, saving 1325 pumpkins, 3.3 tonnes of food rescued



Mail Online **pumpkin waste**



THE INDEPENDENT



The Oxford Times
Oxford Mail

THE HUFFINGTON POST
UNITED KINGDOM



Pumpkin Rescue campaign wants British households to...

...six years later, what are the ingredients for success?



- ❖ Local connections with food businesses and community groups
- ❖ Supportive media outlets, poster locations, social media
- ❖ Printing budget for posters and recipe cards, small social media budget, £400 for 8 x £50 mini grants, 4 days officer time
- ❖ One week either side of Halloween (26 Oct to 3 Nov)
- ❖ Plenty of social media, a bit of PR and some radio appearances
- ❖ **Willingness to become the authority on pumpkins** (“how many different varieties of pumpkin are there?!” was a question we fielded on radio)
- ❖ Light touch M&E – events, attendees, meals, pumpkins



HOW TO EAT PUMPKIN



STALK

Don't eat this bit
- put it in your
compost bin.

FLESH

Smaller pumpkins are
delicious in pies and breads;
larger pumpkins are delicious
in soups and curries.

SKIN

Edible in small
varieties, like gem
squash.

GUTS

Makes a great
base for broth and
mulled wine.

SEEDS

Delicious when
roasted.

FOR #PUMPKINRESCUE TIPS AND RECIPES, VISIT
WWW.HUBBUB.ORG.UK

Why bother?

- ❖ Single issue, simple, compelling
- ❖ Great images
- ❖ Real problem – 2/3 of people waste their pumpkin
- ❖ Puns and fun – squash food waste, scary surplus, tragic end
- ❖ Farm links and wider issues – **supermarket “carving pumpkin”**
- ❖ Some years there is a genuine glut (some years not!)
- ❖ People get it and care about it – great profile raising
- ❖ CARE – **we’re asking people to eat the flesh straight after they’ve carved it, not the shell after they’ve put a candle in it...**



What next?

- ❖ Check out Hubbub resources: hubbub.org.uk
 - ❖ Raise your £400
 - ❖ Find your 4 days
 - ❖ Go for it!
-
- ❖ Keep in touch
hannah.fenton@goodfoodoxford.org



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