

**LOVE**  
YOUR **FOOD**  
WASTE LESS. SAVE MORE.  
**@CANTEEN**



CHALLENGE KIT FOR  
PARTICIPATING CANTEENS

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The Love Your Food @ Canteen Programme is a clean plate challenge that aims to encourage consumers to buy and order only what they need and to finish up their food.

# LET'S ENJOY FOOD, NOT WASTE IT.

In Singapore, we love food. But sometimes, we buy, order or cook more than we need. When eating out, we may order portions that are too large that we can't finish, or throw away side dishes that we do not eat. This leads to food waste.

Every year, Singapore generates around 800 million kg of food waste. That is equivalent to the weight of more than 55,000 double-decker buses! Every time we throw food away, we are not only wasting the precious resources that have been invested into growing the food and bringing it to our tables, but also our hard-earned money.



800  
million kg



equivalent  
to

55,000



# PLANNING FOR THE CHALLENGE

## 1. Set the contest period.

It is recommended to hold the challenge for a minimum duration of 1 month.

## 2. Have the resources ready.

- Print all the soft-copy resources, such as the challenge poster and scorecards.
- Collect the loaned resources, including the prize wheel and stamp.
- Prepare 3-4 tiers of prizes. NEA may be able to provide you with some collateral for your challenge. However, depending on your challenge period and number of participants, you will need to prepare your own prizes too. An example of distribution of prizes are Lunchboxes (Tier 1), Tumblers (Tier 2), Cutlery Sets (Tier 3) and participation prizes (optional).

Studies have shown that it takes **21-30 days** to form a habit



## 3. Publicity for the challenge.

- Raise awareness by displaying the challenge poster prominently around the canteen and at other high-visibility locations.
- Start publicising at least 2 weeks prior to the challenge.
- Follow up with timely reminders at the start, midpoint and final week of the challenge.
- Prior to the challenge, ensure that the food waste reduction (FWR) wobblers are prominently displayed at all participating food retail establishments. It is recommended for the wobblers to be put up at least 2 weeks prior to the challenge to nudge patrons to start practising the FWR tips.



Publicising the challenge on Intranet, placing challenge posters at lift lobbies and wobblers at food stalls.

# ROLLING OUT THE CHALLENGE

## 1. Set up the stamping station.

- Set up a stamping station at a prominent location in your canteen, preferably near the tray return area (if there is one).
- Appoint a station master(s) to man it during lunch hours. After eating, patrons are to present their clean plates to the station master(s) at the stamping station.
- The station master will verify that no food has been wasted, and award one stamp per patron on his or her scorecard.

Inedible items like bones and shells are unavoidable food waste and are allowed to remain on the plate



Stamping station in front of the tray sorting station at the Environment Building cafeteria



Examples of clean plates

## 2. What constitutes food waste?

Make a list of items that are and are not considered to be food waste. For example:

Types of Food Waste			
	Avoidable	Unavoidable	Potentially Avoidable
<b>Definition</b>	Food items that can be eaten.	Parts/portions of food that were never intended for human consumption.	Food items that are not consumed because of allergies or other health concerns.
<b>Examples</b>	Rice, noodles, egg yolks	Bones, shells	Chicken skin, garnishes, sauces, soup, gravy
<b>Conclusion</b>	Not a clean plate	Clean plate	Clean plate

## 3. 8 stamps = 1 spin.

- Patrons can spin the wheel to redeem prizes after accumulating 8 stamps.
- The prize wheel will be deployed for prize redemption 8 days after the start of the challenge (8 stamps for a chance to spin the prize wheel).

# TIPS

Here are some additional tips to help you run Love Your Food @ Canteen smoothly and effectively.



## Spread the message to everyone.

Besides our posters, use company newsletters, email blasts, word-of-mouth and other channels to generate attention.



## Be prepared.

Be sure to have enough scorecards and prizes, based on the size of your organisation and estimated canteen traffic. Also, bear in mind that some participants may collect enough stamps to spin the wheel more than once.



## Set ground rules.

For example: how many stamps to award a participant who uses multiple plates per meal, or how to discourage “cheating” by combining or throwing leftovers away before bringing the plate to the station, or what items do or do not constitute food waste.



## Widen the net.

Encourage canteen stall vendors to do their part too, by accommodating customers’ requests for smaller portions or requests to not have or swap out side dishes.



## Measure your success.

Track the participation rate (e.g. number of clean plates) and measure the amount of food waste generated before, during and after the challenge period as a proxy to evaluate the effectiveness of the campaign.



## A greater goal.

Prizes are great incentives for participation, but food waste reduction should remain the main driving force!

# ANNEX: RESOURCES

A summary of the resources required for the challenge is listed in the table below.

Item	Format	Additional Details
 <p><b>Poster</b></p>	Soft copy template will be provided	<p>Size: A3</p> <p>Please update the details (duration, time and prizes) before printing.</p>
 <p><b>Scorecard</b></p>	Soft copy template will be provided	<p>Size: 85.6mm x 53.4mm, double-sided</p> <p>Please print as many as your organisation needs.</p>
 <p><b>Stamp</b></p>	Will be loaned	<p>For Station Master(s) to stamp on patrons' scorecards.</p> <p>2 stamps will be provided.</p>
 <p><b>Prize Wheel</b></p>	Will be loaned	<p>Size: 88cm (wheel diameter), 180cm (stand height)</p> <p>Please decide on the corresponding prizes for each image. Should user require to replace any of the images, please stick over using paper and Blu Tack.</p>
 <p><b>Food Waste Reduction Wobblers</b></p>	Will be given to collaborating organisations	<p>Size: A6</p> <p>Design 1: "Ask for less rice or noodles if you can't finish them"</p> <p>Design 2: "Say "No" to side dishes you don't eat"</p> <p>Design 3: "Order only what you can finish"</p>

Ready to organise your very own Love Your Food @ Canteen?  
Email the following NEA officers today!

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In support of:

