

# Impact Case Study: Zero Waste Food Shopping

## How did Alissa get involved?

Alissa found out about Our MK and the Citizen Ideas competition while working at Community Action: MK. She then went on to set up **Forest and Folk**, Milton Keynes's first refill shop which sold eco-household goods and health and beauty and personal care products in refillable container options. Alissa was inviting customers to bring their own containers in order to cut down on plastic waste sent to the landfills. After collecting her own food packaging waste for a week and photographing it, she recognised that food shopping is probably the biggest culprit of non-recyclable plastic packaging. Alissa wanted to be able to offer food to her customers that was **zero-waste** in its packaging. It is for this reason that she decided to apply for the funding from Our MK and incorporate zero waste food shopping into Forest and Folk.



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## Zero waste food shopping



Added: 18/10/16

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Zero waste is a global movement that's accessible to everyone!

## What did the project do?

Alissa was awarded **£2053.09** to purchase bulk bins and scoops for dry food goods, tables and tablecloths, food scales, reusable cloth bags and organic bulk food goods such as chickpeas, lentils, pasta, rice and seeds. She also used some of the funding for the advertising of Forest and Folk. With this funding she was able to set up the food shopping area in Forest and Folk that allowed customers to buy 15 types of bulk dried organic whole foods in reusable containers.



Part of the project was also about collecting information from customers about how shopping at Forest and Folk has reduced their packaging waste. When asked, 'Do you think shopping at Forest and Folk has helped you reduce the amount of plastic in your rubbish bin?' the response was overwhelmingly positive. It is estimated that at least 1000 pieces of plastic waste have been prevented from going into a landfill.



## What added value did Our MK bring to the project?

- **Reaching a wider audience**

By working with Our MK, Forest and Folk was widely publicised resulting in increased traffic to the shop and to social media sites

- **Enhanced brand recognition**

Through Our MK funding, Alissa was able to create an A-frame board promoting her shop as well as cotton bags with her logo which helps to identify Forest and Folk as the first and only zero waste shop in Milton Keynes.

- **Data collection support**

Alissa was able to get input and feedback on a survey for customers by connecting with the Our MK team at the Open University. This helped Alissa gather valuable information about the impact of the new food shopping element of Forest and Folk.



## How will Alissa's project continue?

Alissa will continue to offer zero waste food shopping from **Forest and Folk**, with the hope to expand the variety of products available. She would also like to focus on **reaching a wider audience** and to be more accessible to all communities across Milton Keynes. Alissa is also looking at working with the new **Community Fridge** in Wolverton to tackle waste on a broader scale.

## Support timeline

Date	Objectives	Met with
18/10/16	Idea uploaded onto Our MK website	N/A
06/02/17	Meeting to sign contract and discuss project	JM
06/04/17	Project meeting and update	JM
06/04/17	Forest and Folk starts selling bulk organic foods	N/A
19/05/17	Customer surveys begin	N/A
01/06/17	Promotion of Forest and Folk at the Our MK Finale Event	ALL
05/06/17	Final interview at the Open University	ALL