



Press Release

19 January 2015

Food charity Plan Zheroes launches secret ingredient in fight against food poverty

On the 29th January, Plan Zheroes (www.planzheroes.org) launches the new website with a new platform, forging stronger links between food businesses, charities, local community groups and volunteers across the UK.

In the UK, 13 million people are living in poverty whilst 650,000 tonnes of perfectly good food is thrown away by food businesses. **Plan Zheroes** - a UK registered charity launched in 2012 - seeks to inspire food businesses to give their surplus food to those who need it so it will never go to waste.

Launching on **Thursday 29 January 2015 at London's City Hall**, Plan Zheroes' new website will act as a social network where relationships are built between food businesses and charities, communication is quick and simple, and food reaches those in need, safely and conveniently. The event will be hosted by **Plan Zheroes** in line with the Mayor of London's **FoodSave** programme, which provides free support to small and medium sized London food businesses to help them tackle food waste and divert their food surplus to good use. Businesses will be able to sign up to the programme at this event. Food writer, campaigner and columnist, **Jack Monroe** (www.agirlcalledjack.com) will talk to guests about the real and pressing need to tackle food poverty in the UK, and how organisations can help. Guests at the event will be served delicious dishes from **The Dinner Exchange East**, all of which will be created from surplus food.

Thanks to the launch of this new website, when an organisation has surplus food to donate, they can now sign into a secure site, upload their information, and nearby charities will instantly receive a notification of the available food. Charities can then claim the food online, and a network of local volunteers and transporters is at hand to help transport the food where required.

Lotti Henley, Co-founder of Plan Zheroes said: "We launched Plan Zheroes to help fight food poverty and the devastating effect it is having on people in the UK. I'm incredibly proud of what we've achieved in the three years since we've launched; we now work with over 400 businesses and a network of about 375 charities, feeding thousands of people daily that might have otherwise gone without a meal.

"The launch of our new website is the important next step on our journey. It allows better connections between local networks of businesses, charities, volunteers and transporters, making the process simpler, quicker and more intuitive. With this new tool we hope to

expand the network to support more people in need of food; I'm really excited about what the future holds."

Plan Zheroes currently works with a wide range of food businesses – including restaurants, catering companies, cafes, food shops, schools, supermarkets, hotels and food markets – all of which can now register on the Plan Zheroes website and forge links with charities and local community groups. Plan Zheroes partners include Borough Market, Paul UK, Le Pain Quotidien, Gail's Artisan Bakery, the Langham Hotel, catering company Squid & Pear and Budgens. Charity partners include Red Cross UK, Look Ahead Care and Support, the Marylebone Project, New Horizon Youth Centre and The Abbey Community Association and Centre.

-ENDS-

We would like to invite you to the event launch on the 29th January 2015 at the City Hall - interested? Please contact: jacopo@planzheroes.org

For more information:

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Notes to Editors

1. About Plan Zheroes

The following diagram sets out how Plan Zheroes connects businesses with charities:



Plan Zheroes - a UK registered charity launched in 2012 - seeks to inspire food businesses to give their surplus food to those who need it so it will never go to waste. Our Zheroes are our zero food waste heroes – a network of businesses, charities, community groups and volunteers that are committed to fighting food poverty and tackling food waste.

Plan Zheroes started with a small group of London citizens, voting for one project that would help us make a positive impact... Plan Zheroes won because it is a no-brainer! Then in 2011 Lotti was elected as a London Leader, with Plan Zheroes chosen as one of 15 projects to make London a more sustainable city.

Today we are a young registered Charity (Charitable Incorporated Organisation *C.I.O.*), and we have a great board driving the transition phase: Shane Holland (*Chair*), Paul Corney (*Trustee and Champion of Knowledge Management*), Andrew Mercieca (*Trustee and Champion of Finance*), Carla Morris-Papps (*Legal Trustee*) and Andrew Creswell.

During 2014 we made even more progress, with help from a core team of volunteers, funding from **Garfield Weston**, collaboration with **Sustain** and the **FoodSave** programme, and consultancy support from **Cranfield Trust** and **Lloyds Bank Social Entrepreneurs Programme** (Start-Up) with the School of Social Entrepreneurs.

3. FoodSave

- FoodSave is working with over 200 small and medium-sized food businesses (SMEs) in London to prevent food waste and put surplus food to good use.
- FoodSave is managed by the greater London Authority, delivered by Sustain and the Sustainable Restaurant Association, and funded by the Mayor of London, the European Regional Development Fund and the London Waste and Recycling Board.
- By the end of March 2015 FoodSave aims to support businesses to:
 - Divert over 1,000 tonnes of food waste from landfill a year
 - Prevent 180 tonnes of food waste a year
 - Collectively save participating businesses over £360,000 a year
- As FoodSave is fully funded it is completely free for businesses to take part in.
- Interested businesses can sign up to receive free support until the end of February.

For more information:

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4.Keytree

Keytree helps companies become leaner, faster and more agile with an award-winning team of SAP experts and beautifully-designed applications. The way they work sets them apart, with multi-disciplined teams built on a foundation of communications, great design and accountability.

The whole team, from senior managers to UX Designers, totally embraced the challenge to help Plan Zheroes create the Zheroes App. This resulted in a much bigger project, and brought to life this amazing new platform.

For more information:

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