

Case Study

Norse Catering Waging War on Plastic

Although already a global concern, David Attenborough's 2017 inspirational Blue Planet II demonstrated the harm caused by single-use plastic to the environment and has since created a catalyst for change in the UK.

As a leading school meal provider within East Anglia, Norse Catering feel it is important to take action and make a positive change with the long-term reduction of single-use plastic in their business. Melanie Large, Head of Catering Operations, comments *"we have a responsibility to inform, encourage and inspire children on this relevant matter and work with our partnership schools in their overall waste and recycling initiatives"*.

During the month of June, Melanie and her team held a pilot scheme in a number of Primary Schools to identify the true volume of packaging used for their 'Pick 'n' Mix' menus and how it could be reduced without minimising the appeal to children, the overall food presentation and the practicality of lunch service.



Waste after 1st day of the trial!

By engaging with Catered 4 Ltd company director, Carl Chilton, the project team trialled a number of packaging products that are either compostable, biodegradable or fully recyclable. Alternative drink options were also trialled as research by The University Caterers Organisation has suggested that eliminating plastic straws is the one of the easiest ways to make a significant impact.

Carl comments *"I am extremely proud to have worked with Norse for over fifteen years and feel it is important to keep the Catering Team up to speed with the innovative eco-friendly products now available on the market. I think Norse have been incredibly quick to act on this matter and am delighted to help make a difference"*.



From the month-long trial and from gaining feedback from children, staff and school representatives, Norse Catering are delighted to share that from October half-term:

- The packaging product list will reduce by 50% utilising universal, multi-use containers.
- Individual products will be made out of a single material which makes recycling easier.
- Use of plastic containers to reduce by a staggering 95%!
- No straws used within Primary Schools as the drink offer will no longer be pre-packed.



New-look 'Pick 'n' Mix' with minimal packaging

Catering Operations Director, Andrew Lipscomb concludes *"conscious consuming is a growing concern within our business and the recent work carried out by my team is a massive step forward for our Primary Schools which will be further developed in our Secondary Schools and Business and Industry catering sites in early 2019."*

