

# Gordon le Rotter Food Waste Show

## Who is Gordon le Rotter?

Gordon le Rotter is an eccentric French chef (played by an actor) who along with his puppet sidekick Pierre, teaches children about food waste and how to prevent it.

Their 45-minute theatre show visits primary schools across the country and is aimed at Key Stage 1 and 2 pupils aged 5 – 11.

The performance sees Gordon cook up a storm with songs, larger-than-life stage props and plenty of audience participation.



## Why use Gordon Le Rotter?

According to the national 'Love Food, Hate Waste' campaign, one third of the food we buy in the UK ends up being thrown away. If we stopped wasting food that could be eaten we would save CO<sub>2</sub> emissions equivalent to taking one in five cars off the road.

The Gordon le Rotter food waste show educates children about the environmental issues around food, showing pupils how to shop for, cook, store and compost food, to minimise waste.

As well as getting the next generation to be more environmentally conscious, Gordon extends his reach to parents by encouraging pupils to take the food waste message home.

## How you can support Gordon

This programme receives no funding from central government and so relies entirely on the support of local authorities, schools, waste companies and businesses.

You can support Gordon le Rotter to continue his work and reach more children through:

- **Sponsorship** – you can sponsor the entire programme and have your organisation's name associated with this important environmental education project.
- **Funding group or individual visits** – if you are a local authority, you can book the show to visit schools in your area. It costs £2,500 for between 10 and 14 performances per week, or £450 for a single visit.

Waste Watch can also adapt the show to suit your own environmental messages and local recycling schemes, or even develop a brand new programme to meet your needs.

**“An excellent performance which I would recommend to any other school... well rehearsed, engaging, big and bold. Thank you so much!”**

Miss Tutthill, St. Joseph's Catholic Primary School

## What are the benefits?

Supporting this education programme can help you:

- meet your waste prevention targets or corporate social responsibility objectives;
- link up with the government's high profile 'Love Food, Hate Waste' campaign;
- develop a closer relationship with your local community; and
- inspire thousands of children (and parents) to live more sustainably.

## Our education approach

Our education programmes are:

- inspiring, fun, hands on and grounded in relevant, real-life learning;
- linked to the Curriculum and National Framework for Sustainable Schools;
- focussed on taking action and providing long-term, sustainable solutions; and
- designed to help pupils and staff quantifiably reduce their environmental impact at school and at home.

## How Gordon le Rotter works

Waste Watch manages the entire programme, booking visits with local authorities and liaising with schools to arrange logistics.

We also manage PR activity and can track and report media coverage of Gordon's visits.



## What the programme delivers

We record the number of performances, school visits, pupils reached and feedback received from pupils and staff.

Since its opening performance earlier this year, the programme has already reached around **13,000 children**.

We also monitor changes in pupils' levels of understanding and awareness through an interactive quiz. On average, 92% of children say that wasting food is 'bad' after the performance, compared with 62% before.

## Our experience in schools

Waste Watch has been a leader in waste education for over 15 years. Some of our other schools programmes include:

- **Sustainable Schools** – supports staff implementing the National Framework for Sustainable Schools and encourages staff and pupils to turn their school into a model of sustainability in the community.
- **Take Home Action on Waste** – leads to action at home through a programme of education activities at school.
- **Education Network** – provides ongoing professional development for members, a forum to exchange ideas and access to free teaching resources on our website.

We can also develop a programme of school visits to tie in with your own initiatives.

## Why work with Waste Watch

Waste Watch is a UK environmental charity working to change the way people use the world's natural resources.

Set up in 1987, we advise, educate and support people to make changes to their lives that will reduce their environmental impact and improve their quality of life.

We show how making better use of all our resources, including waste, energy and water, is good for the environment, business and wider society. We do this through:

- **education and training;**
- **marketing communications;** and
- **research and evaluation.**

By changing the world around us – at home, at work, in school and in our communities – we can all make a difference. Waste Watch exists to show everyone how they can make that difference.

## More information

To find out more please contact Leena Patel on **020 7549 0321** or email **leena.patel@wastewatch.org.uk**