

**From:** West Coast Climate Forum <info=westcoastclimateforum.com@mail96.atl91.mcsv.net>  
on behalf of West Coast Climate Forum <info@westcoastclimateforum.com>  
**Sent:** Thursday, February 19, 2015 10:34 AM  
**To:** Stephenson, Jenny  
**Subject:** Exciting updates from the West Coast Climate Forum in 2015!

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# West Coast Climate & Materials Management Forum



## Climate Friendly Purchasing Toolkit Preview: Food Section

The West Coast Climate Forum is developing a Climate-Friendly Purchasing Toolkit to help institutions direct and use their purchasing power for less carbon intensive products and services. In addition to Information Technology (IT), which you heard about in the last



## West Coast Climate Forum Fact Sheet

There's a new tool to help you talk to your management or do outreach for the West Coast Climate Forum! This one-pager includes talking points and a great summary of the work we do. [Download the](#)

newsletter, food is one of the seven high-impact areas covered in the toolkit. In the food section of the toolkit, we provide guidance for how institutions can lower their carbon footprint by their food purchasing decisions. We use a life-cycle perspective that considers food from field to fork. This includes the food impacts of agriculture, production, transportation, and service provision. We characterize the carbon footprint of different types of food, as well as different kinds of food service operations, which is influenced by size and frequency of the operations, type of food service, meal planning, storage and prep techniques, serving methods, contracts and sourcing, and more. High priority strategies are covered for reducing the carbon impacts of food, such as **avoiding wasted food, tracking and measuring waste, and purchasing smaller amounts of high-carbon foods**. Stay tuned for more developments on the toolkit in coming newsletters! If you have any questions or would like to get involved, please contact Shannon Davis at [davis.shannon@epa.gov](mailto:davis.shannon@epa.gov).

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[document on our website here.](#)

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## Connect with us on social media

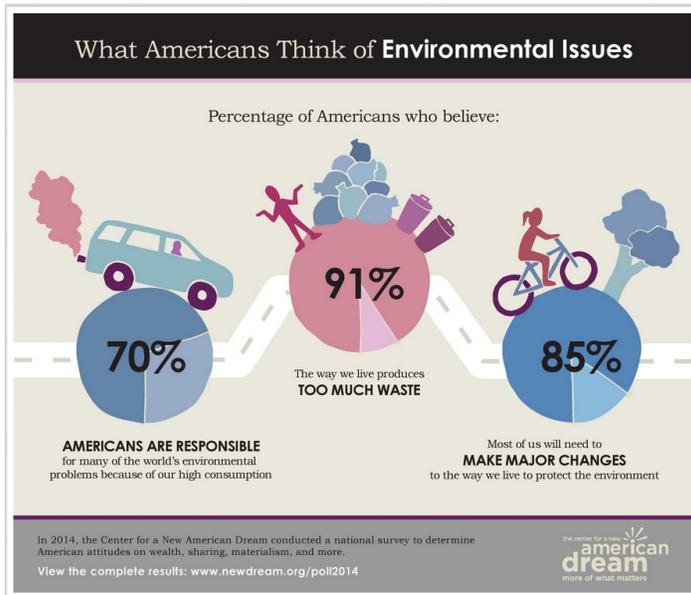
The West Coast Climate Forum is now on Facebook and Twitter! Follow us to continue the conversation about sustainable materials management and get more updates on Forum product developments, webinars, ways to get involved, and hear what our partners are doing.

Like us on [Facebook](#) and follow us on [Twitter](#)!

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*Upcoming Webinar*  
**Community-Based Social Marketing: Achieving Sustained Behavior Change**

**Date:** Tuesday, March 24



## Survey Finds Americans Believe the Way We Live Wastes Too Much

The Center for a New American Dream's 2014 [national survey](#), conducted in partnership with Policy Interactive, found Americans feel strongly that the way we live produces too much waste, and our high consumption levels are largely responsible for global environmental problems. An overwhelming majority feel we will need to make major changes in the way we live to counterbalance this phenomenon. The survey, which polled more than 1,800 Americans ages 18 and over, captured people's views on the environment, consumption, and the sharing economy. The results of the survey were the subject of a recent West Coast Climate

**Time:** 9:30–11 am PST

Join community-based social marketing (CBSM) expert [Amanda Godwin](#) from Colehour + Cohen to learn how to implement CBSM techniques and achieve sustained behavior change within communities. The webinar presentation will include strategies such as targeted messaging and highlight community case studies from different food waste prevention and food recovery campaigns.

[Register Now](#)



**Forum Co-Lead  
Ashley Zanolli**

Forum webinar, “Measuring Public Attitudes about Consumption.” To view the webinar, [visit our website](#).

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## Food: Too Good to Waste Evaluation Measures Effectiveness and Impact

Since 2012, over 15 communities across the U.S. have implemented the West Coast Climate Forum’s residential food waste prevention toolkit, [Food: Too Good to Waste](#) (FTGTW). Now the toolkit and these projects are being evaluated in order to determine the influence of the toolkit on food waste behaviors at home. Dr. Viki Sonntag, FTGTW’s lead researcher, is writing an evaluation to determine the reach and effectiveness of the campaigns, and the impact in terms of percentage waste reduction.

## Finalist for Sustainable Seattle Award

West Coast Climate Forum Co-Lead Ashley Zanolli was recently nominated and became a finalist for a “Sustainable Hero” award from Sustainable Seattle. Ashley was nominated alongside a group of other sustainability leaders in the Seattle community, including BJ Cummings, founder of the Duwamish River Cleanup Coalition (who ultimately won the prize). Congrats, Ashley!

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## Webinar Recordings Archive

Have you missed any of the recent webinars in our 2014–15 series? All recordings and slides are available for [download on our website](#).

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Contact Us

Sonntag's research has found that there has been significant positive response to the behavior change tools and strategies in the toolkit. For example, one employee in Thurston County, WA said that in 10 years of conducting community outreach, she has never seen such interest and support from the public. The evaluation has also found that creating awareness of personal food waste (by measuring it) is the key to creating long-term success. You can [listen to the webinar](#) from February 10 when Sonntag and representatives from three community projects presented information about the evaluation and lessons learned during implementation. If you would like to learn more about the evaluation when it becomes available, please fill out this [email notification form](#).

*Photos from King County Solid Waste Division.*

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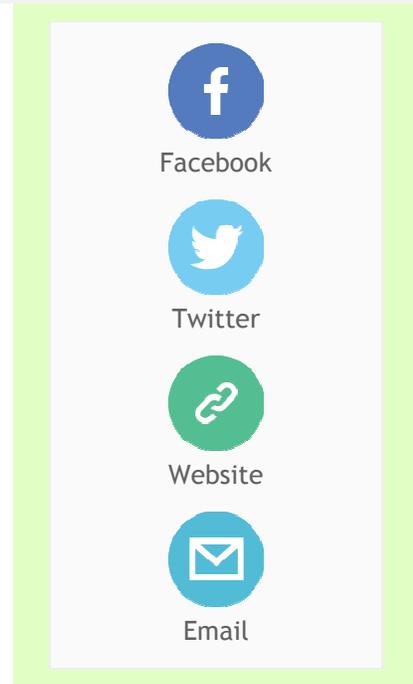
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