



PROJECT STATUS

A guide to WISH pilot activities in 2022/2023, areas that need closer evaluation/inspection, and full award project direction.



ABOUT WISH

THIS PROJECT IS A PILOT TO DEVELOP A HUB FOR WASTE AND CONSUMPTION ACTIVITIES AND OUTREACH.

OUR GOAL

Waste reduction and sustainable consumption as a new way of life in the community.

OUR PATH

- expansion of surplus food offerings
- establish clear routes to keep non-food items in circulation
- demonstrate new ways to repurpose common waste items
- encourage community progress toward net zero goals
- increased carbon transparency for empowered consumption.

OUR VISION

Long term transformational change, encouraging and challenging people to consider “necessity” before purchasing new and facilitation of hyperlocal circular economies through scalable WISH hubs.



PILOT

Establish a space for innovation and redistribution/repurposing of waste in Kidlington with the ultimate goal to impact long-term behavioural and systemic change in our community.

MISSION

- Reduce waste
- Facilitate circular economy
- Direct distribution of surplus
- Facilitate growing/ composting
- Carbon literacy
- Carbon footprint transparency
- Demonstrate innovation



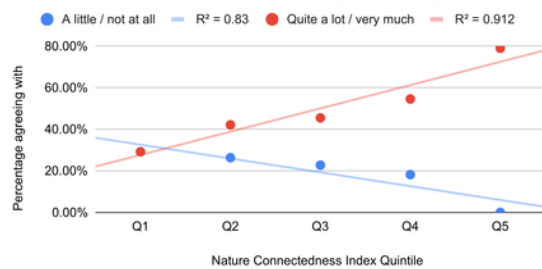
A community member repurposing donated textiles at a WISH workshop at Exeter Hall.

INITIAL LOGIC MODEL

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We hypothesised that connectedness to nature would predict behaviour change. As we evaluated the project, we updated the basic logic model for change to reflect the realities of reinforcers in our community. This part of the model is critical to scaling, as the behaviours we want to see are the same across the world (reduced waste and consumption) but motivators might change across locations.

When you do food shopping, how much do you think about where the food comes from (food miles)?



Below is an illustration of the basic logic model as well as our evidence against it that lead to the more comprehensive theory of change visualised on the following page.

GROWING

We engage people in growing together, and engage growers in sharing skills and resources. The more people growing, the more people connect to nature

TIME SPENT OUTDOORS

We know well being increases with time spent outdoors, so does being connected to nature

CLIMATE AWARENESS

Connecting to nature is correlated with more awareness of climate issues and increased carbon literacy

SOCIAL CONNECTIONS

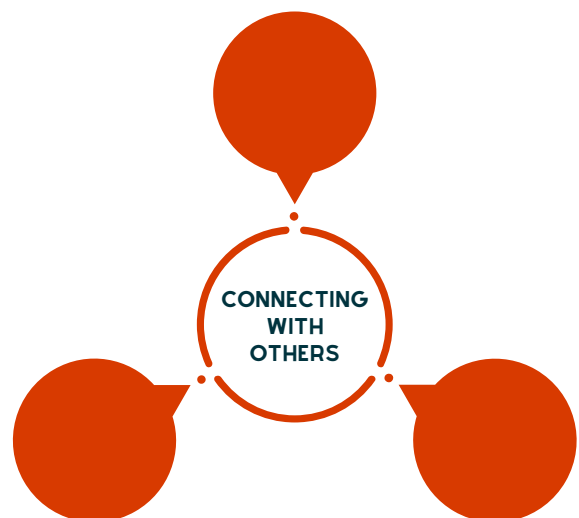
Feeling a sense of community is one of the most often stated "perks" of our services and model, so the plan is to increase the community and size of our bubble through hubs

INVESTMENT IN COMMUNITY

Investing time in others increases connections and social capital

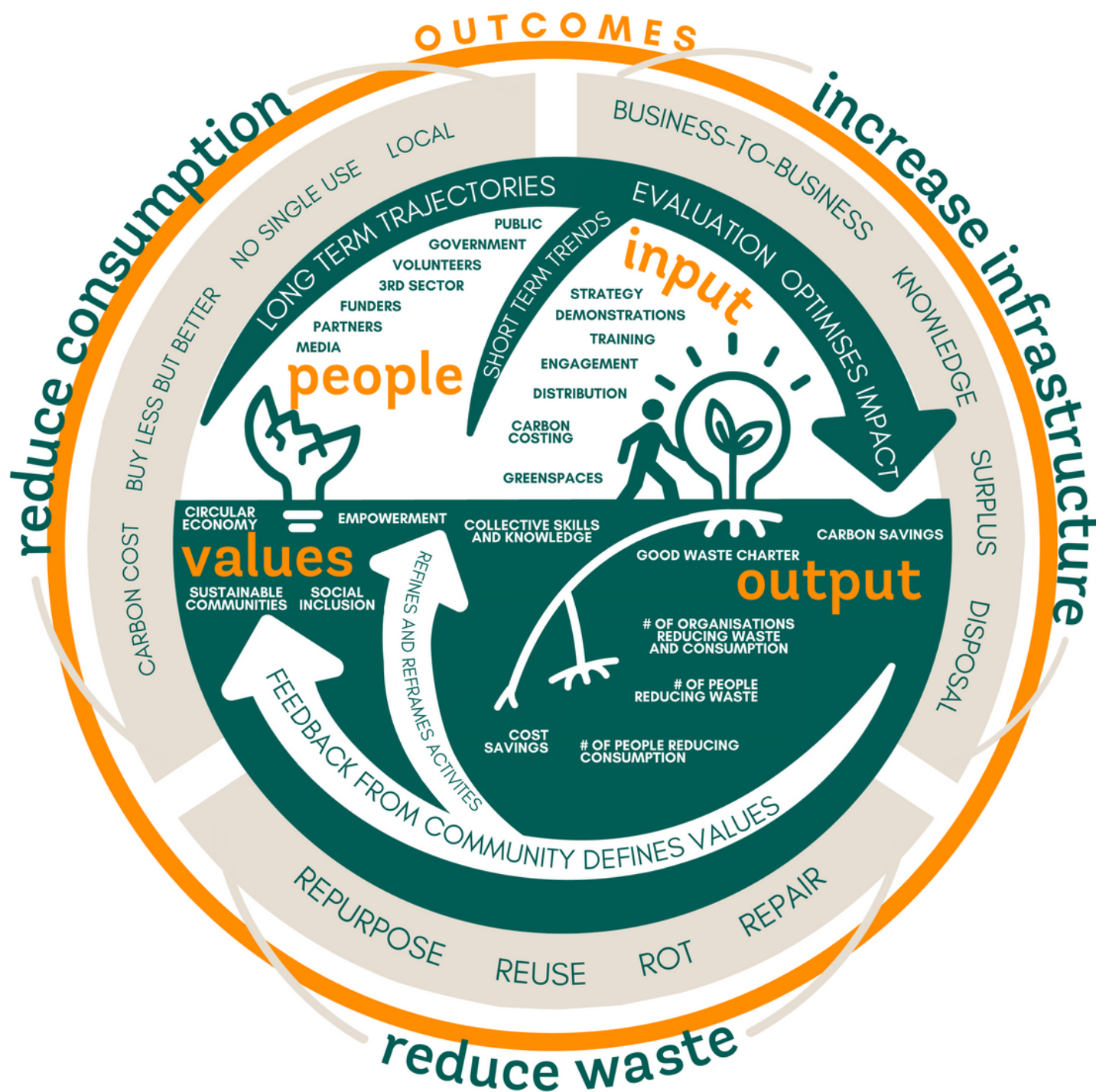
FATE OF THE HUMAN RACE

No matter how connected we are to planet earth, unless we are connected to one another we will not care enough to make the necessary changes for climate action





theory^{of} CHANGE



WISH SOLUTIONS: DISTRIBUTION

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DIRECT DISTRIBUTION

To make more space we reached out to an extended network and offered up what we don't think we can use. We blitzed mulching to clear cardboard and wood chips, we equipped partners with cooking equipment for four different community cafes, and most importantly, we **distribute what we can immediately to the public**. Our marketplace has had a footfall of over 28,000 visitors since January 2022. We have also delivered non-food to almost 1000 households.

- Oxford Food Hub distributed **531 tonnes of surplus food**, including chilled preprocessed food, meat, and dairy
- Climatarian Kitchen directly reused approximately **65,000 car miles of food surplus** as part of WISH expansion
- WISH gleaning and growing saved **6 tonnes** from rotting in fields
- We have distributed **tens of thousands of non food surplus items** through Party Library, Marketplace, Starter Kits, WISH swap events and partnership sharing.



COMMUNITY CROP

Six schools started growing
3+ tonnes of produce gleaned from
local farms and estates
6 tonnes of food grown locally



FOOD EXPANSION

3 days weekly food distribution
1 million car miles food saved
25,000+ Climatarian Kitchen
dishes



DISTRIBUTION CASE STUDY

ECO-MARKET, BIG LUNCH, AND MASS DISTRIBUTION

Our "No Waste Noel" (NWN) celebrations in December consisted of an eco-Christmas market, a community Big Lunch in partnership with the Eden Project, and two "Midday Mass Distributions". We called attention to industrial and commercial holiday waste by creating a venue for consumers to buy from eco-vendors (selling repurposed or recycled products only) or pick up donated gifts at the Christmas market.

The Big Lunch community celebration fed over 150 using only supermarket and restaurant surplus with all decorations, crockery, linens, etc also being made from surplus, and the Midday Mass Distributions redistributed colossal amounts of holiday surplus food that would have been binned at stores.

70,000

Car miles' worth of emissions equivalent saved from the bin through Midday Mass re-distribution of food surplus.

600

Eco-friendly gifts put into circulation, either donated from surplus, unwanted/used donations, and from Christmas market vendors.

400

Christmas Gift hampers made using surplus distributed to families who needed extra help during the holiday season.



WISH SOLUTIONS

COMMUNITY CONSULTATION

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According to 40% of our baseline sample: it's too expensive to live sustainably. Our model allowed us to emphasise cost savings potential of circular principles, indicating scalability for areas of deprivation and allowing continuation of the project in the midst of a national financial crisis.



COST OF LIVING

We've used **waste repurposing and redistribution to drive our crisis response**. We've made draft excluders out of old textiles, rugs out of shirts, and have community knitting and crochet kits for people to make scarves for those in need. We've redistributed donated blankets, dressing gowns, and microwaves and slow cookers upon request, and created guides on how to cook using less energy at home, which have been shared with over 160 people ([Cost of living guides here](#)).



**1234 car miles saved by
14 households**

*Clothing in Marketplace
Clothes swaps
Repair cafes
Share Oxford*



*We demonstrate how to use
leftover foods around the county
(Brookes University, Love Student
Leftovers Week)*

ENGAGEMENT CASE STUDY

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WE INTRODUCED THE COMMUNITY TO WISH WITH OUR SUSTAINABLE CELEBRATION OF THE PLATINUM JUBILEE IN JUNE.



Widespread news coverage (the Times, BBC local, BBC website and others) both before and after the event helped to spread the word about WISH's eco-celebration.



Over 800 community members attended our celebrations in total and viewed our eco-beacon--made entirely of waste, unwanted, used, and donated materials, and doubling as an exhibition which showed the amount of milk bottle waste produced by a small family in one year. The eco beacon alone saved an emissions equivalent of 120 car miles.



Our Big Lunch featured over 200 metres of repurposed bunting made from community donations and volunteers, and delicious rescued and surplus food from Climatarian Kitchen. This was hosted at WISH headquarters, and connected 500+ attendees with our mission and community.

SHARING OUR IMPACT WITH THE COMMUNITY THROUGH SOCIAL MEDIA POSTS.



Hundreds of community members attended and enjoyed the Air Cadets Sunset Ceremony, Jojo's Dough pizza truck, and more.

Our innovative eco-beacon and zero waste bunting really set our community apart.



WISH SOLUTIONS

DEMONSTRATION

Peer-to-peer demonstration, skills, and knowledge sharing is a critical component in community ownership of WISH and behavioural change we want to catalyse.

WISH KITS AND TUTORIALS

We create quick and easy tutorials for repurposing waste into useful products. **Click on the category you're interested in** to see the tutorials!

[Garden](#)

[Holidays & Gifts](#)

[Kids crafts](#)

[Household](#)



[Clothes](#)

ON-SITE EXPERIENCES

We have also introduced more social interaction into our activities: weekly repair cafes and demonstrations, clothing swaps, and houseplant repotting come with refreshments and conversations and a sense of community. So far participant feedback suggests this creates a waste reduction "experience" rather than an event.

EXPERT-LED TRAININGS



GROWING TOGETHER

Seed saving workshops
DIY wormery
Permaculture principles
Seed and seedling swaps



COMMUNITY COMPOST

3 Community bays
Public one-on-one sessions
On-site trainings



FOOD SAVING

Pickling and chutneys
Eating the rainbow
Cooking on a budget

TEXTILE REPURPOSING DURING WISH PILOT

During the wish pilot we repurposed a weight of textiles equivalent to **67,000 kg Co2e**, that's over **224,000 car mile** equivalents and approximately the same as eliminating the **entire footprint of seven average UK people** for the year.

repurposed COTTON CLOTHS

you'll need:

- an old cotton towel
- an old/unwanted cotton tshirt
- sewing machine
- sewing thread
- pins (optional)

Cut a 28cm square from the towel and from the Tshirt.

1**2**

Place together, right sides facing out, pin all around the edge.



Using an overlocker or a sewing machine set on the widest zig-zag setting, sew around the outside of the square.

3**4**

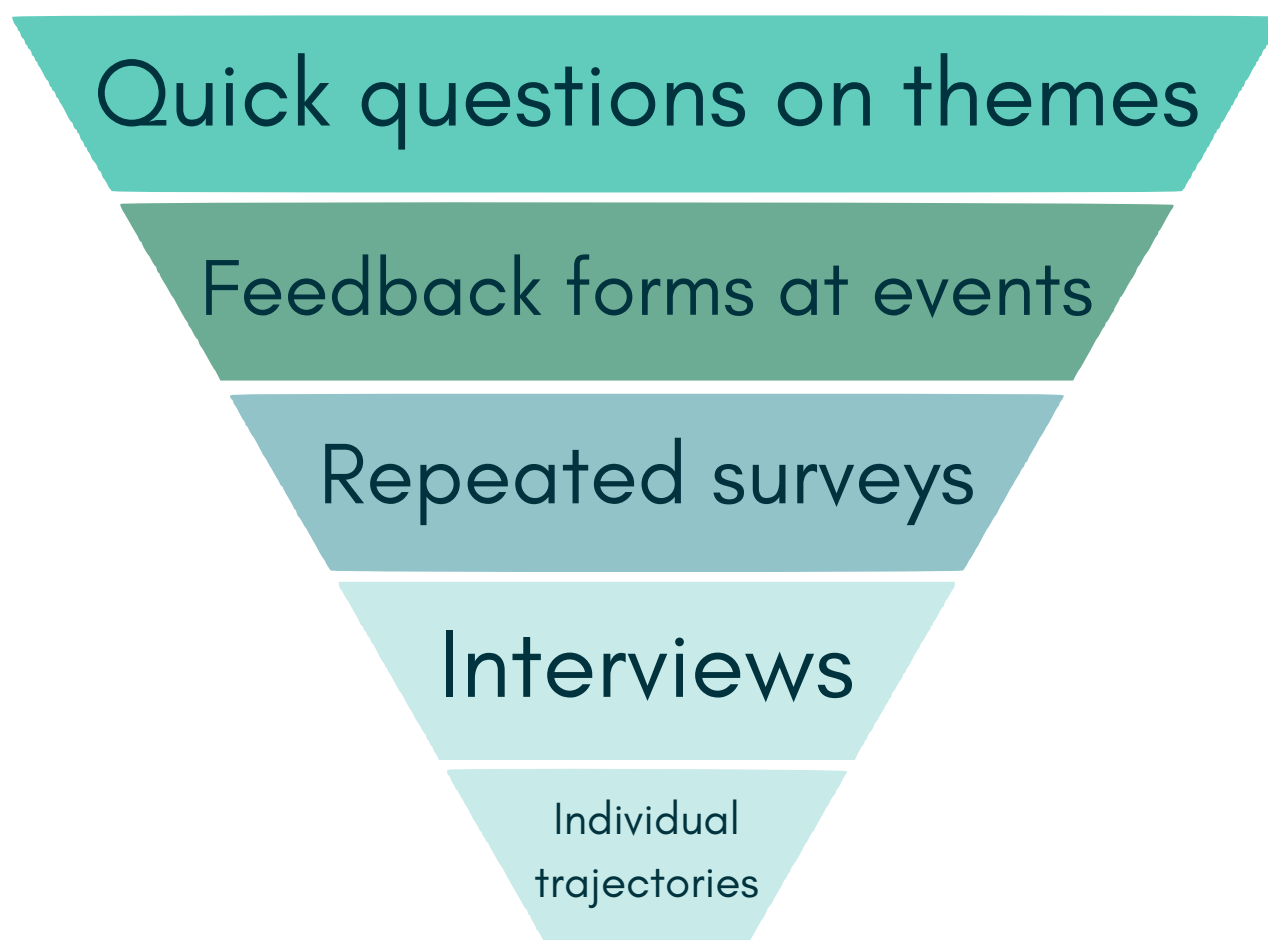
You now have a long lasting cloth, once you have used it you can wash it in the washing machine ready for next time!

WISH SOLUTIONS EVALUATION

Our evaluation framework facilitates real-time community shaping and provides evidence for our rationale for moving to a full award.

We use several streams to evaluate our impact:

- Surveys to collect demographics, wellbeing, connectedness measures, attitudes, and behaviour patterns
- Deep interviews to understand the stories of change in people who participate in our project
- Feedback during specific climate action events
- Quick questions/ open ended statements to look at broad strokes trends in attitudes



WISH EVALUATION: NUMBERS

In the pilot we approached 4000 individuals across 26 events,
1450 people participated in evaluation

247 people provided feedback about what they wanted to see:

- better infrastructure/ information on or information on how and where to shop for sustainable items (we've made a draft local map)
- transparency around the scale of waste
- More specific "themes" (e.g. speed dating)

668 people were polled to identify delivery "frames":

- Plastic pollution and food waste are common unifiers
- Clarifying the chain of events from waste to pollution/ environmental damage and habitat loss increased engagement
- Attitudes are shifting from wanting to know how to reduce pollution to how to reduce consumption

447 people completed surveys for quantitative trends:

- Connectedness to nature is correlated with sustainable food shopping decisions.
- Financial pressures are motivators, so we reframed activities as "cost saving"

92 people were interviewed:

- People appreciate the climate/environmental aspect of our work is subtle/not forced on them, in particular our Carbon Cost.
- Social camaraderie and health/ well-being reinforce engagement
- Interviews indicate a skills transference from WISH to home.



It feels like there's an immediate benefit to the environment, whereas so much of what I do, switching off lights, trying to do what I can at home, you sometimes feel, does it really count?

“ I think they're doing a lot. I'm amazed that it's so successful. I'm amazed there's so many people coming. I'm amazed it's this quality. So we're really impressed.”

A group of people, including a child and an adult, are engaged in a planting activity on a grassy field. The child is using a shovel to dig a hole, while the adult assists. A blue hat is visible on the grass in the background.

WISH INNOVATIONS

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One of the most common pieces of feedback we get from WISH events is that people have

"never seen anything like it before".

Here are some of WISH's most ground-breaking events:

ECO SPEED-DATING

Eight course menu cooked entirely from surplus, people were matched according to their eco-habits, dates included repurposing activities.

CARBON COST OF FOOD WEEK

Five food businesses in Oxford (and beyond) re-priced their menus to reflect the carbon cost of meals. Dishes with a low carbon footprint sold almost twice as many on average as high emitting ones!

Local media legend James Watt emphasised the innovation of this approach in a feature on Climatarian Kitchen: [Linked here](#)

GLEANING AND COMMUNITY CHUTNEY

We gleaned 160kg of windfall apples from various estates and homes. Through a new partnership with Wonky Food Company, we produced an apple chutney with the recovered apples which was then sold to raise funds.





CHALLENGES & LESSONS LEARNED

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SPACE

Waste takes up space. Having it on site is better than in a landfill, but we still need to store items in order to innovate we need workshop space. Having large scale operations with storage and distribution facilitates a circular economy, but without more bespoke and organised space it's difficult to get the balance right.



TIME

So far our most popular demonstrations are those that take the least amount of time and are child-focused. Our community still has limited attention for longer projects and we suffer greatly from the reality that companies like Amazon can cheaply replace most items in a day.



CURRENT CRISIS ALWAYS TRUMPS CLIMATE

Cost of living challenges have hit everyone around us, so much of our outreach had to be refocused, with creative attention going to what might help alleviate the crisis, help people keep warm or cook more efficiently, etc., rather than repurposing more common household waste.

WORKING TOWARDS A FULL AWARD

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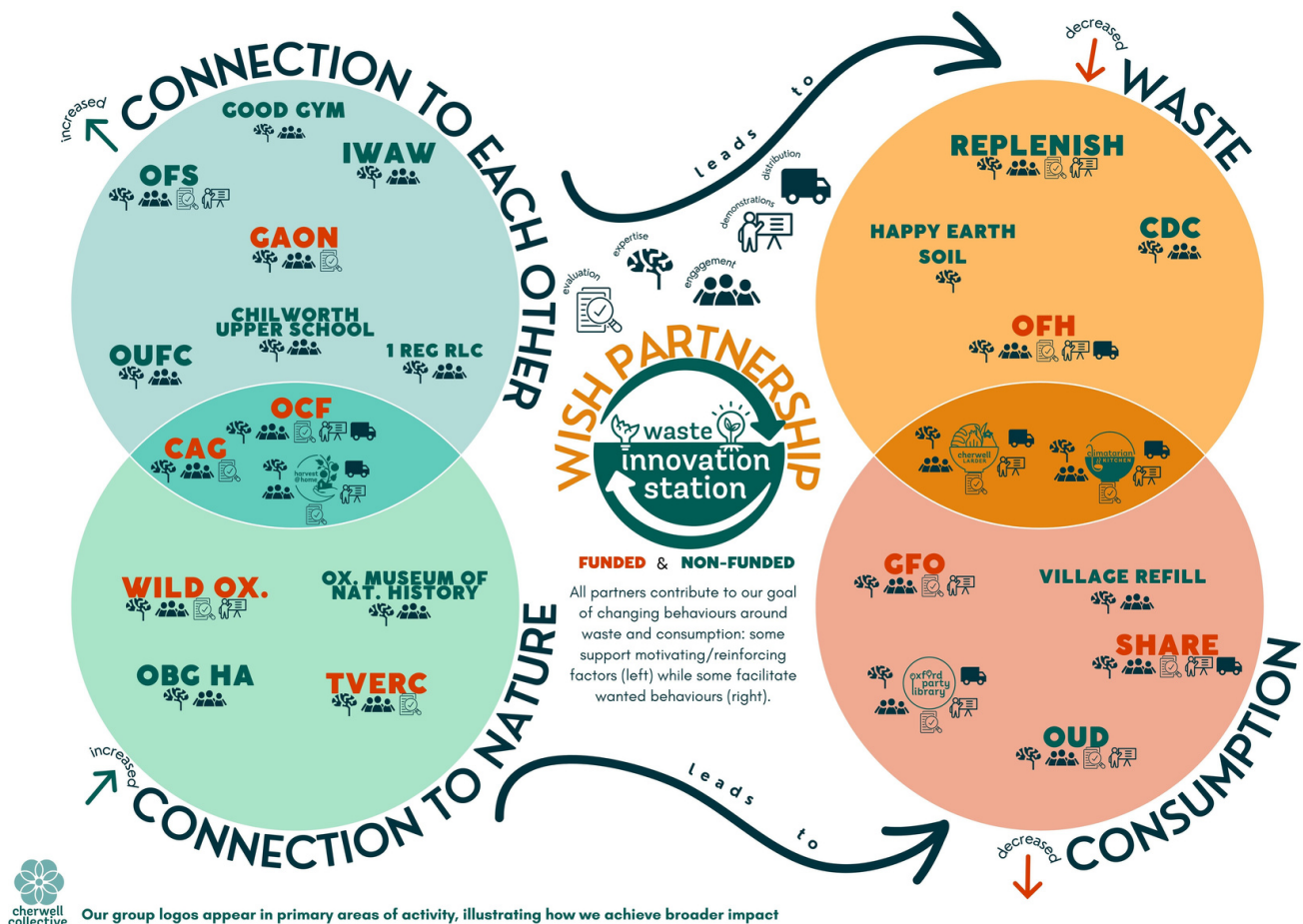
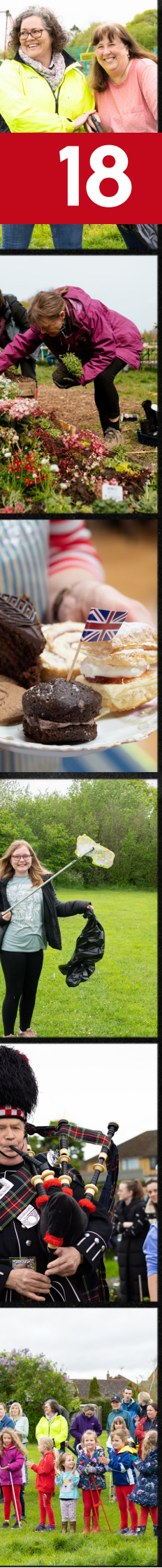


Figure: A visualisation of how the WISH partnerships will work in the full award.

- Replicate WISH in new communities
- Use iterative evaluation to maximise flexibility and relevance
- Support evidence-based theory of behavioural change
- Use Carbon Costs to guide consumption decisions using metrics familiar to consumers (e.g. car miles)
- Develop county-wide waste strategy to influence policy change
- Create a permanent WISH “museum” to:
 - remove barriers to climate and carbon literacy
 - showcase local innovations and share best practices learnings
 - guide behavioural change
 - test ways to optimise the WISH model



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CASE STUDY

ENGAGEMENT



STRATEGY: MOMENTUM STEERING

We seized the chance to harness community momentum for this historic occasion, transforming it into impactful climate action. With an unprecedented number of participants, we organised a series of coronation events focused on waste repurposing. Together, the community constructed the remarkable #LivingSculptureKidlington—a unicorn sculpture **made from repurposed waste materials and adorned with living elements**—to show how waste, as a permanent problem, can be (re)used to support life. The sculpture was built in honour of the King, with an homage to the unicorn on the royal crest.

PRESS + MEDIA

Our events were featured in over
200 regional and national news
sources, which reached a whopping
35.8M people across the UK!



Over 150 community members helped plant over 400 living, evergreen plants onto the sculpture and enjoyed local food, live music, and community informational stalls.

EARTH DAY PLANTING PARTY

THE BIG LUNCH

Over 300 people enjoyed meals from Climatarian Kitchen, made from 100% surplus and locally grown food. People were encouraged to pay-what-they-can to ensure social inclusion. The travelling WISH textile exhibit along with live music, games, and activities added to the fun!



Local charities, volunteer groups, and the community gathered for a litter pick, and to see the unicorn Living Sculpture unveiled! Over 200 people attended with overwhelmingly positive feedback.

THE BIG HELP OUT

Among the many rubbish items used to build the unicorn Living Sculpture are fused milk bottles, damaged CDs, used tyres, old scaffolding, used wooden pallets, and a broken table, arm chair, and rubbish bin.

GREAT BIG GREEN WEEK

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WISH partners Climatarian Kitchen and Harvest at Home, run by Cherwell Collective, ran several community projects for June's Great Big Green Week.



Climatarian Kitchen supported by creating a **100% veggie and vegan menu** for their surplus and locally-grown food cafe. **Over 150 dishes** were served to the community! **News coverage** from ITV Meridian covered the story and an "eat-the-rainbow" healthy cooking demonstration from the head chef.

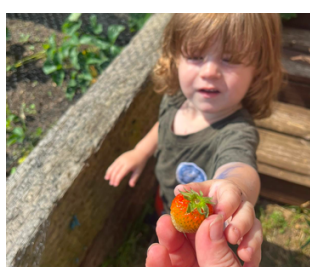
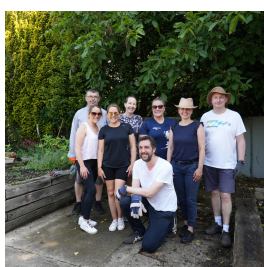


Climatarian Kitchen also released **a set of guides for green eating**. These include: a Complete Proteins Guide for a plant-based diet, a Portions Guide using just your hand, and an Eat the Rainbow Guide to teach benefits of each colour of fresh produce.



Harvest at Home led 4 open garden days across Oxfordshire for the community to learn gardening skills and connect with nature. Additionally, Value Retail's incredible IT team spent 4 days volunteering with with Harvest at Home Bicester projects.

MORE PHOTOS FROM HARVEST AT HOME OPEN GARDEN DAYS FOR GBGW.





Cherwell District Council Waste Team member on a regularly-scheduled visit to our facilities, answering questions and providing resources on recycling and waste disposal for the community.

BUSINESS WASTE

We developed Business Carbon Footprint and Mapping SME Waste forms to help SME calculate emissions and reduce environmental impact, since uptake of existing recycling streams is just 40%. Our work with climate, household, and business waste teams revealed a deep need for this; uptake of existing streams is just 40%. With the partnership of North Lancashire's Closing Loops and Cherwell District Council, we developed these resources to support SME and get a better idea of the current waste and emissions situation locally. The data collected in these forms is analysed to provide SME with an approximate carbon footprint assessment and money-saving sustainability suggestions. The data also provides us with direction on how to inspire sustainable changes in governments, communities, and regenerative enterprises. Findings suggest that procuring correct bins and supporting internal sorting processes are common barriers to uptake of SME recycling streams.

PURPOSE

- Find **cost savings**. This also helps build more sustainable local supplies and reuse streams, and lowers business' carbon footprint.
- Suggest **waste management adaptations** to facilitate the re-use of waste products where possible.
- Identify the **most impactful changes** to make business more environmentally sustainable.
- Support units in earning incentives like the CDC Certificate for Excellent Recycling.

OVERVIEW

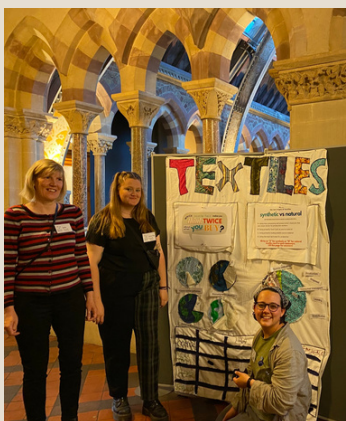
20 new local businesses have reduced waste or shared resources to help us reduce industrial waste during the pilot including:



Alumni



EXHIBITS + INNOVATION



(Left) The exhibit's debut at the Oxford University Museum of Natural History, (middle) visitors at the Coronation Big Lunch learning about hemp, (right) the exhibit visits the Old Fire Station, Oxford at a Clothing Swap event.

WISH's interactive travelling Textiles Exhibit has reached hundreds of participants at venues across Oxfordshire. The portable exhibit first debuted at the Oxford University Museum of Natural History's Late Night in May and is now touring community events across Oxfordshire through the WISH partnership network. Visitors of all ages have loved interacting and learning from our team about why to keep textiles in circulation and how to make smart choices when buying new (hemp or organic!) to reduce their environmental impact.

EXHIBIT ACTIVITIES INCLUDE:

- a learning game about the differences between **natural versus synthetic textiles**
- lift-the-flap fun facts
- Label-the-pie chart game for
 - emissions from each **textile life cycle** stage - from production to disposal
 - what **textiles contribute to ecological problems** (i.e. microplastics, clean water, etc.)
- Quiz on **types of natural textiles** and their impacts

WISH BUILDING

CREATING A PERMANENT SPACE

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We now have a permanent home in Kidlington. The hub will become a groundbreaking museum and community space for learning, innovation, and knowledge-sharing as it undergoes renovations and updates.



MORE THAN A MUSEUM

The museum will go beyond the traditional model and will educate and empower individuals to address their carbon footprint through innovation. As visitors learn about global emissions resulting from production lines, they will have the chance to immediately **innovate with waste** and practice keeping items in circulation. Exhibits will also guide visitors through simple choices they can make to collectively have a significant impact on the planet.

Additionally, the space will **host workshops**, have an **office space for community groups**, and a **storefront** for WISH-made repurposed items.

Museum Exhibits Will Include:

Textiles
Paper/Card
Plastic
Metals + Electronics
Transport
Water
Green Energy
Innovation of the Month
with Begbroke Science
Park

THIS WILL ALLOW WISH TO ...



Offer a full-time drop in service to our pilot test locality



Evaluate effectiveness of activities in varied spaces



Showcase scientific and waste-reduction innovations



Get community input about waste problems they would like to solve



WISH LEGACY

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Partnership plans to help bring about a broader movement and a sustainable, long-term legacy for WISH.

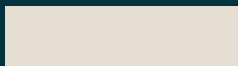
BOTLEY SOLAR FARM X EDEN PROJECT

We are finalising plans to create a food forest on the margins surrounding Botley Solar Farm which is planned for construction in 2025. This would be a 10-year project that would create food forests to feed 600 of the most vulnerable households in the community. With expertise knowledge from our friends at Eden Project, we would manage, grow, and maintain the land to ensure the plants grow to maturity to produce as much food as possible.

OXFORD UNIVERSITY DEVELOPMENT X BEGBROKE SCIENCE PARK

For the past 6 months our partnership with OUD and BSP have helped us connect a broader audience through our joint Science Wonder activities. Hosted on our premises, these activities have connected over 500 children to local sustainable innovation happening at BSP. This allows us to bridge a knowledge gap and bring science to areas of extreme deprivation.

Looking forward, OUD offers potential for match funding for this bid long term as WISH delivers public consultation for the Science Park, hosts spotlights and tests innovations from BSP, and assists with the creation of a community hub in OUD's development of over 2,000 new homes in Begbroke.



Waste Innovation Station Headquarters, 2023