

# Community Screening Toolkit

## JUST EAT IT.

A food waste story



We want your community screening of *Just Eat It: A Food Waste Story* to be as successful as possible! This guide is full of practical tips to help you make that happen.

- Steps to host a community screening
- Tips to take your screening beyond the film and make it an event
- Week by week timeline of tasks

# How to Host a Screening

## Step 1: Build your screening team

Get a few people to work on the screening together. If you are not part of a large organization, consider contacting local groups to help sponsor and promote the event.

- local restaurants, grocery stores, etc
- non-profits involved in food rescue or food security
- local governments (try the waste management or environmental outreach departments)
- universities (try the environmental science, education, or geography faculties first)
- community or high school green teams

## Step 2: Choose a venue

Consider a movie cinema, theatre, community centre, church hall, cafe, school gym, or even a library. Make sure your venue has no windows or curtains to make it very dark. Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):

- DVD or BluRay player
- projector
- screen (10' wide or more works best or a large white wall)
- sound system

## Step 3: pick a date and time

The feature length movie is 74 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for 2-3 hours.

## Step 4: Purchase a license

Purchase the appropriate license for your screening through our website at [www.foodwastemovie.com](http://www.foodwastemovie.com). We'll send you a disk via regular mail and post the screening on our website.

## Step 5: Promote your event!

- Download the Just Eat It Press Kit at [www.foodwastemovie.com/press-kit](http://www.foodwastemovie.com/press-kit) for posters, images, and other marketing materials.
- Post your event to any online community events boards and send out email invites.
- Call the local radio with news of your screening
- Contact the local newspaper
- Put up a few posters (we find a few well placed posters work better than plastering the town with unnecessary paper)
- Contact local organizations and ask them to promote the screening through their networks.
  - Food-related or environmentally-minded organizations (farmers markets, food security groups, etc)
  - local governments
  - schools and universities



# Make it an Event!

It's more than just a movie, it's a shift in the way we think about and value food. Consider these ideas to make your community screening an exciting event that people will remember.

## Serve Rescued Food

The best way to appreciate the quality of food that is being trashed is to taste it! Here are some stories of what others have done:

- Baked banana bread made from “orphaned” single bananas from the grocery store.
- Served rescued soup and bread in partnership with a local food rescue organization.
- Hosted a potluck where people made dishes from food they “recued” from the back of their own pantry or fridge.
- Displayed an assortment of food found dumpster diving and invited people to take it home.
- Served surplus (untouched) food rescued through a caterer.

## Add an Interactive Activity

People want to get involved! Combine your screening with a hand-on activity such as hosting:

- A disco soup event.
- A workshop on how to compost or make a weekly meal plan.
- A cooking class using imperfect food – bonus if you get a local celebrity chef.
- A gleening outing.

## Further the discussion

There's only so much information in a 74 min movie. People will have lots of questions.

- Ask a food expert to come answer questions or lead discussion after the film. It could be someone who works for a grocery store, a local food rescue organization, the municipality, a grower, or someone who personally produces very little food waste.
- If you have honorarium budget, you could invite the filmmakers/subjects to do a Q and A after the film.
- Set up an information board or table for local organizations to display information.
- Provide a way for people to get involved in reducing food waste locally. It might be a formal petition, a public pledge to reduce personal food waste, or a sign up to go gleening together.
- Tell people to go to [www.foodwastemovie.com](http://www.foodwastemovie.com) to find more resources including a study guide, a food waste quiz and a food waste photo wall.

## Incorporate Sustainability

- Set up bins for compost as well as regular recyclables. If you must have a garbage can, make it a small bin.  
Use real plates, cups, jugs and platters
- Ask people to bring their own mug and/or popcorn bowls (cones made out of newspaper make pretty good containers too, and they can be composted)
- Keep printed posters to a minimum. Try using social media and email to help get the word out



# Timeline of Tips for a Successful Community Screening

## 8-12 weeks in advance

- Write down a list of possible venues and contact each of them to check rates and availability. It wastes valuable time to wait for one to respond before checking the next one, so contact them all at once.
- Contact local organizations to partner with you to promote or sponsor the screening.
- If you don't already have one, start compiling a contact list of people/organizations to invite.

## 6-8 weeks in advance

- Book the venue
- Order the movie license/dvd
- Consider starting a facebook event or using an online ticketing application such as eventbrite (free for free screenings)

## 5 weeks in advance

- Post your event to any online community events boards
- Email community groups and university faculties who may be interested
- Email friends, family, and any email lists you may have

## 3-4 weeks in advance

- Call the local radio with news of your screening
- Email the local newspaper. You can use the free template press release from our website if you like.
- Test the disk to make sure it works
- Print a few posters and put them up in strategic locations (restaurants, farmers markets, community centres, universities, etc)

## 2 weeks in advance

- Call to follow up with the local newspaper and radio stations

## 1 week in advance

- Send a reminder to your email lists and people who signed up for your event online
- Make sure you have enough people to set up, staff the door and run the concession if necessary.

