

City Harvest: Saving surplus food from landfill to feed thousands of vulnerable people in London and reduce greenhouse gas emissions.

Sustainable solutions for food waste

Every month in London surplus food that could create 13.3 million meals is sent to landfill by manufacturers, retailers, restaurants and the hospitality industry. Kusuma Trust is proud to support City Harvest's work to redirect this waste with a grant of £50,000.

City Harvest rescues over 80 tonnes of nutritious surplus food a week and provides it free of charge to over 350 organisations who support vulnerable men, women and children in London. Not only does City Harvest's work help to feed people in homeless shelters, hostels, soup kitchens, schools and domestic abuse refuges, but it also prevents the catastrophic environmental effects of this food waste. Food in landfill releases methane, a greenhouse gas which, according to the UN Environment Programme, is 80 times more potent at warming our atmosphere than carbon dioxide over a 20-year period. By saving food from landfill, City Harvest has prevented over 57,000 tonnes of greenhouse gases from being released into the atmosphere.

Saving food to help people and planet

City Harvest will collect over 3,300 tonnes of surplus food over the course of 2022-2023 delivering over 8 million meals to around 60,000 people. The grant from Kusuma Trust will help them to increase partnerships with food donors and source as many meals as possible, maintaining 35% of fresh fruit and vegetables in the meals provided. These meals will save the charities that City Harvest supports over £16 million, money they can spend on other vital services. By saving food from landfill, City Harvest will prevent over 12,800 tonnes of greenhouse gas emissions.

City Harvest has plans for expansion. In 2022-23 they will increase their New Spitalfields Market depot by 30% so that they can help more charities in East London and deliver 320,000 more meals a year. They are also planning to open a depot in South London to increase City Harvest's support for people south of the Thames.

- City Harvest has delivered more than 35 million nutritious meals and rescued over 15,000 tonnes of food since 2014.
- Organic waste in landfill sites adds an estimated 3.3 billion tonnes of greenhouse gases to the Earth's atmosphere each year.
- City Harvest has saved its partners more than £42 million in food costs.

"City Harvest is on the front line against food waste, food poverty and the environmental impact of greenhouse gases. We have big ambitions for combatting food waste in 2022-23. Kusuma Trust's support will make a real difference to the people we help." David Carter, Chief Executive, City Harvest

Museum of Brands: A unique museum of consumer history and brand heritage is reaching out to 8,000 learners and the local community.

Consumer history for the community

The Museum of Brands is unique. As the only UK museum dedicated to consumer history and brand heritage, it takes visitors on a journey through 200 years of social, cultural and lifestyle changes in the UK through the things people bought. With a £10,000 grant from Kusuma Trust they aim to reach 8,000 learners in 2022-2023 and connect with their local community in North Kensington.

Schools are keen to get children back into museums and enrich their learning with relevant trips. The Museum of Brands will develop affordable, self-guided tour resources for primary schools allowing more schools to visit and use tablets to enrich their workshops with media such as adverts and jingles. They will provide online activities to support students' learning before and after their visit and translate key resources into other languages to improve access for visitors. The Museum of Brands offers workshops and guided tours on customer profiling, sustainability in packaging and gender in advertising — some of the few relevant educational visits available to students of subjects like Business Studies. They will re-evaluate these to align them with relevant GCSE and post-16 courses and better support student learning.

Supporting the local community

The Museum of Brands wants to be a place for young people in the local community to create, learn and feel inspired by consumer history. Free summer holiday workshops for local families and young people exploring the relationship between brands and identity will provide fun for local families during the school break.

At least 20 of the Museum of Brands' volunteers will be trained in new skills including marketing, front of house and workshop delivery, improving their employability – most volunteers secure paid roles.

- The Museum of Brands welcomes 50,000 visitors a year.
- In 2021 the Museum of Brands engaged 7,067 learners, exceeding their target of 3,583 despite being closed to the public for five months.
- Each year 100 volunteers support the work of the Museum of Brands.

“One of our goals is to support organisations doing unique work, and in particular work that increases access to opportunity for young people and engages the community. We are pleased to support the Museum of Brands once again as it reaches out to young people in North Kensington and beyond.” Soma Pujari, Executive Trustee, Kusuma Trust