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**WAKEFIELD- BASED THE REAL JUNK FOOD PROJECT IS SHORTLISTED IN
THE UK'S FIRST BE THE CHANGE AWARDS**

*Voting now open that could also see The Real Junk Food Project crowned the
People's Choice for making the most ethical and sustainable impact*

The Real Junk Food Project, based in Wakefield has been shortlisted in the first ever [Be the Change Awards](#) – brand new social impact awards to celebrate the UK's most inspiring ethical and sustainable businesses and individuals making a positive difference on communities, people and the planet.

The Real Junk Food Project's commitment to ending food waste has been recognised in the Community Organisations and Campaigns category. Since being set up in 2013 as one Pay as You Feel cafe, The Real Junk Food Project has intercepted 5000 tonnes of food that would have been waste, the equivalent of 11.9 million meals and inspired over 120 other concepts around the world. At the Kindness Sharehouse in Wakefield, the first 24/7 food intercepting social supermarket of its kind, the organisation works with 92 stores a week to make tonnes of perfectly edible food available on a Pay As You Feel basis, that would have otherwise gone to waste. People are free to shop there six days a week and donate what they feel the food is worth, in money time or skills, to hopefully reconnect them to the value of food as a vital resource. The award winners will be announced Friday 26 April 2019 at the Be the Change Awards ceremony in London.

Adam Smith from The Real Junk Food Project said: "We are really excited to be recognised in the Community Organisation and Campaigns category, and we hope it will really help us to reach an even wider audience with our message. The level of food waste not just in this country but across the world is criminal. But by collaborating and bringing awareness to our project, we really can change, and feed, the world!"

The Be the Change Awards is an initiative by ethical champions Sian Conway, the founder of Ethical Hour, a growing global ethical community of changemakers and ethical entrepreneur Jo Salter from clothing brand Where Does It Come From?

Frustrated by the lack of opportunity for smaller, independent and sustainable businesses to get recognition and get their stories heard – the awards will bring much-needed attention to those that are quietly saving the planet but are, as yet, going unnoticed.

In order to be in with a chance of winning a Be the Change Award, The Real Junk Food Project had to submit a video sharing their story, including the obstacles faced and biggest achievements. Members of the public can view The Real Junk Food Projects 'Be the Change' video by visiting their Youtube channel 'TRJFProject'.

Sian Conway from Ethical Hour, said: "We launched the Be the Change Awards to find the next Patagonia or Stella McCartney – businesses and people with a powerful story that are inspiring others and making a real impact on communities, people and the planet."

Jo Salter from Where Does It Come From? added: "Only those that have given us and the other judges goosebumps for their passion and commitment to being a force for good have been shortlisted and we can't wait to announce our winners. We are also urging the public to take the opportunity to be inspired, watch the video stories and vote for their top ethical and sustainable champion in the People's Choice Award."

For more information on The Be the Change Awards visit:

<https://ethicalhour.co.uk/be-the-change-awards/>

To vote for The Real Junk Food Project and to see the other finalists, visit Be the Change Awards: People's Choice **[INSERT WEB ADDRESS FOR THE PUBLIC VOTE]**

ENDS

NOTES TO EDITORS:

For more information or to arrange an interview with Adam Smith from The Real Junk Food Project, please Rachel at media@therealjunkfoodproject.org

The Real Junk Food Project CIC (www.trjfp.com @TRJFProject) Shockingly, a THIRD of all food produced globally goes to waste! At The Real Junk Food Project, we refuse to stand for this. We intercept unwanted food and redistribute it through 'Pay As You Feel' schemes to cafés, schools, and Sharehouses. We shouldn't need

to exist. So to us, success isn't measured in growth – it comes when our message has spread so far, that we're no longer needed. Lets REALLY feed the world and #FeedBelliesNotBins.

Be the Change Awards

Launched in 2019, the [Be the Change Awards](#) celebrate and recognise businesses and individuals that are driving real ethical and sustainable change and impact. In total, there are 12 categories across a wide range of sectors, from fashion to 'Tech for Change' and brands that give back.

Sponsors of the Be the Change Awards include award-winning UK brewer, hotelier and wine merchant Adnams Southwold, sustainable travel industry leaders Green Tourism, digital ethical fashion magazine Dress ECOed and ethical communications experts Ethical Brand Marketing and From Scratch.

Judges include a range of ethical and sustainable industry leaders, including Ethical Marketing News Founder Stuart Mitchell, Natural Mumma Magazine's Editor Holly Daffurn, ethical stylist Roberta Lee and Social Enterprise Mark CIC's Sophie Short.

Social media

Be the Change Awards

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<https://www.youtube.com/watch?v=OTNe1hBMeTE> - our video

We're so excited to announce we've been shortlisted as a finalist in the very first Be the Change Awards in the Community Organisation and Campaign category! The [Be the Change Awards](#) celebrate and recognise businesses and individuals that are driving real ethical and sustainable change and impact. Sian Conway, the founder of Ethical Hour, a growing global ethical community of changemakers and ethical entrepreneur Jo Salter from clothing brand Where Does It Come From?

We really welcome the awards aims, to bring more attention to projects and businesses who are quietly doing their bit to save the planet. We're up against some very interesting organisations and really honoured to be shortlisted. The winners will be announced at an awards ceremony at the end of April.

Here's our entry video talking about our work and how each one of you can #bethechange