



# SCOOP UK

starter pack



## SCOOP STARTUP TIMELINE





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## INTRODUCTION FROM THE SCOOP UK TEAM

Hi,

You may be either a bored procrastinator looking for an excuse to delay tackling those university essays or a passionate young climate change activist looking to make a difference. Regardless thank you for taking the important step of downloading this starter pack. All we ask now is a few minutes of your time because you may very well be the next founder of our latest Scoop branch. But before we get over-excited, let us introduce you to the basics:

### What is Scoop?

Scoop is a series of student-run, non-profit shops that sell dried food (i.e. lentils, rice, pasta, nuts, coffee, tea) plastic free and at low prices. Search us up... go on... we are on Facebook, Instagram and have had several articles written about us:

#### SCOOP DURHAM:

Facebook	<a href="https://www.facebook.com/scoopdurham">https://www.facebook.com/scoopdurham</a>
The Tab	<a href="https://thetab.com/uk/durham/2020/08/20/meet-the-members-of-scoop-durhams-answer-to-zero-waste-food-shopping-48684">https://thetab.com/uk/durham/2020/08/20/meet-the-members-of-scoop-durhams-answer-to-zero-waste-food-shopping-48684</a>
Palatinate Newspaper	<a href="https://www.palatinate.org.uk/scoop-the-weekly-shop-that-doesnt-cost-the-earth/">https://www.palatinate.org.uk/scoop-the-weekly-shop-that-doesnt-cost-the-earth/</a>

#### SCOOP CAMBRIDGE

Facebook	<a href="https://www.facebook.com/scoopcambridge/photos/?ref=page_internal">https://www.facebook.com/scoopcambridge/photos/?ref=page_internal</a>
The Tab	<a href="https://thetab.com/uk/cambridge/2019/11/02/the-tab-talks-to-scoop-127563">https://thetab.com/uk/cambridge/2019/11/02/the-tab-talks-to-scoop-127563</a> <a href="https://thetab.com/uk/cambridge/2019/11/09/the-guide-to-zero-waste-food-shopping-that-wont-leave-you-with-zero-money-127803">https://thetab.com/uk/cambridge/2019/11/09/the-guide-to-zero-waste-food-shopping-that-wont-leave-you-with-zero-money-127803</a>

Okay, you may have come back from your Google search disappointed. You may think, this doesn't sound that earth-shattering – just another sustainable initiative, right? Yes, whilst we do really believe in sustainable habits and in trying to help our customers form such habits through Scoop, we have so much ambition beyond just our physical shop presence. We believe it is high time that students have a united political voice in the fight against climate change and environmental damage. For us at Scoop, we hope to unite our different branch customers and campaign against plastic waste produced by large supermarkets, against the high prices of vegan/vegetarian food and against the excessive amounts of food that gets wasted in the UK food industry.



Us students have an incredible opportunity to be at the forefront of the sustainable green change here in the UK, it is high time we take the initiative and act. But before that, we need to grow as a series of shops and as a recognisable brand. To do that, we need you to help us!

In the following pack, you will find everything that makes us work as a series of social enterprises, our trade secrets you might say. But to be honest, not one thing in this pack is a secret. It is just a compilation of tips and advice that we have accumulated from setting up our own Scoop branches in our respective universities. We hope that with this advice, alongside a group of students who share your passion for combating climate change, will set you on your way to setting up your own Scoop. You are of course the expert of your university experience, so feel free to adapt our guidance as you see fit.

Be warned, it is not easy to set up a Scoop. You have to be passionate, determined and hard-working. But beyond just a great thing to do, what you will learn in terms of practical experience and applicable skills will be priceless. In your next graduate job interview, mention that you founded your own sustainable start-up and see their interest perk up. Moreover, we are always here to help and share further advice for any challenges you may encounter. For every Scoop we set up, our voice grows louder and our ability to enact change stronger.

Thank you and good luck,

**Scoop UK Team**



## 1 INTRODUCING SCOOP

First, we start with our all-important brand. Scoop is so special because of the three pillars that hold it up.

### Ethos/Values

#### 1. Our actions are a STATEMENT

At Scoop our ethos is simple: we believe individuals must be empowered to recognise that we all have agency. No attempt to change the way one lives on a small scale is insignificant. Our actions are a statement. Each positive sustainable act contributes to long-term lasting change. This is what inspired Scoop; a hands-on, simple approach to reduce plastic waste on a small scale whilst giving back to the local community.



#### 2. NORMALISING zero-waste lifestyles.

The plastic problem has dominated a lot of our environmental discourse over the past few years, with debate especially focused on legislating the single-use plastic ban and pressuring governments across the world to introduce more efficient recycling schemes. Yet despite growing awareness and frustration, people do NOT seem entirely committed to changing their behaviours. This is because a viable and easily accessible alternative has not yet been introduced; small local enterprises like Scoop are a key part of this solution.

But beyond just its physical impact, Scoop hopes to bring sustainable living to the fore at a formational time for students. The extent of our dependence on plastic can be mitigated. We just need an alternative. We believe that Scoop can provide such an alternative across UK universities. It's time that we take initiative, at the local level, to show that tackling this increasingly insurmountable problem can be done, and it can be done effectively.

For us at Scoop, MORE important than just our physical impact (the amount of plastic we reduce) is our social one: it is about bringing sustainable living to the fore at a formational time (student-hood). This social impact that elevates us from a series of shops to a national movement.



### 3. Ensuring that living sustainably remains ACCESSIBLE TO ALL.

Zero-waste stores have the reputation for being expensive and impractical. Such stores often require you to purchase food in large, bulk quantities or they charge extortionate prices for smaller, everyday quantities. This is part of the reason why they are often associated with the heavily politicised green movement, which is frequently attacked for being inaccessible to people in lower income brackets. Scoop hopes to show that there need not be a trade-off between your budget and your environmental impact. We are committed to ensuring that shopping plastic-free can come at no extra cost and thereby remain accessible to all.

### Concept in its Essence

A small introduction to the practicalities of Scoop.

Scoop purchases its produce in bulk from regional suppliers at wholesale prices. We then sell it to the consumer, by weight, free of plastic packaging and with a price-matching guarantee to local supermarkets. Customers must simply bring their own reusable containers or buy one at the store. As it is not-for-profit, any money made is either used to buy more produce and expand the store or is donated to a selected group of local charities helping fight injustices in the local community. Scoop is centred on the power of the consumer, so consumers get to choose where their profit goes.

### Consistency in branding & colour scheme

Our main colour scheme consists of three colours:

1. LIGHT BLUE (HEX colour code is #5CE1E6)
2. BLACK
3. WHITE

We aim for clean, bold, hand-drawn imagery: we believe in making things look unique and simple.









## 2. Extortionate prices of vegan/vegetarian/organic food

A primary reason for this is that in most parts of the world, animal products are heavily subsidised. That allows manufacturers to sell them for less; vegan manufacturers don't get the same benefits.

But how can this be when raising livestock for meat, eggs and milk generates 14.5% of global greenhouse gas emissions? This is the second highest source of emissions and is greater than all transportation combined. It also uses about 70% of agricultural land, and is one of the leading causes of deforestation, biodiversity loss, and water pollution.

What we eat will define our fight against climate change. As consumers we deserve to know this and to have accessibility to such food at no extra cost.

## 3. Excessive quantity of food that goes to waste in the UK food industry

In 2018, 9.5 million tonnes of food went to waste in the UK food market. This has a value of £19 billion a year and is associated with 25 million tonnes of greenhouse gas (GHG) emissions.

But how can this be when the United Nations Food and Agricultural Organization (FAO) found out in September 2018 that almost 8.4 million U.K. citizens suffer from food insecurity. A proportion of the population the size of all of London experiences hunger daily or are unable to sufficiently feed themselves and their family.

All three of these challenges are urgent. They negatively affect the environment, people from lower socio-economic backgrounds, and are the result of neglect and negligence. If our politicians are not willing to talk about these problems, it is down to us to address them. For every Scoop branch we set up, our voice grows louder and our ability to enact change becomes stronger. Remember:

"Those who are too smart to engage in politics are punished by being governed by those who are dumber." ~ Plato

**So be political, be active and make your voice heard!**

**108kg**  
  
**Food wasted per person at home each year**

**17.7%**  
  
**Of the food we buy gets thrown away**

**1 in 6**  
  
**Meals wasted in hospitality and catering**



## Scoop Ethos

Contributing to the nation-wide movement

We are a young organisation and we have so many opportunities to grow or expand. We have big ambitions and open minds. The minute you start or work in a Scoop pop-up store, you will have the possibility to contribute to this discussion. For now, we know that we value making sustainable living affordable to all, we value helping our consumers form sustainable habits and we value campaigning against the UK government and UK food corporations in order to positively change the way we consume food.

Be the change you want to see in the world.

## Thank you

Scoop has such great potential to change the mindsets and actions of students across the UK. Beginning your own Scoop store will only contribute positively towards the awareness around issues such as plastic waste.

We hope to see your new stores soon!

