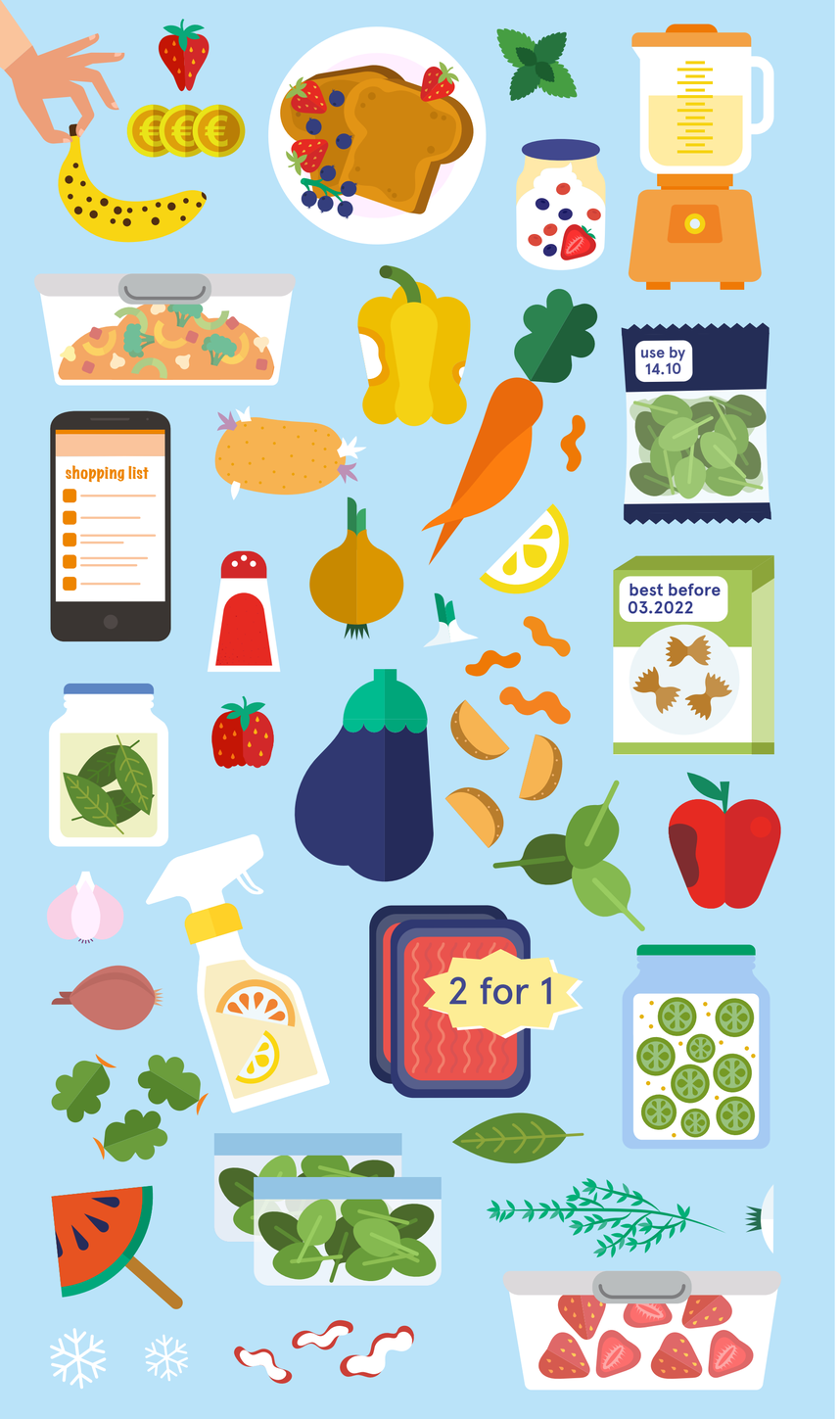

Waste not, want not!

How to design an effective information-based food waste campaign

eufic
food facts for healthy choices

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1

Consider your target audience

This might be based on who wastes the most, the types of behaviours you want to target, who you can reach, etc.

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Some ways in which people differ in how much food they waste include:

age

>65 year-olds tend to waste less food

18-24 year-olds tend to waste the most, in particular university students

employment status

some studies indicate that employed people tend to produce more food waste

household composition

households with children produce more waste but less waste per person

those who live alone tend to produce more waste

behaviour

those who spend more on eating out & eat more convenience food produce more food waste

2 Behaviours or outcomes you want to increase or decrease

Are they specific to your target audience?

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planning

- ↑ monitoring the food people have at home
- ↑ meal planning
- ↑ shopping lists based on existing inventory

purchase

- ↑ following the shopping list
- ↑ buying misshapen fruit & veg
- ↓ impulsive or habitual purchases
- ↓ buying more than you need (e.g., bigger packages, bulk buys)

storage

- ↑ storage to reduce food waste (e.g., freezing)
- ↑ consuming food in time (e.g., 'first in first out' rule)
- ↑ correct interpretation of date labelling
- ↓ storage of food for too long under suboptimal conditions

preparation & serving

- ↑ preparing & serving the right amounts of food
- ↓ preparing & serving too much or not in line with preferences
- ↓ unnecessary waste during preparation

consumption

- ↑ immediate consumption
- ↑ storage & use of leftovers
- ↓ food disposal

3

Measuring food waste

1/2

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If you do have direct access to people's food waste, food waste can be measured by:

direct weighing

done by researchers, using a measuring device to determine the weight of food waste

volume assessing

assessing the physical space occupied by food waste & using the result to determine the weight

waste composition analysis

physically separating food waste from other material in order to determine its weight & composition

limitations

- expensive
- easier to implement with samples within the same area
- does not cover food waste outside the measurement site

BUT

usually more accurate & less likely to influence behaviour

3 Measuring food waste 2/2

If you don't have direct access to people's food waste, food waste can be measured by:

surveys

e.g., people estimate the percentage of food their household wasted in a week

diaries

people's daily log of food waste

limitations

- diaries can be tedious for people to complete, which leads to drop-outs

BUT

reliability can be improved by using control groups or asking people to provide weight data

records

e.g., food waste statistics from public authorities

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4 What works?

Info campaigns are more effective when:

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Communication is tailored to a specific target audience:

align food waste reduction with people's **priorities:** e.g., frame it in terms of saving money

use the **channels that are popular** with them: e.g., households prefer digital communication channels such as videos or podcasts

inducing **guilt** works for people who are concerned or who haven't tried to reduce their food waste; **optimism** works better for people who sometimes try

Combined with other behaviour change strategies:

prompts:
reminders to reduce food waste, e.g., notes on the fridge

social norms:
normalising food waste prevention through text, visuals or role models

commitment:
giving a (public) pledge to change behaviour (e.g., informing social networks on social media)

Message content is:

actionable:
e.g., tips about food storage, recipes using leftovers

supported with relevant resources:
e.g., excel sheet to help people with meal planning

& what doesn't?

- anything too complicated for consumers
- anything requiring too much work for consumers
- blaming the consumer; instead point to how consumers can help other actors (e.g., by participating in the food waste initiative of retailers)

5 Checklist for reporting

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- [ ] **Aim/objectives** (e.g., significant increase in number of people being aware of the campaign & reporting an increase in meal planning, significant food waste reduction before vs. after intervention)
- [ ] **Target audience(s)** (e.g., household members): country, city, number of people & critical characteristics if available (age, gender, etc.), any eligibility criteria
- [ ] **Setting** (e.g., at school, cafeterias)
- [ ] **Content of campaign** (e.g., types of messages used, other strategies used)
- [ ] **Who** is delivering the campaign (e.g., the NGO, any collaborators)
- [ ] **Mode of delivery** (e.g., personal contact, social media)
- [ ] **Duration** of campaign (e.g., how long the campaign runs, frequency of contact over a given period)
- [ ] How were people **recruited**? Any **incentives** given for participation?
- [ ] What is the effect of the campaign being **compared** to? (same group before & after; one group exposed, one not; how are people exposed to the campaign?)
- [ ] **Measures** (average and measures of variance): e.g., changes in targeted behaviour/s, food waste, awareness of campaign, attitudes towards reducing food waste)
  - Baseline measures
  - Measures during the campaign
  - Post-campaign measures
  - Follow-up measures if applicable
  - Type of food waste measured (e.g., just the edible parts or also inedible parts, such as orange peel), food waste composition if available
  - Changes in outcomes between time periods, with significance and *p* values. Any changes in food waste should be reported as weights and percentages
- [ ] **Results** of all measures
- [ ] How the data were **analysed** – statistical tests performed

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Check out the full webinar & its material here.