Engagement tactics, replication opportunities & preliminary conclusions of policy work

EU Platform on Food Losses and Food Waste: Sub-group on food donation
Brussels, 19 March 2018

Presenters: Vasiliki Madesi (ViLabs), Wim Vanobberghen (imec), Balázs Cseh (FILAB), Dan Woolley & Carina Millstone (FEEDBACK), Alice Codsi (FOODWIN)
The Challenge

Food waste: a global paradox

Whilst approximately 1/3 of the food produced in the world each year is being wasted, at the same time nearly 1 billion people are unable to cover their daily needs in food.

Our mission is to address this challenge by offering an innovative solution to reduce food waste & help people in need.
SavingFood is developing a CAPs platform that aims to offer a **socially & environmentally responsible solution** to tackle food waste by facilitating the redistribution of **surplus food** for the **benefit of vulnerable groups** in our society.

**Start date:** January 2016  
**End date:** April 2018
Objectives

- Develop a **bottom up solution** to reduce food waste with the collaborative powers of ICT networks.
- Improve **awareness** and engagement across multiple stakeholders.
- Create a more **effective operational model** for food redistribution that will increase current levels of engagement.

- Drive **behaviour change** towards food waste reduction.
- Understand the processes of **collective awareness**, collective intelligence and online networks.
- Offer a **Europe-wide social innovation solution** to food waste.
The SavingFood platform

- Fosters collaborations between donors and recipients: **Matchmaking, crowdsourcing map, quantification of donated food**
- Citizen engagement: **SavingFood Ambassadors, Human sensors**
- Behavioral change: **badges, pledge, prompts, awareness raising events**
Introduction

Research question in this paper
The development of an engagement-related behaviour change strategy to
(1) encourage citizens, donors and charities to join the SavingFood movement,
(2) to establish behavioural change

Methodology
Desk research of existing awareness raising campaigns around food waste, literature review, survey and interviews with donors, charities & volunteers in Greece
The paper focuses on the results of the pilot partner in **Greece**:

- **Boroume** is a food rescue charity, redistributing surplus food all over Greece
- **Boroume** covers all food redistribution scenarios
- **Boroume** has no storing facilities or complex logistical systems
Towards the behavioural change strategy
Behaviour Change Frameworks

Social marketing:
“Using marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole”

-> Define the target behaviour and objectives
-> Define the target audience in the population and current behaviour (beliefs, attitudes, knowledge, barriers/enablers)
-> Devise a campaign that makes use of behaviour change interventions

Not everyone is in the same position:

Show me
Awareness & concern
Information and education to change & perform the behavior

Help me
Interest in learning the new behavior
Largest potential

Make me
No interest
Enforcement by laws or regulations are necessary
Behaviour Change Interventions
7E-model

Enthuse
Make people enthusiastic (intrinsic motivation). Connect to personal values and concerns within your target audience and from that point portray the content and positive aspects of the behaviour and the consequences for them.

Encourage
Portray the potential benefit (extrinsic motivation). This can be done by a) offering a concrete reward for the target population or, b) in case one cannot really demonstrate a concrete observable financial or material reward, work on honour and recognition that is given in a timeframe that is close to the performed action that late.

Engage
Show that a group of people are behind the action (social motivation). This means working on 3 points: support the group who is performing the activity, show this group (put them in the spotlights) and feel the presence of the group.

Enlighten
Provide information. It is important that this information makes us enthusiast, supports us when making the choice to act and provides us with information on how to act or with information when we are acting.

Exemplify
Show the example with policies and other measures, such as with ambassadors.

Enable
Provide tools to act. In other words, this is about removing as much barriers as possible to perform the behaviour (make sure it becomes easy, simple and possible) and assist people with the process of learning to perform the act.

Experience
Let people experience the behaviour in a positive way and see that they made a good choice.
Research Methodology

Purpose
Identify barriers & enablers
Design the interventions
Profile the three segments

Research methods
in-depth interviews with donors and charities (acquainted/no collaboration yet) – different types
Survey among current and potential volunteers distributed among mailing lists, social media, news letters and their volunteer network

Participants

<table>
<thead>
<tr>
<th>Method/pilot</th>
<th>Boroume (Gr)</th>
<th>HFA (Hu)</th>
<th>Feedback (UK)</th>
<th>Feedback (Be)</th>
</tr>
</thead>
<tbody>
<tr>
<td>interviews</td>
<td>5 donors/4 charities</td>
<td>2 donors/2 charities</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>survey</td>
<td>154</td>
<td>291</td>
<td>48</td>
<td>27</td>
</tr>
</tbody>
</table>
Motivations, Barriers & Enablers
Charities (C) – Donors (D)

All four charities organisations had an interest to join the Boroume network and also to join the SF platform.

All five donors expressed interest to join the Boroume network, 3 out of 5 donors would also like to join the SF platform.

Technological variables (both as enabler & barrier), institutional & legislative variables

<table>
<thead>
<tr>
<th>Motivations and enablers to join the SavingFood platform</th>
<th>Barriers to join the SavingFood platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Online database of charities &amp; donors (C)</td>
<td>• Lack of computer material at the premise (C)</td>
</tr>
<tr>
<td>• Intermediary matchmaking (C, D)</td>
<td>• Lack of digital skills to operate the platform (C)</td>
</tr>
<tr>
<td>• Being part of a like-minded community online (C)</td>
<td>• Lack of information about the platform (D)</td>
</tr>
<tr>
<td>• Signing a pledge (C)</td>
<td>• Food safety regulatory framework (D)</td>
</tr>
<tr>
<td>• Training &amp; guidance by Boroume (C)</td>
<td>• Arrangement of the pick-up (D)</td>
</tr>
<tr>
<td>• Charity can also be a volunteer in food saving events (C)</td>
<td></td>
</tr>
<tr>
<td>• Having statistics about the amount of redistributed food (D)</td>
<td></td>
</tr>
</tbody>
</table>
MOTIVATIONS, BARRIERS & ENABLERS

Citizen Volunteers

Main barrier: lack of time to volunteer (initial + continued participation), not feeling comfortable to save food in a team

Main motivator: Becoming part of a broader like-minded community online

Technological variables (both as enabler & barrier), social & external variables

<table>
<thead>
<tr>
<th>Motivations and enablers to join the SavingFood platform</th>
<th>Barriers to join the SavingFood platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Interest in meeting people offline through the events</td>
<td>• Lack of time to volunteer (79,7%)</td>
</tr>
<tr>
<td>• Becoming part of a broader like-minded community online</td>
<td>• Not feeling comfortable to save food surplus in team (23,8%)</td>
</tr>
<tr>
<td>• Possibility to testify about experiences</td>
<td>• Lack of belief in the proposed model of SavingFood (14,3%)</td>
</tr>
<tr>
<td>• Possibility to apply the role of an ambassador</td>
<td>• Lack of information about Boroume (9,5%)</td>
</tr>
<tr>
<td>• Possibility to help in making matches between food donors &amp; charities</td>
<td>• Lack of ICT skills (4,8%)</td>
</tr>
</tbody>
</table>

Technological functions: map of events (90%), notifications (95%) and transport function (25% Gr/HFA 62%)
Segments

**Show me:** early adopters to join SF online, and having a high concern about food waste. 28,2% for Boroume

**Help me:** late and early majority to join SF online, need more concrete behavioural guidance around food waste. 69,8% for Boroume

**Make me:** Not interesting in joining SF online, and are unlikely to change their behaviour towards food waste. 2,1% for Boroume
**Tactic:** Motivational videos  
**7E:** Enthuse

**Segments:** Show me ; Help me

---

**Educational on food waste**

Watch this educational video tailored to children to help them comprehend the food waste problematic and adopt an environmentally and socially responsible behaviour.

Raising awareness, passing along the message, affecting the behaviour of parents and other kids, making change! Join the revolution! Start SavingFood now!

---

SavingFood developed 10 motivational videos to raise awareness about the food waste challenge, train citizens on food waste prevention practices and engage stakeholders to become part of the solution.
Tactic: Quantification report
7E: Encourage
Segment: Donors/Citizens
**Tactic:** SavingFood ambassador
**7E:** Engage & exemplify

**Segment:** Show me segment that helps to involve in the help me + make me segment
SavingFood Pledge Campaign

SavingFood is IN, are YOU?

Start SavingFood, for You, your Planet and mostly for those in Need!

By signing our petition, you are:
joining an expanding global movement
promoting the end of food waste,
supporting those in need and sharing positive vibes,
helping our Planet stay Green

YES I Support SavingFood

Signature: __________________________________________
Date: __________________________________________

Name: __________________________________________
Surname: _________________________________________
Email: __________________________________________

I want to receive the awesome newsletter of SavingFood: YES - NO

Just use the #SavingFood and Share your Support, Today!
Segment: All segments + show me segments as co-organizers

Tactic: Awareness raising events

7E: Engage

Boroume in the Triangle (October 2017)

Night of the Budapest Wholesale Market (June 2017)
**Tactic:** Social media pictures

**7E:** Experience

**Segment:** Help me segment

<table>
<thead>
<tr>
<th>Channel</th>
<th>May 2017</th>
<th>November 2017</th>
<th>March 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Reach</td>
<td>43400</td>
<td>55485</td>
<td>76800</td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>458</td>
<td>565</td>
<td>689</td>
</tr>
<tr>
<td>Twitter Profile followers</td>
<td>255</td>
<td>305</td>
<td>380</td>
</tr>
<tr>
<td>Twitter Impressions</td>
<td>53658</td>
<td>76975</td>
<td></td>
</tr>
</tbody>
</table>

---

*Afbeelding 1: SavingFood*

*Afbeelding 2: SavingFood*
Conclusions

The strategy should be tailored towards:
- The current volunteering experience or non-experience with food redistribution
- Beliefs and attitudes around food waste
- Demographics of citizen volunteers

The strategy should result in:
- Tailored communication messages,
- Different roles for volunteers (lack of time is the greatest barrier)
- A combination of elements of the 7E-model

Only reaching out to potential citizens volunteers, donors and charities for research purposes led to new involved members in the Boroume network. Awareness raising events have been successful, also current ambassador program crowdsourcing and pledges pay off. Holistic approach, demands lot of coordination, but advantage of not focusing on one element, but trying to multiply via different angles

Next steps: analysis/evaluation in order to understand drivers, refine interventions and provide guidelines for other organisations.
Replication opportunities

Exploitable results
(1) SavingFood platform application
(2) Platform process
(3) Behavioural change model for grassroot initiatives around Europe:
   How to engage more people in fighting food waste & raise awareness

Who might be interested?
• Existing large scale food surplus redistribution organisations (primarily food banks) targeting smaller scale donors
• Regional/City charity networks willing to start food surplus redistribution activities locally
• Organisations willing to develop direct redistributions chains/activities (especially in countries where not in operation yet)
• Support of volunteering based redistribution actions (gleaning, farmers markets, event catering surplus)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 688221
Key success factors

• Overcoming technical, legal obstacles and motivation hurdles in case of donors, especially SME
• Finding the right “economies of scale” providing sufficient “return on investment” of the redistribution activities
• Available financial and human resources on the recipient side
• Availability of stable and flexible volunteer resources
• Existence of strong and “independent” coordinator in the network
• Paralel building of “critical mass” on both sides
Are you interested?

Please, contact us: Drop us an email at: **info@savingfood.eu**

Or contact as at:
- SavingFood Project Coordinator: Vasiliki Madesi (ViLabs): **madesivk@vilabs.eu**
- SavingFood LivingLabs expert: Balázs Cseh: **cseh@filab.eu**
- SavingFood engagement and behaviour change research team: Wim Vanobberghen: **wim.vanobberghen@imec.be**
  Carina Veeckman: **carina.veeckman@imec.be**

Happy to help you replicate our SavingFood solution!

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 688221
Thank you!

SavingFood EU
Subscribe to our channel

@saving_food
Link up with us on Twitter

SavingFood
Like us on Facebook

www.savingfood.eu
info@savingfood.eu