UK food waste in 2007 – 16 Mt
Thrown away every day in UK homes

- 24 million slices
- 5.8 million whole potatoes
- 1.5 million sausages

Costs 900 Euro a year for average family
Make Toast Not Waste campaign moment March/April 2018

The problem: Bread is one of the top most wasted foods in the UK with 24 million slices of bread being thrown away from households every day.

Audience insight: the main reason people bin bread is because it goes off before they have had time to eat the whole loaf.

Behavioural Solution: storing bread in the freezer would reduce waste (and our target audience love toast!).
The Intervention

To deliver a social media and PR campaign which aims to:

• Increase awareness of how much bread is thrown away and wasted every day (24 million slices);
• Increase knowledge of the benefits of freezing bread and making toast from frozen to reduce the amount of bread being binned; and
• Encourage audiences to experiment with different toppings on their toast to create tasty, convenient and affordable meal solutions to maximise the use of bread.

Which audiences were we targeting?

• Students & new to workplace (18-24)
  • Young families (25-34)
Digital campaign based on quality photography and everyday ingredients
Campaign performance exceeded all KPIs

<table>
<thead>
<tr>
<th>KPI</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital reach</td>
<td>698,130 (paid: 540,572, organic: 157,558)</td>
</tr>
<tr>
<td>Digital engagements</td>
<td>203,200 (social: 180,583, website goal completion: 4,206, influencer: 18,431)</td>
</tr>
<tr>
<td>Reach with online influencers</td>
<td>393,743</td>
</tr>
<tr>
<td>Pieces of national coverage</td>
<td>21</td>
</tr>
<tr>
<td>Pieces of regional and consumer coverage</td>
<td>190</td>
</tr>
</tbody>
</table>
Key success factors:

Working with online influencers
Campaign Learnings – social media and website

Paid Media

• Photo albums produced the highest post engagement rate with post reaction rate up to 12%.
• The 4 second animations delivered very well with one of the videos delivering video views at £0.005. For a campaign that didn’t centre on video content, this is an impressive average and shows the audience are receptive to this content.
  • Segmenting content to the right audiences resulted in an effective spend.

Organic Content

• Organic content that saw the most engagement had a relatable tone, demonstrating audience knowledge and understanding. The most engaged posts provided handy tips. This allowed the audience to take away the key message.
• Instagram was a strong channel for the campaign, LFHW’s Instagram audience grew by 483. The content performed really well on this channel, as expected. It was boosted further by reposting influencer content.

Influencer Activity

• A targeted approach to influencer engagement proved successful. We tapped into active and engaged communities.
  • Instagram influencers were the right channel to target for this campaign, achieving a 4.7% engagement rate.

Campaign landing pages

• A more developed user journey to drive the audience to the campaign landing pages helped to increase website engagement.
• Dwell time on both campaign landing pages were incredibly high, at almost four minutes, as the audience engaged with content for longer, showing content resonated with the audience.
• Bounce rate on the English campaign landing page was low indicating that over half of the audience continued to another part of the LFHW site.
PR

• Leading a story with a shockingly large figure grabs interest and creates headlines.
• Including new research statistics allowed us to create a newsworthy story for the press, using existing research to support.
• Some journalists were keen to receive accompanying imagery, so the toast topper assets worked well.

Partners

• A longer lead in time with partners saw positive results – leading in 3-months out with a top line, following up with assets.
• Partners welcomed more positive messaging and imagery (compared to negative messaging around food waste stats and citizen guilt).
• Everyday product that resonates with all audiences worked well for this campaign.
• Simple ‘ask’ for organisations to get involved (ie posting social media content) meant more partners engaged in the campaign.
Overall aim
To encourage sustainable food systems in cities by combining and communicating key messages relating to:
• Recycling more unavoidable food waste
• Promoting healthy sustainable eating
• Preventing food waste
EU replication cities

- Dublin, Ireland
- Brussels, Belgium
- Milan, Italy
- Barcelona, Spain
- Oslo, Norway
- Växjö, Sweden
- Sofia, Bulgaria
- Burgas, Bulgaria

Resource bank
Capacity building
Campaign replication
Dissemination seminar
TRiFOCAL Ambassador
Benefits of getting involved

• Try out new ways of communicating using combined messaging on food waste recycling, food waste prevention and healthy eating
• Receive advice, training and tools to deliver a behaviour change campaign
• PR opportunities
• Be part of a project that’s drawing interest in the UK and EU
• Share learning and experience with other organisations and EU municipalities
• Participate in a project that will benefit Europeans and contribute to developing sustainable food systems in cities
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