TIME'S UP FOR FOOD WASTE!

SETTING THE EU ACTION AGENDA TOWARDS 2030

CONFERENCE
BRUSSELS | 12.12.2019

EU2019FI
RECOMMENDATIONS FOR ACTION (CONSUMERS & CITIZENS)

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Zero Waste Scotland exists to lead Scotland to use products and resources responsibly, focusing on where we can have the greatest impact on climate change.

Using evidence and insight, our goal is to inform policy, and motivate individuals and businesses to embrace the environmental, economic, and social benefits of a circular economy.
FIGHTING SCOTLAND’S FOOD WASTE

Zero Waste Scotland is supporting the Scottish Government to reach our national target of 33% reduction in food waste by 2025.

With 61% of Scotland’s food waste coming from households, consumers and citizens are a key target for action.
CHANGING BEHAVIOUR

Providing information alone won’t change behaviour, we need to influence societal norms.

We can provide positive solutions, showcase how we want people to behave and highlight the benefits of saving food should be favoured over messages highlighting the negative impacts of food waste.
EXAMPLE: LESSONS IN REDUCING FOOD WASTE

• Empowering pupils from primary to senior school with knowledge and skills
• Designed to fit into the Scottish National School Curriculum
• Literacy, Science, Maths, Religious & Moral Education, Home Economics specific lessons
• School food waste monitoring toolkit & how to work with the school dinner hall
EXAMPLE: WORKPLACE & COMMUNITY TRAINING

- 104 sessions, 1054 attendees
- For every 1 person trained, 38 are reached = ca 40,000 people / year
- Engaging the hard to reach
- 98% said they shared what they learned with others
- 88% said they changed their behaviour
EXAMPLE: WORKPLACE & COMMUNITY TRAINING

• Ensuring we reach those facing barriers to access to information
• Partnership approach, peer to peer learning
• Additional resources, such as in Sign Language
KNOWING OUR AUDIENCE

We need to increase our understanding of the barriers for our target audiences (cultural, infrastructure, access to information, resources, geography).
EXAMPLE: FOOD WASTE BEHAVIOURAL INSIGHTS

• What drives food waste?
• What informs citizens’ behaviours?
• What messages resonate, how should they be communicated?
EXAMPLE: THE LOVE FOOD HATE WASTE CAMPAIGN

- 178 stories secured
- 326.8m total reach
- 99.5% inc. spokesperson quote

- 229k print circulation
- 311.8m online circulation
- 97% inc. campaign imagery

- 100% positive coverage
- 14.8m broadcast listeners
- 100% inc. key messages

- 557k page reach
- 646.8k impressions
- 33.1k video views
- 268k ad reach

- 1470 clicks
- 3422 engagements
- 1559 new fans

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EXAMPLE: GOOD TO GO – OVERCOMING CULTURAL BARRIERS

• Two fifths said they were “too embarrassed” to ask for a doggy bag
• Double reassurance needed
• Food safety upfront
• 83% with leftover food took it home
• 92% who took food home ate it
• Average restaurant food waste reduction 42%
KEY RECOMMENDATIONS

1. Individual and community behaviour change

2. Develop and use a wider range of methods to better understand consumer behaviour as regards food waste and design effective solutions

3. Increase use and development of audience segmentation