

Encouraging Sustainable Lifestyles: Learnings from Food Waste Reduction

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Our approach ...



RE-INVENTING

How we design & sell products

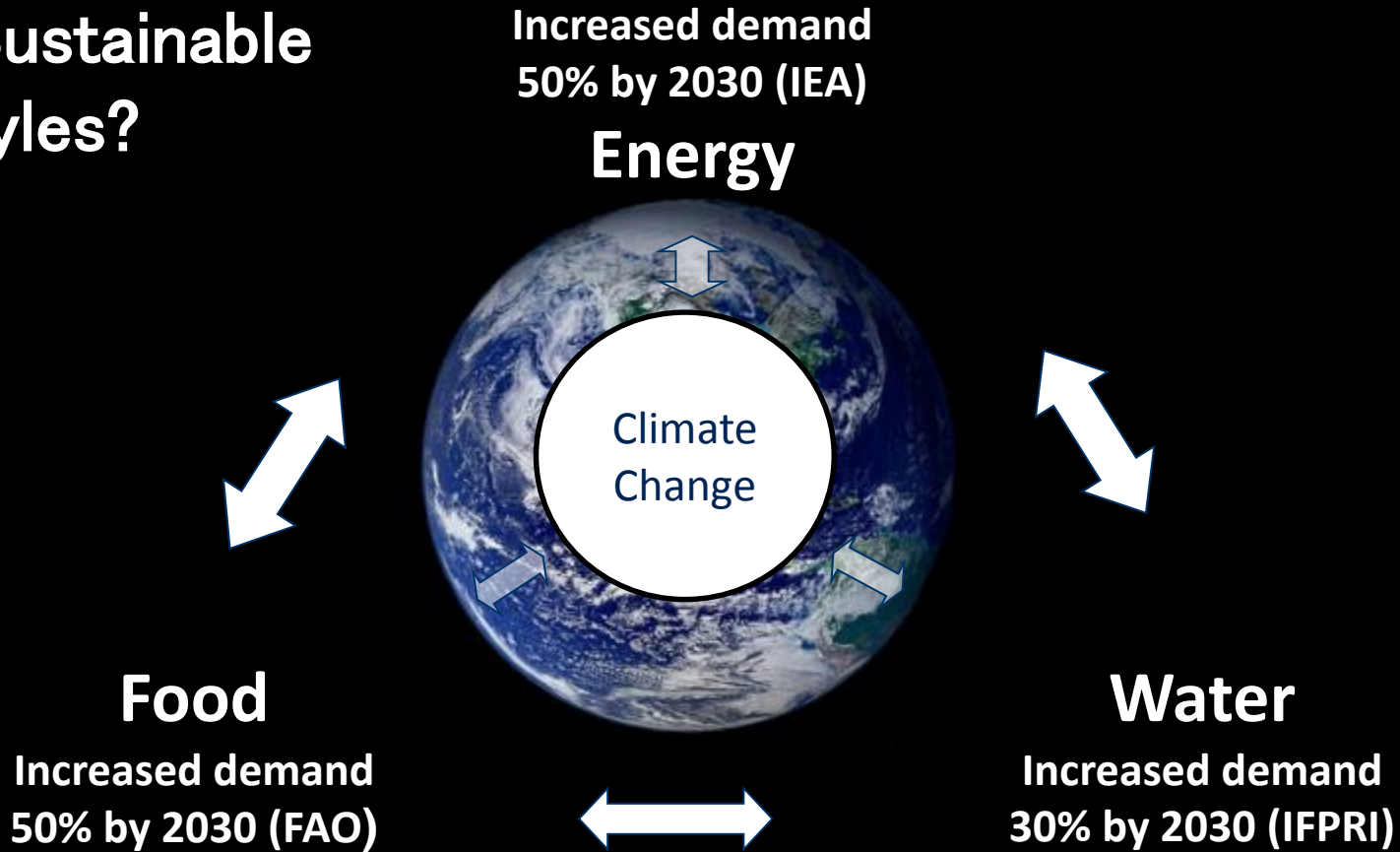
RE-THINKING

How we use & consume products

RE-DEFINING

What is possible through re-use & recycling

Why Sustainable Lifestyles?



Sustainable Lifestyles

Mission:

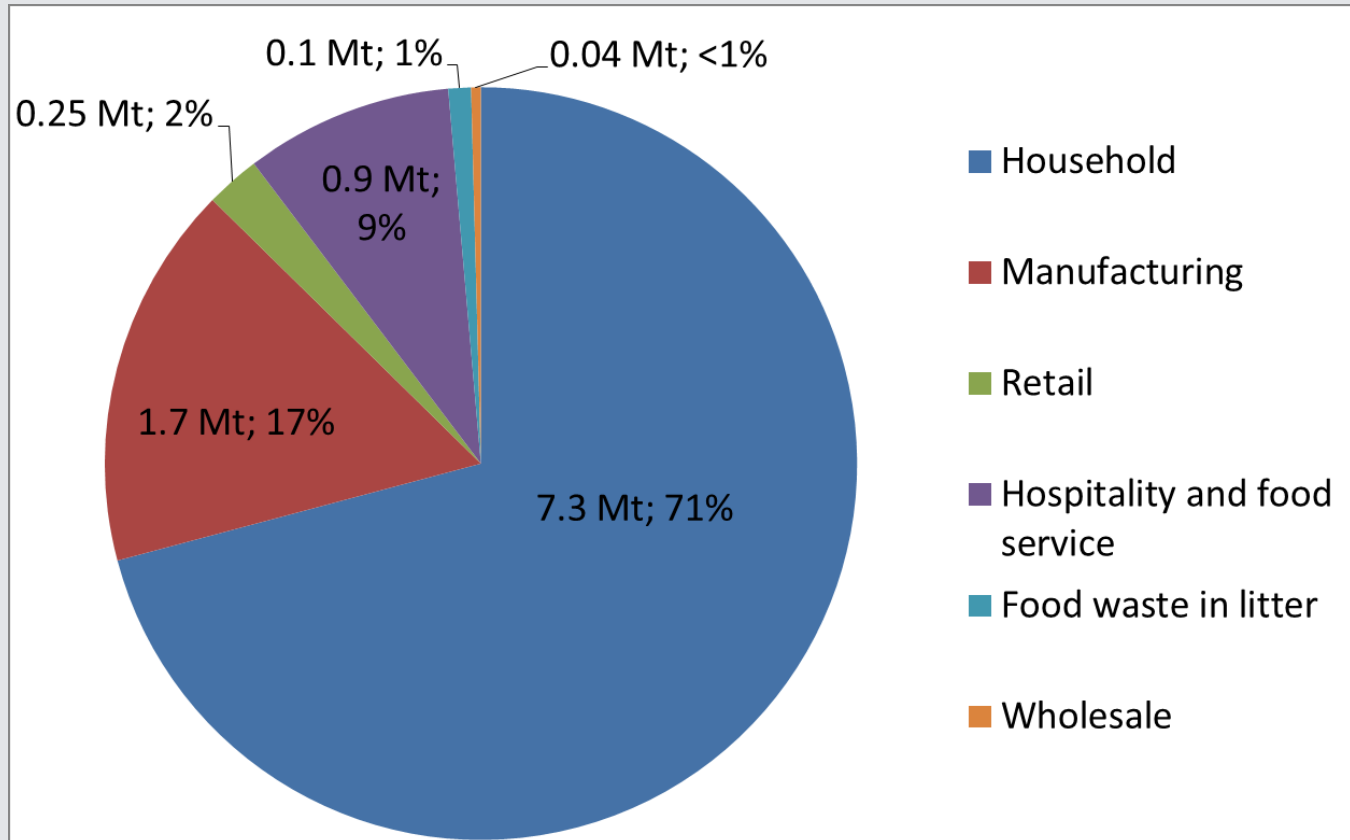
To foster the uptake of sustainable lifestyles as the common norm... ensuring their positive contribution to addressing global challenges.



Embedding Change in Homes and Communities



UK Food Waste 2015 – post farm gate



- Raising awareness of the issue
- Influencing customers habits
- Changing the retail environment

Detailed Household Evidence



Key behaviours:

Planning

Buying

Storage

Preparation

Use

Influencing citizens: strategy

- Raising awareness of the issue





- Influencing habits
 - Segmented audiences
 - Focussed messages
 - Targeted channels



Aspirational discoverers

- High food waste
- Love food
- Still forming their habits
- Creators and sharers of online content



Spontaneous creatives

- Medium food waste
- Love food & kitchen gadgets
- Willing to change
- Consumers of online content



Pressured providers

- Medium food waste
- Functional relationship with food
- Willing to change
- Consumers of online content

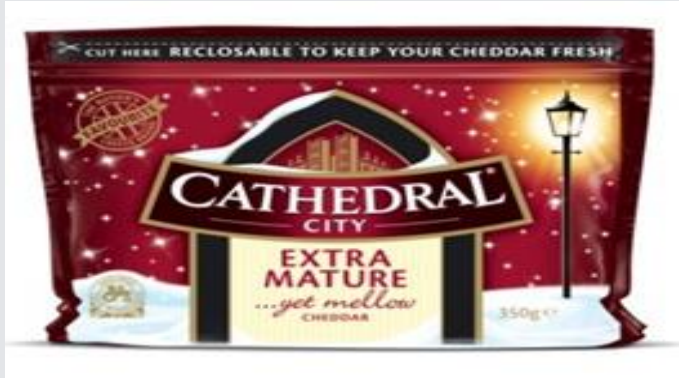
- Targeting specific behaviours:
 - Planning
 - Storage
 - Perfect portions
 - Using leftovers



- Changing the retail environment
 - Extending shelf life
 - Innovative packaging
 - Promotions
 - Labelling



More changes in store





Influencing customers

**UK Household food
waste:**

1 million t/y savings

4 Mt GHG savings

\$4.2 billion

80:1 RoI

Love Food Hate Waste around the world



The screenshot shows the NSW EPA website for Love Food Hate Waste. At the top, it features the NSW EPA logo and the slogan "Waste less food, save money and our environment". A search bar is present with the text "Search: [input field] [Go]". Below the search bar is a navigation menu with links: Home, About food waste, At home, Food businesses, Partners, Get involved, Food safety, About us, and Contact us. The main content area is divided into three columns, each with a photo and a title: "FOOD SMART" (The whole family can help reduce food waste), "RESEARCH" (Learn about food waste in NSW), and "AT WORK" (Reduce food waste and boost profits). Each column has a magnifying glass icon. At the bottom, there are three more sections: "GREAT NSW FOOD WASTE STUDY" (with a photo of tomatoes), "FOOD EVENT CALENDAR" (with a red calendar icon), and "LEFTOVER RECIPES" (with a photo of a bowl of soup).

This banner features the "LOVE FOOD hate waste" logo and the "VICTORIA" logo. It includes a Facebook icon in the top right corner. The main image shows a young girl with pigtails eating a slice of watermelon. The text "DON'T LET great taste GO TO WASTE" is overlaid on the image.



Get the facts on food waste

Do you know the average Victorian household

THE LIVEWELL 2020 DIET

Fruit and vegetables



Bread, rice, potato, pasta and other starchy foods

THE CURRENT UK DIET

Our present eating habits and how they will need to change if we are to adopt the Livewell diet

Women

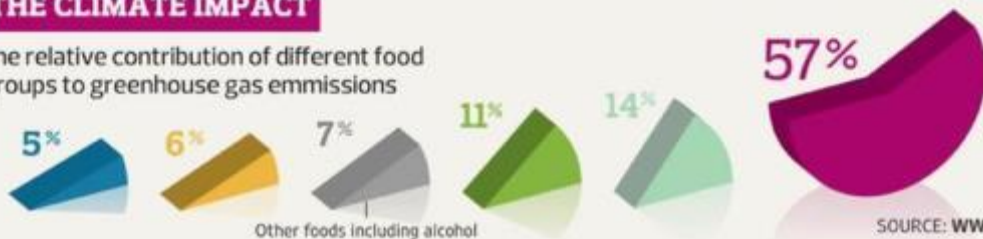


Men



THE CLIMATE IMPACT

The relative contribution of different food groups to greenhouse gas emissions



SOURCE: WWF

A close-up photograph of a white ceramic bowl filled with oatmeal. The oatmeal is topped with sliced almonds and chunks of green apples. The bowl is set against a light green background. Overlaid on the image is a diagram consisting of two orange rounded rectangular boxes with white text, connected by a white arrow pointing from left to right. The left box contains the word "Calories" and the right box contains the word "Nutrition".

Calories

Nutrition

Conclusions



- Encouraging Sustainable Lifestyles is key to delivering a sustainable future
- Approach:
 - Evidence & segmentation
 - Motivate to act
 - Make it as easy as possible
- Messages need to be re–inforced by partners
- Changing ingrained behaviour is difficult.
- It can deliver an excellent return on investment



UNITE IN THE
#FOODWASTE FIGHT