



Influencing citizen behaviour

Lessons learned from a Scottish consumer retail campaign

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Working together

At the end of 2019 Zero Waste Scotland and a major retailer started to plan a joint nationwide campaign to drive food waste reduction among its customers.

The main concept was a 'waste-free' shopping list with messaging targeted at key food waste behaviour target points of planning, purchase, storage and cooking.

Implementing recommendations:

'Individual and community behaviour change'

'Write a list'

'Buy only the quantity you need'

And then Covid-19 hit!



Lockdowns and social distancing made all our shopping, and life, experiences more difficult but the campaign planning continued.

However, the approach had to reflect our changed world with an increased positive focus on saving time in shops, at home, and saving money.

Pre-campaign research

To support the campaign design, reflecting the impact of the pandemic, a Scotland-wide YouGov survey was commissioned.

Key findings were:

- Nearly a third of Scots did not use a list
- Shopping frequency had become less frequent, and felt more stressful.
- 35% said they were wasting less food.
- Fresh fruit, veg and bread/bakery were still the foods most likely to be wasted.



Designing the campaign

The offer: four weeks of waste-free shopping lists to make three meals a day for less than £40 a week.

The target audience: families of four seeking convenience and value (representing the changing economic situation and in home eating). Digital advertisements targeted **4 bespoke Scottish parent audiences**, segmented by motivation and, subsequently, by gender: Thrifty Parents, Sustainable Foodies, Convenience Seekers, Mainstream Media Interests.

Implementing recommendations:

‘Increase use and development of audience segmentation’

‘Plan your portions/, meals’

‘Provide information on involvement in food waste prevention actions’

Billboards, leaflets, social media, print press



thisisjules Just so impressed with this initiative!!
And that food looks delicious 🤤



modelmother This sounds so good. I'm terrible for planning meals and I find it so stressful when I'm having to make food on the hoof. I'll definitely go and check it out 👍



tjstipple Looks delicious, I've never thought to do this. We made the kids the fish tacos last week and it was a huge hit!

roasted cauliflower



nasi goreng

thai sweet



potato curry

fish fingers



tacos

quick chicken tagine



with couscous

Implementing recommendations:

'Spread the word'

'Raise awareness of food waste prevention for all of us in our role as consumers...'



Campaign results

- Great PR and social media results.

Post campaign survey found:

- 97% of those who took part reported zero food waste.
- 83% said they will now use meal plans and lists.
- 98% interested in seeing more lists in the future.

Lessons learned

Not fully implementing the following recommendations:

‘Improve action design, monitoring.....’

‘Develop and use a wider range of methods

- Greater access and use of retailer data for campaign design and evaluation
- Potential consumer panel recruitment.
- During and post campaign household food waste diary availability and promotion to use.
- Longer term monitoring of self reported behaviour change.



Lessons learned

Not fully implementing the following recommendations:

‘Integrate food loss and waste reduction as part of food policy strategies and programmes’

To meet the budget restriction of the campaign the menu plans alone would not meet national guidelines – seeking to increase engagement and co-design with the national food responsible agency for future interventions.



Sharing and learning

The Platform survey is an opportunity to highlight examples where the recommendations have been positively implemented but also importantly the challenges and barriers and how can we, together, find solutions.

Thank you.

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