

## 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

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# 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

# Project ID

**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**



Collective Awareness Platforms  
for Sustainability &  
Social Innovation

**Collaborative consumption**

# 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



**General food  
rescue**



**Gleaning**



**Farmer's market**

- 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



# Partners

**ViLabs**  
(coordinator)  
[www.vilabs.eu](http://www.vilabs.eu)  
GREECE



**FILAB**  
[www.filab.hu](http://www.filab.hu)  
HUNGARY



**Boroume**  
[www.boroume.gr](http://www.boroume.gr)  
GREECE



**Feedback**  
[www.feedbackglobal.org](http://www.feedbackglobal.org)  
UNITED KINGDOM



**Hungarian Foodbank Association**  
[www.elalmiszerbank.hu](http://www.elalmiszerbank.hu)  
HUNGARY



**imec**  
[www.imec-int.com/en/home](http://www.imec-int.com/en/home)  
BELGIUM



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:*

<b>Show me</b>	Awareness & concern Information and education to change & perform the behavior
<b>Help me</b>	Interest in learning the new behavior Largest potential
<b>Make me</b>	No interest Enforcement by laws or regulations are necessary

# Behaviour Change Interventions

## 7E-model

- Enthuse** Make people enthusiast (**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

Method/pilot	Boroume (Gr)	HFA (Hu)	Feedback (UK)	Feedback (Be)
interviews	5 donors/4 charities	2 donors/2 charities	n/a	n/a
survey	154	291	48	27



# 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

Motivations and enablers to join the SavingFood platform	Barriers to join the SavingFood platform
<ul style="list-style-type: none"><li>• Online database of charities &amp; donors (C)</li><li>• Intermediary matchmaking (C, D)</li><li>• Being part of a like-minded community online (C)</li><li>• Signing a pledge (C)</li><li>• Training &amp; guidance by Boroume (C)</li><li>• Charity can also be a volunteer in food saving events (C)</li><li>• Having statistics about the amount of redistributed food (D)</li></ul>	<ul style="list-style-type: none"><li>• Lack of computer material at the premise (C)</li><li>• Lack of digital skills to operate the platform (C)</li><li>• Lack of information about the platform (D)</li><li>• Food safety regulatory framework (D)</li><li>• Arrangement of the pick-up (D)</li></ul>

# 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**

Motivations and enablers to join the SavingFood platform	Barriers to join the SavingFood platform
<ul style="list-style-type: none"><li>• Interest in meeting people offline through the events</li><li>• Becoming part of a broader like-minded community online</li><li>• Possibility to testify about experiences</li><li>• Possibility to apply the role of an ambassador</li><li>• Possibility to help in making matches between food donors &amp; charities</li></ul>	<ul style="list-style-type: none"><li>• Lack of time to volunteer (79,7%)</li><li>• Not feeling comfortable to save food surplus in team (23,8%)</li><li>• Lack of belief in the proposed model of SavingFood (14,3%)</li><li>• Lack of information about Boroume (9,5%)</li><li>• Lack of ICT skills (4,8%)</li></ul>

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

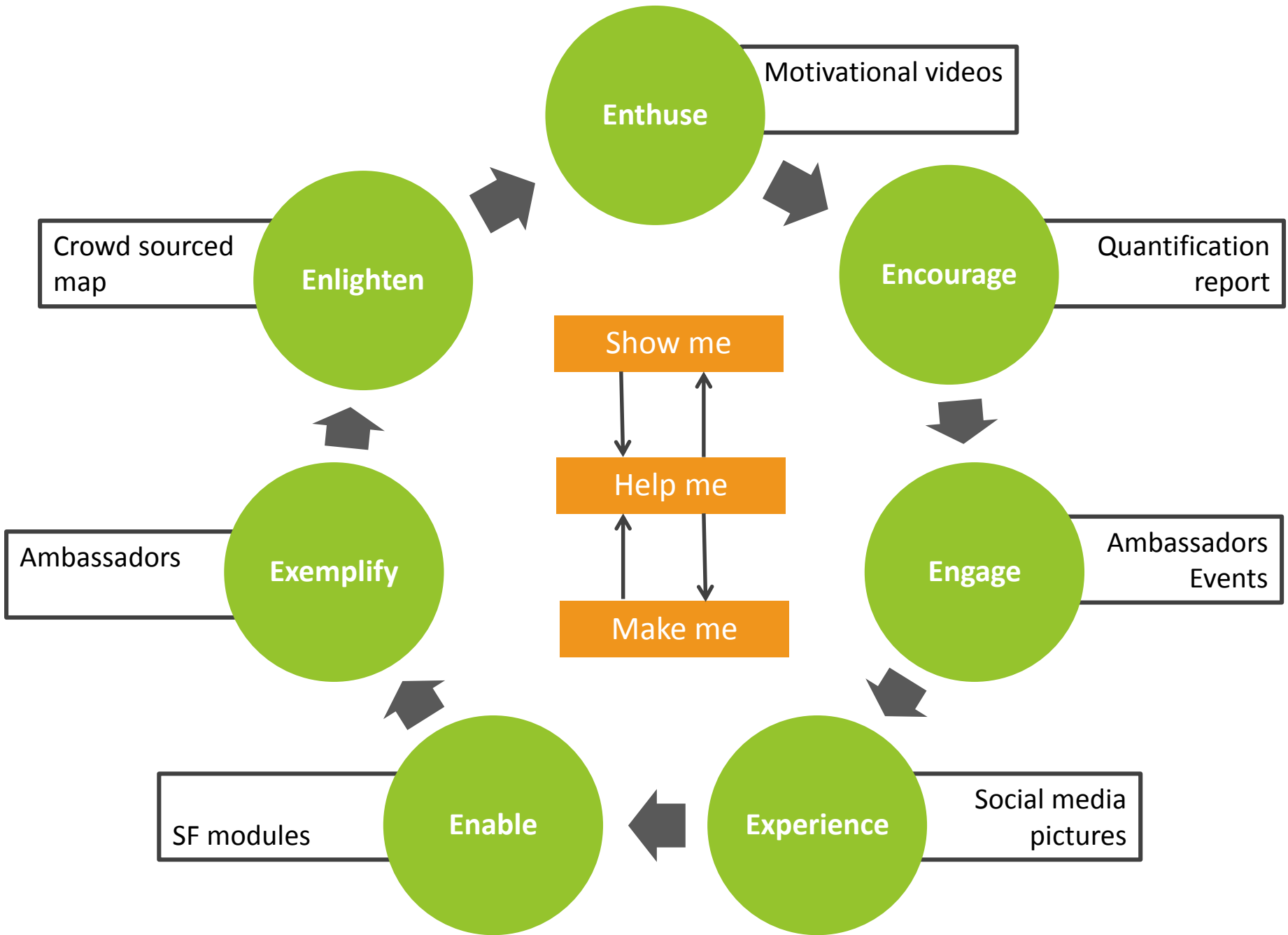
# Segments

**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



About us Events Donations Goodies ▾

SavingFood Educational on food waste



### 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!



Videos

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.



**Educational on food waste**



**Challenges of food waste**



**Gleaning**



**The opportunities of the SavingFood platform**



**Direct way of SavingFood**



**SavingFood Motivation for companies**



Tactic: Quantification report

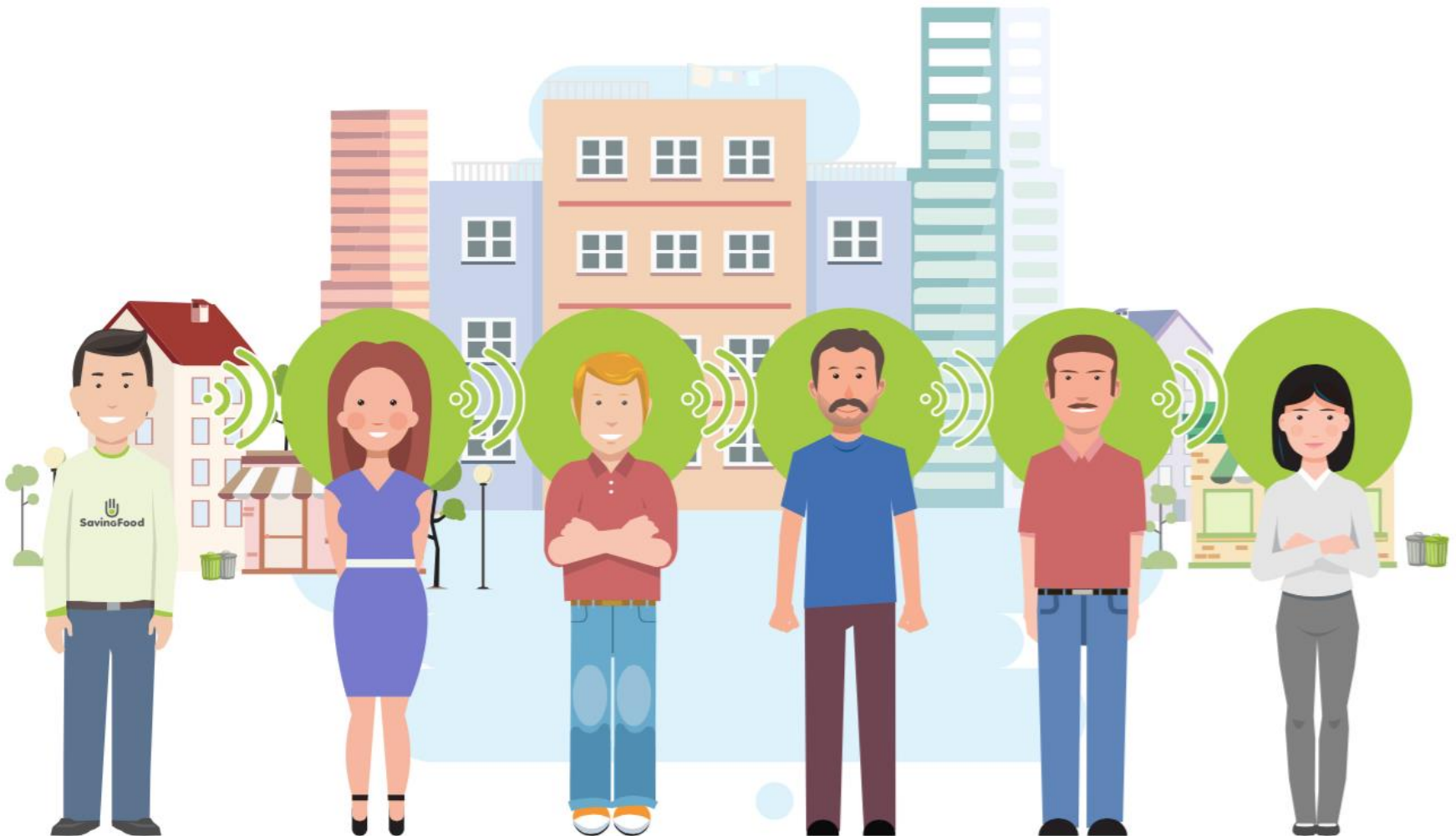
7E: Encourage

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:**



[@saving\\_food](#)



[SavingFood EU](#)



[SavingFood](#)



[Savingfood.eu](#)

Just use the [#SavingFood](#) and [Share your Support, Today!](#)



**Name:** \_\_\_\_\_

**Surname:** \_\_\_\_\_

**Email:** \_\_\_\_\_

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

**Tactic:** Awareness raising events

**7E:** Engage

**Segment:** All segments + show me segments as co-organizers

### Boroume in the Triangle (October 2017)



### Night of the Budapest Wholesale Market (June 2017)



Tactic: Social media pictures

7E: Experience

Segment: Help me segment

Channel	May 2017	November 2017	March 2017
Facebook Reach	43400	55485	76800
Facebook Likes	458	565	689
Twitter Profile followers	255	305	380
Twitter Impressions	53658	76975	

The screenshot shows the Instagram profile for 'savingfood.eu'. The profile name is 'savingfood.eu' with a bio in Greek: 'Επεξεργασία προφίλ'. It has 3 posts, 93 followers, and 393 likes. The bio describes it as an online community for redistributing surplus food and crops, funded by Horizon2020 EU. Below the bio are three posts: a photo of a food distribution event, a flyer for 'ΜΠΟΡΟΥΜΕ ΣΤΟ ΤΡΙΓΩΝΟ' (We can in the triangle), and a flyer titled 'The Challenge' about food waste.



Tactic: SavingFood modules

7E: Enable

Segment: All segments



**Teszt Piac, amit törölni fogunk** Published

21/11/2017 08:00 until 21/11/2017 10:00

Gödöllő



**Teszt Másodszüret, amit törölni fogunk** Published

Published

21/11/2017 08:00 until 21/11/2017 10:00

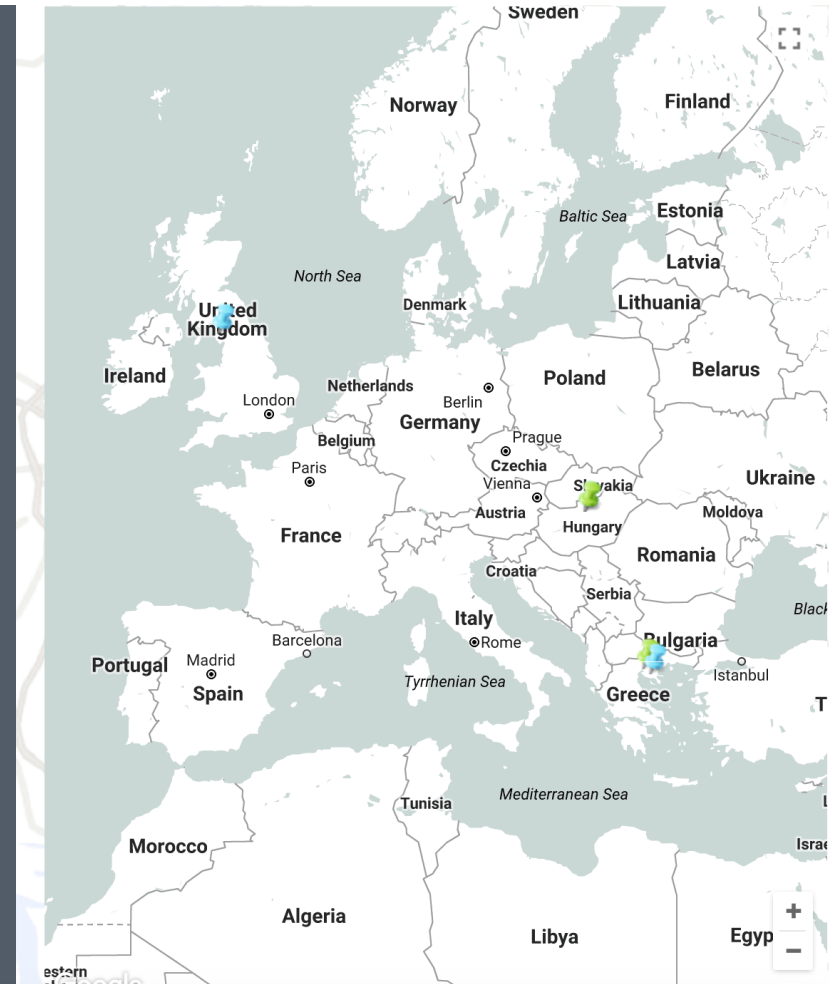
Gödöllő



**Leeks in the Lakes**

Completed

25/12/2017 13:00 until 25/12/2017 19:00



Tactic: Crowdsourcing map

7E: Enlighten

Segment: Show me segment

# 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)





# 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
- Parallel building of “*critical mass*” on both sides



# Are you interested?

Please, contact us:

Drop us an email at: [info@savingfood.eu](mailto:info@savingfood.eu)



Or contact as at:

- SavingFood Project Coordinator:

Vasiliki Madesi (ViLabs): [madesivk@vilabs.eu](mailto:madesivk@vilabs.eu)

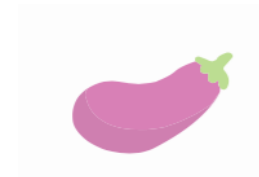
- SavingFood LivingLabs expert:

Balázs Cseh: [cseh@filab.eu](mailto:cseh@filab.eu)

- SavingFood engagement and behaviour change research team :

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Happy to help you replicate our SavingFood solution!



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# Thank you!



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[info@savingfood.eu](mailto:info@savingfood.eu)

