

# WRAP's latest work on consumer food waste prevention

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# WRAP's work on Household Food Waste reduction

### Behaviour Change Interventions

Our BCI team of experts use behavioural science to identify and analyse the barriers to food waste prevention behaviour and develop interventions that facilitate change, resulting in food waste prevention

### Citizen campaigns

Food Waste Action Week 2022 \* is all set to build on the success of 2021, keeping the same theme 'Wasting Food Feeds Climate Change'.

Always on content through our Love Food Hate Waste brand. The citizen campaigns team at WRAP create insight-led content for use by our partners and signatories to raise awareness and provide tips and advice for good food management practices.

### The Retail Environment

Our technical experts advise on changes in the retail environment; e.g. recommended best practice for products, labelling and packs to prevent citizen food waste and reinforce campaign messaging. Also provide surplus redistribution guidance

### Research and segmentation

WRAP conducts regular research to track citizen behaviours and attitudes; in 2021 we developed a comprehensive lifestyle segmentation piece; and we are currently conducting a significant UK food waste measurement piece of work





# THE LFHW BRAND

We unite, motivate, and inspire citizens to act

Underpinned by  
**ROBUST  
RESEARCH**

A **TRUSTED** voice  
and **RESULTS**

Built on  
**STRATEGIC  
PARTNERSHIPS**  
to deliver our  
message

Show practical,  
achievable ways to  
**CHANGE  
BEHAVIOUR**

**INSIGHTFUL  
AND FUN  
CAMPAIGNS**  
targeting  
household food  
waste

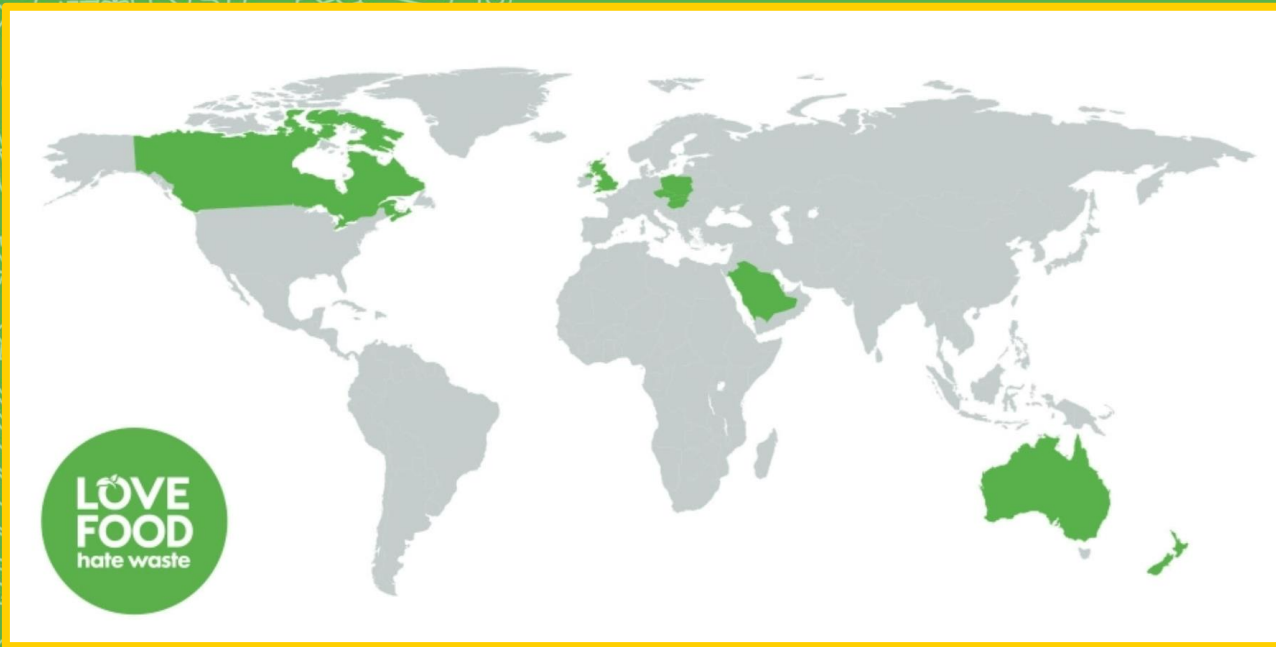
We challenge attitudes, behaviours and mindsets

wrap

LOVE  
FOOD  
hate waste

# LOVE FOOD HATE WASTE INTERNATIONAL

## LICENCE & NETWORK



Australia, Canada, Czech Republic, Hungary, New Zealand, Saudi Arabia, Scotland and Slovakia.



# LFWW INTERNATIONAL

Love Food Hate Waste reached over 2 million people between March and April on Facebook and Instagram.



**Analysis:** Social advertising reached 782k people overall (58% reach was for Facebook) and delivered 2.2m impressions - around 5m on each platform. 596k people were reached from the Reach ad campaign specifically. The campaign delivered at a cost of £1.75 per 1,000 people reached (CPR), below the £3.00 average benchmark for LFWW.

**Audience:** The reach campaign targeted 7 audiences: Living Well, Zero Waste Warriors, Recipe Fans, Shop Local, Money Savers, Food Waste Men, and a Lookalike audience, optimised to maximum reach at the lowest cost. Facebook saw cheaper results overall, with the Food Waste Men costing just £0.52 CPR. The highest volume of reach however was for the Living Well audience - we reached 187k of them on Facebook and 110k on Instagram.

**Content:** Over 10 different creatives were used in the reach campaign, a mix of images and videos. The plastic fungus creative had the highest reach, reaching 254k people in our target audience and generating 566k impressions.

2.5m  
Reach on social channels

927k  
Reach of media coverage

185k  
Engagements across social channels

1.5k  
Page likes & followers across social channels





# LFHW INTERNATIONAL



## Rankin's latest exhibition tackles the impact of food waste on climate change

World-renowned fashion and portrait photographer Rankin focuses on how food waste affects the climate crisis



CTV Morning Live @CTVMorningLive

During #FoodWasteActionWeek, Registered Dietician, @LindsayPleskot provides CTV Morning Live with five tips to reduce food waste and save money!

FOOD WASTE ACTION WEEK  
WED 10 THU 8 FRI 8 SAT 7 SUN 10  
CREWS BATTLE EARLY MORNING FIRE ON MAIN & 2ND STREET

FOOD.CANADA

Food Waste Action Week comes to Canada

WASTING FOOD FEEDS CLIMATE CHANGE

When buying in bulk:

1. Have a plan
2. Share with a friend
3. Preserve produce

#reducefoodwaste @lfhw.ca  
Reply to @lfhw @ctvmwastereactionweek





# FOOD WASTE ACTION WEEK 2022

Overview





# Key impacts

**3.5m**

paid video views

**30m+**

paid digital impressions

**8.1m**

UK adults heard or saw something about FVAW '22

**55%**

of UK citizens who saw the campaign changed their behaviour

# Key impacts

**1.1m**

video views across all influencer content on Instagram, Facebook and TikTok

**4k+**

posts across IG, Twitter, FB and TikTok mentioning FWAW and/or using the #

**602**

pieces of coverage to date

**100%**

pieces of coverage included at least one key message



# Overview



# International Participation

**12 / >80**  
**Countries / Organisation**

Supported the week internationally with various activations





# Food Waste Action Week 2023



**6TH-12TH MARCH 2023**

If you wish to support the week either via amplifying the messaging and/or sponsoring the week.

**Please get in touch. [lfhwinternational@wrap.org.uk](mailto:lfhwinternational@wrap.org.uk)**

# WRAP's work on Household Food Waste reduction

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## Citizen campaigns

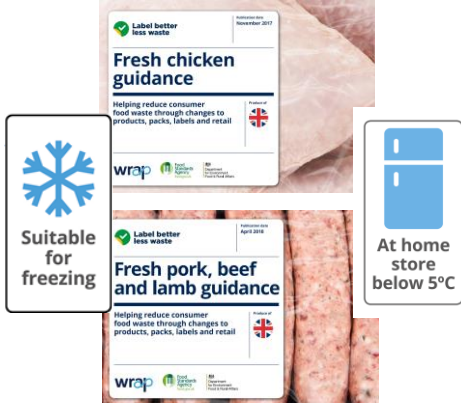
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# THANK YOU



Please contact  
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