

**LOVE  
FOOD**  
hate waste

**Consumer Behaviour Change UK**

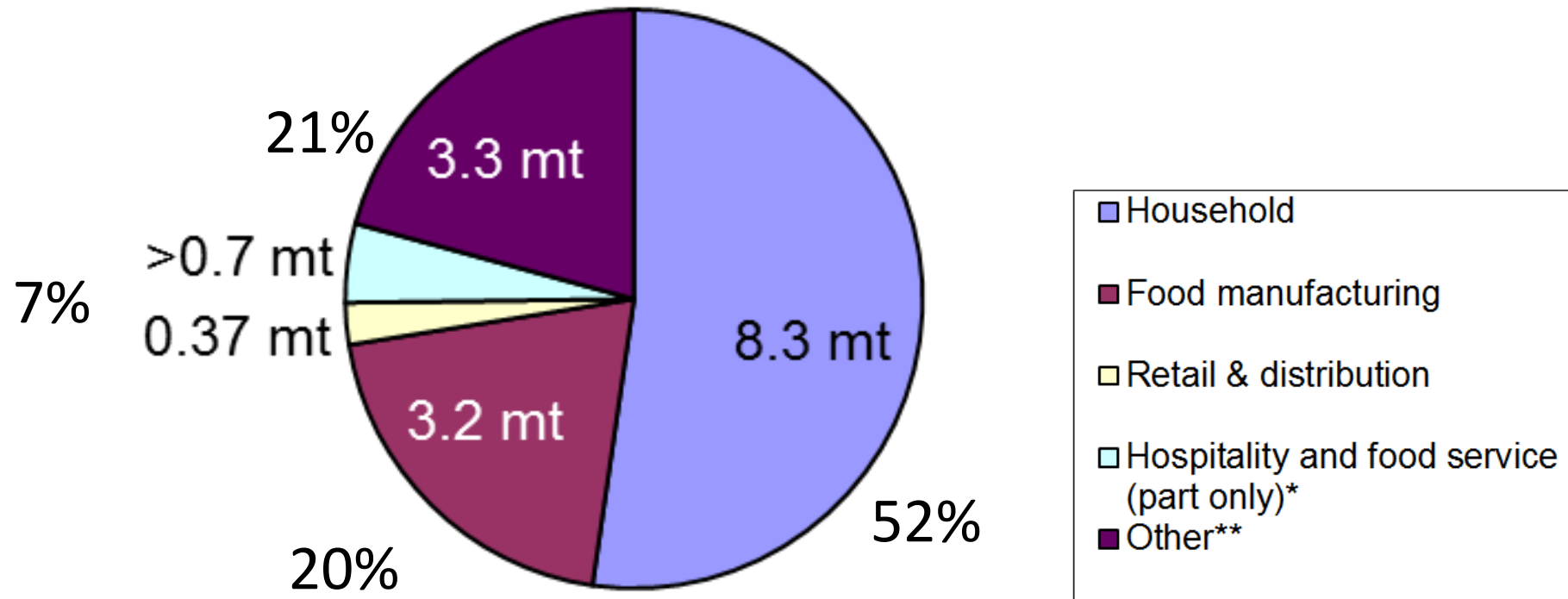
David Rogers

Head of International Resource Management

WRAP GLOBAL

Meeting of the EU Platform on Food Losses and Food Waste  
Vilnius, 24 May, 2018





UK food waste in 2007 – 16 Mt



24 million  
slices

Costs 900 Euro a  
year for average  
family



1.5 million sausages



5.8 million whole potatoes

Thrown away every day in UK homes

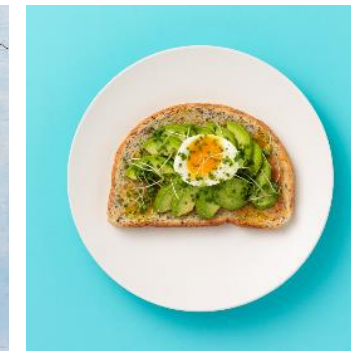
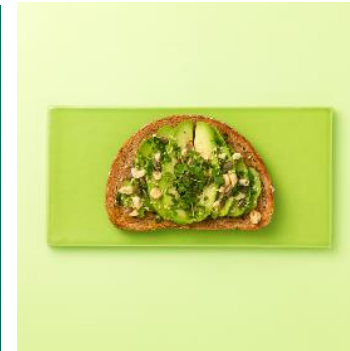
## Make Toast Not Waste campaign moment March/April 2018



**The problem:** Bread is one of the top most wasted foods in the UK with 24 million slices of bread being thrown away from households every day.

**Audience insight:** the main reason people bin bread is because it goes off before they have had time to eat the whole loaf.

**Behavioural Solution:** storing bread in the freezer would reduce waste (and our target audience love toast!).





# The Intervention

To deliver a social media and PR campaign which aims to:

- Increase awareness of how much bread is thrown away and wasted every day (24 million slices);
- Increase knowledge of the benefits of freezing bread and making toast from frozen to reduce the amount of bread being binned; and
- Encourage audiences to experiment with different toppings on their toast to create tasty, convenient and affordable meal solutions to maximise the use of bread.

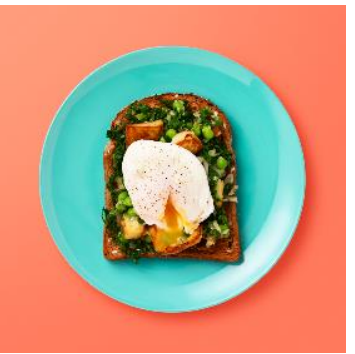
## Which audiences were we targeting?

- Students & new to workplace (18-24)
  - Young families (25-34)





Digital campaign based on quality photography and everyday ingredients





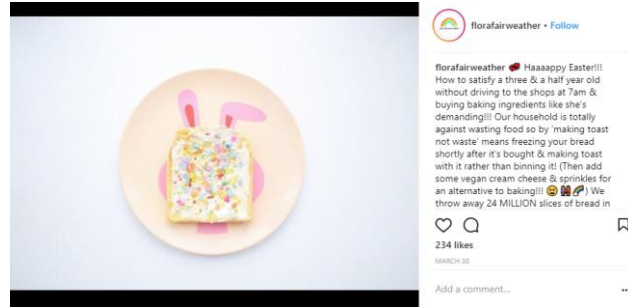
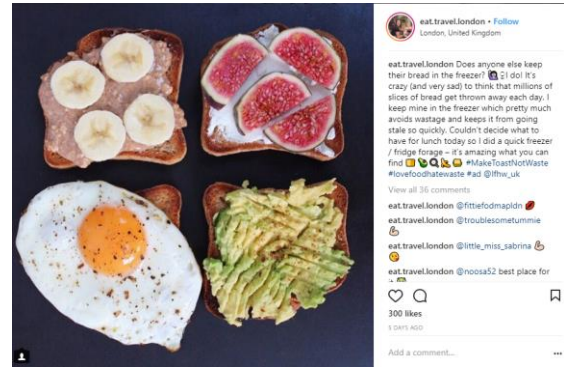
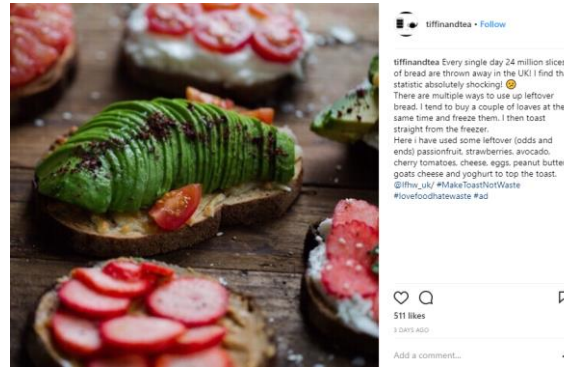
# Campaign performance exceeded all KPIs

KPI	Result
Digital reach	698,130 (paid: 540,572, organic: 157,558)
Digital engagements	203,200 (social: 180,583, website goal completion: 4,206, influencer: 18,431)
Reach with online influencers	393,743
Pieces of national coverage	21
Pieces of regional and consumer coverage	190





# Key success factors: Working with online influencers







# Campaign Learnings – social media and website

## Paid Media

- Photo albums produced the highest post engagement rate with post reaction rate up to 12%.
- The 4 second animations delivered very well with one of the videos delivering video views at £0.005. For a campaign that didn't centre on video content, this is an impressive average and shows the audience are receptive to this content.
  - Segmenting content to the right audiences resulted in an effective spend.

## Organic Content

- Organic content that saw the most engagement had a relatable tone, demonstrating audience knowledge and understanding. The most engaged posts provided handy tips. This allowed the audience to take away the key message.
- Instagram was a strong channel for the campaign, LFHW's Instagram audience grew by 483. The content performed really well on this channel, as expected. It was boosted further by reposting influencer content.

## Influencer Activity

- A targeted approach to influencer engagement proved successful. We tapped into active and engaged communities.
  - Instagram influencers were the right channel to target for this campaign, achieving a 4.7% engagement rate.

## Campaign landing pages

- A more developed user journey to drive the audience to the campaign landing pages helped to increase website engagement.
- Dwell time on both campaign landing pages were incredibly high, at almost four minutes, as the audience engaged with content for longer, showing content resonated with the audience.
  - Bounce rate on the English campaign landing page was low indicating that over half of the audience continued to another part of the LFHW site.

## PR

- Leading a story with a shockingly large figure grabs interest and creates headlines.
- Including new research statistics allowed us to create a newsworthy story for the press, using existing research to support.
- Some journalists were keen to receive accompanying imagery, so the toast topper assets worked well.

## Partners

- A longer lead in time with partners saw positive results – leading in 3-months out with a top line, following up with assets.
- Partners welcomed more positive messaging and imagery (compared to negative messaging around food waste stats and citizen guilt).
- Everyday product that resonates with all audiences worked well for this campaign.
- Simple ‘ask’ for organisations to get involved (ie posting social media content) meant more partners engaged in the campaign.



**NEWS BULLETIN**  
**Freeze bread to cut down on waste, young urged**  
 Young people have been urged to get into the habit of freezing bread to cut down on the 24 million slices thrown away every day in the UK.  
 The average person throws out more than half a loaf of bread every month and three quarters of all bread that is binned has simply not been used in time, Love Food Hate Waste said.  
 A survey of UK consumers aged between 18 and 34 found 69 per cent throw bread away every week and 26 per cent know they can make toast straight from frozen bread, but do not.  
 More than half eat bread at least four days a week, the poll found, and 31 per cent every day. About three in five, when told that it takes a year to produce bread from field to fork, said they would be more likely to freeze it.



**IN BRIEF**  
**Freeze and toast plea to stop bread waste**  
 YOUNG people are being urged to freeze bread to cut the 24million slices dumped each day in the UK. A survey of 18- to 34-year-olds found 69 per cent throw bread away every week, while 26 per cent of the 1,000 quizzed know they can make toast straight from frozen bread but do not do it. Sarah Clayton, from Love Food Hate Waste, said: "We can all do our bit to bin less bread by popping it in the freezer to keep it for much longer."



**Toast bread straight from the freezer to avoid waste, campaign urges**  
 UK households throw away 2.6m slices of bread each day, says anti-food waste campaign  
 More than half of those questioned eat bread at least four days a week and 31 per cent eat it every day.  
 But it came as a surprise to 61 per cent of responders that it takes a year to produce bread from field to fork.  
 They said now they knew, they would be more likely to freeze it.  
 Sarah Clayton, from Love Food Hate Waste, said: "We can all do our bit to bin less bread by popping it in the freezer to keep it for much longer. You can even use bread straight from the freezer to make toast, without needing to defrost it first."



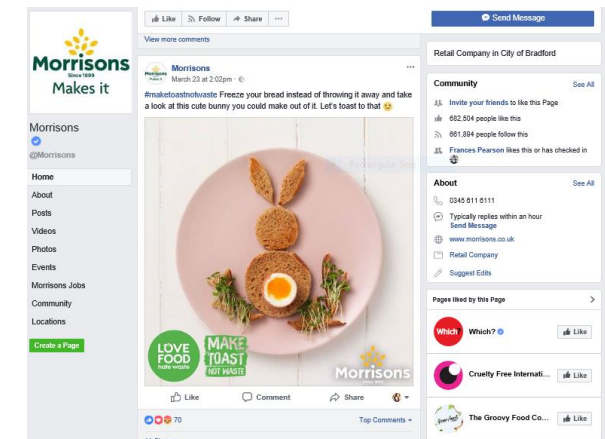
**Young are told: Use your loaf**



**Younger generation urged to freeze bread to cut down on food waste**  
 FOOD campaigners urged young people yesterday to freeze bread as they revealed that the UK bins 24 million slices every day.  
 The average person throws out more than half a loaf of bread every month, three quarters because it has been used in time, Love Food Hate Waste said.  
 A survey of UK consumers for Creamline questioned 1,000 British adults aged 18 to 34 and found 69 per cent throw bread away every week.  
 A quarter are aware they can make toast from frozen, but still do not freeze it.  
 More than half of those questioned eat bread at least four days a week and 31 per cent eat it every day.  
 But it came as a surprise to 61 per cent of responders that it takes a year to produce bread from field to fork.  
 They said now they knew, they would be more likely to freeze it.  
 Sarah Clayton, from Love Food Hate Waste, said: "We can all do our bit to bin less bread by popping it in the freezer to keep it for much longer. You can even use bread straight from the freezer to make toast, without needing to defrost it first."



## Posts



# TRiFOCAL London

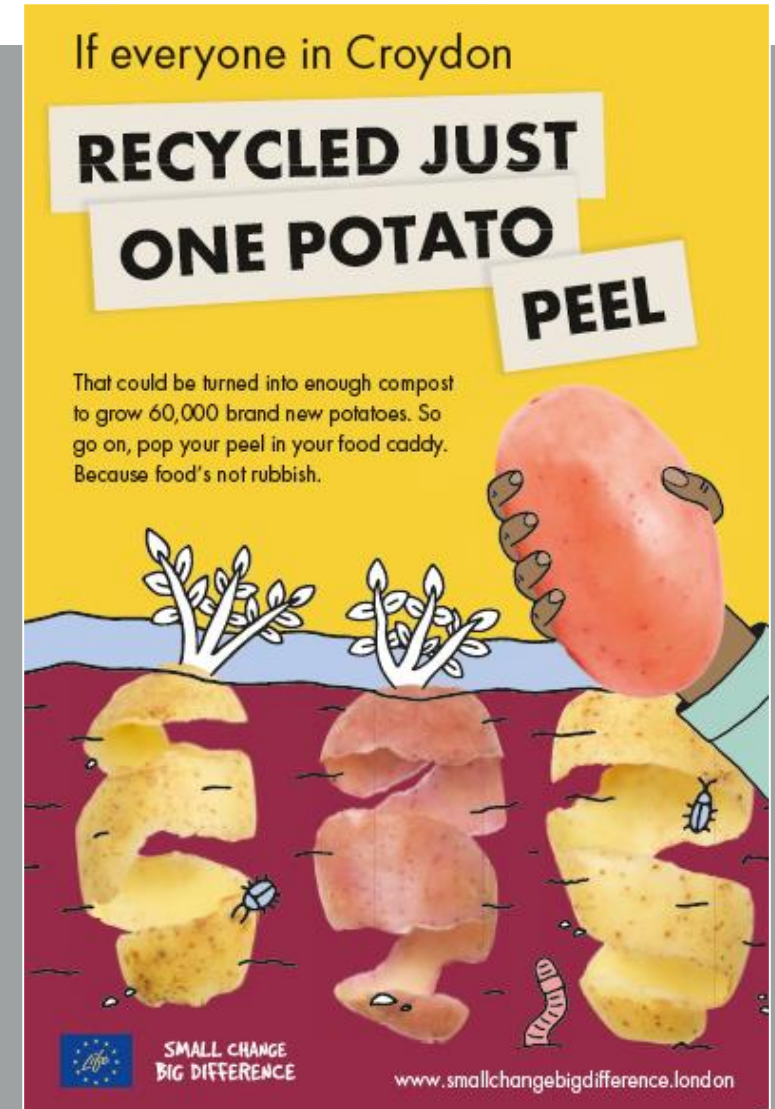
Transforming City FOod hAbits for LIFE



## Overall aim

To encourage sustainable food systems in cities by combining and communicating key messages relating to:

- Recycling more unavoidable food waste
- Promoting healthy sustainable eating
- Preventing food waste





# EU replication cities



Resource bank

Capacity building

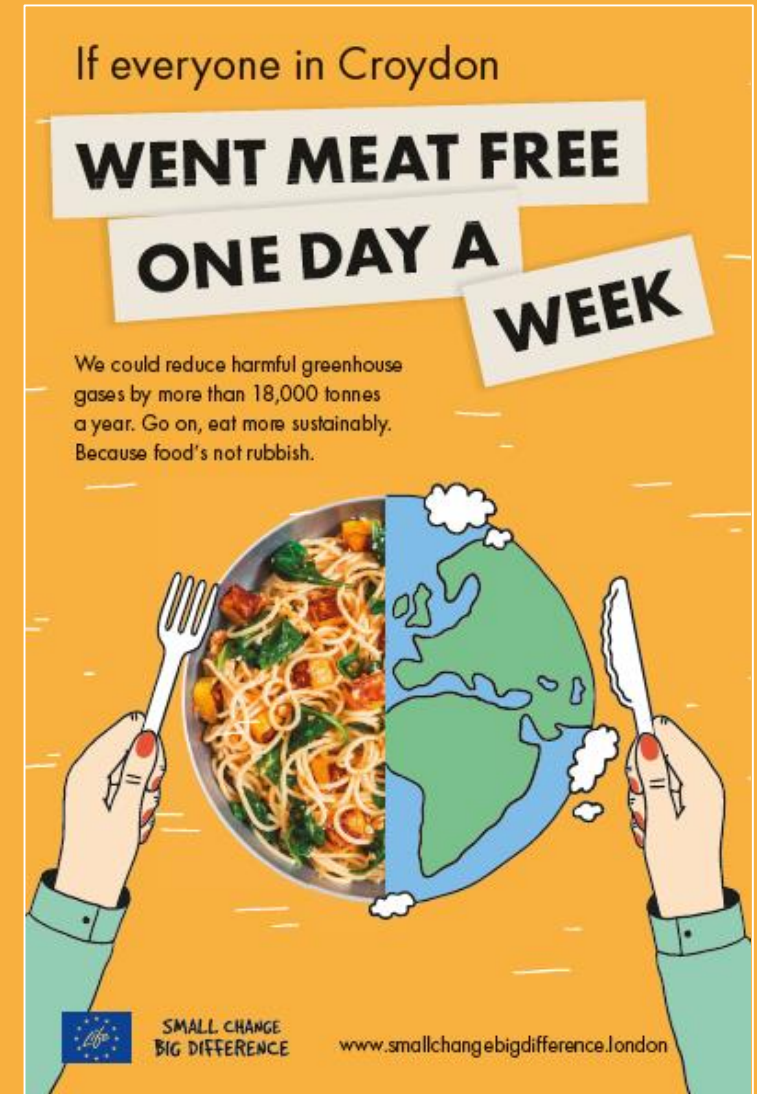
Campaign replication

Dissemination seminar

TRiFOCAL Ambassador

# Benefits of getting involved

- Try out new ways of communicating using combined messaging on food waste recycling, food waste prevention and healthy eating
- Receive advice, training and tools to deliver a behaviour change campaign
- PR opportunities
- Be part of a project that's drawing interest in the UK and EU
- Share learning and experience with other organisations and EU municipalities
- Participate in a project that will benefit Europeans and contribute to developing sustainable food systems in cities



# Connect with us

## SMALL CHANGE BIG DIFFERENCE

**#SmallChange**

Twitter: @scbdlondon

Instagram: @smallchangebigdifference

Facebook: @scbdlondon

**hello@smallchangebigdifference.london**

*Web: smallchangebigdifference.london*

 **TRiFOCAL**

Twitter: @TRiFOCAL\_London

**trifocal@wrap.org.uk**

*Web: trifocal.eu.com*