

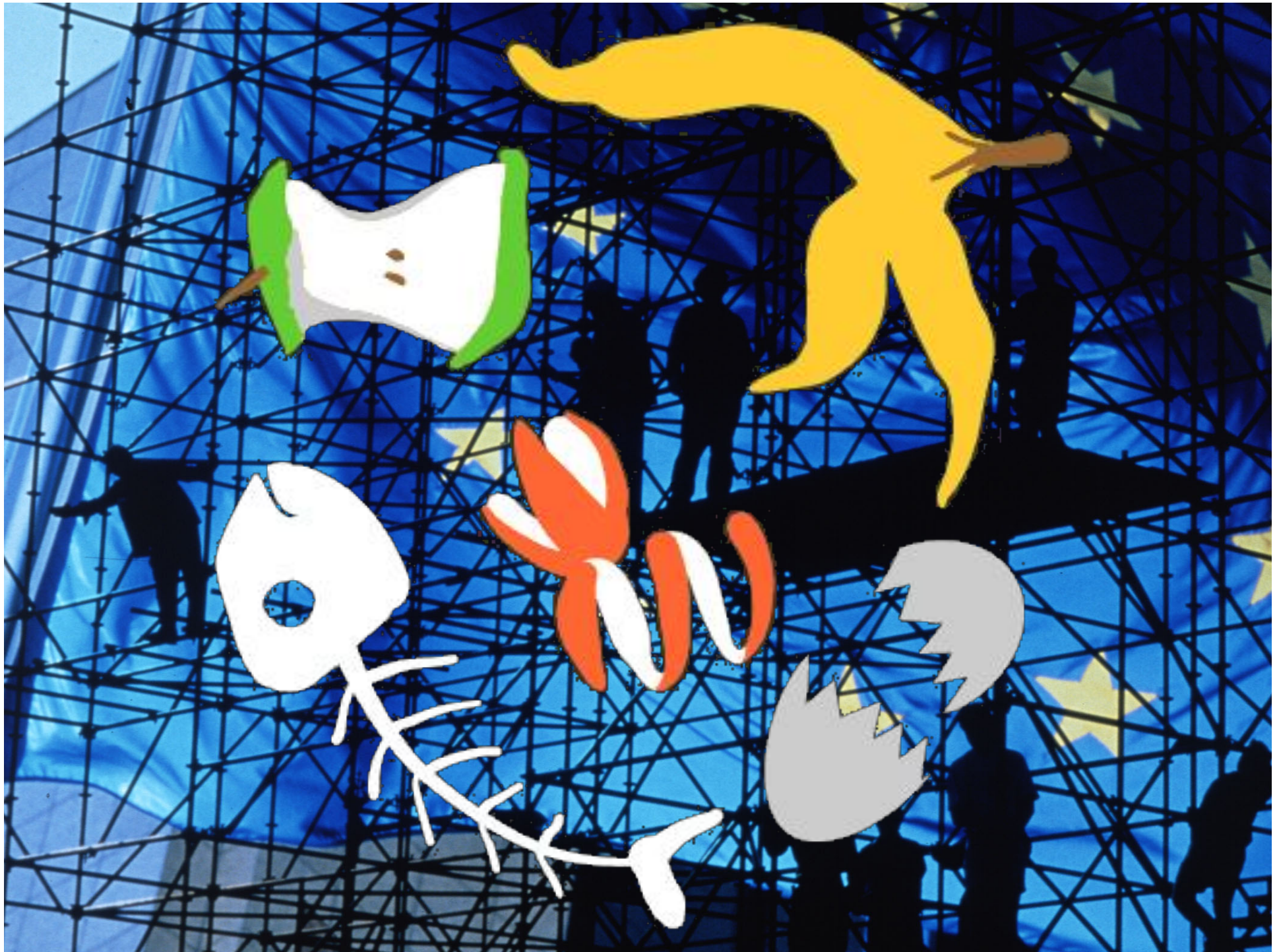


# EU FUSIONS

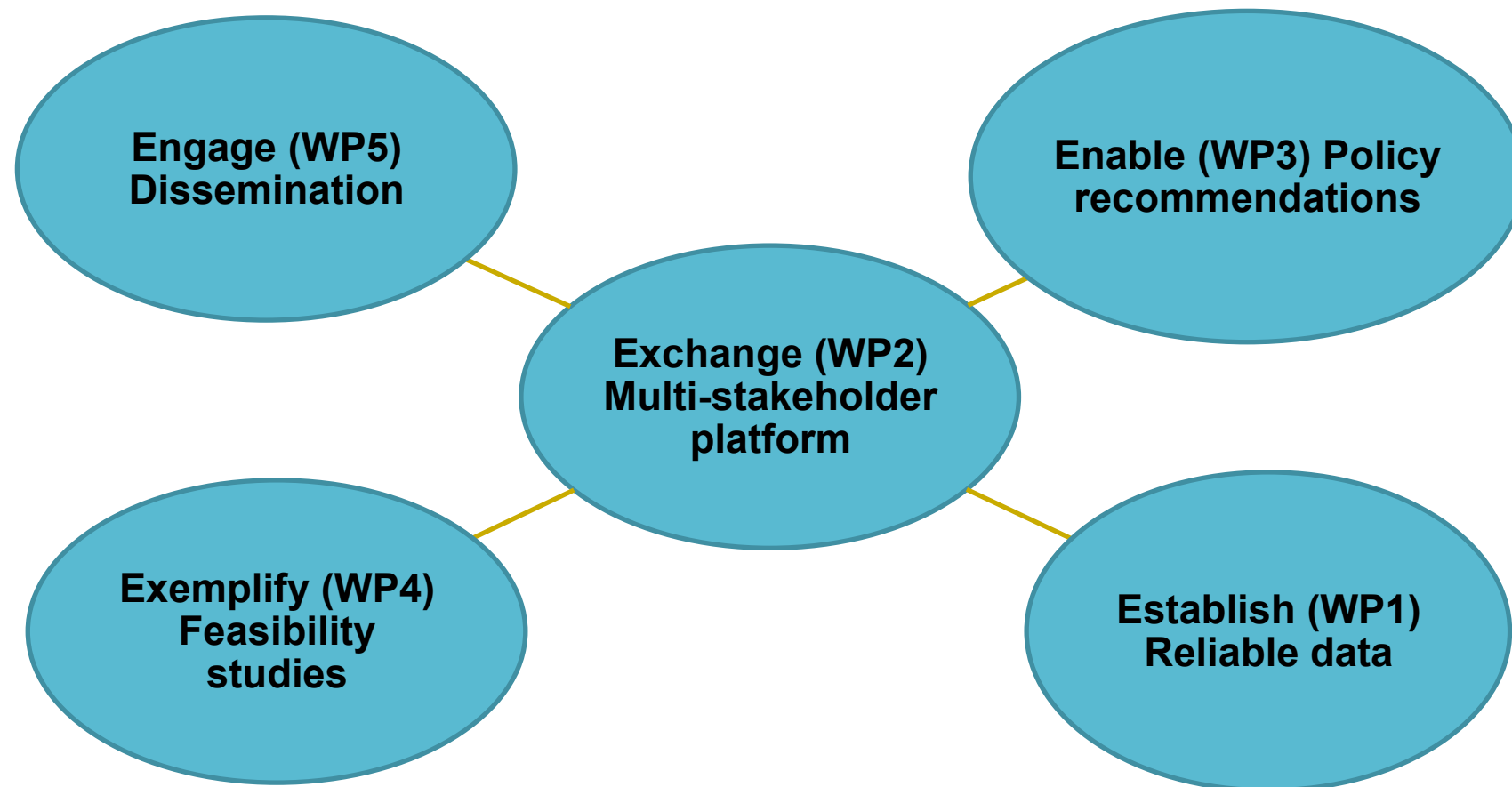
Sophie Easteal, WRAP

Reducing food waste through social innovation





# Project structure



Reducing food waste through social innovation



# Involving 21 partners in 13 countries



# WP4: Key activities



**Exemplify (WP4)  
Feasibility studies**

**Put social innovation  
into practice**

- Identify existing social innovation solutions that reduce waste
- Test new social innovation ideas
- Evaluate their impact on reducing waste



Reducing food waste through social innovation



# WP4: Examples

wrap



## LEAGUE *of* MEALS



Take ingredients that need to be used...



...add a mix of people keen to experiment...



...and cook up a feast!



Reducing food waste through social innovation

wrap



# WP4: Examples

wrap



## Love Food Champions' workbook



Reducing food waste through social innovation



# WP4: Get involved



- Submit your social innovation ideas to our survey:  
[www.surveymonkey.com/s/5X2FKW9](http://www.surveymonkey.com/s/5X2FKW9)
- Around four leading ideas will be tested via feasibility study and their impact evaluated



Reducing food waste through social innovation



# Get involved

- Follow us on Twitter
- 'Like' our Facebook page
- Visit our website and share it with colleagues and partners
- Register for our ezine (via website)



**EU FUSIONS**



**@EU\_FUSIONS**



**[www.eu-fusions.org](http://www.eu-fusions.org)**



Reducing food waste through social innovation



# Summary

- FUSIONS is an ambitious multi-stranded project
- It includes key activities around data, policy, pilots and communication
- Active membership & opportunities for stakeholder involvement



Reducing food waste through social innovation





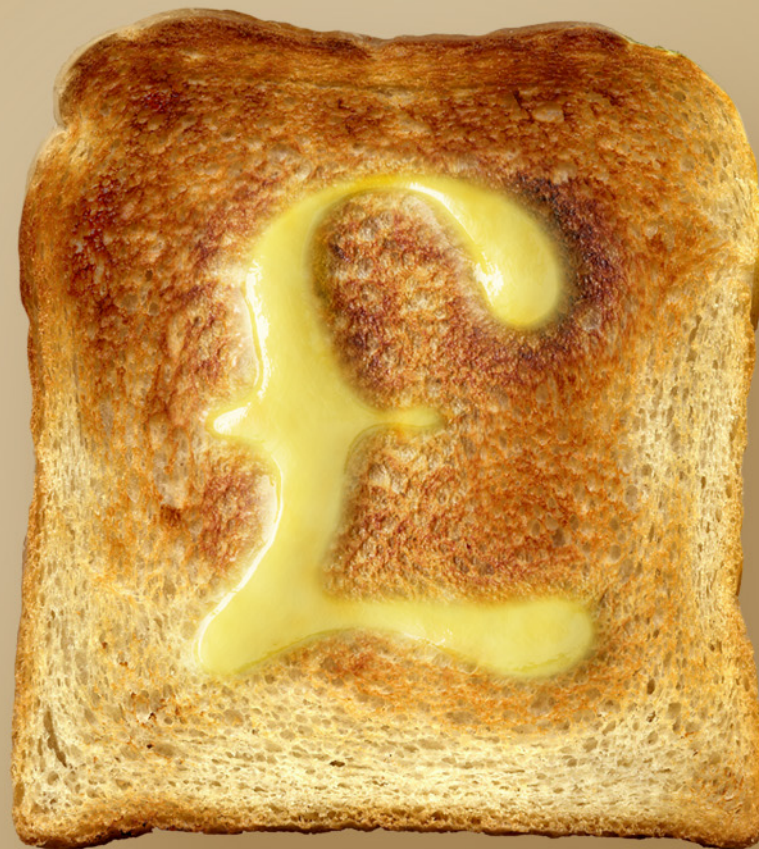
Thank you!  
Any questions?

Reducing food waste through social innovation



# Kampagne: Love Food Hate Waste

**Sophie Easteal, WRAP**  
**Konferenz am 13. Juni 2013**



**LOVE**  
**FOOD**  
hate waste



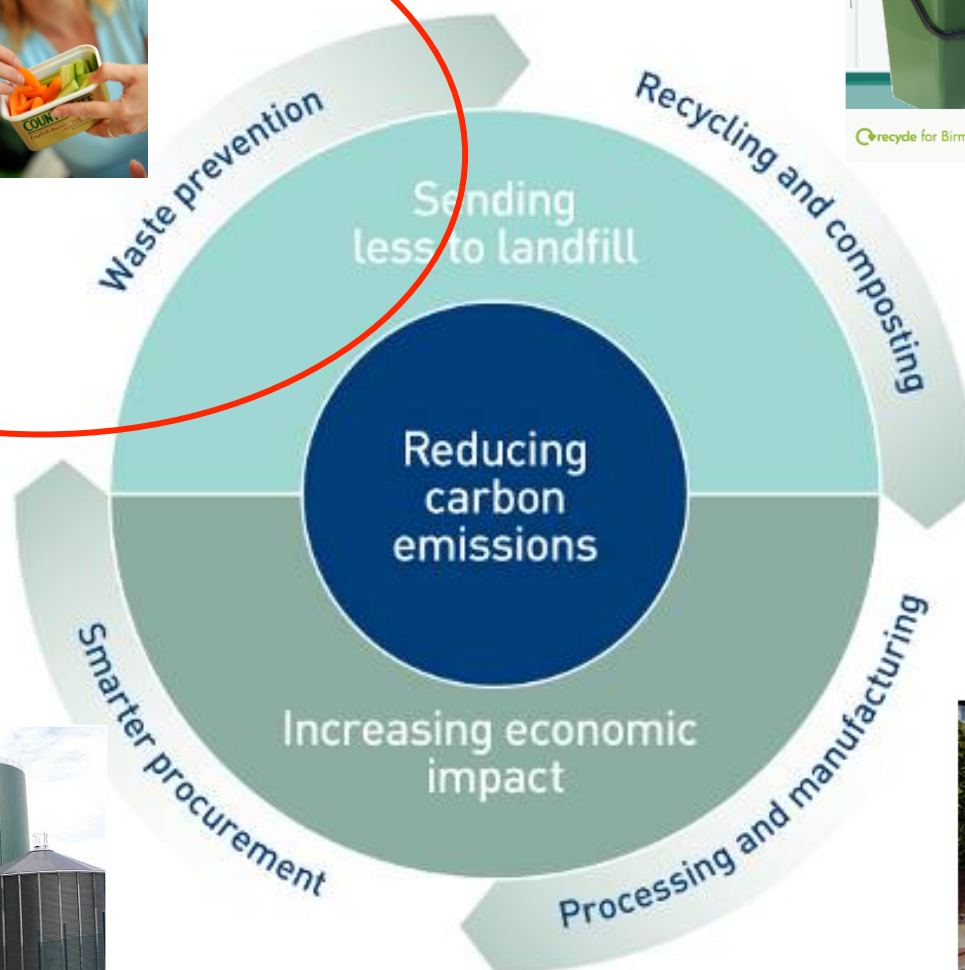
## **What I'll cover today**

- **WRAP and our work on food waste**
- **Strategy for tackling household food waste**
- **Love Food Hate Waste – how did we get here?**

**Find out more:**

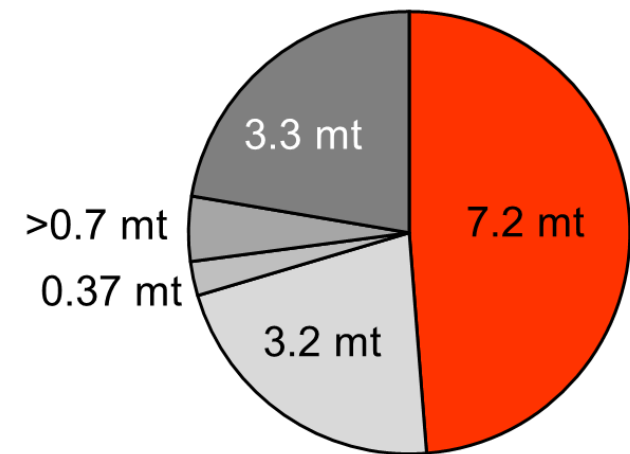
**[www.wrap.org.uk/food](http://www.wrap.org.uk/food)**

# Our work on food waste



## The scale of the opportunity

- **Around 15Mt arising each year**
- **Equivalent to 35% of that bought**
- **Household = *ca* 50% of the total:**
  - **€800 per average family**
  - **17 billion “5 a day” portions**



- Household
- Food manufacturing
- Retail & distribution
- Hospitality (profit sector)\*
- Other\*\*

**Find out more:**

**[www.wrap.org.uk/hhfwfacts](http://www.wrap.org.uk/hhfwfacts)**

## Reasons for consumers wasting food



**Planning**

**Buying**

**Storage**

**Preparation**

**Use**

## Delivery

### Consumer food waste prevention strategy

- **Changing consumer behaviour**
  - **Raise awareness, motivate to action**
- **Changing the retail environment**
  - **Products, packaging, labelling, merchandising**



## Delivery

### Courtauld Commitment 3

- UK food industry agreement
- £1.6 billion of savings
- 20% reduction in household food waste



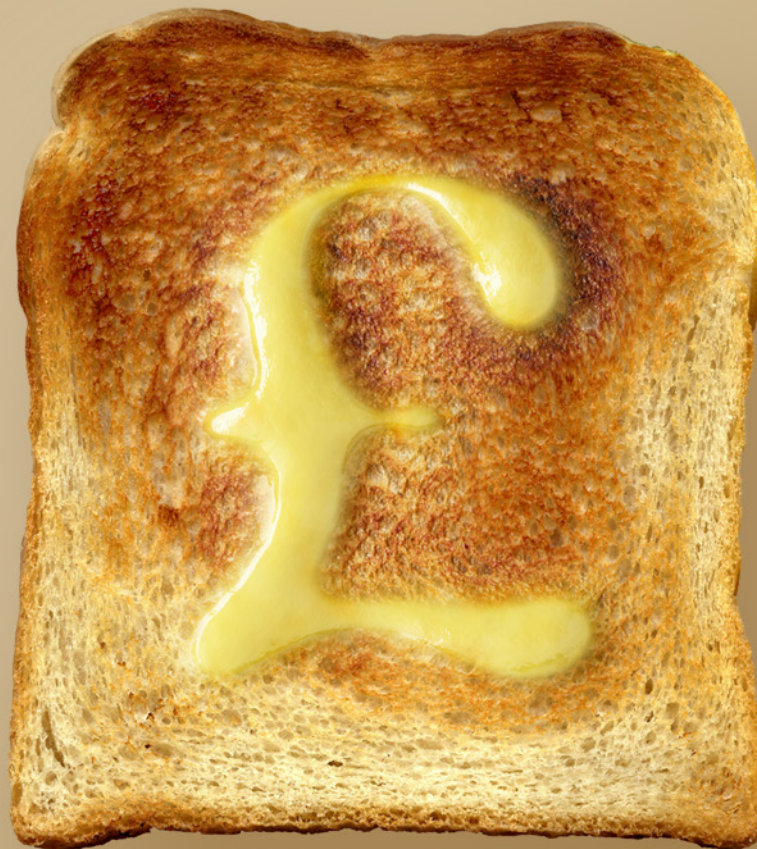
Find out more:

[www.wrap.org.uk/courtauld](http://www.wrap.org.uk/courtauld)

**WRAP**

Working together for  
a world without waste

# Love Food Hate Waste How did we get here?



**LOVE**  
**FOOD**  
hate waste

# Love Food Hate Waste

## Changing consumer behaviour

- **Raise awareness**
  - **Personal behaviour**
  - **Benefits of change**
- **Encourage and enable action**
  - **Positive messages**
  - **Simple, easy & small changes**
- **Promote new habits**



## We looked at key trends...



**Demographic**



**Lifestyle**



**Food**

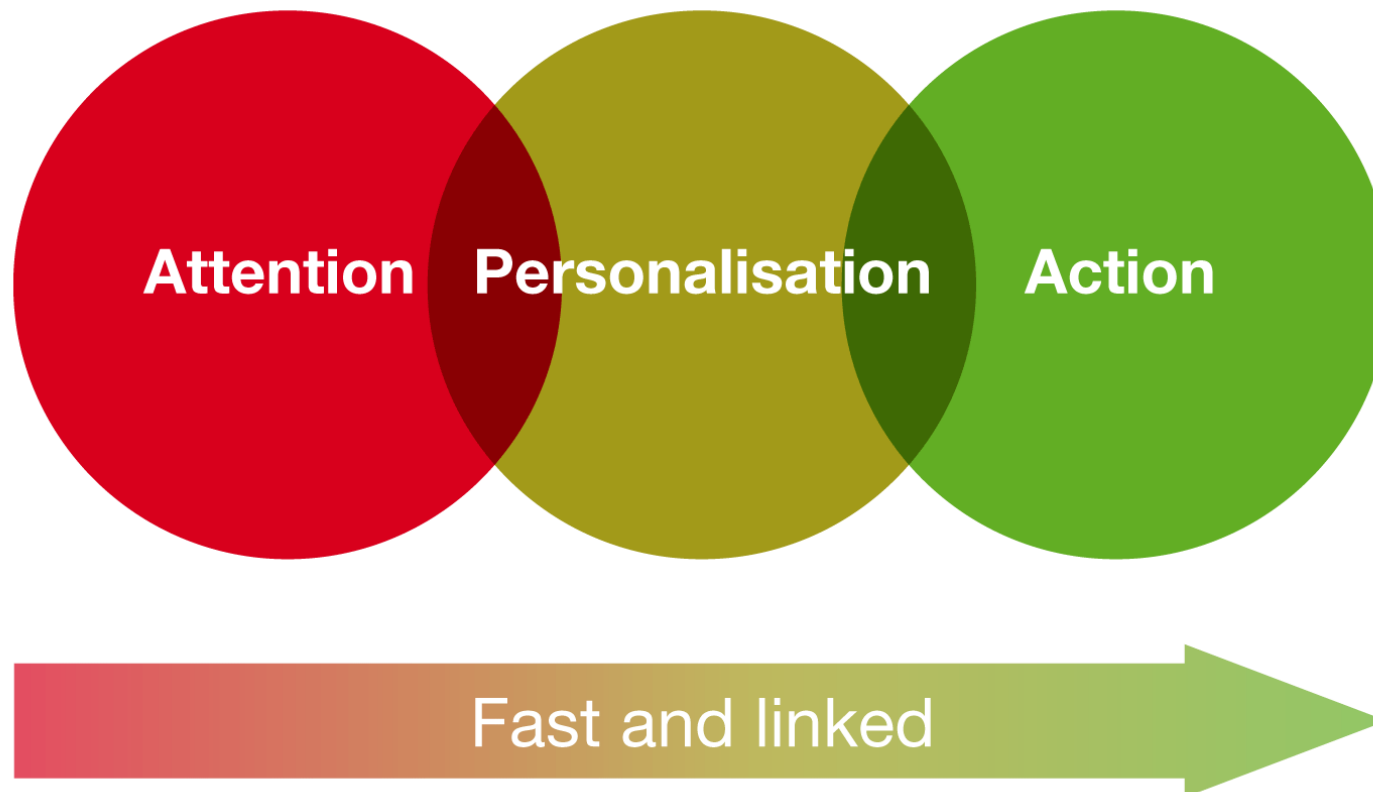
## Then combined that with the evidence base...



- **People don't see food waste as a big issue**
- **What people believe and what they do is different**
- **What motivates people to care about food waste**

**Download our research at:**  
**[www.wrap.org.uk/waste-resource-](http://www.wrap.org.uk/waste-resource)**

## Our behaviour change campaign strategy



## Messages will need to focus on...

**Facts**

**Guidance**

**Values**

**To drive up  
awareness**

**To make it  
easy to act**

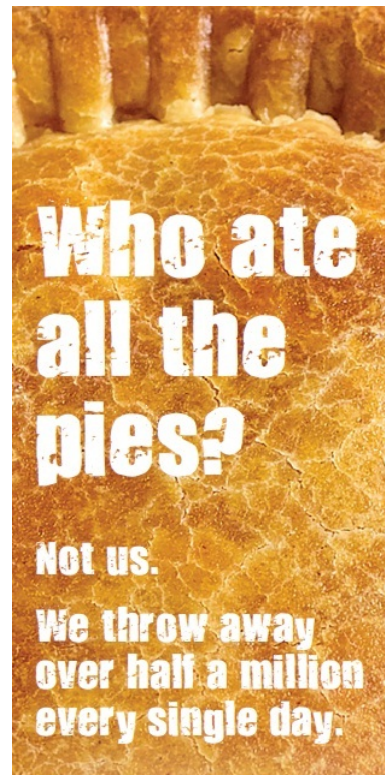
**To create  
personal  
conviction**

wrap

Working together for  
a world without waste

LOVE  
FOOD

Helping consumers reduce food waste hate waste



2007

2012

## Environmental messages

- **Environmental messages not strong enough (yet) on their own**

*"You can help save the environment and up to £50 a month by wasting less food."*

VEGETABLE  
LOVERS  
think green



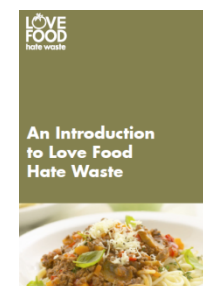
FRUIT  
LOVERS  
think green



# Reaching consumers



**Direct to consumers**



**Via strategic partners**



- **Local authorities**
- **Courtauld Commitment**
- **Community groups**
- **Other campaigns**



## An example of community working

- **Worcestershire County Council & University of Worcester ran a Love Food Hate Waste campaign**
- **70 local businesses supported the campaign, displaying posters and leaflets**
- **15% reduction in avoidable food waste, in only 3 months**



## An example of retailer partnership

- Fresher for longer launch
- Hosted launch event
- M&S branded storage wheels
- Articles and interviews reached 1M consumers
- Trended at number 1 on Twitter

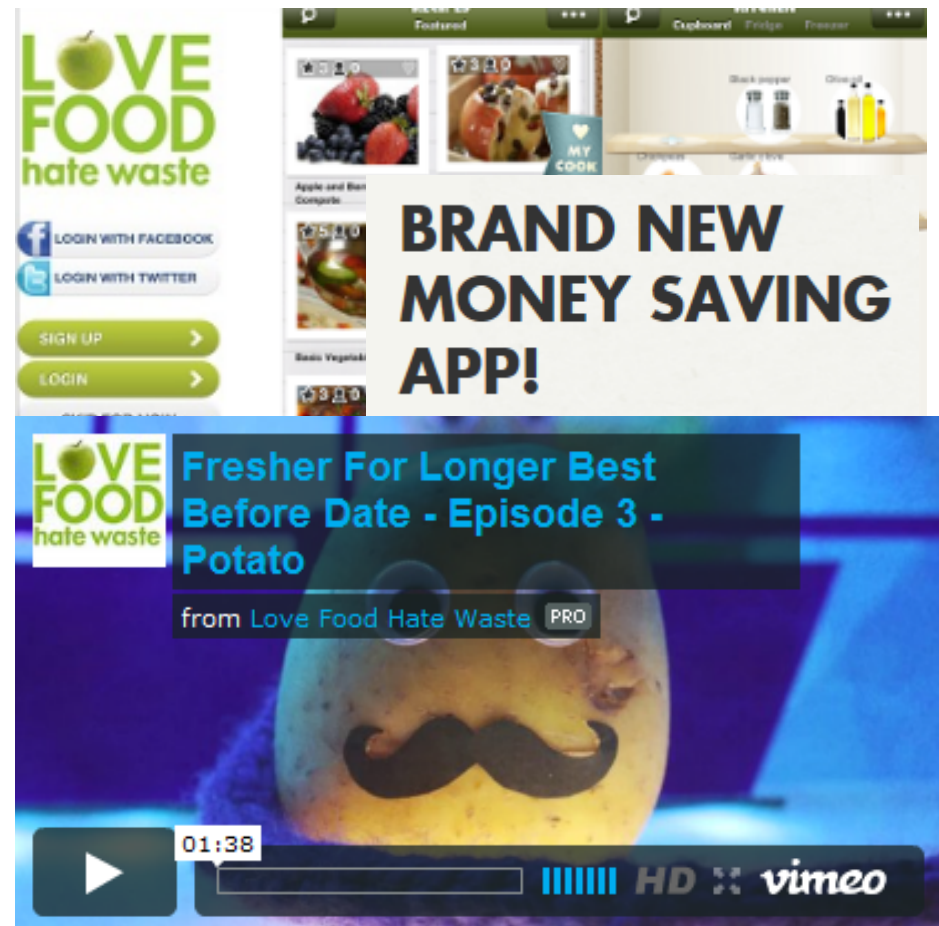


## Our tools

- **Website**
- **Facebook community**
- **Videos**
- **App**
- **Tools & Guidance**
- **Partner materials**

**Access our materials:**

**[www.lovefoodhatewaste.com/partners](http://www.lovefoodhatewaste.com/partners)**



## Summary

- Detailed understanding of motivations and barriers
- Working in partnership through integrated approach
- Committed to achieving further reductions



wrap

Working together for  
a world without waste

**Thank you!**

**[www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com)**

**@LFHW\_UK**



**LOVE**  
**FOOD**  
hate waste