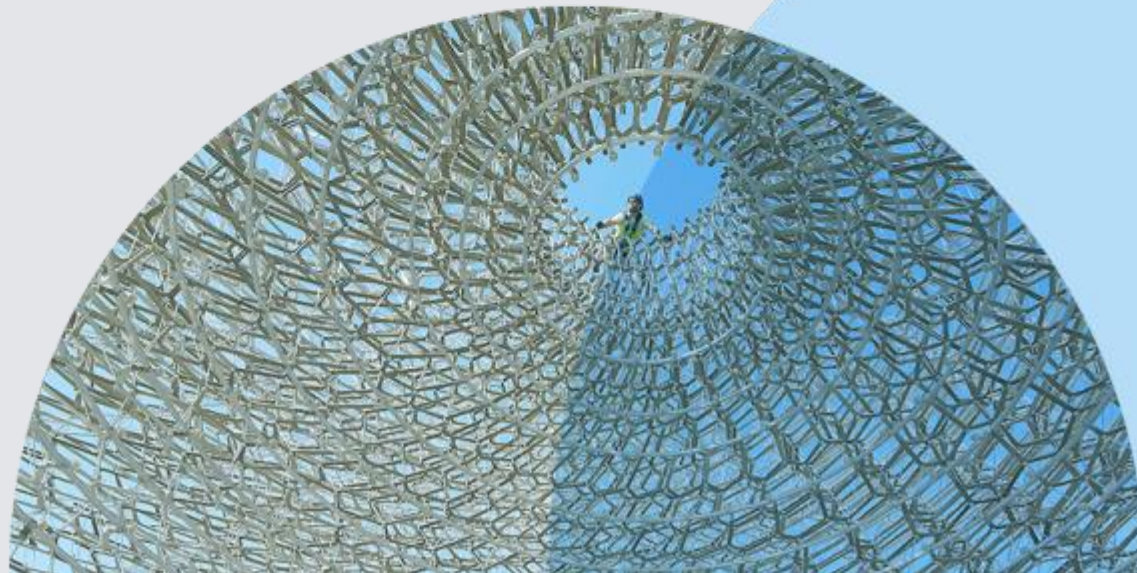


# MAKE TOAST NOT WASTE: FOOD WASTE BEHAVIOUR Campaigns that influence change

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## **The challenge**

**7.1 million tonnes (UK)**

**1.0 million tonnes (Ireland)**

**of food and drink wasted**

# Top 10 foods binned in the UK (2015) restated



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1. ???????

710,000 tonnes

# Top 10 foods binned in the UK (2015) restated



1.	Potato (fresh)	710,000 tonnes
2.	Standard bread	410,000 tonnes
3.	Milk	290,000 tonnes
4.	Composite meal	260,000 tonnes
5.	Carbonated soft drinks	230,000 tonnes
6.	Fruit juice & smoothies	120,000 tonnes
7.	Pork/ham/bacon	100,000 tonnes
8.	Poultry (chicken/duck/turkey)	100,000 tonnes
9.	Carrot (fresh)	96,000 tonnes
10.	Potato (processed)	77,000 tonnes



## The targets

**Reduce food waste by 20% by 2025**

(compared to 2015 calculated as a relative reduction per head of population)

**Halve per capita global food waste by 2030**

(at the retail and consumer level and reduce food losses along production and supply chains, including post-harvest losses)



# Why work to change behaviour?



## Cost

The average UK family spends £56.80 per week on food (11% of disposable income)<sup>4</sup>

17% of UK adults worry about running out of food before more can be bought<sup>5</sup>

The average UK household wastes £540 worth of food per year<sup>6</sup>

4.6 million people in the UK are living in persistent poverty<sup>7</sup>

4. ONS; 5. Food Foundation; 6. WRAP; 7. ONS

8. The Guardian; 9. Carers UK

10. WHO; 11. Food Foundation; 12. FAO; 13. FAO; 14. WRI

15. UN; 16. FAO; 17. EPA; 18. RAN

## Health

Malnutrition accounted for 185,000 UK hospital bed days in 2015, almost three times the 2007 total<sup>8</sup>

60% of carers worry about the nutrition of the person they care for<sup>9</sup>

## Hunger

In 2016, 815 million people globally were hungry – 38 million more than in 2015<sup>10</sup>

Research suggests 8.4 million people in the UK experience moderate to severe food insecurity<sup>11</sup>

Citizens in rich countries waste almost as much food annually (222Mt) as the entire net food production of sub-Saharan Africa (230Mt)<sup>12</sup>

Population growth is expected to increase global demand for food by at least 50% by 2030<sup>13</sup>

It's predicted that a 69% increase in global food calories will be needed by 2050<sup>14</sup>

## Planet

1.4 billion hectares of land – 28% of the world's agricultural area – is used to produce food that is lost or wasted<sup>15</sup>

69% of annual global freshwater resources are currently used for agriculture<sup>16</sup>

Around 24% of global greenhouse gas emissions are from agriculture<sup>17</sup>

Agricultural expansion is responsible for 28% of all deforestation<sup>18</sup>

# How do you change behaviour?

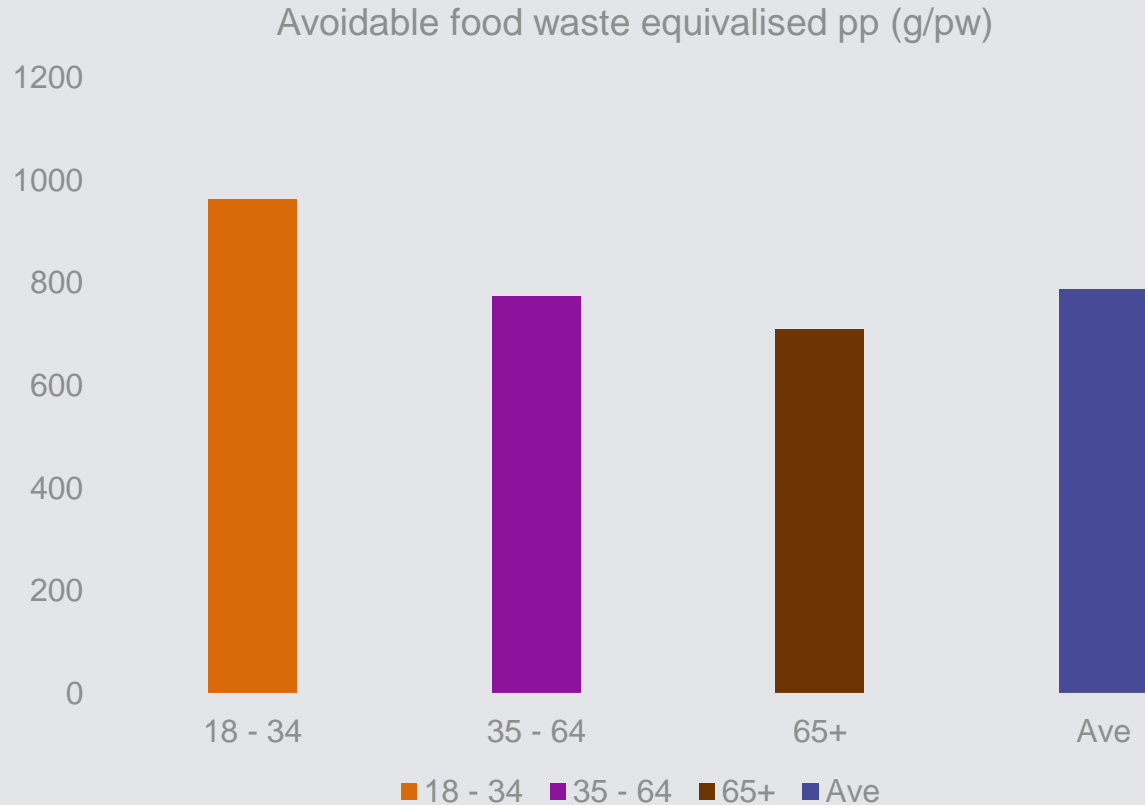
**One audience**

**One behaviour**

**One motivator**



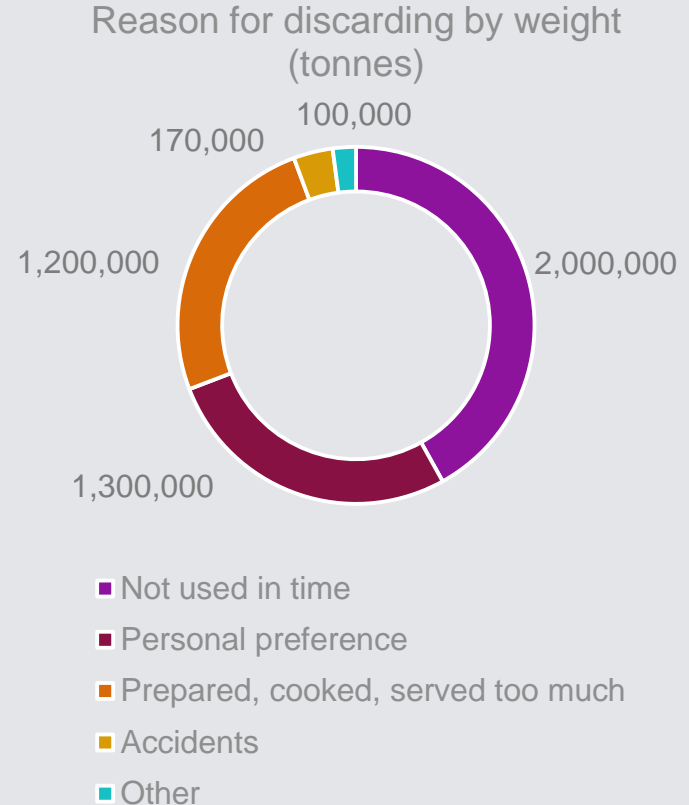
# Audience – who wastes the most?



# Behaviour – why do they waste it?

**We buy more food than we are likely to eat**

**We don't use the food that we buy**



# Which behaviour?



**Help people to buy what they are going to eat**

**Help people to eat what they are going to buy**

**Big contributor to *their* food waste**

***You're* best placed to influence**

**Best equipped to change**

**Easiest to change**

# Potato waste facts

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## Fresh potatoes

710,000 tonnes per year

320,000 tonnes flesh and whole potatoes

410,000 tonnes peelings

**50%**

Not used in time

**Evening  
meal**

Most waste generated at  
dinner from preparing, cooking  
or serving too much

**38%**

Prepared, cooked, served too  
much

**50/50**

Most young people buy the same  
amount of fresh and processed  
potatoes



# Focus on storage



	Competing/current behaviour “I don’t store potatoes in a cool, dark, dry place”	Preferred behaviour “I store potatoes in a cool, dark, dry place”
Benefits	<p>It doesn’t matter if I throw potatoes away - they’re cheap. <b>It’s easier for me to leave them with the onions.</b> I didn’t know you had to store them in a cool, dark, dry place. <b>I hate packaging and always remove them from the packaging.</b> I don’t have any spare cupboard space. <b>I forget about them in the cupboard.</b> I don’t have time.</p>	<p><b>I am worried about my potatoes sprouting shoots/legs!</b> My family loves potatoes. <b>I don’t like to waste potatoes.</b> I only want to buy my share. <b>They’re versatile, have many uses.</b> I am helping the environment. <b>I am proud of managing my budget and my household.</b> I can spend my money on something else. <b>My family insists I do.</b> I think food is too good to waste. <b>I value the food cycle.</b> Everyone else does it. <b>It’s how I was brought up.</b> I know how to prolong the shelf life of potatoes/ how best to store them.</p>
Barriers	<p><b>I care about farmers and don’t want to waste potatoes.</b> I can make a quick meal with potatoes. <b>I like to use potatoes with everything, they’re so versatile!</b></p>	<p>It doesn’t matter if I throw them away, they’re cheap. <b>I struggle with pack sizes and always buy too many.</b> I don’t believe I buy too much/many. <b>I’m too busy to think about it.</b></p>

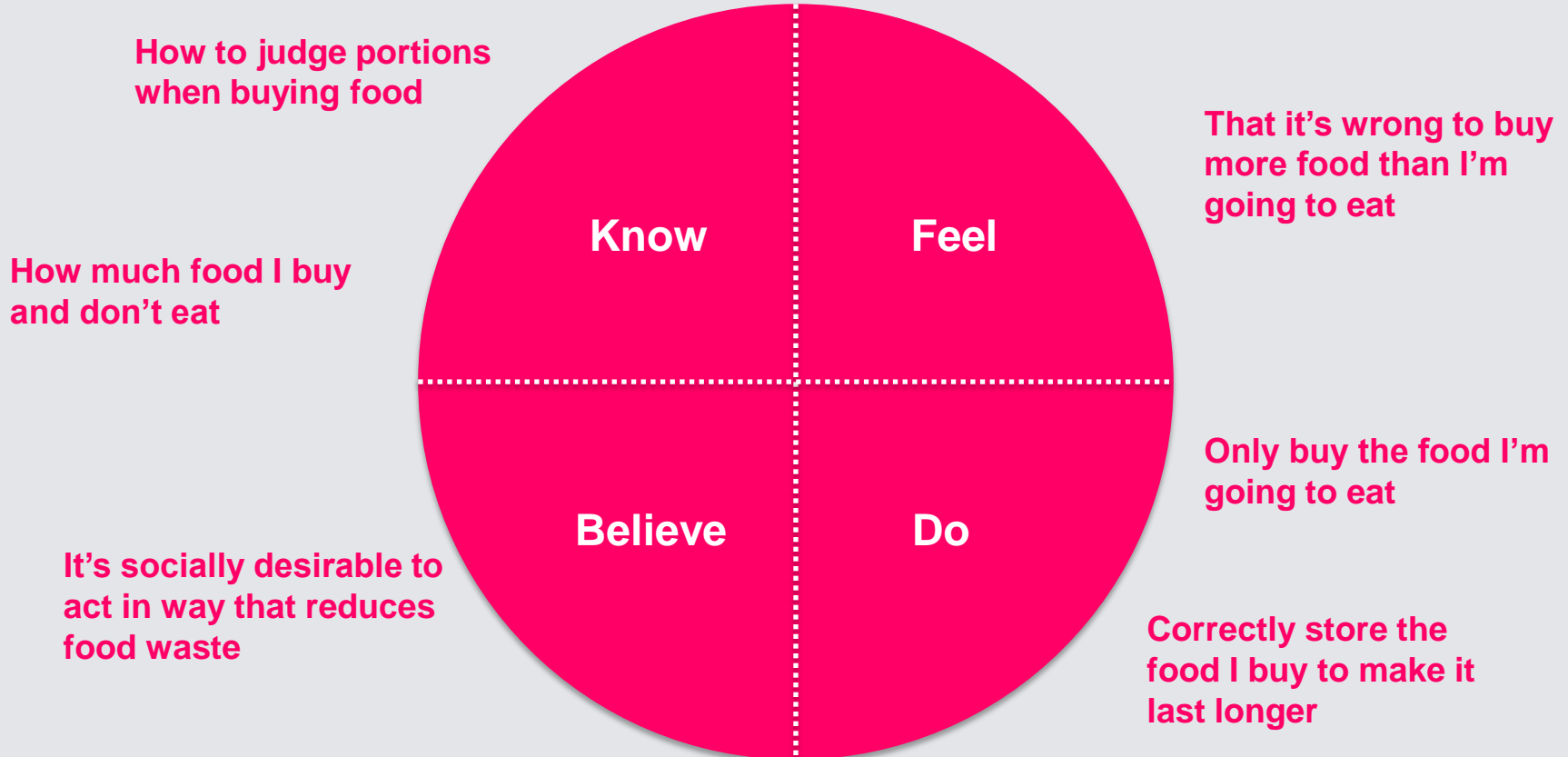
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**Storing food  
to make it last  
longer**

**Fits into my life** It's easy to store potatoes to make them last longer  
**Benefits to me** Making my food last longer saves me money  
**What others do** Other people, like me, are making their food last longer  
**Principles** I like to do my bit for the planet and reducing food waste matters



# Objectives



How to judge portions when buying food

How much food I buy and don't eat

That it's wrong to buy more food than I'm going to eat

Only buy the food I'm going to eat

It's socially desirable to act in way that reduces food waste

Correctly store the food I buy to make it last longer



# Actions



## EASY

Make the desired action the default (people are more likely to go for it)

Reduce the hassle to increase uptake

Simplify messaging & reduce complex goals into simpler actions

## ATTRACTIVE

Attract attention with images, colour & personalisation

Design rewards that incentivise the desired behavioural outcomes

## SOCIAL

Show most people already do the action (social proof)

Avoid discussion of the negative/ competing behaviour

Use physical & digital networks to create communities of interest

Encourage people to make a social commitment

## TIMELY

Prompt people when they are most likely to be receptive e.g. at the point of purchase/ use

Consider immediate costs & benefits - more powerful than distant incentives

Help people plan their responses – to turn good intentions into action



# How WRAP will reduce UK HHFW



- Mobilise a movement for change
- Catalytic stakeholder engagement
- Behaviour change interventions
- National communications
- Technical changes, influencing:
  - Products, packs and labels
  - Retail environment-citizen interface
- Monitoring & evaluation

Find out more in ['Citizen Food Waste Prevention A Practical Behaviour Change Playbook for Partners'](#)



## Contact details



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