

*Waste less*  
*Save more*

# INSPIRING FOOD WASTE BEHAVIOUR CHANGE

**year one results and analysis**



# Executive Summary

**“The tactics rolled out through Waste less, Save more are helping empower households by giving them the skills to take action.”**

WRAP

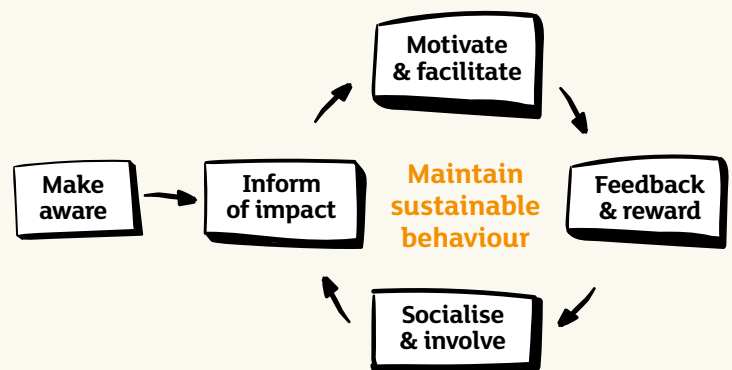
In 2015 Sainsbury's began its ambitious Waste less, Save more programme – a £10 million five-year commitment to help consumers reduce household food waste and ultimately save money. We launched the scheme on the back of our Closer to Customers report which showed that food waste was the number one priority for our customers. Additional research showed us that over seven million tonnes of food, of which 60% is edible, is thrown away by UK homes every year, worth on average £700 per year, per family, and yet only 3% of people think there is a stigma attached with throwing away food<sup>1</sup>.

We launched the programme with a nationwide search to find a community which could act as a research and development ‘test bed’ and explore tactics to encourage behaviour change. Following a competitive process, overseen by a combination of Sainsbury's and independent experts, Swadlincote – a small market town in South Derbyshire – was chosen to receive a £1 million investment and as well as advice and support for an intense year of activity. In working alongside Swadlincote we were able to understand which methods had the most impact on increasing awareness of the food waste issue as well as find which interventions made the most difference in reducing waste. The monitoring and evaluation was conducted independently by WRAP and consisted of a dual approach:

- Key individual initiatives – measuring the trials, localised impacts of specific activities and the responses of participants
- The campaign as a whole – measuring any change in attitudes and behaviour across Swadlincote

## Built on behaviour change

The campaign strategy was informed by the core principles of behaviour change and activities built to address each aspect.



During the year we identified ways to raise awareness of the issue by making it real and relevant to the town's population, and from this we identified tactics that fed into the ‘cycle’ of behaviour change: ensuring all activities are rooted in the benefit to households; making available tools and techniques which could be easily implemented; providing the opportunity to obtain feedback and then enabling participants to socialise their learnings. We know from our experience in Swadlincote that behaviour change takes time and needs to be delivered across multiple touchpoints again and again. This is corroborated by many recent behaviour change campaigns, both large and small.

## The campaign at-a-glance

In total, we conducted 20 trials and town-wide activations in Swadlincote and had over 39,000 interactions with local residents. To deliver the Waste less, Save more message, we worked with schools, the local council and a wide range of community groups, in addition to attending 65 local events and clocking up over 400 miles touring the local streets in our converted cooking van.

<sup>1</sup> Research from Sainsbury's ‘Modern Life is Rubbish’ report, 2016

## We had five clear ambitions for the year:

Ambition	Top-line results from campaign
To increase awareness of the issue of household food waste across the town	More than a third of residents (36.9%) had an increased awareness of the amounts and types of food wasted at home
To reduce household food waste through specific trials	Across the seven core trials the number of participants reporting a reduction in food waste ranged from 45% to 98%
To reduce food waste through educating young people in schools	Over 1,500 children were engaged in the programme. Food waste was cut by an average of 24% per school and a maximum of 37%. This equates to 80 meals a week, saving £2,000 a year
To understand if the town could achieve a reduction in food waste over the year	In a bin analysis survey of 2% of the households in the town a 2% reduction in avoidable food waste was achieved
To help the town to redistribute surplus food in instances where it still occurred	Over 16,000 food items were redistributed through Olio and the Community Fridge initiatives. Largely led by donations from local businesses, the results suggest an appetite for sharing surplus

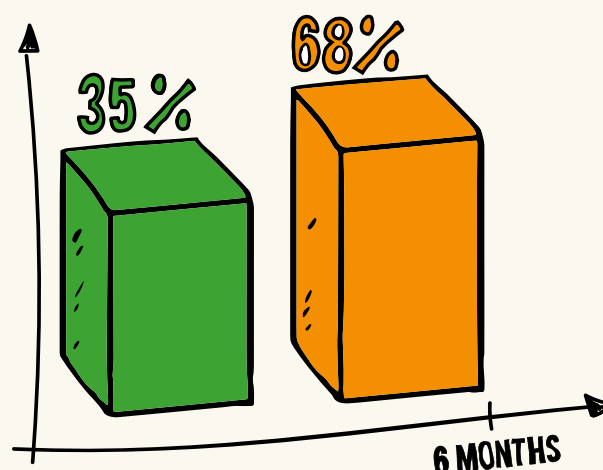
## Driving behavioural change

### Changes in attitude

Overarching results show that the trial has had a positive impact on attitudes and behaviours in relation to household food waste, with a third of Swadlincote's residents (36.9%) recording an increase in awareness of the amounts and types of food they throw away as a direct result of the campaign.

In a separate study focusing on Sainsbury's customers within the town, two thirds (64%) of respondents said they had already, or currently plan to change their behaviour in order to cut food waste.

In addition, amongst Sainsbury's customers who had heard of the campaign, the number who believed Waste less, Save more would save them money (or already had) rose from 35% to 68% over six months.



### Changes in behaviour

While we recognise that the campaign will take time to deliver widespread impact, the early indications from our results show positive behaviours changes. These include:

- Residents being more aware of the food they already have at home. At the end of the trial, 84% of residents said they check their cupboards, fridge and freezer before shopping, compared to 77% at the beginning
- Similarly, the campaign saw a 6% rise in residents knowing which foods to use up first in a meal cooked from scratch

## Actions moving forward: Our Ten Point Plan

From our work we've identified three key areas which can help encourage people to change their attitudes and behaviours towards food waste: Tech & Tools; Education & Inspiration and Community Engagement. Activities within these three areas in Swadlincote demonstrated significant shifts in behaviour, and crucially opportunities to achieve scale. These three core areas of focus have informed our Ten Point Plan which we are rolling out from June 2017 onwards:

**Tech & Tools** – focusing on simple innovations or tools which can be easily bought into the home to help reduce waste and provide a constant reminder to households. As identified by behavioural change experts, to encourage results we often require a cue to make us think and act differently.

With this in mind it's unsurprising that some of the key successes from Swadlincote have come from sharing practical tools and technologies in order to help families recognise their own waste, before cutting it down. Not only do these provide practical solutions – by easily managing portion sizes, for example – but in many cases, their presence in the kitchen can also trigger positive behaviour.

#### **How we are taking this forward:**

- Partnership with Google to develop new practical and scalable tech solutions for households to manage food waste
- Increase re-sealable and snap-pack packaging across 300 product lines, including cheese and nuts
- Introduction of a new 'stay fresh' indicator on by Sainsbury's ham which changes colour based on the length of time the product has been open, acting as a reminder that the product is still safe to eat

**Education & Inspiration** – reaching schools and young people to raise awareness of the issue and influence home behaviours. Education lies at the heart of any behaviour change campaign, and while it's important that we influence the decision makers of today, for sustained success we need to be connecting with younger generations too.

As highlighted by the food waste gap – which found that 80% of families think they waste little or no food – throwing away food is routine for many, so much so that they're simply unaware that it's taking place. By encouraging people to think about this issue from an early age, we can make them aware of the problem before it becomes a routine.

#### **How we are taking this forward:**

- Extend Fab Food Schools Programme across hundreds of primary and secondary schools, making learning resources available to schools and welcoming pupils into our stores
- Roll out of pilot to help inform customers on the difference between Best Before and Use By dates

- Inclusion of food waste tips on packaging across 170+ high-waste items including berries, herbs, cheese and citrus fruits
- Roll out of Waste less, Save more signposting and information around key kitchen items, such as blenders and spiralizers, within the Argos catalogue

**Community Engagement** – tapping into the overall desire to support the community and approach the issue as a collective. One of the resounding benefits of the project was the value it played within the local community. As WRAP evaluates, two of the commonly cited benefits were 'the creation of strong community relationships' and the 'delivery of a range of initiatives that have raised awareness of food waste [and] delivered social benefits'.

By gaining the support of community groups, we can get people working towards a shared goal, thus furthering the likelihood of behaviour change. In addition, by highlighting the social benefit of sharing food rather than wasting it, we are shining a light on another motivating factor to encourage waste reduction.

#### **How we are taking this forward:**

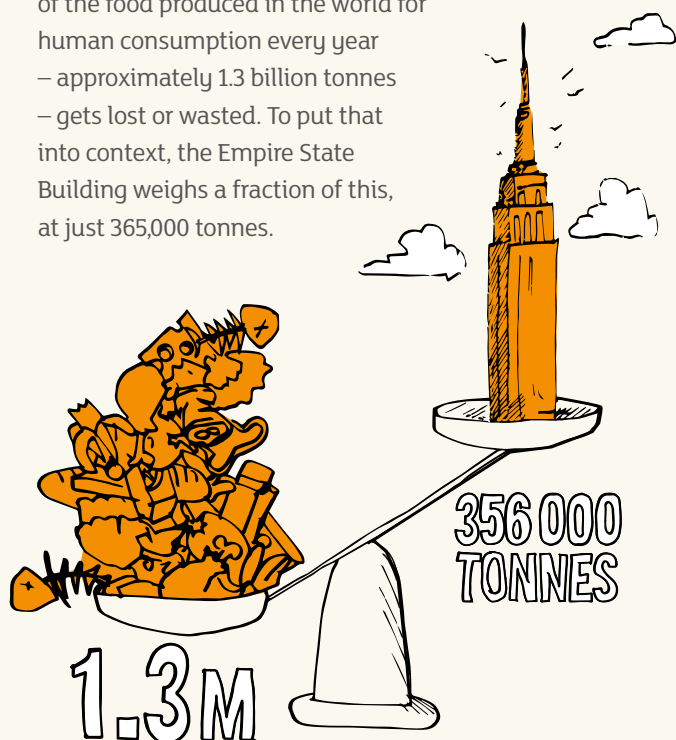
- £1m of funds released to 29 UK-wide Discovery Communities for 120 development projects and trials and 118 further communities to receive support and advice to help them develop local initiatives
- Lead supermarket partner for first UK-wide Community Fridge Network
- Partnership with Mumsnet to crowd source real life kitchen table food waste interventions

**"Nobody has ever attempted something like this before and we have learnt important and interesting lessons in the last 12 months which will now be developed further as we continue on our journey to help UK households reduce waste and save money."**

Paul Crewe, Head of Sustainability,  
Energy, Engineering & Environment at Sainsbury's

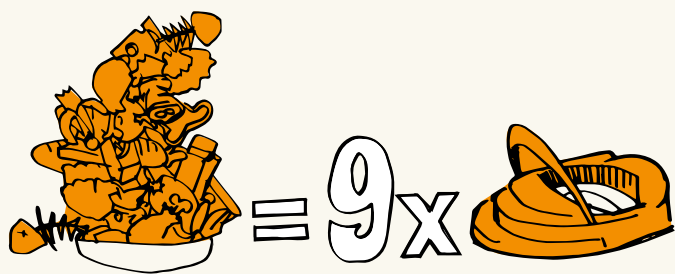
# Why is food waste an issue?

UN figures predict that roughly one third of the food produced in the world for human consumption every year – approximately 1.3 billion tonnes – gets lost or wasted. To put that into context, the Empire State Building weighs a fraction of this, at just 365,000 tonnes.



It's estimated<sup>2</sup> that 795 million people of the 7.3 billion people in the world suffered from chronic undernourishment in 2014-2016. If one quarter of the food currently lost or wasted globally was saved, it would be enough to feed all of these hungry people, plus an extra 75 million.

Reports from WRAP<sup>3</sup> show that 7.3 million tonnes or £13 billion worth of food (of which 60% is avoidable) was thrown away from UK homes in 2015, enough to fill Wembley Stadium nine times over.



This means that the average UK household with children are spending £700 a year on food destined for the bin, falling to £420 a year for households without children.

Households are the biggest contributor towards the country's total food waste, accounting for around half of all food items thrown away<sup>4</sup> – compared to 200,000 tonnes wasted by retailers.

Despite the figures, Sainsbury's research from the start of the campaign uncovered a clear 'food waste gap' in the UK – 93% of Britons believe they waste fewer than five meals a month, when on average they waste 11. Likewise, 81% of families of four believe they throw away less than £30 worth of food a month, when they waste double that at £64 month, on average.

## Steps are also being taken to drive industry changes:



- Members of the Courtauld 2025 commitment – including Sainsbury's – have pledged to reduce food and drink waste associated with production and consumption in the UK by 20%
- The UN Sustainable Development Goals detail a target of reducing food waste by 50% per capita at the retail and consumer level by 2030
- The current UK Government's goal is to move to a 'zero waste economy' and in September announced it was considering legislation to ban people from wasting food in Britain
- In April 2017 the Environment, Food and Rural Affairs (EFRA) Select Committee report on Food Waste in England<sup>5</sup> recommended that the Government should establish a national food waste reduction target
- The EFRA report also concluded that local authorities should remain responsible for increasing food waste collections. However, guidance and best practice should be shared at a national level in order to move towards a standardised approach and improve performance

<sup>2</sup> <http://www.worldhunger.org/2015-world-hunger-and-poverty-facts-and-statistics/>

<sup>3</sup> <http://www.wrap.org.uk/content/unite-food-waste-fight>

<sup>4</sup> Data from WRAP

<sup>5</sup> Environment, Food and Rural Affairs Committee, Food Waste in England, 30 April 2017, HC 429 2016 – 17

# The Science of Behaviour Change

## Behaviour Change – a brief introduction

Dr Carmen E. Lefevre, UCL Centre for Behaviour Change

Successful behaviour change campaigns require excellent preparation and some patience. A thorough analysis of the behaviours to be changed is required prior to any intervention development. For example, in the context of food wasting behaviour we need to first understand what drives food waste. It is fair to assume that most people do not buy food to waste it, or their money, on purpose. Accordingly, other explanations must drive their behaviour. These could be: buying too much, not planning ahead (or planning badly), being too tired/lazy to use food already in the house, or simply not liking the taste.

Once this background knowledge is established, we can begin to put steps for a campaign in place. First, there needs to be awareness around the issue we are attempting to tackle. Simply put, people need to understand why they should make a change and what benefits a change would have for them personally and/or for society. Alongside an awareness campaign, it is useful to begin the actual change campaign, designed to target drivers of behaviour such as motivation (e.g. not being motivated to use up food before it perished) or lack of skills (e.g. not knowing how to use a specific food item when cooking).

The best behaviour change campaigns repeatedly engage with their audience reminding them of the reasons to change, and engaging them by encouraging behaviour change techniques such as setting a goal or monitoring one's behaviour. In addition, campaign designers need to carefully consider the messenger: does the information come from an authority (e.g. government) or is it better served coming from a peer or role model? The best campaigns combine a range of sources and may even make use of creating communities and peer-to-peer communication to make people feel part of a wider movement.

# Waste less, Save more

## Background

In 2015 we carried out our Sainsbury's Closer to Customers report – a study with over 5,000 customers to find out about the values that matter most to them when shopping. Perhaps unsurprisingly we found that the issues that are closest to home take priority, and wasting less food came top of the list. This is primarily driven by the impact that throwing away food has on household budgets.

With this in mind we launched Waste less, Save more; a pioneering programme designed to help households across the country save money simply by binning less food. A five-year £10million plan, the programme was unlike anything undertaken by a retailer before.

**"Food waste is one of the biggest issues facing us all today and with households unaware of just how much food they are binning there is a huge food waste knowledge gap."**

Paul Crewe, Sainsbury's Head of Sustainability,  
Energy, Engineering & Environment

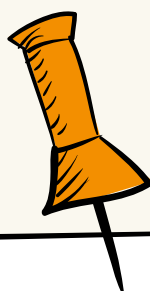
**"This is a great initiative by Sainsbury's to help people reduce food waste at home."**

Dr Richard Swannell,  
Director Sustainable Food Systems WRAP

The first phase of Waste less, Save more was to identify and test ways to help increase awareness of the issue and support households to reduce food waste. Following a nationwide search, the market town of Swadlincote in South Derbyshire was chosen as our test bed town, where we invested £1 million to trial a wide range of ideas to assess which are most effective in fighting waste, with the intention of rolling out successful initiatives more widely across the UK.

In total the project included broad community awareness initiatives, as well as participation in 20 trials. Trials included introducing tools and technology to the home (more than 100 products were tested), an interactive schools programme and food surplus sharing schemes.





## List of 20 trials/initiatives:

1. **Community Fridge:** a communal fridge for redistributing surplus food
2. **Food Saver Champions:** a team of eight dedicated to inspiring change in the community
3. **Bosch smart fridges:** innovative new domestic fridges including a camera and Vitafresh technology
4. **Fab Foods:** a primary schools programme focused on food waste
5. **Olio:** a food sharing app
6. **Winnow:** a food waste measurement tool
7. **Picnic Rescue:** a mini campaign to reduce food waste amongst picnickers
8. **Tenant welcome packs:** a food waste reduction themed pack for all new council tenants
9. **Feed the 1,000:** a community event demonstrating how much food is wasted in one year by the average family
10. **Fridge thermometers:** simple gadgets to check your fridge is at the right temperature to keep food fresher for longer
11. **Zero Waste Kitchen Challenge:** a series of cookery workshops coupled with tailored advice and tools for tackling domestic food waste
12. **Innovation Challenge:** a test of some of the innovative products on the market claiming to reduce food waste
13. **Sainsbury's Smartplanner:** an app to help shoppers keep track of what they have bought and what they might need to buy to avoid food waste
14. **Nectar trial:** an incentivised trial to see if offering Nectar points encourages people towards products that help waste less food
15. **Leftover stickers:** stickers that indicate how long food has been in the fridge
16. **Eco Games:** popular board created with a food waste twist
17. **Digital art project with secondary schools:** the creation of a series of murals exploring the issues of food waste
18. **Pledge Tree:** a pop-up display inviting members of the public to write their promises to reduce waste on labels that become leaves
19. **Creative communications:**
  - a. Interactive window display
  - b. Hologram animations
  - c. Odeon cinema trailers
  - d. Street art gallery
  - e. Weekly top tips on the front page of the Burton Mail throughout the campaign
20. **Street party celebration:** a local celebration project designed to improve engagement



## A letter from Frank McArdle,

Chief Executive of South Derbyshire District Council

If 18 months ago you'd asked me for my thoughts on food waste, I'd probably have given you a reasonable answer: that it's a shame to see good food wasted when people are going hungry, and that it unnecessarily costs families money.

But ask me today and the answer is markedly different. Of course those two points still stand but since Swadlincote, a former mining town at the heart of our district, was selected to become the epicentre of Sainsbury's Waste less, Save more initiative, I've had my eyes opened to opportunities, challenges and an overwhelming sense of community spirit that I wouldn't have otherwise thought possible.

Swadlincote has long fostered a strong sense of community. But since becoming involved in Waste less, Save more this has gone from strength to strength. By giving residents a joint goal to work towards, we've seen people who might traditionally never have crossed paths, meeting and striking up friendships.

And it's not just the community spirit that's benefiting; I've heard from families here seeing a real difference to their finances, with some brilliant results. It's great to see something so simple bringing families together.

What's more our involvement in the project has lifted the profile of South Derbyshire hugely. So much so that when I mention the town to people elsewhere they'll say 'Oh, I've heard of Swad, it's the town that's fighting food waste'. Waste less, Save more hasn't just brought the town together, it's put us on the map.

# Detailed Results from Swadlincote

Our year in Swadlincote has given us unparalleled insight into customer behaviour, which will shape Sainsbury's future plans for the programme as we roll it out more widely. A full breakdown of results from each trial can found in appendix i.

Waste less, Save more was well received in Swadlincote. Those involved in the delivery of the campaign – such as the local council – gave positive feedback without exception. Key highlights mentioned included the creation of strong community relationships, along with the increased engagement in and awareness of food waste across the town.

As highlighted by the comments from Dr Carmen E. Lefevre, we know that there's no silver bullet for behavioural change campaigns. However, we have already seen some significant successes through Waste less, Save more – not only laying the groundwork for behavioural change, but also identifying some of the key tools and tactics that might help us reach our goal.

## Measuring success against our ambitions:

### 1. To increase awareness of the issue of food waste across the town

Our first ambition has proved successful. During the course of the campaign the number of respondents claiming to have heard something about food waste increased by 36.9%. At the same time, the research showed that this was mainly driven by Waste less, Save more, with nearly all other channels showing a decline. Looking specifically at Sainsbury's in store activity, however, the figures rose from 7% to 40.8% over the year, helping fuel awareness of the issue.

When looking at Sainsbury's shoppers, the results show further success. Based on figures from August 2016 and January 2017 (taken so that customers could reflect on the first half, and full campaign), our Waste less, Save more campaign achieved recognition of 84%.

In addition, amongst Sainsbury's customers who had heard of the campaign, the number who believed Waste

less, Save more would save them money (or already had) rose from 35% to 68% over six months.

### 2. To reduce food waste through specific trials working with households

Of the core seven trials measured by WRAP, the number of residents reporting a reduction in food waste varied according to trial:

	Respondents reducing waste
Winnow	83%
Bosch Fridge	94%
ZWKC	82%
Innovation Challenge	47%
Picnic	98%
Council Tenant	66%
Smart Planner	43%

The average volume of reductions – where measurable – range from 24% through our Fab Foods school programme, through to 22% for Winnow, 20% for the Zero Waste Kitchen Challenge and 18% for the Innovation Challenge.



### 3. To reduce food waste through educating young people in schools

We've also seen pleasing results for our ambition in schools, thanks to our work with the Fab Foods education programme. All five primary schools measured during the trial produced less waste per person after the initiative than before, with an average reduction of 24%.

We engaged with a total of 1,590 pupils and staff, saving an average of 21kg of food a week per school, or the equivalent of 77.8 typical school meals at a cost of £53.60. Over a 39-week school year, this would equate to a £2,090 saving for each school, or over £10,000 combined.

In addition to the figures highlighting a reduction of food waste within schools, we've also received qualitative evidence to suggest that the messages are being shared more broadly through the family at home.

### 4. To understand if the town at large could achieve a reduction in food waste over the year

In carrying out a small bin analysis of 2% of the town's population year on year we saw a 2% reduction in food waste over the year. Whilst this result shows that we are beginning to see signs of positive behaviour change at a wide-scale level it also illustrates that behaviour change takes time. Further positive momentum was shown through a survey focusing on Sainsbury's customers in the town which showed that the number of people reporting or planning a change to reduce food waste rose from 35% to 64%.

The broader set of results included in our report show that higher waste reduction results were achieved where we had trialled initiatives with families and schools and provided additional support – a building block for wider-scale impact.

Additional positive indicators that Swadlincote residents are starting to change behaviour in relation to food waste include:



- Knowing which foods need using up first, and using them in a meal: 80.7% agreed at the beginning of the campaign, up to 87.1% by the end
- Checking cupboards, fridge and freezer before shopping: 77.4% to 84.2%
- Correct understanding of Use By labels: 45.7% to 59.8%

### 5. To show the town how to redistribute surplus food in instances where it still occurs

We've also seen some success with our aim to encourage the sharing of surplus, through our Community Fridge trial and the introduction of Olio in the town.

A total of 6,984 items were listed on Olio, the estimated weight of which was 3,244Kg. Of this, the majority of the items shared were donated by local businesses, with 5% (149kg) of the food listed on the app put up by local households.

An additional 9,141 items of food were donated to the Community fridge project, with a combined weight of 1,970Kg. The WRAP evaluation found that the Community Fridge has played a useful and valued role in the local community. Members of the public have expressed their gratitude to the Community Fridge project.



# Taking the Learnings from Swadlincote Forward: Our Ten Point Plan

At the start of our year in Swadlincote, we set out to test and identify which of the projects had the biggest impact on reducing food waste. Now, as we prepare to expand the campaign from one town to a nationwide campaign, it's important for us to focus on the initiatives that can make a real impact, refining our work to focus on those that not only drive a reduction in waste, but have also shown potential to be scaled on a national level.

With our earlier findings in mind, we'll be focusing our Ten Point Plan in these three key areas:

**Tech & Tools, Education & Inspiration, and Community Engagement.**

## Tech & Tools

### 1. Google Hackathon

With findings from Swadlincote demonstrating the impact that technology can have on cutting waste, Sainsbury's will be partnering with Google to run a Waste less, Save more inspired hackathon. Hosted in Google's London offices this summer, the session will bring together Google's expert insights into consumer technology, alongside Sainsbury's findings from work in Swadlincote to date. A team of developers will be tasked with uncovering new tech-led solutions to help cut household waste, focused around simplicity and efficiency, or that can gamify the process of waste.

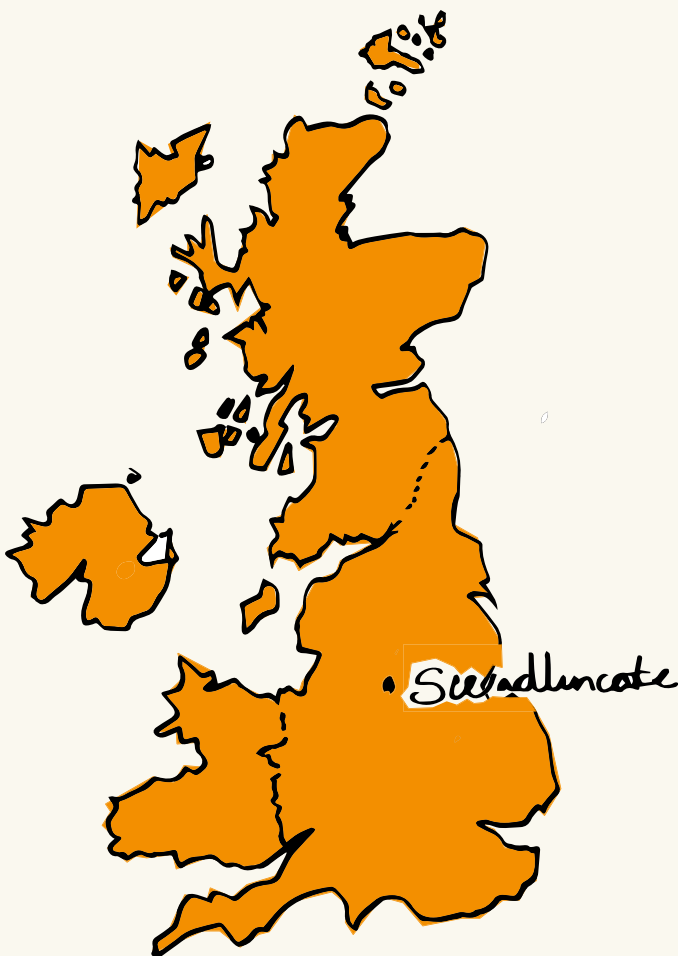
In addition to rolling out the initiatives highlighted, Sainsbury's will continue to make changes within its own operations to help customers cut waste. These include changes to our packaging.

### 2. Stay-fresh packaging

One of the most notable changes in the trial of a colour-changing, freshness indicator label on our by Sainsbury's ham. The technology means that the label will change colour based on length of time once the customer has opened the pack, acting as a reminder to the customer that the product is still safe to eat.

### 3. Introduction of new packaging innovations

Elsewhere, building on over 100 packaging improvements from Waste less, Save more to date, we'll ramp up our focus with more than 300 product lines being further revised in the year to come. These include new re-sealable packaging for items like nuts and cheeses, along with updated storage advice and waste saving tips on lines such as fruits, herbs and cheeses.



## Education & Inspiration

### 3. The Fab Foods Programme

The resounding success of the Fab Foods Schools Programme means it's something we're keen to progress further.

We're pleased to announce that new resource packs for schools – which provide a step-by-step guide on how to run the programme – will be made publicly available via the Waste less, Save more website. This will give teachers from across the country access to tried and tested lesson plans and teaching materials which complement the national curriculum, while helping educate future generations on the importance of cutting food waste.

### 4. Date labelling trial

We know that confusion remains around the difference between 'best before' and 'use by' dates, which is contributing to food going to waste. As such, from autumn Sainsbury's will be piloting a customer education programme, using in store communications to highlight the difference between the two, and remind customers that food beyond its 'best before' is still perfectly safe to consume. The pilot will run in our Swadlincote and our Camberwell stores within our Discovery Communities, with more details to be announced in due course.

### 5. Argos

Also building on the knowledge that behaviour change requires a consistent delivery of messages from different sources. As such we'll be working within the wider Sainsbury's Argos network to roll the campaign out between both retailers. In the year ahead, Argos catalogues – both print and online – will feature clear sign-posting to highlight products that can help customers reduce food waste. This is the first time the two retailers will have worked on a public facing campaign together.

### 6. Food waste tips

We know that to truly inspire food waste behaviour change, we need to remind consumers about the issue at every opportunity – in particular when they are preparing food. This is why we are now incorporating food waste tips on packaging across 170+ high-waste items including berries, herbs, cheese and citrus fruits.

## Community Engagement

### 7. Community Fridge Network

One of our key ambitions for the project was to see if we could encourage sharing of surplus, and our Community Fridge delivered extremely positive feedback from within the local community. The fridge has shown to be a valuable resource to those who might otherwise have struggled to make ends meet, while its open door policy helped break down the stigma sometimes associated with food banks. In addition it gave retailers a focal point to donate edible surplus food.

To build on this success, Sainsbury's will be supporting the launch of the UK's first community fridge network, in partnership with Hubbub UK. In the first year alone, this will deliver 50 of the communal fridges in locations across the UK – rising to 70 by the second year – including 13 funded through our 'Discovery Communities': towns and cities across the UK that have been tasked with continuing Swadlincote's legacy.

With these, alongside the network of fridges with Hubbub, we hope to see Community Fridges become a common part of UK life moving forwards.

**"We're delighted to be kicking off the UK's first ever Community Fridge network with Hubbub. Our work in Swadlincote not only showed this to be a huge benefit to the community, but has also provided us with a blueprint to help roll it out more widely. By supporting the network with surplus from our stores we'll help ensure that the network has a source of food, while we encourage local households to share surplus items of their own, in order to cut food waste."**

Anna Harland,  
Head of Corporate Responsibility & Society

## 8. Increasing social influence

The 2015 Sainsbury's Brand Trust report reveals that trust is increasingly communicated in a peer to peer format, rather than from the top down, led by brands. While public trust in Sainsbury's is solid, we believe we can do more to create excitement and elevate specific campaigns like Waste less, Save more, by engaging key community groups.

Building upon this, in order to spread the message of Waste less, Save more through practical and effective methods, Sainsbury's is launching a partnership with Mumsnet, the UK's biggest network for parents, to facilitate the sharing of ideas, as mums in the majority control household food. Sainsbury's will be encouraging users to submit their favourite and most effective tools for cutting waste in the home. Sainsbury's will be rewarding the most creative and exciting tips, so as to encourage discussion within the forum.

## Further amplification

### 10. Discovery Communities

While we are refining our focus on a national level, in the spirit of Waste less, Save more we'll continue to test and learn through our network of 147 Discovery Communities. These towns and cities – from Edinburgh to Truro – are picking up the baton, tasked with finding their own ways to reduce waste.

To guide them through the journey, Sainsbury's produced an 'inspiration guide' with updates from Swadlincote and ideas on how to run similar activities. For example, if communities want to emulate the roll out of fridge thermometers in the town, we'll advise on the best ways in which they can do this.

Sainsbury's has recently released £1 million in funding to support these projects, which fall under the three key focus areas highlighted above. Over 120 grants have been awarded to allow us to continue to generate insight into successful tactics.

Tech & Tools	Education & Inspiration	Community Engagement
14 Zero Waste Kitchen projects	14 Food Saver Champion projects	13 community fridge projects
5 Winnow projects (TBC)	6 Eco Games projects	13 Welcome tenant packs
3 Picnic Rescue projects	13 Feed the 1,000 projects	
9 Olio projects	11 Fab Food projects	
9 Thermometers packs		
8 Innovation Kitchen projects		

# The Role of Government

Since the very beginning, we have been committed to sharing the learnings of the Waste less, Save more programme in an open and transparent way so our experiences can help others to find ways to help reduce food waste in their homes, businesses and communities.

Based on the results from Swadlincote, and drawing on the recommendations and conclusions of the Environment, Food and Rural Affairs (EFRA) Select Committee report on Food Waste in England<sup>6</sup>, we have produced a series of suggestions for the incoming Government to consider when developing policies to reduce food waste across England.

These suggestions are based around the three key areas for activation identified above: Tech & Tools, Inspiration & Knowledge, and Community Engagement.

## Tech & Tools

As highlighted in this report, some of the key successes from Swadlincote have come from sharing practical and easy to use tools and technologies in order to help families cut down on food waste.

Government can play an important role as a facilitator and coordinator helping charities, communities, local authorities and technology companies to come together and find national or localised solutions, as well as act as a potential match-funder for such ventures.

### This could include:

- Working with the refrigeration industry to encourage the design and development of inbuilt fridge thermometers as standard in new devices, or better communication how to make the best use of fridges in order to preserve the shelf-life of food.
- Working with technology companies to develop apps to help families reduce household food waste, similar to the work Sainsbury's undertook with Winnow in Swadlincote.

One of the learnings from the Winnow trial was that when customers are made aware of how much they are wasting, they take action to reduce this. This principle of

'awareness driving action' can be applied to lower tech solutions in homes across the country. In this regard we believe the roll-out of food waste recycling bins across the UK has the potential of helping every household in England become much more aware of how much food waste they are producing every week, prompting households to understand and take actions to address the problem.

Not only would this drive awareness and action on food waste, but it would also support a wider strategic drive towards a more circular economy, providing more consistent kerbside recycling facilities for other recyclable materials such as plastics and glass.

## Education & Inspiration

As the EFRA Select Committee acknowledged in their report, "awareness of food and food waste should start at an early age in schools". We support their recommendation "that the Government examine how lessons on food and food waste can be incorporated as part of the school curriculum".

The Government has a key role to play in encouraging more schools and academies to engage their students on this topic and possibly incorporate food waste into their curriculums.

### This could include:

- Signposting schools to food waste resources. As explained above, to support Government with this, Sainsbury's will be making the Fab Foods resource packs developed for schools in Swadlincote publicly available for academies, schools and colleges to use via the Waste less, Save more website.
- The introduction of a Food Management T Level, with a specific modules addressing food waste reduction and prevention.
- The creation of a voluntary Food Waste Covenant for academy chains, schools, colleges etc. to sign up to, committing to promoting the tackling of food waste across their educational institution, and student's households.

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<sup>6</sup> Environment, Food and Rural Affairs Committee, Food Waste in England, 30 April 2017, HC 429 2016 – 17



- The appointment of Food Waste Champions in academies, schools and colleges – extending to local authorities, public sectors departments and organisations, and businesses – responsible for promoting this work. This could form a national Food Waste Champions Network to share ideas and give recognition to the best performers, perhaps through an awards scheme.

## Community Engagement

Our experience in Swadlincote suggests there are several solutions local authorities could pursue to help reduce food waste within communities, whilst also addressing other social issues such as the increased redistribution of surplus food. By working with local authorities, community groups and charities, the Government can empower communities to find sustainable solutions to enable greater sharing of edible food to those that require it, whilst reducing food waste within the community.

### **This could include:**

- Supporting the launch of Hubbub's community fridge network by providing funding for local authorities, local charities and community groups to join the network, in addition to those community fridges that will be provided by Sainsbury's and other partners. Funding could be targeted at areas where surplus food distribution is seen to be as a high priority.
- Undertake further research into user behaviour which could help drive greater redistribution of food that would otherwise go to waste, similar to the work Sainsbury's undertook with Olio in Swadlincote.

## Concluding thoughts

Following a year of testing and learning in Swadlincote, it is clear that while many trials garnered great success, true behaviour change takes time and the support of many parties.

Sainsbury's will be spearheading some of the most influential tactics under Tech & Tools, Inspiration & Knowledge and Community Engagement to scale them up to a national level at pace. Whether educating the younger generations, or helping communities share surplus to avoid food waste, these initiatives should help families across the UK save money by cutting down on the food they throw away.

However, one retailer, even with the best intentions, cannot tackle the global issue of food waste alone. Sainsbury's believes food waste is a national issue and to tackle it effectively everyone needs to pull together. Governments and councils, retailers, restaurants and the food and drinks industry, producers and suppliers as well as households to make a long-lasting and considerable difference.

Food waste is not good for anyone. It's costly commercially and bad environmentally. Which is why it's in everyone's interests to do something about it. However, it's a complex to solve, and needs whole industry and consumers to work together to waste less and divert more to those in need. There is still work to be done and Sainsbury's believes true progress will only be made with spirit of transparency and collaboration.

**"Tackling food waste requires everyone – retailer, manufacturer, brand and shopper – to unite in the food waste fight as we all contribute to the problem, and we are all part of the solution. Food waste is not something that we can resolve overnight. It requires changes in the ways we act, whether as a business or as a household. I am delighted that Sainsbury's is taking such an active approach in this area and working with WRAP through Courtauld 2025 to help customers and suppliers to reduce food waste."**

Dr Marcus Gover, CEO WRAP

# Appendix i: Results of Individual Trials

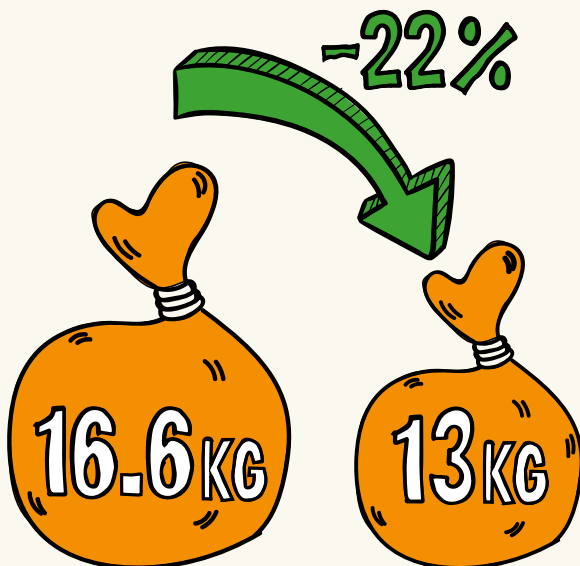
## Winnow

Winnow is a smart system that enables users to quickly and easily record any food being wasted. The system consists of a weighing scales and tablet and requires the user to weigh waste as it arises, selecting the type of food to create a log. It then calculates the financial value of the food wasted and makes this information readily available via easy to understand reports.



### Winnow results

Winnow was one of the most successful projects in reducing both food waste and, more notably, saving money for families. During the trial average food fell by 22%, from 16.6kg to 13kg. If excluding one anomaly though (one family saw an increase in food waste) this rises to 59%.



In terms of monetary value, household food waste dropped from £49 a week to £16, representing a significant 68% decrease. Assuming this behaviour continues, this would demonstrate a potential savings of over £1,700 during the course of a year.



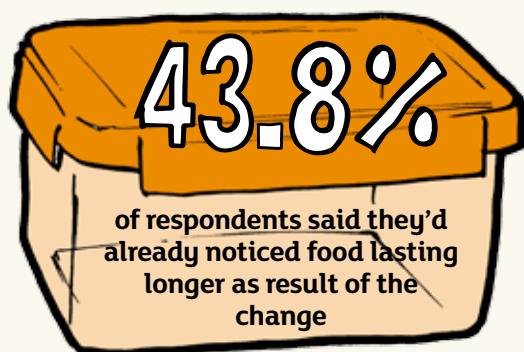
One of the keys to Winnow's success was that it made the reward of wasting less immediately clear: saving money. By adding up the small sums, which may seem minimal on their own – users could clearly see the accumulated value of their food waste. What's more, participants could self-diagnose solutions for their family by having clear sight of their pain points.

## Fridge Thermometers

WRAP research has found that where fridge temperatures could be lowered (e.g. from 7°C to 4°C) then it would be possible to increase the storage life of fresh foods for up to three days. It would be a fair assumption that extending storage life will allow more time for the food to be used, therefore food previously classed as 'gone off' could be saved.

As such Sainsbury's gave out more than 10,000 fridge thermometers in Swadlincote. These were designed to go inside refrigerators and to inform users if it was too warm. This quickly proved a popular tool, with over 90% of respondents agreeing that they'd used it and found it a reassuring tool. What's more the thermometers also demonstrated the first steps towards behaviour change, with all of those who found their fridge at the wrong temperature attempting to change it – 94% of these

successfully. It also proved useful in cutting waste: 43.8% of respondents said they'd already noticed food lasting longer as result of the change.



#### Fridge thermometer results

- 92% of people given the used it
- 22% of those found their fridge was not cool enough. All of these attempted changing the temperature as a result, with 94% doing so successfully
- 43.8% of respondents who changed the temperature said at least some of their food lasted longer as a result of changes
- 93% of respondents whose fridges were at the right temperature agreed it was a reassuring tool

### Fab Foods education programme:

Fab Food is an educational programme that introduces children to the topic of food waste. The aim is to reduce food waste in schools and encourage children to see themselves as an important part of the food waste issue. At the same time it hopes to spread the message back to parents and carers.

Working with South Derbyshire District Council's education team and a number of local primary schools, we created a simple model for others to follow, designed to complement the current curriculum.

To ensure the involvement of pupils from the outset, the process begins with the school appointing a group of children to lead the Waste less, Save more work and carry out an initial waste audit. This then informs an action plan, which is launched to the whole school, including assemblies, campfire cooking sessions, a magic show and changes to the school kitchen processes.

Alongside the work in the school, pupils were invited into the store and given a guided tour to learn more about food waste, and what we can do to prevent it. Following the project, a second waste audit is carried out to assess the impact, with positive results to date.



#### Fab Foods results

All five primary schools produced less waste per person after the Fab Foods intervention than before, with an average reduction of 24%

We engaged with a total of 1,590 pupils and staff, saving an average of 21kg of food a week per school, or the equivalent of 77.8 typical school meals worth £53.60. Over a 39-week school year, this would equate to a £2,090 saving for each school, or over £10,000 combined.

In addition to the reduction of food waste within schools, we've also received qualitative evidence to suggest that the messages are being shared upwards through the family at home.

The WRAP analysis writes that 'evidence suggest that there is an opportunity to deliver messages to children, in a school setting, that can then spread to parents and carers and thus potentially influence their food behaviours.'

### Community Fridge

The year in Swadlincote saw the launch of one of Britain's first community fridges; the fridge facilitates the sharing of surplus food within the wider community. In this instance this took the form of an open access fridge stocked with surplus food from local businesses.

Launched through Waste less, Save more grant funding, with the fridge donated by Bosch, the Community Fridge is housed in the centre of Swadlincote. Accessible for the whole community, food was also redistributed to local good causes including Shoutout, a charity that supports adults with additional needs; Meals on Wheels and Bank House, a charity that supports people with mental health issues.



### Community Fridge results

- 9,141 items of food were donated to the Community fridge project, the combined weight of which was 1,970Kg.

In all, feedback from Community Fridge users, individuals and community groups has been very positive and highlights the effect that the project is having on the community in Swadlincote.

The WRAP evaluation finds that the Community Fridge has played a useful and valued role in the local community. Members of the public have expressed their gratitude to the Community Fridge project.

Going forward we will be investing in a network of community fridges in partnership with Hubbub UK, and ensuring that these are not only open for businesses to contribute, but for local residents too, in order to help reduce domestic food waste.

## Council Tenant Welcome Pack

The Waste less, Save more Tenant Welcome Pack was developed by South Derbyshire District Council's Housing Department. Its aim was to help new housing tenants to reduce the amount of food they waste by giving them the confidence and ability to cook for themselves and establish positive relationships with housing officers from the outset.

A qualified nutritionist helped to create the welcome pack having visited a number of tenants to get a good understanding of their circumstances and the help that would be of most use. Housing Officers delivered the pack as part of their initial meetings with new tenants. The packs contained food, some tools for helping to avoid food waste, such as spaghetti measurers and bag clips, as well as a guide to cooking nutritious and low-cost meals.



### Council Tenant Welcome Pack results

- 95% of participants reported increased knowledge around food waste and nutrition
- 38% of participants reported that they are more confident in 'cooking from scratch'
- 66% of participants reported a

reduction in the amount of food they waste

- 5% of participants reported saving money as a result of the programme

The welcome packs did prove useful in cutting waste and were well received by recipients. The main barrier to a wider roll-out is the cost of the pack with items coming to around £50. This could be scaled up easily and further adaptations could be to target other demographics such as students or people moving into their first home, each of who might benefit from the tools and education elements.

## Picnic Rescue

Picnic Rescue was launched to tackle food waste during picnics, a common problem during the summer months. The project identified the most common foods going to waste and the reasons for this. It then set out to trial different solutions/products to minimise food waste from picnics and packed lunches.

### The picnic packs consisted of:

- Packaging solutions (e.g. hard and soft apple cases, crisp bag clips, pear cases, lunch bags, portioned plastic trays)
- Ice-packs and cool bags
- Points of contact for picnic planning – portions, interesting recipe ideas, ways to use up leftovers, cash value of leftovers
- Information on food safety and safe temperatures for perishable goods on stickers and in a leaflet
- Links to other projects e.g. OLIO

Recipients were told that when they had trialled the products they would be required to provide feedback to help evaluate the usefulness of the picnic packs and the products and information contained within.



### Picnic Rescue results

- 98% of respondents reported to have reduced their picnic waste by at least 75%
- 70% of respondents reported that following the trial they did not waste any picnic food
- Products deemed most useful included a three-part tray and a lunch bag, along with a soft bag for storing fruit and preventing bruising.

Picnic Rescue is a campaign that can be used to target a specific audience, at a specific time of year for addressing a type of food waste that is not commonly considered. The results suggest that providing the information and tools contained in the picnic packs could help people to change their portioning and storage behaviour which may lead to reduced food waste generated.

## Olio

Olio is a free mobile application that allows users to share their surplus /near to end of life food with others. This could be food nearing its sell-by date in local stores, spare home-grown vegetables, bread from the bakery, or groceries from the fridge. Individuals or shops can sign-up for the app and list food which they know they won't be able to use. The app then alerts other Olio members when food is available and if they want the item they can 'arrange a pick up' on the app then go and collect it.

Sainsbury's provided grant funding to employ a local co-ordinator to promote Olio to householders and local shops. The strategy was to encourage sharing between households by making surplus food from Sainsbury's via the app. By boosting the amount of food available for swapping it was hoped that there would be increased appeal for households to use the app and thus begin redistribute unwanted household food.



### Olio results

- 6,984 items were listed on Olio, the estimated weight of which was 3,244Kg
- 466 listings were made by users representing 7% of listings with an estimated weight of 149kg, 5% of all food listed.

The majority of items shared were donated by local businesses. However, the 5% (149kg) listed on the app by local households still equates to the average weight of 355 typical meals (at 420g each), showing that there was indeed an appetite for sharing surplus within the local community. The WRAP report also notes that long term behaviour change will involve changing attitudes and perceptions, and campaigns such as this have a role to play.

It is also important to note that the local co-ordinator played a significant role in introducing the town to the app, encouraging people to download it and participate

in sharing. As such, if aiming for success, we would advise that any further roll-out of the project have a similar colleague in place.

## Innovation Challenge

Fifty households were given six items that claimed to reduce food waste to trial and review. The trial lasted three months, with feedback gathered from respondents on both food waste and their spend on groceries.

### The items were:

- FoodSaver: a vacuum packing machine that seals food in airtight bags
- FreshPaper: paper sheets infused with spices that the manufacturer claims help fruit and vegetables stay fresh
- Food Huggers: silicone containers that shape to fruit and vegetables, helping to keep them fresher for longer
- Count On It: food labels with a scratch-off calendar to help manage food
- MeasurALL: a measuring jug with a scale specifically designed to help users correctly portion different types of pasta and rice
- Electric spiraliser: a cutting tool that produces thin ribbons of vegetable that can be used decoratively or in lieu of pasta.



### Innovation Challenge results

- Average food waste per day fell by 71g per day, a reduction of 18%.
- Average spend on food increased by 7%, from £12.27 per household/day to £13.13

The products tested were, overall, popular with participants. The best items for reducing food waste were the FoodSaver vacuum packer (73% respondents said this had helped them cut down) and the Food Huggers (69%) followed by the MeasurAll at (54%). 38% of people said both the Fresh Paper the Count On It labels helped reduced waste.

While the results showed a slight increase in spend, it is interesting to see the responses from the trial, as many did feel that the items would help cut costs. Based on the speculative feedback from respondents the FoodSaver again performed best, with 80% of those asked thinking it would reduce waste. Other good performers were the MeasurAll, Food Huggers (both 58%). The Count on It labels scored 38%, while the FreshPaper scored 30%.



## Smart Fridges

Twenty households were given a Bosch Series 8 Home Connect smart fridge, a refrigerator equipped with cameras that allow the user to remotely view the contents using a smartphone app. This was the first time the technology had ever been trialled in the UK, allowing users to check the contents on the go and make sure they weren't double-buying items they already had.

The Home Connect app also allows users to alter the temperature of their fridge remotely, to help keep food fresher for longer. Another feature of the fridge was its Vitafresh technology which is designed to make fresh produce last longer in the vegetable drawer at the bottom of the fridge.



### Smart Fridge results:

Respondents felt that the fridge was helping to keep food fresher for longer, particularly their fresh produce at the bottom of the fridge, suggesting the Vitafresh technology has the potential to reduce food waste.

## Zero Waste Kitchen Challenge:

The Zero Waste Kitchen Challenge (ZWKC) ran from August 2016 to December 2017, and worked with 50 households. It aimed to build a community of households actively attempting to reduce their household food waste.

Participants were given a Zero Waste Kitchen Handbook and £100 to spend on a range of Zero Waste Kitchen products (for example, sealable food containers, food measurers, kitchen scale, meal planners etc.). Further engagement included home visits from the Food Saver Champions and the opportunity to attend cookery workshops (three workshops were held); participants also had their own Facebook group to share ideas and experiences.



### Zero Waste Kitchen Challenge results:

The trial delivered an average waste reduction of 20% (60g per household, per day), and 80% of respondents said they're wasting less food as a result.

The highlight of the project for participants was the cooking demonstration, with 81% of people asked saying that this was the most useful part. Looking at scaling

this up, it was considered that an online tutorial could be hosted, however the WRAP analysis suggests that the one-on-one contact was important for success.

With reference to the tools provided, the study concludes that people tended to prefer relatively traditional, utilitarian items such as simple measurers, sealable food containers and kitchen scales, over less common items such as the preserving kit, fresh paper or plate portions, which were less commonly chosen by participants.

## Feed the 1,000

The Feed the 1,000 event was held to raise awareness of the £700 worth of food typically wasted by families each year by cooking the equivalent amount up into tasty dishes and giving out 1,000 portions to local people.

The WLSM Food Saver Champions were on hand to provide advice and recipe ideas for using leftovers and cutting food bills. In their retro orange van, they gave cooking skills demonstrations and spoke to people about their food habits. Food-saving tools, including spaghetti measurers and bag clips to keep food fresh, were also handed out.



### Feed the 1,000 results:

- 999 samples given away
- 694 recipe cards were distributed
- 103 people signed up to the WLSM newsletter
- 1500 people were engaged

The Feed the 1,000 event was considered to be a positive means to engage Swadlincote residents on the subject of food waste, and proved useful in gaining contact details and support on social media for further engagement. If rolled out further it is recommended that a follow-up study is run to assess the impact of the trial long-term. Likewise it's suggested that all parties involved are briefed with a written agenda to ensure that every representative is delivering a consistent message and helping visitors cut food waste.

## Food Saver Champions:

The Food Saver Champions (FSCs) were a team of eight people passionate about reducing food waste. They were employed to spread the Waste less, Save more message within Swadlincote, attending local events.



The FSCs were a key part of South Derbyshire District Council's original vision and helped deliver many of the local projects. The FSCs explored ways of working with the community to create enthusiasm around the Waste less, Save more message, encouraging residents to get involved in the campaign and the projects run by Sainsbury's and its delivery partners.

The team toured Swadlincote and the local area in a bright orange vintage Peugeot van, which had been converted to feature a mobile kitchen. This allowed them to demonstrate waste-saving recipes and give out samples to engage with local residents.

In addition to spreading the word, the FSCs helped out with projects run by other partners, including the Zero Waste Kitchen Challenge, the Innovation Challenge, Community Fridge, Bosch smart fridge trial, Fab Foods, Savvy Shopper app trial and the Tenants pack.



#### **Food Saver Champions results:**

The broad nature of the work carried out by the FSCs means that their direct impact on reducing waste is hard to quantify. However, their levels of engagement are positive:

- The Food Saver Champions attended 65 events in the community
- The team engaged with 8,415 local people
- The team gave out 5,649 free food samples and 1,507 waste-saving gadgets
- They secured hundreds of sign-ups for the Waste less, Save more newsletter and were responsible for driving awareness and sign-ups to our social media pages, including a Facebook page which received over 1,000 likes

The Food Saver Champions provided a hugely valuable resource for the campaign, bringing the message to the people on the streets. Feedback from the pilot showed that results took time, while residents warmed up to the campaign and got to know the team. As such, any future activations are recommended to take place over a significant period of time.

### **Sainsbury's Smartplanner app:**

Smartplanner is an iPhone app that uses Nectar data to remind users of the food they might still have in their cupboards/fridge and suggests recipes using these as ingredients. The app also keeps track of what users buy and provides advice on what they might need to top up on.



#### **Sainsbury's Smart Planner app results:**

- 43% of users said the Smart Planner helped them reduce food waste; whilst 52% said it was too early to tell

At present the results are being further interrogated to integrate the best parts of the app into our wider digital development.

### **Leftover stickers:**

Within the town we also trialled freshness stickers, which were designed to be attached to a tub containing leftovers, and changed colour over time to indicate the freshness of the contents. The aim was to encourage residents to make use of their leftovers by giving them a visual reminder.



#### **Leftover sticker results:**

The key finding from the trial was that consumers weren't using the stickers they were given, with just 20% of recipients trying them out.

However, once over the initial hurdle these respondents gave positive feedback. 82% said the stickers worked as expected and, of those who'd already eaten the food that had been labelled, all respondents had used the items within the suggested time frame by the label.

Given that using the label was the main barrier to its success, we're now extending the trial on to products in store.

## Pledge Tree:

A pop-up display hosted in our supermarket foyer, the Pledge Tree was designed to increase engagement with the project. Members of the public were asked to write their promises to reduce waste on labels before hanging them, like leaves, on the branches of the tree.



### Pledge Tree results:

While we were unable to measure the direct impact on household food waste, the project was set up to encourage engagement with and awareness of the project. In total, the tree received over 150 pledges during the course of a month.

Feedback from the delivery team is that it's a useful reminder for people already engaged with the scheme, so could be used later on in an initiative to ensure the campaign (and its desired outcomes) stay front of mind for those involved.

## Eco Games:

In order to engage with younger audiences outside of the Fab Foods programme, we introduced eco games designed to bring food waste to life in a fun way. The games included 'Top Trump' style playing cards, which allowed players to learn about the numbers behind some of the most wasted foods.

Likewise giant board games were created for community events, including a food waste inspired take on snakes and ladders, where waste-saving actions helped players progress, while poor behaviours saw them slide back.



### Eco Games results:

As an engagement tool, the games did not have a direct impact on household food waste, however qualitative feedback from the delivery team really highlighted the benefits of the tool as a good way to encourage young people to relate food waste to their own behaviours.

The games are also a useful tool for engaging with parents while at public events. Similar to the findings from Fab Foods, by capturing the attention of children, it often proved that the parents would spend longer talking with

the Food Saver Champions or other Waste less, Save more representatives.

## Secondary schools digital art project:

To engage with older students in the area, we encouraged local secondary schools to participate in a digital art class, to design and produce a mural to be displayed outside the main Sainsbury's supermarket in town. As with the Fab Foods project this was designed to complement activity on the national curriculum.



### Secondary schools digital art project results:

This project proved successful in engaging students and young people from a range of different schools across the area. The mural also stands outside the front of our Swadlincote store, acting as a gentle reminder to shoppers, enabling them to keep the project and waste-saving behaviours front of mind.

Though its impact on food waste cannot be directly measured, we would recommend projects like this for groups looking to actively engage with secondary school students on the topic as the feedback from teachers was entirely positive.

## Creative communications:

To support awareness of the campaign, we devised a cross-channel communications plan both in Swadlincote and beyond. In addition to securing national and regional press coverage around the project, we ran some tailored projects to target local residents. These included an interactive window display within a disused shop in the town. By scanning the graphic on their phone, users would be linked through to recipe ideas and the Waste less, Save more Facebook page to give them some tips and inspiration.

Another tactic was the use of a small Waste less, Save more hologram, which was displayed in the store. This displayed a number of fun animations offering tips on how to save some of the most commonly wasted foods, and was in the store for over three months. Elsewhere we ran a campaign with the local cinema to screen Waste less, Save more messages ahead of films, and – in

early 2017 – we hosted a street art project in the town centre, featuring pictures and stories from some of the households who'd been involved.

Feedback from the delivery team also noted that this kind of event was useful for lifting spirits and getting people to reengage with the campaign some months on.



#### **Creative communication results:**

During the trial, there was a marginal increase of people recalling Waste less, Save more messages through outdoor advertising – rising from 0.6% to 2.0% – but there was little other quantitative data to support their success.

While behaviour change is best supported by multiple repetitions of messages from different sources, which these communications techniques should support, the insignificant response rates suggest that perhaps resources are best spent elsewhere for future campaigns.

### **Street party celebration event:**

To celebrate the full year of Waste less, Save more in Swadlincote we organised an event in the town centre. To help drum up interest, we recruited Bake Off finalist Andrew Smyth to come along, and judge a baking competition where residents has to submit their creations using surplus foods.

The event also featured a Waste less, Save more Inspiration Station – a pop-up, indoor space packed with games, activities and giveaways for all the family. The Food Saver Champions were also in attendance to inspire guests to sample food created with commonly waste ingredients, while a chef was brought on to run a Food Saver Surgery, inviting the public to ask him anything in a bid to help answer their food saving questions.



#### **Street party celebration results:**

The street party proved a success with hundreds attendees coming along on the day. We were able to secure additional sign-ups to the Waste less, Save more social media channels and give out more waste-saving gadgets, like the fridge thermometers, which could be taken home to provide a visual reminder to users to waste less and save more.

# Appendix ii: Attitudinal Data from Swadlincote

## Taking consumers on a behaviour change journey

Through research with local families Sainsbury's was able to identify three different types of households when it comes to their relationship with food waste. At the bottom end we see **casuals**: those who – while sometimes acknowledging food waste – are not yet doing much to reduce it. This is followed by **enthusiasts**, who have a better awareness and are making efforts to reduce waste, before moving on to **activists**: households who aspire to a zero-waste lifestyle and take an active role in sharing their views within the wider community.

Across all demographics, research showed the need for interventions to be easy and, at least in part, enjoyable.

Previous research<sup>7</sup> has shown that the majority of households are still in the early casual phase and, while they report to having some awareness of how to reduce food waste, in reality very little is done. For example, 95% of people claimed to be confident in freezing food, while 74% believe they are confident cooking meals from leftovers. And yet, nearly two fifths (37%) of people admit to not using their leftovers.

As the above highlights, the first challenge is to get people thinking about food waste and to seed key messages and cues to keep the message front of mind. This is supported by the research from WRAP which identifies that.

## Reaching households at points when food waste is considered

The research also uncovered two key ways in which households can be encouraged to cut waste: pre-emptively – through the planning, shopping and storage stages – and 'in the moment' while actually cooking and preparing a meal.

This ties in with the findings from WRAP, which note that there has been a surge in engagement in Swadlincote during the campaign.

- A fifth (18.5%) of locals asked said that they were now more aware of food waste as a direct result of the Waste less, Save more programme
- The number of respondents claiming to have heard something about food waste rose from 37.7% to 50.0%
- Respondents saying they'd heard about food waste from a TV programme fell from 68.9% to 41.6% during the campaign
- Those who read about waste in newspapers and magazines dipped from 12.5% to 7.5%, while those reporting to have heard about it from a TV advert dropped from 12.3% to 5%
- Looking at specifically at in store activity from Sainsbury's however, the figures rose from 7% to 40.8% over the year
- When looking specifically at Sainsbury's shoppers, the results show further success. Based on results from August 2016 and January 2017 Sainsbury's achieved recognition of 84%
- More importantly though, the number of these people reporting or planning a change to reduce food waste rose from 35% to 64%
- Finally the proportion of these people who believed Waste less, Save more would save them money (or already had) rose from 35% to 68% over the six months

While the campaign will take time to deliver widespread results, we are seeing early indicators with the following shifts toward positive behaviours:

- Knowing which foods need using up first, and using them in a meal: 80.7% agreed at the beginning of the campaign, up to 87.1% by the end.
- Checking cupboards, fridge and freezer before shopping: 77.4% to 84.2%
- Correct understanding of Use By labels: 45.7% to 59.8%

<sup>7</sup> Conducted on behalf of Sainsbury's, with a 5,000 person study from September 2016

# Appendix iii:

## Food Waste at Sainsbury's

### In our operations

Food waste has long been an important issue for Sainsbury's and something we continue on in our operations, while ensuring that the waste that does occur is put to good use. In 1994 – along with the charity, Crisis – we co-founded FareShare, an organisation that redirects surplus food to charities and community groups who create nutritious meals for vulnerable people. Since then we've built up a network of over 1,110 charity partnerships to help redistribute unsold food, getting it to those who need it most.

As an organisation we're proud to send zero operational waste to landfill, which is why we work hard to share surplus with charities. Any unsold items that can't be redistributed are sent to anaerobic digestion, where they're used to make renewable, green gases which help power our stores.

As one of only two major retailers to disclose their food waste data, our latest results (2015/16) are positive, with food waste converted to energy down by 9.4%.

### Helping our customers at home

In addition to managing waste in our own operations, we've a long-standing commitment to reducing food in the home. Over the years, we've run a range of initiatives including: Love your leftovers, Make your roast go further and Love your freezer which have all helped inspire customers with ideas to reduce food waste in the home.

### In store initiatives

As the UK's second biggest supermarket, we know that our actions can help make a difference for customers, which is why we're making changes internally to help them. As of July 2016 we became the first major retailer to get rid of multi-buy offers, replacing them with consistent low prices instead. This helps customers shop for just what they need, helping cut waste and manage finances. Elsewhere, we're helping customers cut food waste through packaging innovations. Since Waste less, Save more began we've changed to over 100 product lines to help customers cut food waste, including re-sealable packaging and improved storage advice.

Following customer feedback we were the first retailer to redesign packaging on sausages. Packs of eight sausages are now sold in connected 'snap packs', meaning that half can be opened and cooked, while the others can easily be stored or frozen for use another time. We've also redesigned our potato packaging on selected lines to make it completely opaque and prevent greening.



### Key achievements to date:

- Food waste to energy down 9.4% year-on-year
- More than 1,100 charity partnerships now in place to redistribute unsold food to charities
- First grocery retailer to achieve zero operational waste to landfill in 2013
- Removal of multi-buys from all food products achieved in 2016 reducing waste
- £10 million five-year investment in Waste less, Save more to help households to reduce food waste

**Sainsbury's**  
*live well for less*