WHAT IT’S ABOUT:

Love Food, Hate Waste is a public-facing behaviour change campaign coordinated by the Waste and Resources Action Programme (WRAP) to reduce food waste in the UK. The campaign motivates the public to think differently about food, emphasizing how better food management results in substantial financial savings as well as a reduced environmental impact. The campaign uses tips on how to better manage food and provides leftover recipes to help the public reduce household food waste. WRAP runs the campaign and amplifies its impact through private, public and community partnerships. WRAP understands the bigger picture and uses this public-facing campaign to help influence retailers and government agencies to address their waste as well. This campaign is now being taken up around the world from Canada to New Zealand.

PRINCIPLES IN ACTION

STAKEHOLDER-FOCUSED

Love Food Hate Waste is stakeholder-focused. The campaign offers practical tips and inspiration to increase motivation and decrease barriers to participation. In its early years, Love Food, Hate Waste acknowledged in several articles that residents of the UK may be losing touch with core cooking skills, leading to an increase in food waste through convenience items, so they shared loads of basic cooking tips and recipes provided by celebrity chef ambassadors. WRAP now uses consumer insights and research to develop campaign approaches that resonate with target audiences. Through focus-group research conducted in 2016, WRAP identified that the British public are motivated by messages relating to money and the environment when considering their food-related behaviours. This in-depth research is being used to reflect stakeholder needs and develop a new targeted messaging approach for the campaign.
Making the Most of Each Mouthful

The British public have made great strides in reducing the amount of good food that goes into their bins at home. In fact, food and drink waste is down by 21% since 2007. But with £12.5 billion of food still ending up in the bin every year, there’s still a long way to go.

People are attracted to the idea of reducing food waste because it not only saves them money, but they are also aware that binned food often ends up in landfill and that somehow that’s not good for the environment. That’s quite true of course - good food in a landfill site will rot and produce greenhouse gases, but getting our food from field to fork has a big impact on the global environment too, and this impact is larger than it needs to be when food is wasted.

While the difference to our wallets is a tangible benefit for many, it’s important to help people understand that ‘making the most of every mouthful’ makes a difference beyond our own bins and bank accounts. Achieving an emotional connection with people will enable us to cut food waste figures further in the future.
The campaign targets the broad target audience of household consumers by partnering with messengers (initially with celebrity chefs) with different cooking backgrounds and by targeting households of both limited means and of higher socio-economic resources through different motivations - either personal budget reduction or the larger impact on the earth. The language and storytelling used are illustrative and appropriate for young and old audiences alike and by providing tips and recipes for change, rather than inundating with data the campaign appeals to a broad audience. However, considering the cultural diversity within the UK there could be a greater breadth of languages and recipes reflecting those experiences.

**COMMUNICATIONS TAKEAWAYS**

*Connecting with Audiences:*

**Focus on Household Savings First, Environment Second For Many Audiences**

Economic concerns dominate so emphasizing cost savings can be a strong motivator for many, particularly for reaching beyond the sustainably minded. When cost savings are also tied to doing the right thing or being part of a solution, it can be even more motivating as it taps into a deeper, sense of personal responsibility. For the most part, Love Food, Hate Waste leads with household savings. When information on environmental impact is provided, it is illustrated rather than articulated through text and moves quickly from problem to solutions an individual can take. In 2016, WRAP segmented (or split into groups) its UK target audiences. While the focus on savings is true for many, the environment is a particularly strong motivator for one particular group of highest wasters. For 2017, the WRAP team are developing an approach that targets different groups with the content that most resonates with them, under one overarching campaign idea.

*Framing:*

**Food is a Good Place to Start a Conversation**

Food provides an accessible point for opening sustainable lifestyle conversations, particularly when making good choices can lead to personal and societal benefits as mentioned above. Love Food, Hate Waste gets the right balance by including a clear challenge, choice, and opportunity in the campaign.

*Strategy:*

**Keep it Simple and Repeat Themes Often**

People are often overwhelmed with information and busy lives. Develop a few key narrative points and repeat often across multiple channels and using different mediums. For examples Love Food, Hate Waste uses ‘a saving of £700 for the average family’ and ‘seven million tonnes of waste from UK households every year’ points throughout the campaign to reinforce the message that there is a lot at stake for households as well as the planet.