

TRiFOCAL project – ‘Small Change, Big Difference’

London-wide digital campaign brief – February 2018

LWARB ref: 2017/18 – 18 / **EU LIFE ref:** LIFE15 GIE/UK/000867

The London Waste and Recycling Board (LWARB) is seeking to procure the services of a digital agency (the Service Provider) to create and manage digital campaign content for the ‘[Small Change, Big Difference](#)’ campaign – the consumer-facing campaign of the EU-funded [TRiFOCAL](#) project.

1. Introduction

London Waste and Recycling Board (LWARB) is a statutory board that provides a strategic approach to waste management in London. It has three main delivery programmes:

- Resource London
- Advance London
- Circular London

More information about LWARB can be found on our [website](#). All of LWARB’s contact with consumers is delivered by Resource London through its consumer campaigns:

- Recycle for London
- Love Food Hate Waste
- Love Your Clothes

The last two of these are regional manifestations of national campaigns created and delivered by [WRAP](#), the UK’s resource efficiency body. As part of its wider partnership with WRAP, LWARB is also a delivery partner in the EU Life-funded project, **TRiFOCAL**¹. The overall aim of the TRiFOCAL London project is to pilot an innovative approach to encourage:

- The prevention of food waste in the home
- The promotion of healthy and sustainable eating
- The recycling of unavoidable food waste

Over the lifetime of the project we will be aiming to engage with:

- Londoners, including both residents and commuters into the capital – with a focus on nine London boroughs in particular, but including London-wide campaign activity
- Up to 20 community groups, offering 100 workshops and up to 100 training sessions for 2000 individuals
- 1,000 food service businesses
- 30 large employers
- 24 schools in London

¹ LIFE15 GIE/UK/000867

2. Campaign activity to date

TRiFOCAL activity targets a range of different audiences (see above) through a number of work packages. This brief is for digital work to support the ‘householders’ work package, which targets consumers (both residents and commuters) in London with messages about the three sustainable food behaviours described above.

TRiFOCAL is the name of the wider project. The consumer campaign delivered as part of the householders work package is called ‘**Small Change, Big Difference**’, and all consumer-facing activity takes place under this name. Examples of the core visuals and messages from which all campaign materials have so far been developed are at Appendix 1. The message house which underpins all activity currently is at Appendix 2 (this may be updated as the campaign progresses).

The ‘Small Change, Big Difference’ campaign is run in two tiers: London-wide activity and localised borough-specific activity. Consumer activity kick-started in September 2017 with the first wave of localised activity, and the communities and schools work packages are, on the whole, aligning their activity schedules with the consumer campaign schedule.

2.1 London-wide so far:

London-wide activity targeted at householders has focused mainly on the development of the main campaign strategy, creative treatments and messages so far. However those assets have also been used to start building some visibility and activity for the campaign over the past two months. Progress and achievements so far include:

- The creation of a brand identity along with 6 core messages and posters, which sit at the heart of all our activity;
- A [website](#) to support and share all campaign activity;
- 12 pieces of media coverage as a result of a London PR launch in November and ongoing feature pitches;
- Collaborations and partnerships with a number of chefs, food businesses and third sector organisations active in the food space; and
- Social channels set up: Facebook, Instagram and Twitter. Regular organic posting since October has generated 170 followers and 1,200 engagements. No paid activity has yet been carried out.

2.2 Localised borough activity:

Nine boroughs were selected to take part in the campaign, which will run in three waves – three boroughs per wave. The first wave has been completed, running from September to mid-December 2017, and the second wave is due to start in June 2018. The third and final wave is scheduled for January to March 2019.

The first wave boroughs carried out a range of different, locally targeted activity:

Borough	Activities & channels
Hackney	<ul style="list-style-type: none"> • ‘Raw food art’ photography used in Hackney Central station take-over for a month • Digital ads on Facebook (using core campaign assets) to target

	<p>groups in the borough</p> <ul style="list-style-type: none"> • Pop-up food waste dinner at London Fields restaurant, Wringer & Mangle • Six free cookery workshops with Made In Hackney • Outdoor advertising using 70+ 6-sheet sites across Hackney, using core campaign poster on food recycling • Print advertising in two local newspapers – Hackney Today and Hackney Citizen
Lambeth	<ul style="list-style-type: none"> • Production of videos with local resident Valcie McIntosh, showcasing tips and recipes for using commonly wasted food, eating more sustainably and using your food recycling service • Distribution of videos via digital and in local cinemas (Ritzy, Playhouse) • Production of ‘food for thought guide’ to Lambeth– in collaboration with local partners. Distributed along with food saver items at four community events around the borough • Small amount of outdoor advertising – 48-sheet and 6-sheet – using core campaign posters • Vehicle livery using food recycling material on six recycling trucks for one month
Merton	<ul style="list-style-type: none"> • ‘Raw food art’ – a sculpture produced with Wimbledon School of Art displayed in a prominent town centre location, accompanied by campaign key messaging; • 3D street art covering the three campaign message areas displayed in three areas of the borough – Wimbledon, Mitcham and Morden • 150 ‘foot print stencils’ leading to the 3D art with key messages around Merton. • Outdoor 6 and 48 sheets with a combination of raw food art and campaign posters. • ‘Raw food art’ – resident photography competition and showcasing of winning entries via outdoor advertising • Production of videos showcasing tips and recipes from local residents, in collaboration with the Dementia Hub in Merton • Distribution of videos online and via paid social media ads as well as to community groups in DVD format • Production and distribution of food waste calendar– put through residents’ doors • Production and delivery of Merton specific leaflet – delivered door to door in 20,000 households. • Canvases showing the core materials displayed at Wimbledon College of Arts and Merton Civic Offices

An incumbent full service agency has delivered all creative work to date, and they will continue to develop and deliver the campaign on our behalf for the life of the project. The appointed digital agency will be expected to collaborate effectively with existing suppliers and ensure their work aligns with the overall creative direction of the campaign.

3. Evaluation and feedback to date:

The TRiFOCAL project as a whole has a robust evaluation plan designed to assess the impact of all the work packages on waste and sustainable food objectives. The consumer work package has its own evaluation plan too, including:

- Waste compositional analysis at the start and end of the project in 6 of the 9 boroughs;
- Door-to-door surveys of residents in six of the nine participating boroughs, to assess levels of understanding of food sustainability issues, as well as current behaviours relating to those issues;
- Follow-up focus groups (one per borough) in each of the participating boroughs, in the month following completion of their 'wave' of local activity.

The baseline door-to-door survey of residents was completed in late summer 2017; results can be seen at Appendix 3. It will be conducted again in summer 2019 to monitor impact of the campaign.

Wave 1 focus groups were conducted in Hackney, Lambeth and Merton in December 2017. Key findings from the groups were:

- There was spontaneous recall of the campaign across all 3 groups but little detailed recall about specific messages.
- Most participants focused on a single aspect of the campaign, rather than the integrated messaging; and there are varying levels of awareness and understanding of the different message areas amongst householders. General recall was food waste first, healthy eating when prompted and food recycling last.
- The simplicity of the campaign creatives were liked but more information was required by participants in order to understand the messaging. Some messages were actively misunderstood.
- 'What can I practically do?' and 'Why should I do it?' were questions asked about different posters/messages – so detailed understanding needs to be improved of both practical take-outs and the consequences of not changing behaviours.
- Participants expressed the usual barriers to behaviour change – lack of time, lack of facilities (flats) and time taken to settle into a new routine. In order to prompt change, people need more personal scale ('what does it mean for me in particular?') and borough-specific facts about how much money is wasted, to make it more relatable.
- The creatives were seen as being very family-friendly, but this is not the core target audience for the campaign.
- Social media content was described as not being very 'slick' compared to other online campaigns, but more use of social media was a strong recommendation – including user-generated content and food hacks in video format.
- Easier-to-find content is needed – participants criticised the number of clicks that it took to get to relevant content, many of them giving up before reaching it.

The detailed feedback report from the three focus groups is at Appendix 4.

4. The digital campaign brief & requirements

We are now looking for more intensive creative, production and community management support to build the London-wide online impact of 'Small Change, Big Difference'. This will require effective collaboration with our incumbent creative agency.

While the campaign is generating content at both a London-wide and local level, this content needs to be optimised and new content created in order to raise awareness and increase reach and engagement across the capital. The budget available for this element of the campaign is a maximum of € 90,000 including VAT.

4.1 Digital campaign objectives:

To support the in-depth borough activity as well as the London-wide PR campaign, we wish to work with an experienced digital campaign agency to help us create and deliver content that will:

- Increase reach and awareness of the 'Small Change, Big Difference' campaign across London through content targeted at 'aspirational discoverers' and 'spontaneous creatives';
- Provide simple, actionable and engaging content to help our audience change key behaviours around food;
- Increase the shareability of existing campaign content and generate new content which optimises engagements;
- Engage with influencers who will increase our reach and impact with key audience segments (and possibly produce content to support the campaign);
- Increase traffic to the campaign [website](#) (although land-based KPIs are secondary to engagement);
- Increase followers on the campaign's social media platforms; and
- Help deliver behaviour change and more sustainable food behaviours across the capital.

4.2 Target audience:

In order to target our audience more effectively, the campaign used WRAP's segmentation based on food behaviours for its 'Love Food, Hate Waste' food waste prevention campaign. In London we have targeted two segments in particular:

Aspirational discoverers: (primary)

- This is the youngest, most urban and most diverse segment. They are ambitious in their careers, embracing a busy lifestyle with plans often changing at the last minute.
- This group is still learning how to shop, cook and run a household, and are receptive to messages that help them become smarter and savvier. They won't change their routines wholesale to waste less, but there's a role for big-picture motivation in helping drive meaningful everyday change.
- A young, busy and digitally engaged group, passionate about everything, including food.
- Although the segments are based on behaviour rather than profile, this group over-indexes in the 18 to 35 age range.

Spontaneous creatives: (secondary)

- This group is busy, under time pressure, and feels stressed. They are among the least happy with the amount of choice they have in life, but love food and dislike planning.
- They are a group with unpredictable lives, who don't plan food shopping and cooking ahead, and don't want to either.
- They like cooking, but still have a lot to learn. They can be motivated by messages that underline how better portioning and use of leftovers can be a savvy way of saving money. Provision of advice and tips is well received, as it taps into their interest in food and trying new things.
- It is crucial not to patronise them, but to appeal to their passion for cooking in nudging them into better behaviours.

In media planning terms, these two segments are most likely to be found in London through age demographics. The 18-44 year old age group is the closest fit, and the primary target for our campaign is tighter still – 18-34 year olds – but we should not rule out those up to 55 years.

More detailed pen profiles for these two segments are at Appendix 5.

5. Content areas to explore

We are now looking for creative, but targeted and efficient, approaches to help build the campaign both locally (at borough level) and regionally (London-wide).

5.1 Awareness and reach:

Our focus groups from the first wave raised the concern that the campaign is not as visible, even at a local level, as we would like. We need to increase reach and awareness to put our content on people's mobile phones, prompt them to consider all three food-related issues and drive higher campaign recall.

Ideas so far within the team include:

- Considering paid media that targets the younger audience (although some boroughs already did this at a local level) – using Instagram as the primary channel;
- Working with a range of partners already engaged with the project, including chefs, bloggers, food retailers and other food-related campaigns (including Love Food Hate Waste and Recycle for London) to get our content amplified through their channels;
- Approaching influencers (whether micro- or ones with larger followings) to create and share content – possibly through Tribe or similar platforms, or by working directly with targeted content creators.

5.2 Engagement and community-building:

It is essential that our content is engaging, shareable and has a life beyond the campaign, particularly given that the project will finish in 2019 and will need to have some legacy beyond the funded period.

Ideas so far include:

- The creation of a recipe bank and a mechanism for encouraging people to share recipes themselves, both with the bank and with friends and family;
- Working with the schools and communities work packages (run by Groundwork London), to springboard off their direct engagement activity, share content or target individuals and groups already involved with the project through Groundwork London's work;
- Use of tips and life hacks, potentially in partnership with a food-related online content provider.

5.3 Sign-posting and behaviour change:

In order to deliver behaviour change around the various food behaviours covered by this campaign, we need to understand where our audience currently sits on the 'change curve' (see below). This curve is otherwise known as the 'trans-theoretical change model', and shows the various stages that people need to go through in order to be ready for, commit to and make changes.



Prochaska, DiClemente, & Norcross, 1992

At 'pre-contemplation' stage, people are unaware of the issues and that any change is needed. As they move through the curve, they become more aware of the wider issue and engage more actively with the idea that they need to change as individuals. By the time they reach the 'action' stage, they are directly looking for practical advice to make the change required. This action stage can be supported by campaign activity such as recipes, tips and hacks; these meet the needs of an audience that already understands the environmental and health impacts of their behaviour and recognises their role and ability to do something about it.

However we do not currently have a clear understanding of where our audience sits on this curve against all three of the food-related areas our campaign is tackling. It seems likely that they are at a different stage with each message area, and different stages within those areas once we start to drill down to the detailed behaviours required of each.

Digital campaign activity should be designed not only to communicate and encourage the desired behaviours but also to help the campaign team monitor and assess where audiences are on the curve with each message we put out there. This will require a range of assets and messages which target different levels of awareness and preparedness for change; it will also require the design of user journeys which can show how much audiences understand, and are ready to engage with, different types of content.

For those areas where we know awareness is better than others (in particular, food waste prevention) a single-item focus will help with both behaviour change and engagement requirements, such as a sustained focus on a particular item of food and how to preserve and use it in a variety of different ways.

Signposting and legacy:

Assets need to be built so that they can survive beyond the funded period – such as the ‘Small Change, Big Difference’ website – and pre-existing assets such as the Postcode Locator tool (tells you if you can recycle food where you live) identified as part of a family of assets necessary to support ongoing behaviour change beyond the life of the project. These then need to be clearly signposted and their content reviewed and refreshed if necessary, to ensure that they help consumers with longer term behaviour change.

6. Contract deliverables

The contract will require the following core work elements from the appointed agency:

- Attend a project **inception meeting** at LWARB’s offices to discuss the approach, how the project will run and to confirm the deliverables;
- Develop an overarching **digital plan** for April 2018 – March 2019;
- Review and update **existing content** and channels, advising on best use of assets to **maximise reach and engagement**;
- Create **new content** and deliver it through agreed channels to achieve highest possible reach and engagement;
- Identify and liaise with **influencers** to gain wider traction and audiences for campaign content;
- Provide **community management** services over the life of the campaign to take advantage of all reactive opportunities;
- Define an effective **evaluation plan** and propose KPIs for the life of the campaign;
- Provide relevant **evaluation** mechanisms and **feedback** on a regular basis to assess and adjust the digital campaign as well as individual pieces of content;
- Propose ways in which **monitoring** of digital content can be used to profile audience segments and assess their awareness, understanding and **readiness to change** for each of the behaviours and messages pushed out;
- **Liaise** with the existing campaign’s creative agency to make sure activity links with the wider campaign objectives and integrates with the London-wide PR approach;
- Set up and attend **monthly planning meetings** with the TRiFOCAL team to review progress against KPIs and agree learning and next steps at every stage of the campaign;
- Provide weekly status updates; and
- Review campaign success and produce a **final report** showing performance against KPIs between April 2018 and August 2019.

7. How to respond to this brief (submission requirements)

Your response should be no more than 8 x A4 sides (excluding case studies and CVs) and should include:

- Confirmation of understanding of, and ability to deliver, the brief and contract deliverables;
- A short outline of:
 - three items of new content you would create for the campaign (no actual creative required at this stage);
 - recommendations on platforms, monitoring processes (see behaviour change requirements above) and KPIs for the proposed content; and
 - a shortlist of suggested influencers who could create content and/or extend campaign reach and awareness.
- Cost breakdown showing hours and deliverables, including a price for providing:
 - an overarching plan for 2018-19;
 - account and planning support for the campaign and its measurement;
 - the content ideas outlined in your proposal (see above);
 - a year's worth of community management to keep the digital channels live and relevant, with details of the time allocated to the task;
 - costs for key personnel, using the table below to indicate roles vs. rates;
 - a rate for expenses, travel and incidentals that may be charged to LWARB.
- Examples of similar (consumer) campaigns you have worked on, along with a summary of their success and impact; and
- A description of delivery team and expertise.

7.1 Rate card

Please provide maximum day rates against the following roles:

	Senior level (e.g. account director)	Mid-level (e.g. project or account manager)	Creative / content creation roles	Junior (e.g. account exec)
Cost				

7.2 Submissions:

Responses must be submitted by email to info@lwarb.gov.uk by 9am on Monday 26th February. Responses received after that time will not be considered.

For questions about the brief please email Violetta Lynch at violetta.lynch@resourcelondon.org – or ring Violetta on: 020 7960 3667.

8. Evaluating the responses

Responses will be evaluated as follows:

Evaluation criteria	Weighting
Price	25%
Understanding of the project objectives and requirements; an approach and timeline that will deliver	20%
Creativity and relevance of ideas suggested in response	30%
Experience of agency, as well as allocated personnel, their skills and technical capability (including case studies)	25%

Responses will be evaluated based on written submissions.

The cost element of the evaluation will be calculated as the fixed cost for creating the three content ideas outlined in your proposal, plus ten days unweighted average day rates (as requested in section 7 above) of those personnel specified as delivering the contract.

From those results, no more than 3 shortlisted agencies will be invited to present their proposals if a decision cannot be made based on written submissions. These presentations will not ask for any additional development or creative work, but rather a face-to-face presentation of your submission.

9. Our timetable

Steps	Responsible	Deadline
Brief sent out	LWARB	9 th Feb 2018
Deadline for receiving questions on the brief	Agencies	16 th Feb 2018
All questions answered and Q&A shared	LWARB	21 st Feb 2018
Responses to brief received	Agencies	9am 26 th Feb 2018
Agencies shortlisted	LWARB / wider team	1 st March 2018
Presentations from shortlist (if necessary)	LWARB / agencies	5 th March 2018
Agency appointed (subject to contract)	LWARB	6 th March 2018
Inception meeting	LWARB / agencies	12 th March 2018
Overarching digital plan produced & agreed	Agencies / LWARB	26 th March 2018
Content development starts	Agencies	From 27 th March 2018

10. Budget & timescales

Responses should assume a budget ceiling of € 90,000 including VAT, which at this stage should include all aspects of planning, content creation, media and influencer spend, community management, monitoring and evaluation and the production of a final report.

The contract will commence in March 2018 and terminate in August 2019. Activity should be largely complete by end of March 2019 and reviewed and reported on from April to August.

11. Contracts & legal

The contract will be let by the London Waste and Recycling Board (LWARB), as the contracting organisation, but a number of organisations collaborate on this campaign.

11.1 Acceptance of bids

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

LWARB will not enter into discussion with non-selected potential suppliers, or justify its decision. Potential suppliers deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

11.2 Period for which bids shall remain valid

Unless otherwise stipulated by the bidder, bids shall remain valid for 60 days from the closing date for receipt of submissions.

11.3 EU special requirements

This project includes EU LIFE funding and as a result it is necessary to ensure adherence to the following requirements.

The Contractor agrees to retain all original documentation relating to this contract, including invoices, evidence of expenditure, reports, communication materials, and any other relevant paperwork relating to this contract until March 2025. All records must be easily accessible if requested by LWARB, its auditors and/or European Commission.

Reference to the LIFE project, using the code LIFE15 GIE/UK/000867, must be made clear on all submissions, project reports and invoices.

All communication materials produced as part of the Project shall use branding and core artwork made available to the Contractor by TRiFOCAL, as part of the Small Change Big Difference consumer campaign. Communication materials shall adhere to the TRiFOCAL branding guidelines.

Any communication or publication related to the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, websites, noticeboards, etc.), shall indicate that the project has received funding from the Union and shall display the LIFE Programme logo (<http://ec.europa.eu/environment/life/toolkit/comtools/resources/logos.htm>). For audio-visual material, the credits at the beginning and/or at the end shall include an

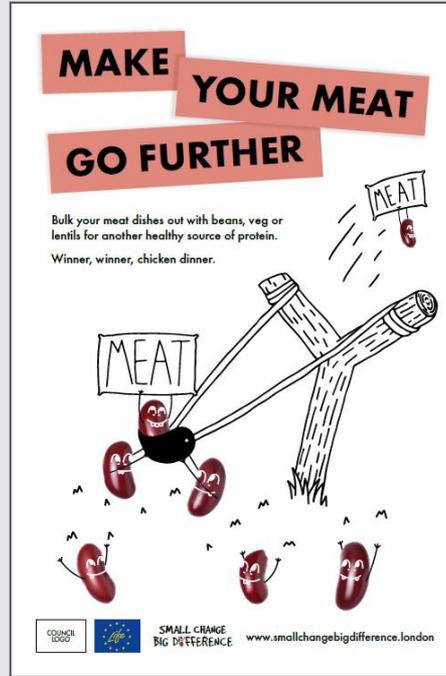
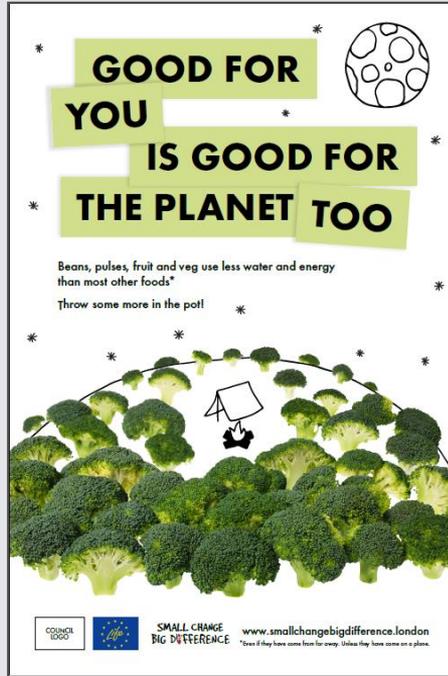
explicit audible and readable mention of the LIFE financial support (e.g. "With the contribution of the LIFE Programme of the European Union"). When displayed in association with another logo, the LIFE Programme logo must have appropriate prominence.

It is the responsibility of the Contractor to ensure all necessary permissions have been granted and all necessary licences obtained relating to any results of this Project to be published and distributed. This will include all knowledge, data, information, design and artwork in any format and any media.

The Contractor shall gain the copyright for LWARB to publish any such photographs, illustrations or other material where such material is obtained by, but not produced by the Contractor as part of this project. The Contractor must send evidence of permissions gained if requested by LWARB.

Healthy sustainable eating posters

SMALL CHANGE
BIG DIFFERENCE



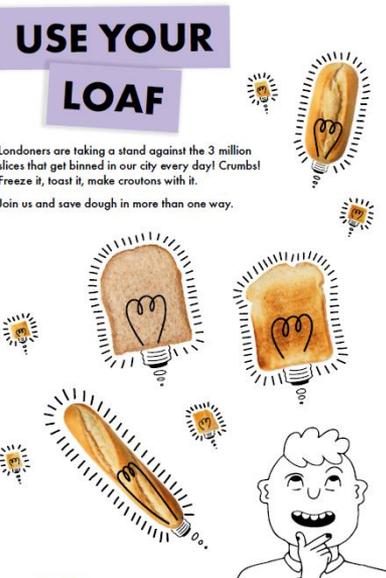
Food waste prevention posters

SMALL CHANGE
BIG DIFFERENCE

USE YOUR LOAF

Londoners are taking a stand against the 3 million slices that get binned in our city every day! Crumbs! Freeze it, toast it, make croutons with it.

Join us and save dough in more than one way.

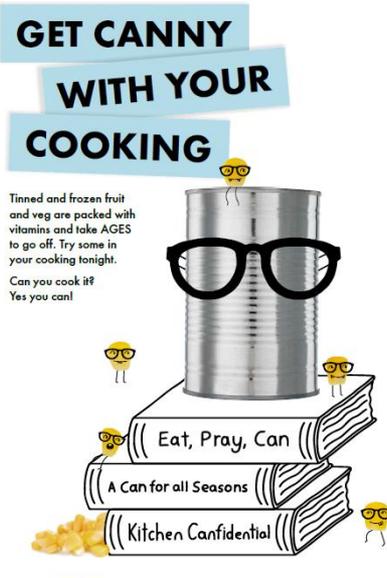


  SMALL CHANGE
BIG DIFFERENCE www.smallchangebigdifference.london

GET CANNY WITH YOUR COOKING

Tinned and frozen fruit and veg are packed with vitamins and take AGES to go off. Try some in your cooking tonight.

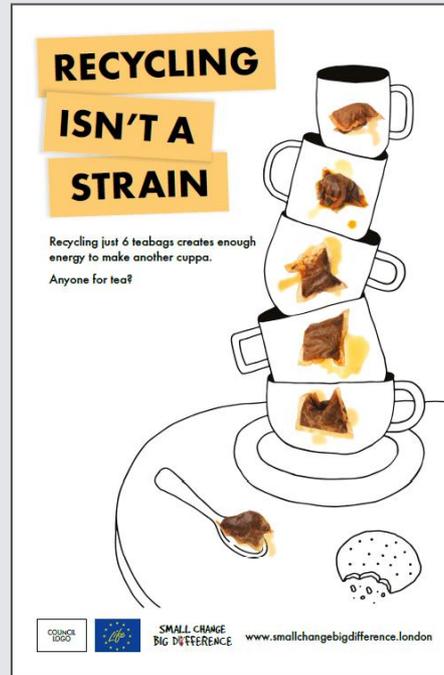
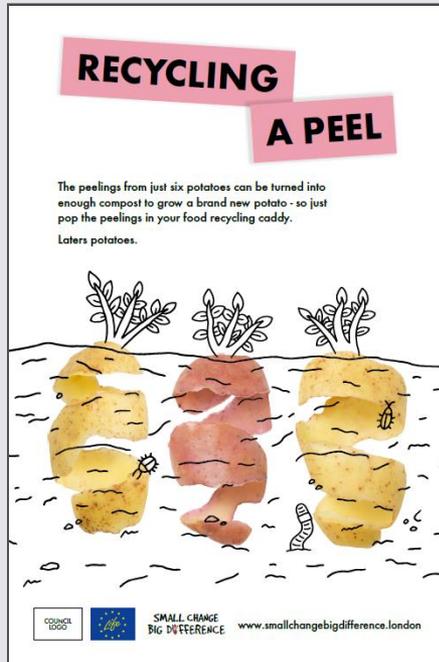
Can you cook it?
Yes you can!



  SMALL CHANGE
BIG DIFFERENCE www.smallchangebigdifference.london

Food waste recycling posters

SMALL CHANGE
BIG DIFFERENCE



Appendix 2

Message house

Small change, big difference

Good for you, good for the planet

Buy what you need, eat what you buy

Food recycling? Make it your norm

Beans, pulses, fruit & veg use fewer resources & are good for you

Eat more beans, pulses, fruit & veg

Make your meat go further (hidden proteins)

Eat less meat

Think cans are a can't? Think again. (plus frozen)

Waste less fresh fruit & veg

Use your loaf – creative uses for bread (freeze, toast, make croutons etc.)

Don't throw away so much bread

**Recycling isn't a strain
6 teabags = another kettle boiled**

Recycle your teabags to make electricity

Recycling a'peel – turn your peelings into compost

Put your peelings in the recycling to make compost

TRiFOCAL campaign evaluation

Baseline door-to-door survey

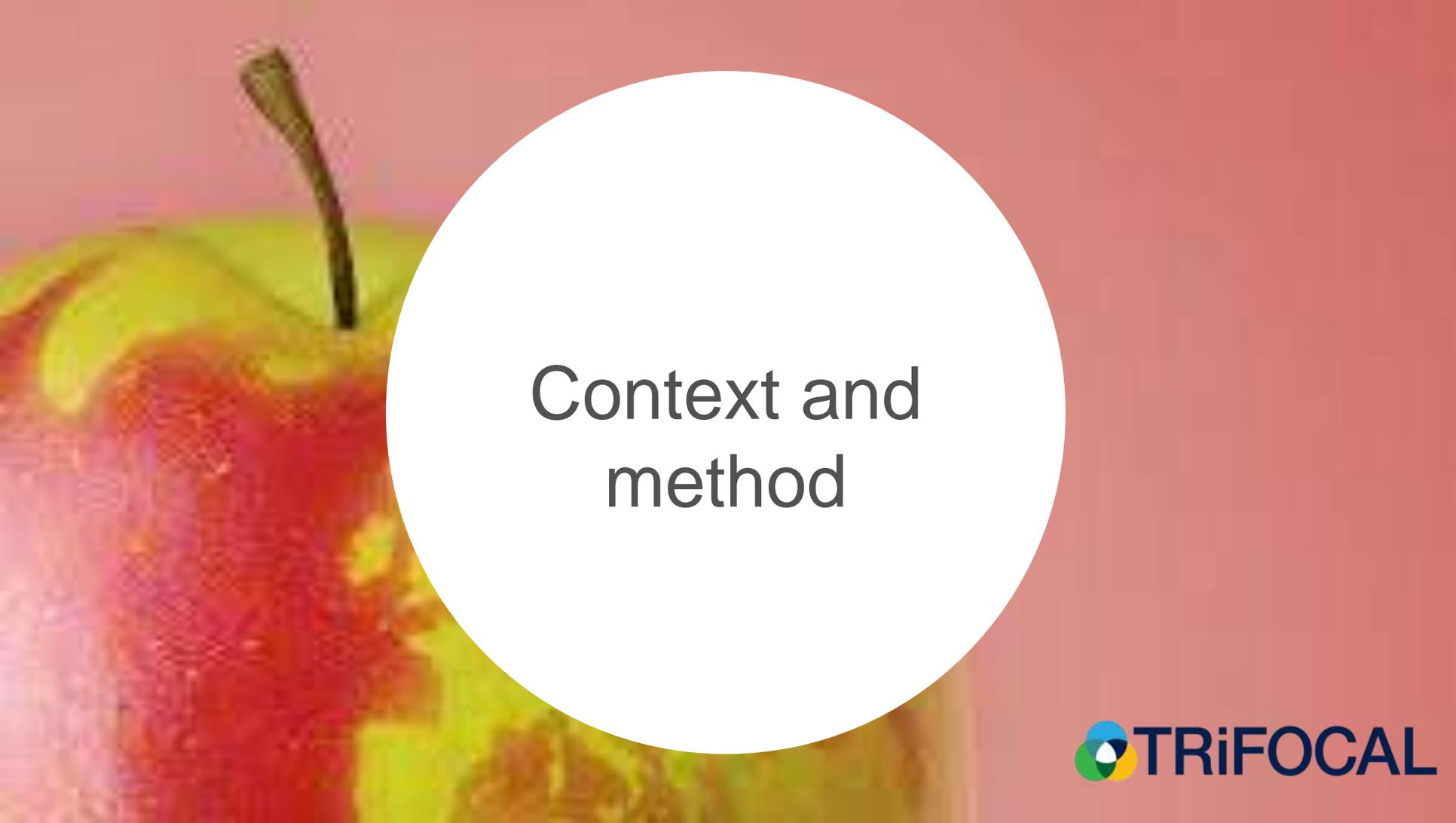


Project supported by LIFE funding

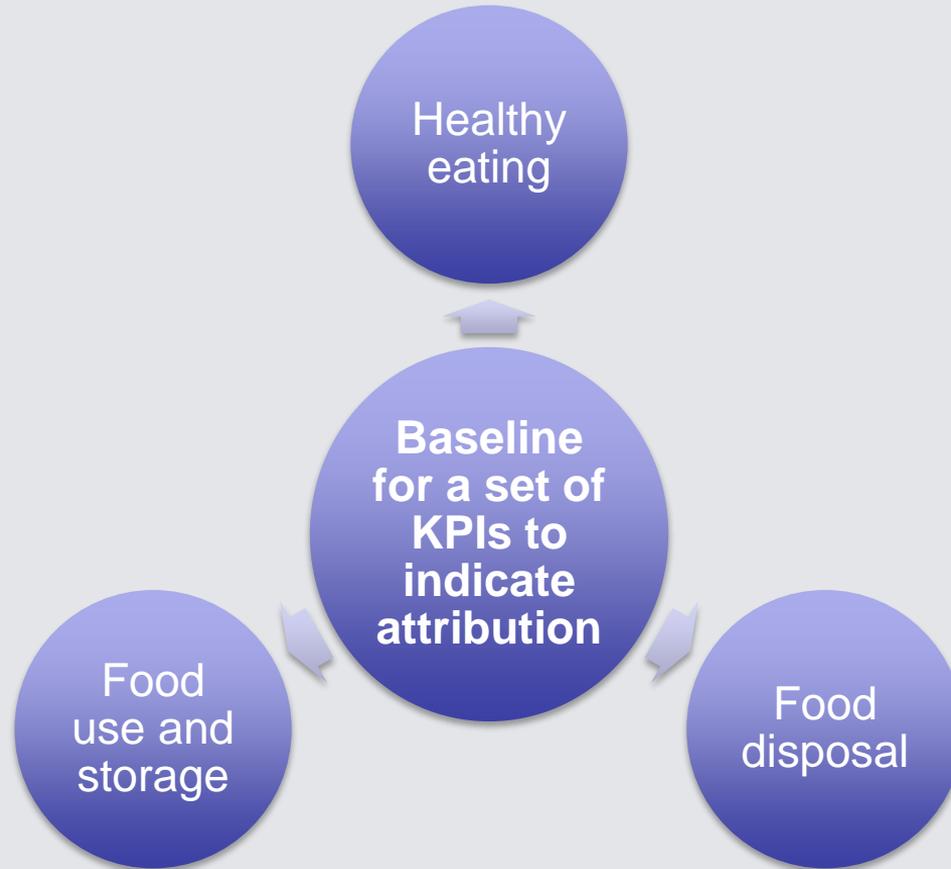
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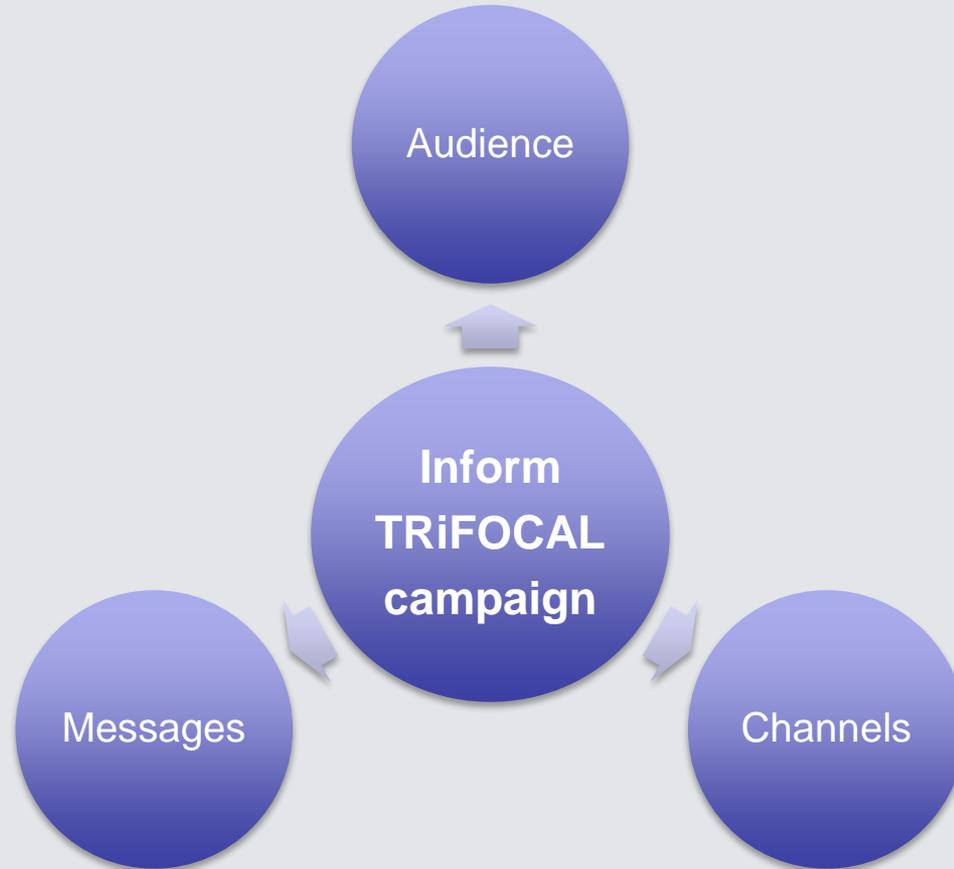
21st August 2017



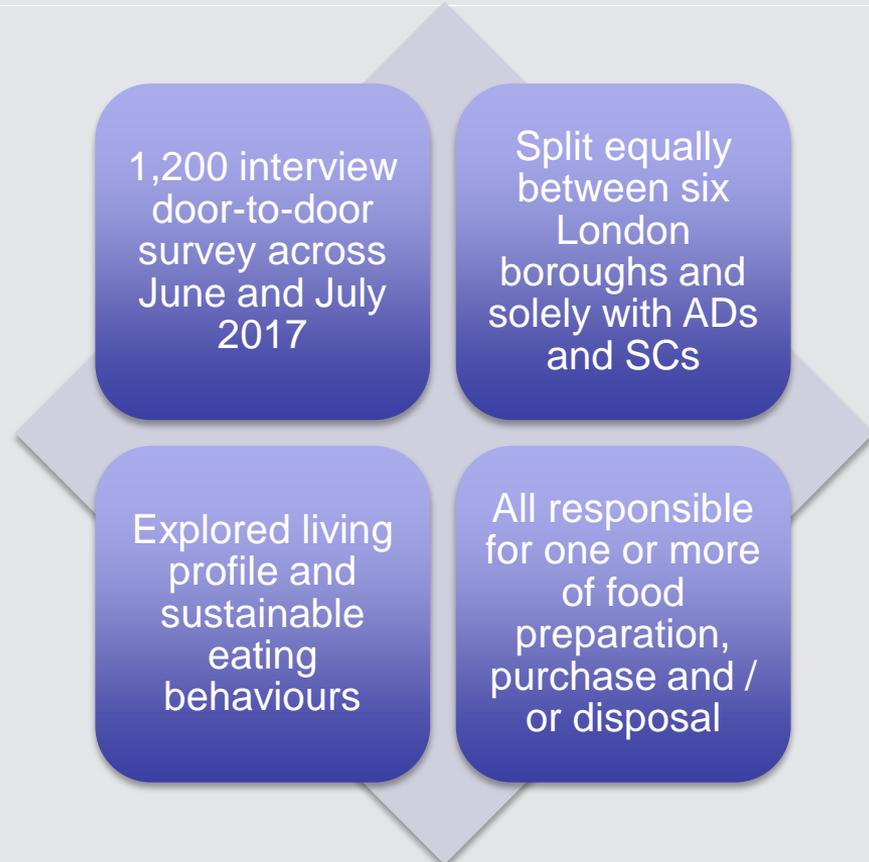


Context and method





Method



Who are the two key segments?



- **Aspirational Discoverers:** A young, busy and digitally engaged group, who are passionate about everything in their lives, including food. Their lives are likely to undergo significant change in the future as they become more settled and independent.
- **Spontaneous Creatives:** This group lead busy lives that require them to balance their interest in cooking with a need for convenience at other times. Their cooking and food shopping is spontaneous as a result of their unpredictable lives – they don't plan ahead and don't want to either. Although they like cooking they still have a lot to learn.

Who are the two key groups?

- AD



- SC



Limitations



- Some biases that are difficult to control (e.g. social desirability); post-campaign analysis should focus upon change.
- Results comparability; most questions based upon the tracker survey.
- Because of survey length practicality, we had to limit both the number and type of questions, which could mean some ambiguities in responses.



**Overall
46% were
aware of
other
campaigns**

- **BOROUGH**
 - Islington = 67%
 - Croydon = 50%
 - Lambeth = 43%
 - Hackney = 33%
 - Bexley = 33%
 - Merton = 21%

- **SEGMENT**
 - AD = 31%
 - SC = 46%

- This group are slightly more likely to adhere to the intended attitudes and behaviours but the difference is slight.
- This implies some correlation but not necessarily causation.
- We also didn't explore the extent to which 'awareness' means 'engagement'.
- Overall, LFHW impact on attribution is minimal.



Section 1:
Healthy Eating

Nutrient consumption in the last fortnight

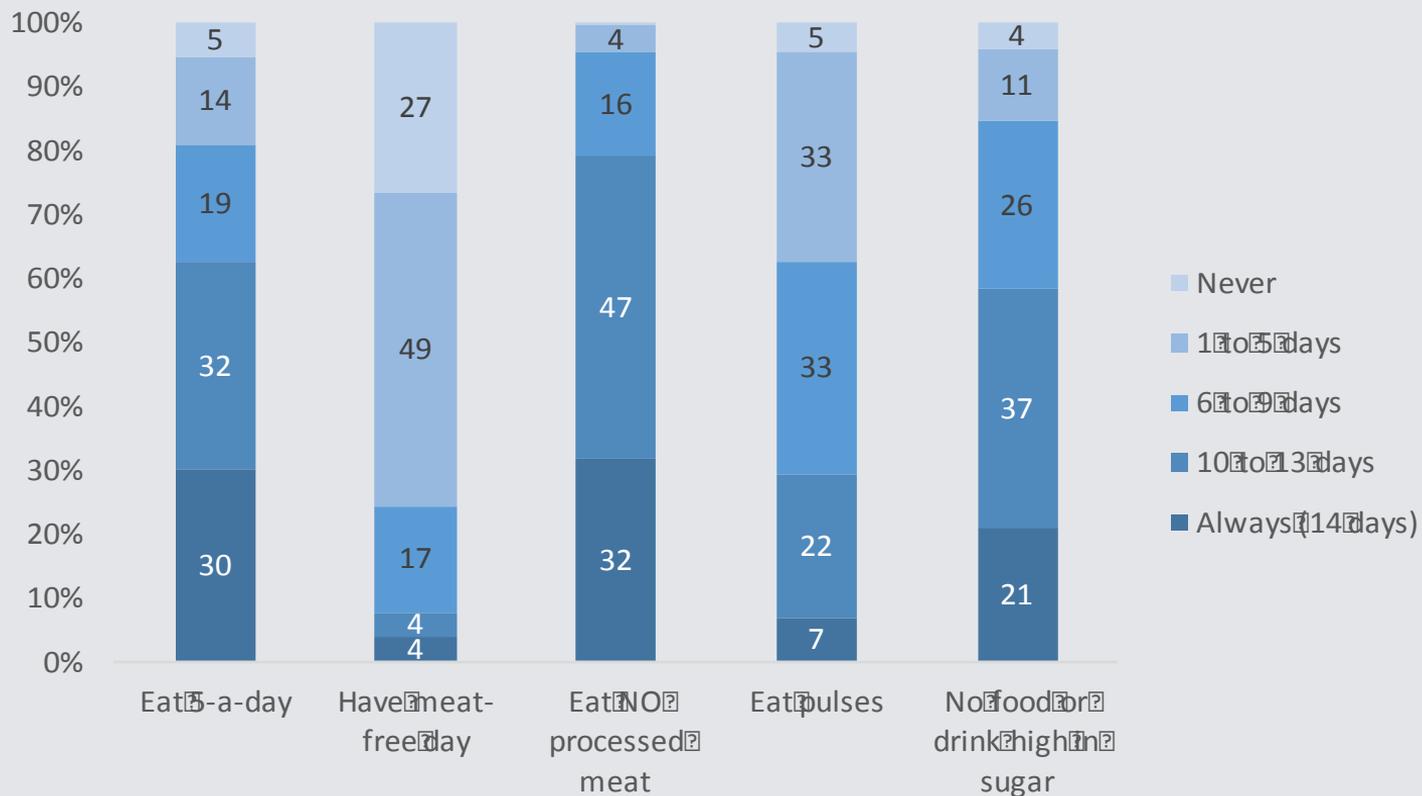
59.2/100
the overall
sample
mean
score

4% of the
overall
sample
had a
score of 80
or more

- **BOROUGH**
 - Islington = 64.8
 - Lambeth = 63.3
 - Hackney = 61.4
 - Merton = 58.3
 - Croydon = 54.1
 - Bexley = 53.6
- **SEGMENT**
 - AD = 59.1
 - SC = 59.2

- Based upon respondent understanding e.g. of processed meat.
- Some ambiguities on what is 'healthy'.
- Those seemingly more likely to eat unhealthily are younger men in the C2DE categories.

Nutrient consumption in the last fortnight (detail)

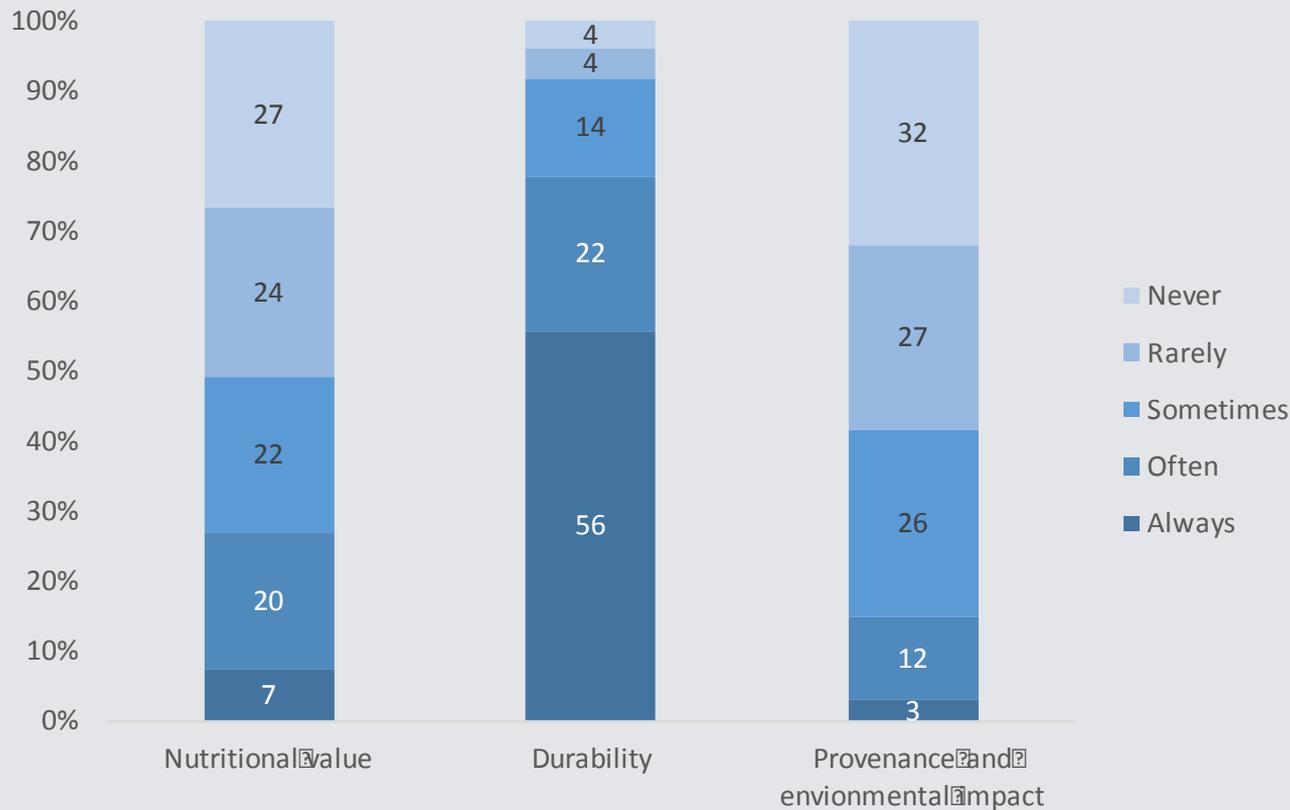


73% of the sample consider nutritional value when shopping

- BOROUGH
 - Hackney = 81%
 - Croydon = 81%
 - Merton = 80%
 - Lambeth = 73%
 - Bexley = 69%
 - Islington = 52%
- SEGMENT
 - AD = 76%
 - SC = 72%

- Only certain nutrients tested. There will be foods where these aren't relevant.
- Consumers still predominantly focusing on price and expiry.
- Less common to check amongst older respondents.

Considerations when shopping (detail)



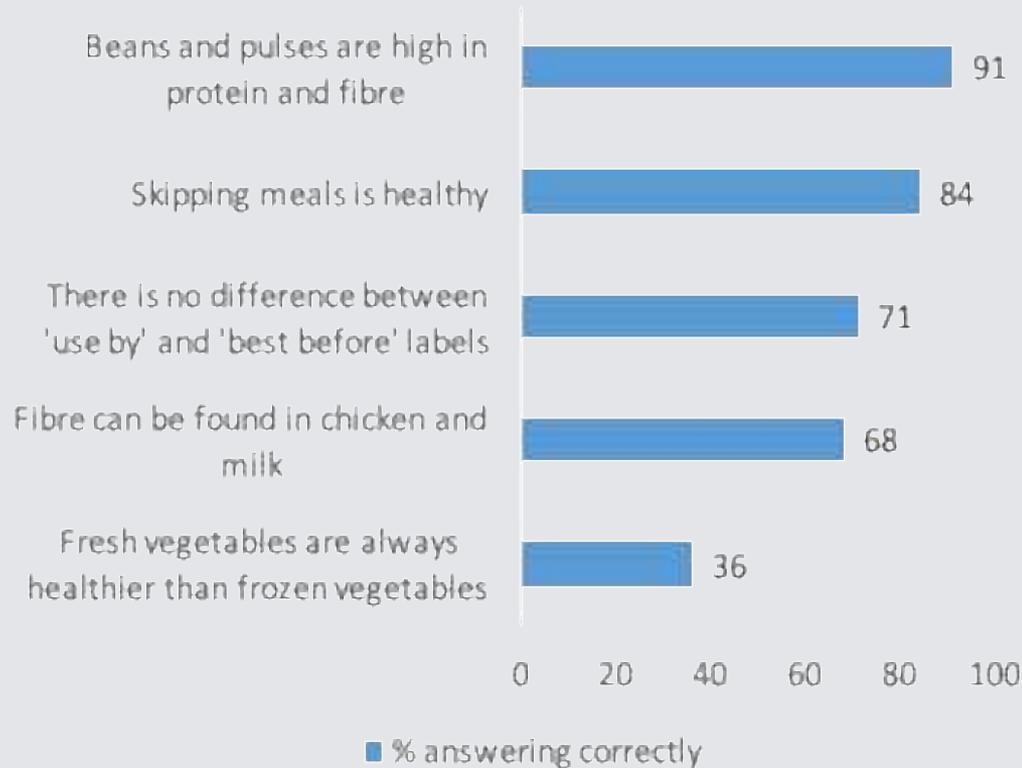
True or false?

Respondents given six statements about food and nutrition and asked to judge whether true or false; 15% answered all questions correctly

- BOROUGH
 - Lambeth = 25%
 - Merton = 21%
 - Bexley = 20%
 - Croydon = 12%
 - Hackney = 11%
 - Islington = 1%
- SEGMENT
 - AD = 17%
 - SC = 14%

- Majority correct except on health in normal vs frozen vegetables.
- Women more often correct across the statements than men, though less so in the 18-44 group.
- ABC1 property owners consistently outperform C2DE non-owners.

True or false? (detail)





Section 2:

**Food storage and
reuse**

Food planning and preparation

85% of the sample plan ahead on food purchasing

70% of the sample consider ease of preparation when food purchasing

- **BOROUGH**
 - Lambeth = 93%
 - Croydon = 93%
 - Merton = 92%
 - Bexley = 87%
 - Hackney = 79%
 - Islington = 62%
- **SEGMENT**
 - AD = 86%
 - SC = 85%

- **BOROUGH**
 - Croydon = 84%
 - Hackney = 74%
 - Lambeth = 71%
 - Merton = 63%
 - Bexley = 59%
 - Islington = 58%
- **SEGMENT**
 - AD = 70%
 - SC = 70%

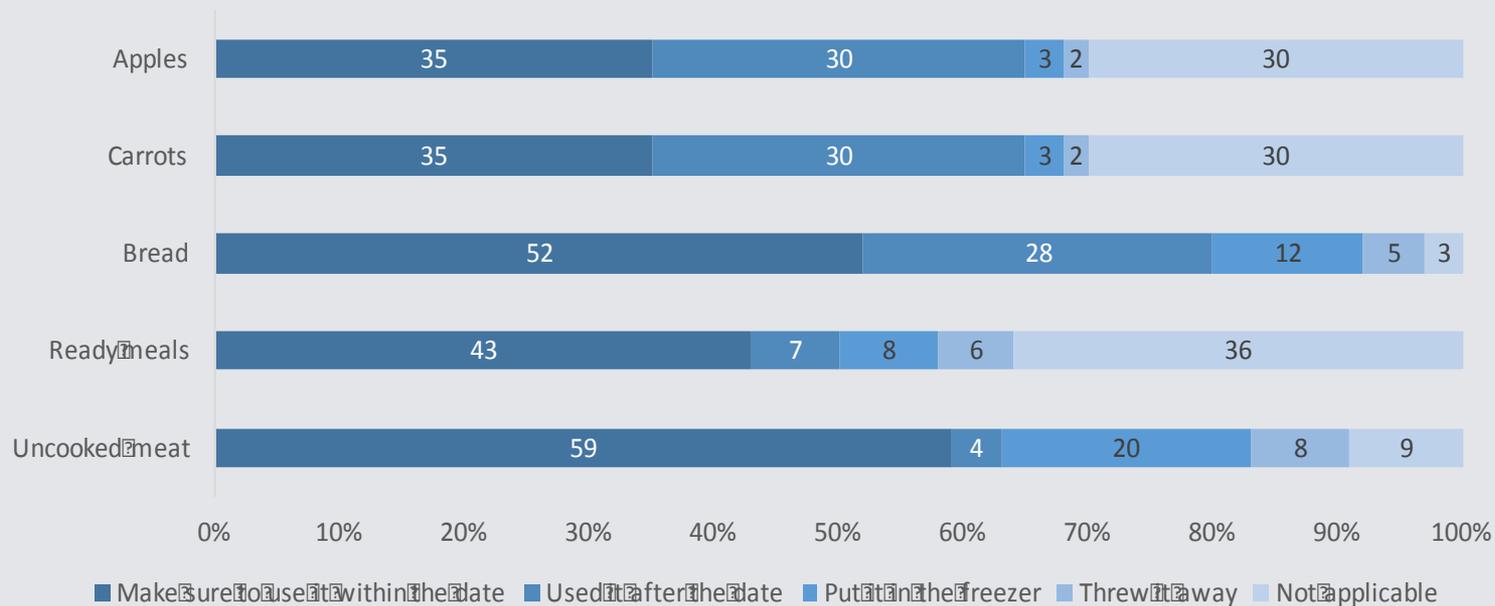
- Foodstuff outcomes were broadly similar regardless of storage, though fridges / freezers seemed to have slightly better use outcomes across all foods. How would TRiFOCAL messaging work on this?

**8% of the
sample
throw away
at least part
of their
leftovers**

- **BOROUGH**
 - Islington = 3%
 - Lambeth = 3%
 - Croydon = 4%
 - Merton = 8%
 - Bexley = 10%
 - Hackney = 27%
- **SEGMENT**
 - AD = 10%
 - SC = 9%

- There is a question over understanding of 'leftovers' and so the usefulness of this metric.
- In terms of disposal of certain tested foodstuffs, only around 10% (in relation to uncooked meat and ready meals) admitted to throwing these away.

Use of foodstuffs (detail)



A collage of various fresh vegetables including carrots, green beans, and leafy greens. The vegetables are arranged in a somewhat circular pattern, with some overlapping. The colors are vibrant, with bright orange carrots, green beans, and various shades of green leafy vegetables. The background is a soft, out-of-focus mix of these colors.

Section 3: Food disposal

Use of food waste recycling service



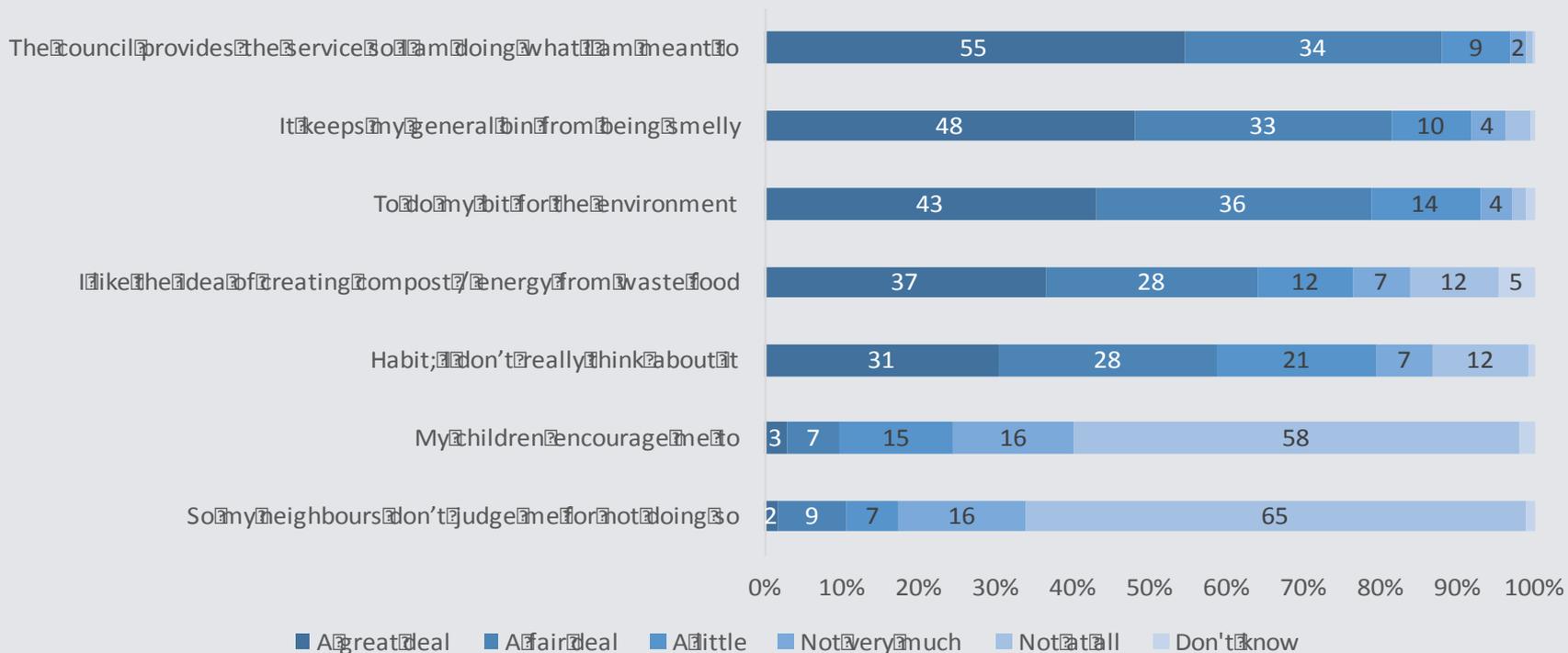
**81% of the
sample
use their
collection**

**Of which 83%
say their use is
for a majority
of food**

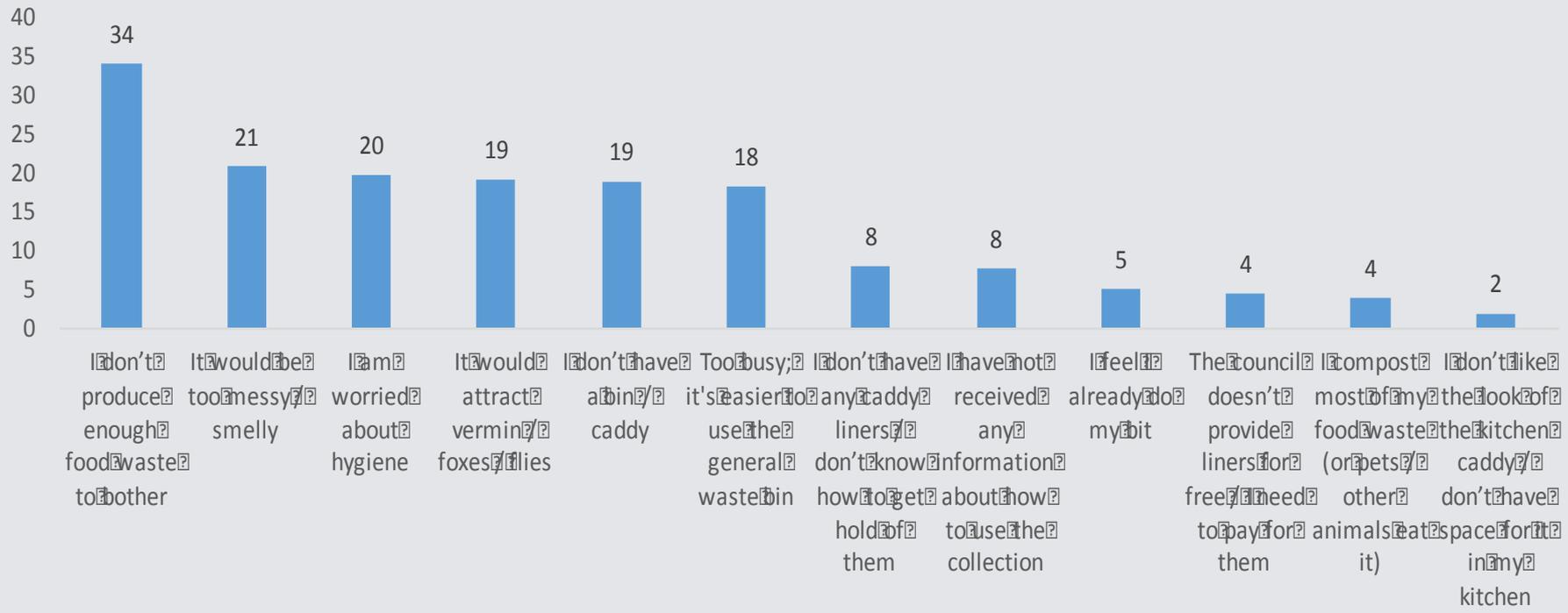
- **BOROUGH**
 - Bexley = 92%
 - Lambeth = 91%
 - Merton = 84%
 - Hackney = 81%
 - Croydon = 76%
 - Islington = 58%
- **SEGMENT**
 - AD = 80%
 - SC = 82%

- Higher uptake amongst those who have lived in the borough more than a year.
- Men in C2DE categories were lower users overall; this also correlates with lower use from flats (<50% use).
- Concerns amongst non-users are mess/smell, apathy or hygiene.

Motivations



Barriers



Recycling of different food items



- All respondents were asked to what extent they recycle a variety of food products.
- There were no significant differences between food types.
 - 20% (cooked meat) – 28% (teabags) are ‘always’ recycling the prompted food products
 - 43% (teabags) – 52% (fruit and veg) ‘never’ recycle the prompted food products

Conclusions

- Women are significantly more likely to have sole / primary responsibility for the buying and preparation of food, men for the disposal.
- Younger men in non-owned flats working C2DE occupations seem to behave on average in the way least aligned to TRiFOCAL principles.
- The AD/SC split seems of limited effect on results; regions have clear differences though no consistency in terms of high and low scoring against KPIs.
- It is difficult to discern correlation from causation. The qual work can explore why are we observing these differences / results.
- There are some ambiguous areas (especially around storage). Should the campaign steer clear of being too prescriptive and risking adverse consequences in these?

- There are particular opportunities for messaging encouraging:
 - Meat-free days
 - Eating pulses
 - Highlighting the benefits of frozen fruit and vegetables.
- Women (and older respondents) seem to be slightly more healthy in terms of both eating habits and factors informing purchasing decisions. In particular age correlates with tenure and property ownership.
- There may be some initial adverse effects of giving respondents knowledge if they don't immediately act on it e.g. processed meat.

Storage



- No clearly beneficial approach and so difficult for TRiFOCAL to formulate a campaign around.
- However, respondents could be encouraged to use their freezer for a wider variety of products if this doesn't impact upon quality / health and is feasible.
- Again there is a question as to whether educating respondents could lead to poorer %s prior to changing behaviour e.g. what comprises leftovers.

Disposal



- Older women are more likely to use a food recycling service where it is available.
- *Broadly*, men are more likely to cite apathy / insufficient waste as barriers to use; women are more likely to cite mess / hygiene issues.
- Recycling of food waste in flats should be a focus of the campaign, correlating with transient residents.

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TRiFOCAL campaign evaluation

Consumer Focus Group Findings



Project supported by LIFE funding

Databuild Consulting and
Brook Lyndhurst
31st January 2018



Background



- TRiFOCAL London (Transforming City FOod hAbits for LIFE) is an initiative trialing new combined food waste prevention, food waste recycling and sustainable healthy eating communications across the capital.
- Running between September 2016 and August 2019, the project is being jointly managed by Resource London and Groundwork London, who secured €3.2million from the LIFE Programme of the European Union for this project.
- Activities will be delivered through four main delivery channels:
 - Communities delivery channel
 - Schools delivery channel
 - Business delivery channel
 - Householder / consumer channel

Background



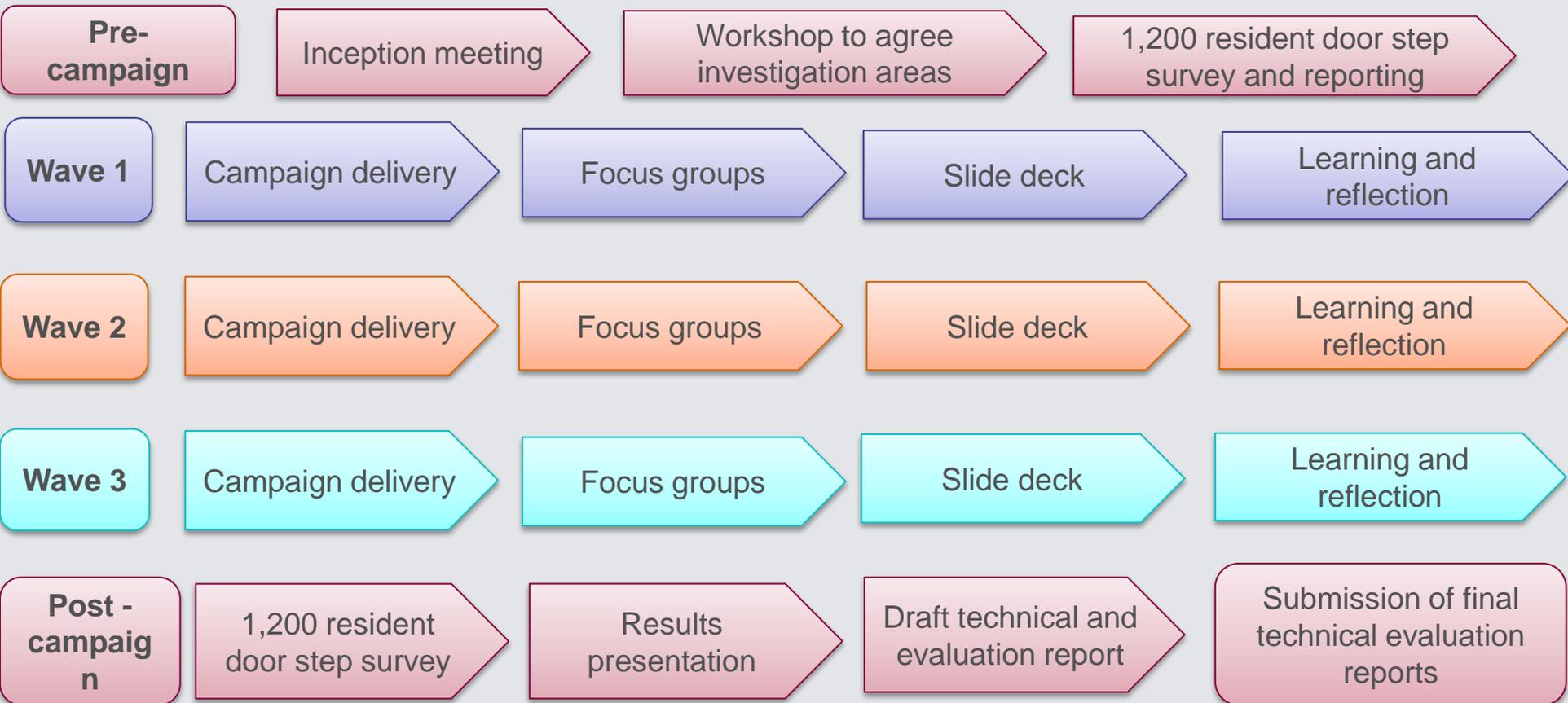
- Although a London-wide initiative, activities will be undertaken in 9 selected boroughs in three waves:
 - Bexley, Croydon, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets
- First wave activity took place in the boroughs of Hackney, Lambeth and Merton.
- Some of this activity was aimed at householders / consumers. These were targeted at particular segments within the Love Food Hate Waste segmentation, rather than the borough as a whole.

Who are the two key segments?



- **Aspirational Discoverers:** A young, busy and digitally engaged group, who are passionate about everything in their lives, including food. Their lives are likely to undergo significant change in the future as they become more settled and independent.
- **Spontaneous Creatives:** This group lead busy lives that require them to balance their interest in cooking with a need for convenience at other times. Their cooking and food shopping is spontaneous as a result of their unpredictable lives – they don't plan ahead and don't want to either. Although they like cooking they still have a lot to learn.

Evaluation approach



Why?

Evaluation questions covered in the focus groups



Recall and reaction to the campaign

What messages were seen? Were they understood? Were channels effective?



Campaign influence

To what extent have participants changed their attitudes and behaviour in response?



Barriers to change

What are the barriers to doing the actions suggested in the campaign?



Improving the campaign

What changes or additions would have made the campaign more effective?

What did we do?



- Carried out three focus groups with individuals. Focus groups lasted 90 minutes.
- Participants were recruited in Hackney, Lambeth and Merton by specialist agency Talking Matters.
- Individuals recruited on the basis they personally have come across the campaign a few times and some interest in food and cooking.

Contextual information: Participant profiles



Responses across all three groups largely matched the spontaneous creatives profile:

- They had an interest in food, but lack confidence.
- They want help with skills and specific tips.
- Saving money is a priority.
- Mild interest in the environment – though some individuals had a stronger interest.

Other contextual features influencing responses to the campaign



The following emerged from the discussion as influences on participants' response to, and engagement with, the campaign

- The economic climate – impact of austerity on households' attitudes, openness to wasting less to save money.
- Perceptions of recycling services:
 - Hackney – positive view of the council, aware of the recycling reward scheme.
 - Merton – less positive about services; some felt services are worse in 'poorer' areas.
- Interested in healthy eating, both personally and including parents wanting to do their best for their children.



Campaign recall
unprompted

Participants had seen campaign material in a variety of places



- There was spontaneous recall of the campaign across all three groups, in particular:
 - Posters at bus shelters, on buses
 - Free council newsletters / social media
 - Leaflets through the door
 - Street art
 - Online and social media

However, there was little detailed recall about the messages



- Most had seen the campaign in passing or in transit but did not absorb the messages.
- Those that had seen the food art had little idea of what it was saying. None were aware that food art had a competition related to it.
- A few were aware of cooking events / classes but had not attended.
- A small number mentioned they had read about or seen useful tips, e.g. using up leftovers, freezing (ice cube trays) or using tins.

Displays were eye catching, but unclear...



I've seen a thing recently, I don't know whether or not it's to do with what we are talking about - and I think it was on a billboard - and it was quite brightly coloured and I thought it was really strange because it was made out of – a picture of – pieces of meat, pieces of vegetables, pictures of whatever else it was, and I don't know what it was that it made up but I just remember seeing individual pieces of meat make up... I don't know if that was something to do with recycling. (Female, Merton)

They had- not a collage, because it wasn't a collage, but like a small little squared pictures. I didn't actually realise it was a food campaign. I thought it was just pictures of using food in different ways, if that makes sense. I didn't actually realise there was a meaning behind it. (Female, Hackney)

Participants most commonly associated the campaign with reducing food waste – often in vague terms

- The few who had read material in detail understood the campaign was about using food better to reduce food waste.
- Others had a more general impression it was about food waste, but the campaign hadn't drawn them into the detailed messages or information.
- Healthy eating was mentioned far less in spontaneous recall responses. Food waste recycling was hardly mentioned at all.

What was the campaign about?

Participant verbatim



Too much consumer waste, isn't it? (Male, Merton)

"I assumed it was to incentivise people to recycle more." (Female, Hackney)

It was trying to get people to waste less food, but frankly, it didn't hit home that strongly to me, from what I've seen on the side of vans and from looking it up. (Male, Lambeth)

There were little posters up with writing, I couldn't tell you what they said, I didn't look at those (Female, Hackney)

I don't remember any words, I remember they used, like fruit and vegetables to make a picture...I don't even remember seeing anything that could tell me it was a campaign. It was just using fruit and veg to make a picture really. (Female, Hackney)

Participants came across the campaign through a variety of channels



- No one channel stood out more than others in those that were mentioned.
- Participants who had read newsletters or leaflets said they liked the presentation – small chunks of information; food art was also intriguing/liked (as above).
- There was an appetite for information via online channels, but this did not seem to have been effective and had not met the expectations of those who looked for it.
I'm just looking at this and I'm thinking about it in terms of how social media is nowadays and everything. They're so slick, and then you look at this and this is just not appealing. It's a big jump. I know you're probably not going to go down the same route, but it's got to still up its game a little if you're going to want to turn people. Female, Lambeth.

Online experiences appeared to be mixed



- Some had seen the campaign on social media, such as Facebook and Twitter.
- Others had heard about SCBD through another channel and looked for more information online.
- However, when wanting more information, the online campaign material was difficult to find – **more than one-click away so participants gave up.**
- Participants wanted specific tips, advice, recipes etc. At least one had tried to find out about events or cooking classes – and failed.
- **The council websites haven't been an effective way, so far, for people to reach the campaign.**



Prompted recall
and
understanding of
messages

Prompted recall and response to messages



This exercise was included in the groups because participants had low spontaneous recall of campaign messages, creatives or events.

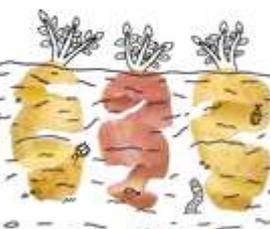
Participants in all three groups were shown the campaign creatives to:

- Prompt further whether and where they had seen the campaign and what their take-outs had been
- Get feedback on the presentation of the campaign
- Test understanding of the messages – whether seen previously or not

The Campaign posters

RECYCLING A PEEL

The peels from just six potatoes can be turned into enough compost to grow a broad bean potato - so just pop the peels in your food recycling caddy.
Lemon potatoes.



   www.spillimagegalleries.co.uk

GOOD FOR YOU IS GOOD FOR THE PLANET TOO

Beans, pulses, fruit and veg use less water and energy than most other foods.
There's more in the pot!



   www.spillimagegalleries.co.uk

GET CANNY WITH YOUR COOKING

Steel and brass hot and veg are packed with vitamins and take AGES to go off. Try some in your cooking tonight.
Can you cook it? No you can't!



Eat, Pray, Can
A Can for all Seasons
Kitchen Confidential

   www.spillimagegalleries.co.uk

MAKE YOUR MEAT GO FURTHER

Roll your meat dishes out with beans, veg or lentils for another healthy source of protein.
Wines, wines, chicken wines.



MEAT

   www.spillimagegalleries.co.uk

RECYCLING ISN'T A STRAIN

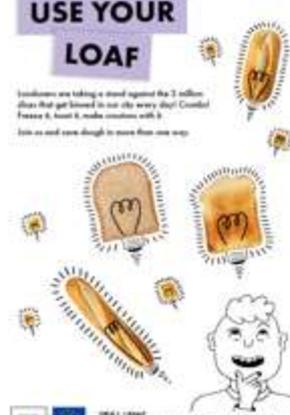
Recycling just 4 leakers creates enough energy to make another cuppa.
Appare for real!



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USE YOUR LOAF

Scientists are taking a stand against the 3 million diets that get limited to just one every day! Crumble, Fries & toast it, make croutons with it.
Join us and save dough in more than one way.



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Seeing the creatives did prompt some further recall but detailed take-outs from the messaging remained limited



TRiFOCAL



*I don't think I remember the title on it, I just remember the beans, that's it. I don't remember it was saying, "Make your meat go further," type of thing.
(Female, Hackney)*

The images stand out more to me, so when I saw them I automatically remember seeing the images, but not so much the messages behind it. (Male, Hackney)

*I've seen the meat one before and I only remember it, not because of the picture, but because of the bit at the bottom, 'winner, winner, chicken dinner'.
(Female, Merton)*

A few participants had positive reactions to new information



Make your meat go further

This one, with the beans, I'm thinking those are red kidney beans and they have the same amount of protein as you'd normally get in your beef. I thinking that that would probably mean that the beans could give you just as much, staying off meat can give you just as much. Eating beans and staying off meat would give you just as much protein as you get off meat. (Female, Lambeth)

Food recycling messages were not obvious for some



- Some believed the campaign did not encourage them to recycle food. Any discussion on recycling focused on non-food items.
- One explanation could be the connection they make to recycling, i.e. you recycle plastics, glass and paper rather than food:

“you automatically think of a bottle in a bin rather than food.” (Female, Merton).

Even on food waste, there was little evidence that the campaign has added to people's understanding of...



- The upstream environmental issues
- Specific actions to take (e.g. using cans, freezing, bread)
- For these participants this can largely be attributed to low engagement with the campaign and lack of recall of the specific actions in the messages

Reaction to healthy eating messages was positive when the creatives were shown



- The beans did attract quite a lot of attention. We could speculate that there is some crossover here with the awareness built by the Change 4 Life campaign.
- There was certainly quite a lot of interest in the healthy eating aspects when participants were shown the images, but there was little spontaneous awareness that this is what the campaign is communicating.

Merits of putting message together in one campaign



- A few participants liked having different messages together

It's obviously partially recycling, partially using your food better and not wasting so much. It encompasses quite a few different things is what I kind of like about the campaign rather than just focusing on one goal.

(Male, Merton)

- More often, participants talked about a single aspect in the groups – generally reducing food waste (or why waste occurs in their homes); some focused on healthy eating.
- Participants did not talk directly about messages not ‘going together’ or clashing – but different participants were clearly taking away different parts of the messages rather than a joined up view of the whole.



Campaign
influence

Feedback from all three groups suggests, the campaign did not have an influence on participant behaviour related to food waste recycling, preparation or eating healthily



This was largely because of low recall of the messages – rather than participants rejecting the content of the messages

I don't think I've done anything different to what I was doing before. I always make sure I say to the kids, "Oh, make sure you put that in that bit," or whatever. (Female, Merton)

I think when I saw the bits I'd seen I just thought, "Oh that's good to let people know about that," but it didn't really make me change. (Female, Merton)

Not overly. I mean, we are... I buy some frozen veg but I'm not buying it all frozen... Apart from that, we're not doing anything else. We do all the recycling. We do still waste a little bit (Female, Merton)

Other motivations not prompted by the campaign



When asked what they had changed recently, and why, several participants mentioned motivations other than seeing the campaign

- The economic climate – pressure on budgets and awareness of food poverty making waste feel even more wrong
- Other healthy eating campaigns aimed at parents improving their children’s diets (e.g. Change 4 Life or information through school or childrens’ centres)
- Life course – having a baby, “turning into my mum” (Female, Lambeth)

*I think the economic climate is not helping. If you don't have a lot of money, you do really start to think, "I can't just keep going out and buying."
(Female, Lambeth)*



Barriers to
adopting
campaign actions

Participants reported barriers to change in general terms rather than in relation to what they remembered from the campaign.



TRiFOCAL



- The barriers were the usual ones mentioned in food waste research – notably busy lifestyles and lack of facilities
- Across all three groups, participants cited lack of time due to busy work and family life / routine.
- In addition, time to settle into a new routine can be a barrier as well. Therefore it can feel hard to make the change. This view matches with the findings from other WRAP Food Waste research.
- A small number had also mentioned flats are not set up to encourage residents to recycle or there may be no communal recycling bins.
- Where there are recycling facilities in flats, not everyone does recycle.



Suggestions
for improving
the campaign

Include personal scale statistics within messaging to make it more immediate and relatable



TRiFOCAL



- Participants mentioned that they would like to see more personal scale and thorough specific facts on how much money is being wasted from throwing out food as this would make it more relatable.
- Having this information could encourage residents to make changes to how they buy, prepare and recycle food.
- The groups confirmed previous WRAP findings about statistics in messaging needing to be relatable at an individual level to have meaning, as opposed to using large global numbers.

Including statistics within messages and making them immediate (verbatim)



TRiFOCAL



There is no clear, 'if you do this, you will save X amount of money by making it go further'. Or, 'producing less electricity by boiling more vegetables in one go'. Not saying anything like that. You could have like Bennie the Bean say that. 'By doing all these vegetables in one go, you are going to be saving X amount of money every year'... The minute you mention money, you've got people's interest straightaway, if it's saving them money
(Male, Merton)

I think probably the most effective way will be cost saving on an individual basis for Hackney residents. I think it would be more interesting to say, "You waste £7 a week of food that you bin. You can avoid it by doing this and this and this."
(Male, Hackney)

I think making it more immediate for people, like the one about bread, if there was something like a tube advert where it was like, "When you had your toast this morning, was it a fresh loaf or were you throwing bread away or could you have toasted some bread?"
(Female, Hackney)

Similarly, focus on solutions and signposting in future messaging



TRiFOCAL



Participants asked: What do you do with that awareness and knowledge?

- Participants want to know what the benefits are – is it to save money or electricity?
- Why are they being asked to make their meat go further? Feedback from the groups suggest this message needs more explanation to make sense to some people, e.g. is it to save animals or save money?
- Linking food waste to portion control. There is scope to link to the Eatwell plate.
- What to do with food to reduce waste – more recipes / signpost to recipes.

Make more use of social media and smart phone apps



TRiFOCAL



- Participants believed the current campaign isn't tapped into the social media avenues such as Facebook, Instagram and Twitter. Where are the hashtags?

I've got a hashtag: Don't Waste It. Take pictures and you have a hashtag Don'tWastelt. (Male, Lambeth)

- There is an opportunity to link in to Facebook PTA pages.
- Create user-generated content, such as recipe sharing, life-hack videos etc.
- Develop a recipe exchange app, so users could exchange recipes with each other.

Include food hacks in videos, but make them easier to find along with related information and events



- The videos need to be accessible as the Lambeth group did not know where to find them or they were more than two clicks away.
- Participants expressed an interest in more videos that are short, sharp with tips and food hacks. These can be shared on social media easily and therefore increasing audience reach.

I tried to find the cooking classes and didn't- I actually thought it was then a ticketed event or lucky dip or something like that and that's why you weren't able to find- I don't know if that was the case. (Female, Hackney)

Campaign material presence needs to be more widespread



TRiFOCAL



- There were good comments about the media needed to appear at an opportunistic time and place – buses at end of day after work, the underground, at supermarkets as they are shopping etc.
- Gyms would make a good place to have campaign posters.
- Pop-up tents in parks during the summer. It could be an opportunity to tag along to existing events and hand out leaflets about not wasting food and encourage food recycling.

Turn the campaign images into characters



- Benny the Bean, Kidney Bean Man, Bread Stick Man were mentioned.
- This is a good hook to get children and parents to take notice, especially as Change 4 Life has characters as well.
- One parent mentioned her son is into the Grossery Gang and using characters like that in a campaign would make it more memorable for both parents and children.

There needs to be a unified brand TRiFOCAL

Small Change, Big Difference brand works as a brand, but understanding was divided. For example:

- Some got that making a small change, makes a big difference. However, these participants weren't very specific about what those small changes could be and hadn't made any as far as we can tell.
- Others misinterpreted as 'I get small change (money) to help make a difference – but the small change (cost saving) isn't enough/clear enough to motivate me.'

Feedback from the Merton group suggested that the brand identity is unclear on SCBD “Change” is good, calls to mind Change 4 Life. Though for some this means “small change” = money



Initial conclusions
– first three
boroughs

In summary...

- These findings are from three focus groups with residents who remembered seeing the campaign.
- The findings can only be seen as indicative at this stage and not representative of the impact across the three pilot boroughs. The follow-up evaluation survey will provide robust evidence of impact.
- However, the qualitative findings point to areas of the campaign which TRiFOCAL might wish to review for the next round of delivery (next slide):
 - Reach
 - Supporting the messages

In particular, the early insight suggests that:



- The campaign is reaching audiences through a wide range of channels – no one channel stood out as being more important than others
- Audiences are generally only seeing the campaign in passing
- As a result, many have not taken away the specific action-oriented messages of the campaign, although some are aware that it is about food waste
- The online execution is not meeting the needs of those who want to know more about the campaign or to find specific advice
- The target audience appears receptive to the campaign messages **BUT** there is very little evidence of impact on behaviours as a result of seeing the campaign, so far

Feedback on messages indicated areas to develop or improve



- Brand recognition and clarity – Small Change Big Difference was generally liked, was memorable for some, but the low recall of specific “small change” messages means that the overall purpose of the campaign was not clear to these participants.
- For those thinking about healthy eating, there is some confusion with Change 4 Life – this may be a positive; some are already motivated and open to ideas.
- The campaign is not engaging attention for food recycling; reducing food waste is more usually associated with it; there is interest in healthy eating when prompted.
- Those with low awareness of or engagement with environmental issues may need more help to ‘join the dots’ from creatives/one-line messages to a call to action.
- Some want to know more about why they should act – including statistics within messaging that are relatable at an individual level.
- Campaign messaging needs to include solutions or one-step signposts.



ASPIRATIONAL DISCOVERERS

LOVE FOOD, HIGH WASTE



PRIORITY

FOOD WASTE RATING: **HIGH**

KEY CHARACTERISTIC



Digitally savvy, socially active, mainstream media



When I'm buying it, I'm thinking that's such a good deal for such a big packet, and then I open it up and leave it in the fridge and it goes off.

Female, 20s, Manchester

This is the youngest, most urban and most diverse segment. They are ambitious in their careers, embracing a busy lifestyle with plans often changing at the last minute.

WHO ARE THEY?

- A **young, busy** and **digitally engaged** group
- **Passionate** about everything, including food
- **Critically important to WRAP as positive behaviour change now can last into the future**

BEHAVIOURS

This group is still learning how to shop, cook and run a household, and are **receptive to messages** that help them become smarter and savvier.

They won't change their routines wholesale to waste less, but there's a role for **big-picture motivation** in helping drive meaningful everyday change.

SNAPSHOT



Young and diverse

Some struggling, have **kids** in the household, mostly **renting** or paying **mortgage**

Like cooking, confident but busy and disruptive home lives get in the way

Plan ahead & shop online

Very confident, but not all behaviours are good

Trusting, busy, ambitious, **health conscious**, caring

Digitally savvy, socially active, mainstream media

KEY BEHAVIOURS TO TARGET

ENVIRONMENTAL PERCEPTION

Worried about **climate change** but feel their everyday actions don't make a difference to the environment

COOKING AND EATING

Foodies
Open to learning
Still learning

INTERVENTIONS NEED TO BE

Fast
Focused
Simple and smart
Cheap

ASPIRATIONAL DISCOVERERS



PRIORITY

HIGH



COOKING BEHAVIOURS

Cook from scratch at least once a week



Creative in the kitchen



Food should be quick to prepare



Cooking is a hobby



▲ Functional Fuellers

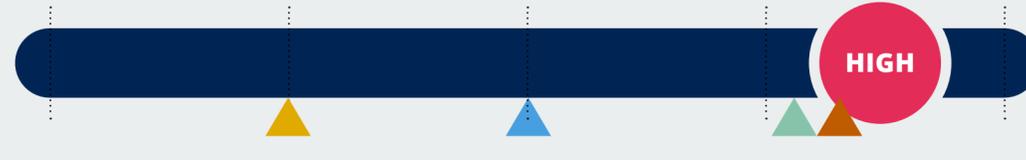
▲ Ideal Advocates

▲ Spontaneous Creatives

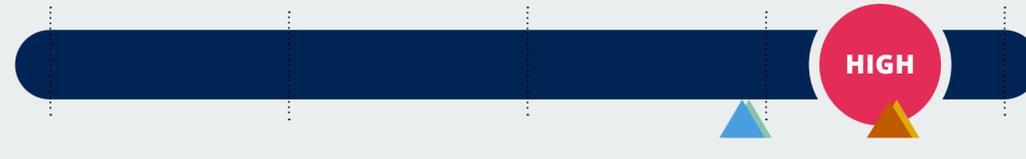
▲ Pressured Providers

FOOD WASTE ISSUE AWARENESS RATING

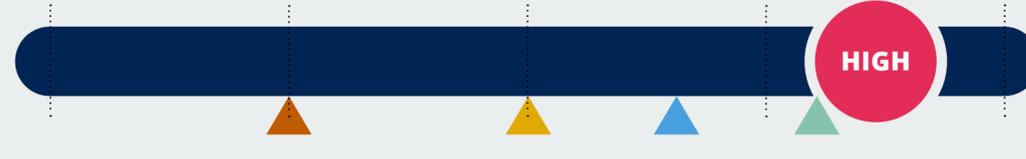
Awareness of issue (personal)



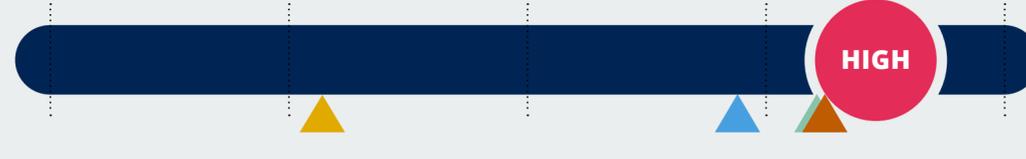
Awareness of issue (wider world)



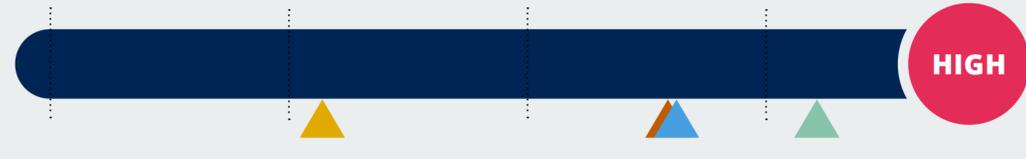
Need to change



Openness to change



Reachability/accessibility



▲ Functional Fuellers

▲ Ideal Advocates

▲ Spontaneous Creatives

▲ Pressured Providers

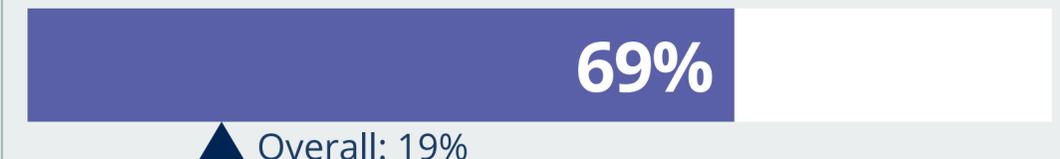
OPINIONS ABOUT FOOD

“ The price of food doesn't really matter as long as the quality is good ”



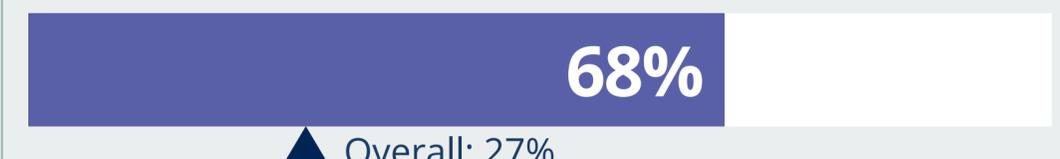
▲ Overall: 40%

“ My life is so busy I just tend to eat what I can while I'm on the go ”



▲ Overall: 19%

“ For me, food is just fuel to live ”



▲ Overall: 27%

ASPIRATIONAL DISCOVERERS



PRIORITY

HIGH

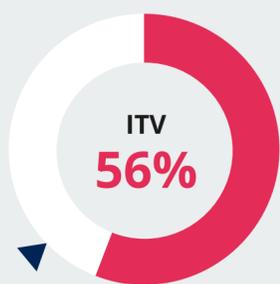


WHAT THEY ARE VIEWING

TV CHANNELS



BBC one



itv



4

NEWSPAPERS

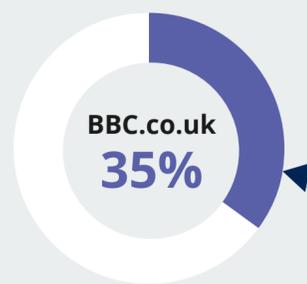


Daily Mail



THE Sun

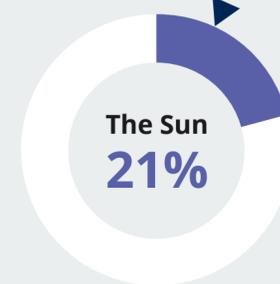
ONLINE NEWS



BBC



Daily Mail

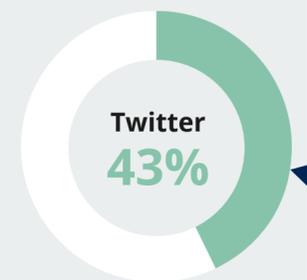


THE Sun

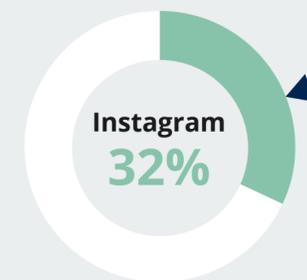
SOCIAL NETWORKS



f



Twitter logo



Instagram logo

ONLINE ACTIVITIES UNDERTAKEN

ON LAPTOP/DESKTOP

News and current affairs



Reading blogs



Read newspapers or magazines



Listen to the radio



Streaming music or TV shows/films



Food information or recipes



Money saving websites



Lifestyle, fashion etc.



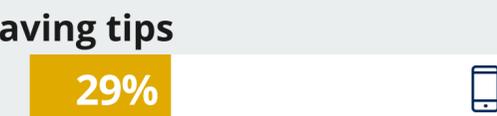
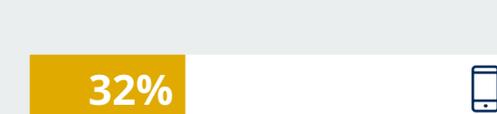
Comparison websites



How-to guidance and time saving tips



ON MOBILE DEVICE



▲ Overall average for media channels

ASPIRATIONAL DISCOVERERS



PRIORITY

HIGH



CONTENT CREATION

ON LAPTOP/DESKTOP

Writing/contributing to blogs

38%



ON MOBILE DEVICE

17%



Creating content on social media

46%



ON MOBILE DEVICE

49%



Commenting on post, pictures etc. on social media

48%



56%



SHOPPING HABITS

ON LAPTOP/DESKTOP

Buying food/groceries

54%



ON MOBILE DEVICE

26%



Buying clothes

62%



ON MOBILE DEVICE

36%



Buying books, films etc.

52%



ON MOBILE DEVICE

35%



POTENTIAL CHANNELS AND MEDIA SOURCES

THE
DEBRIEF

The Debrief



BBC Three



Snapchat



Olive



BBC Radio 1



Instagram



E4



THE UK'S NO.1 HIT MUSIC STATION

Capital FM

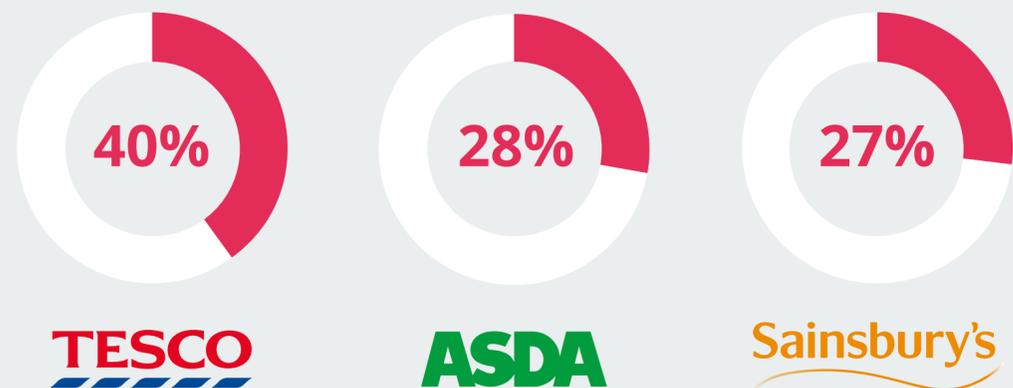


Pinterest

ASPIRATIONAL DISCOVERERS

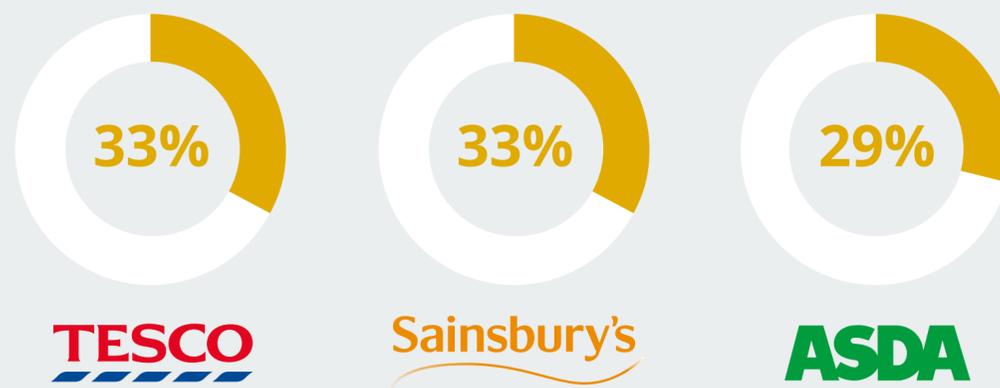


MOST POPULAR MAIN SHOPS



Overall
1 TESCO (37%) **2 Sainsbury's (27%)** **3 ASDA (20%)**

MOST POPULAR TOP-UP SHOPS



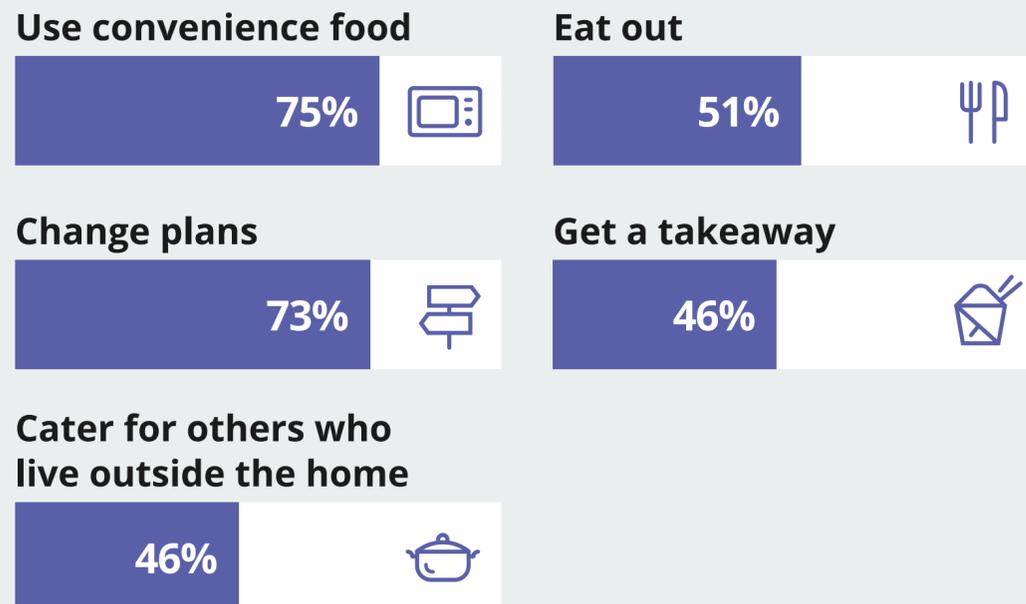
Overall
1 TESCO (33%) **2 Sainsbury's (29%)** **3 ASDA (21%)**

MOST POPULAR SMALLER SHOPS

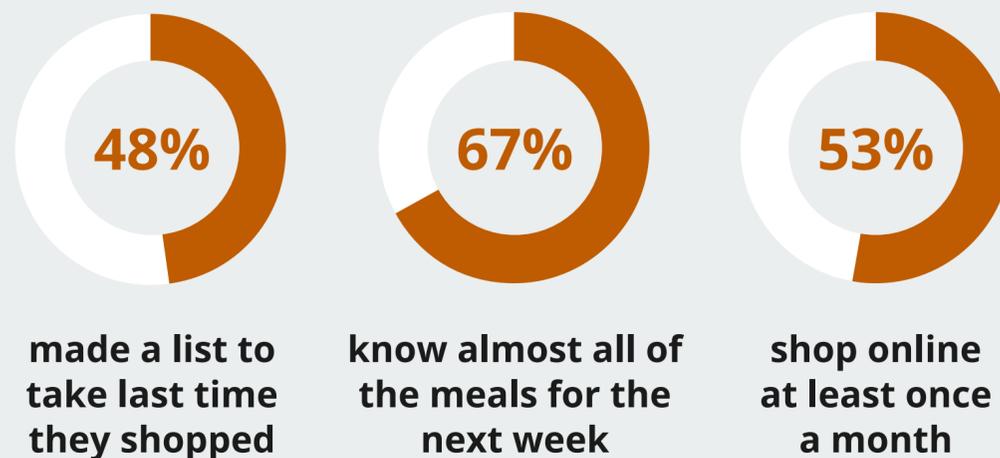


Overall
1 co-op (17%) **2 YOUR M&S (16%)** **3 TESCO (16%)**

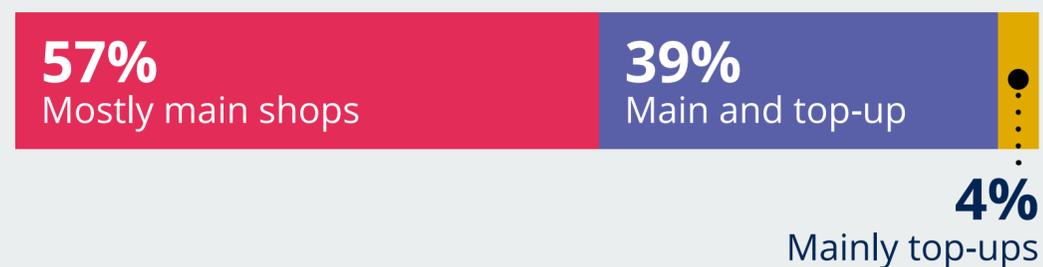
HAPPENING AT LEAST WEEKLY



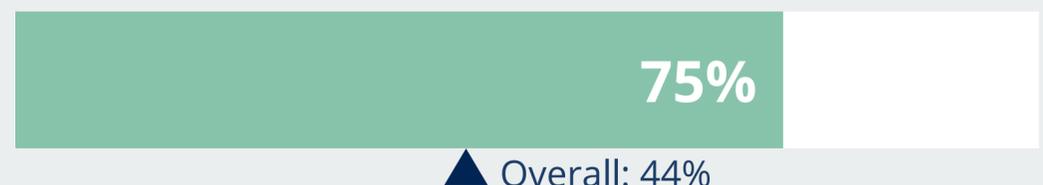
SNAPSHOT: PLAN AHEAD AND SHOP ONLINE



SHOPPING HABITS



FOOD READING ENJOYMENT



ASPIRATIONAL DISCOVERERS

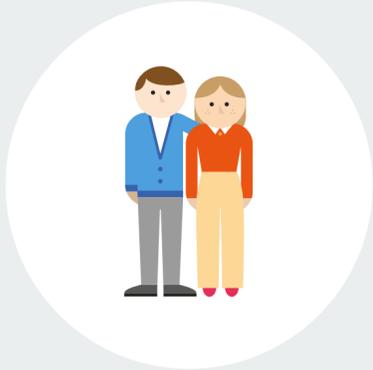


PRIORITY

HIGH



HOUSEHOLD AND INFLUENCES



32%

Couples



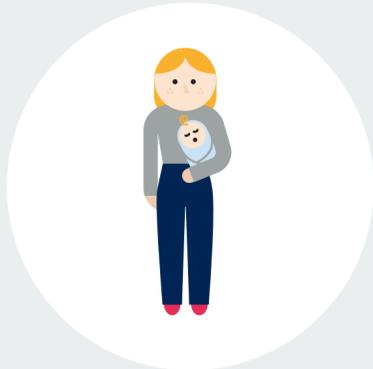
24%

Couples with children



18%

Single person households



7%

Single parents



6%

Shared households

WHO ARE THEY?



73%

often feel under time pressure



64%

say they actively try and eat their 5-a-day



59%

are concerned about the effects of climate change

WHERE THEY LIVE



LIVING IN URBAN AREAS



88%

Largest London Group

16%

INCOME



MOST LIKELY TO EARN

£20k-£40k

CHILDREN IN THE HOUSEHOLD



PAYING MORTGAGE



ASPIRATIONAL DISCOVERERS



SUMMARY AND IMPLICATIONS

SUMMARY



CRITICALLY IMPORTANT

A **young, busy and digitally engaged** group who are passionate about everything in their lives, including food.

Their lives are likely to **undergo significant change** in the future as they become more settled and independent.

For WRAP they are a **critically important** segment, as positive behaviour change now can last into the future.

MESSAGES



RECEPTIVE TO MESSAGES

Still learning how to shop and cook. They are **receptive to messages** that help them become smarter and savvier – but must be supportive, not condescending. Help them enhance their lifestyles, not detract from them.

They won't change their routines wholesale to waste less, but there's a role for **big-picture motivation** in helping drive meaningful everyday change.

REACHABILITY AND CHANNELS

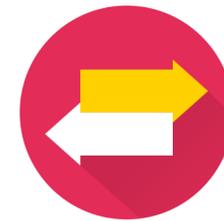


ACTIVE ON SOCIAL NETWORKS

Reaching this group is easier than some other segments. **Active on multiple social networks** they are also creators and sharers of content online.

They have a **higher level of trust** in multiple sources than other groups, and their **interest in food** means food press can also be utilised, as well as apps and hacks that help them get the most out of limited storage space.

BARRIERS AND MOTIVATIONS



LESS SETTLED LIVES

A significant barrier will be standing out in such a **crowded field of information** and media.

Additionally, their **less settled lives** means that change – including working patterns and living arrangements – is likely.

They are **motivated to learn** new things and change their behaviours though life hacks and tying their everyday activities to the bigger picture.

KEY ACTIONS FOR WRAP

ACTION	FOCUS
LFHW core campaign	<input checked="" type="checkbox"/>
Staff training	<input checked="" type="checkbox"/>
LFHW tip on-pack	<input checked="" type="checkbox"/>
Personalised advice	<input checked="" type="checkbox"/>
Tools	
Guidelines	<input checked="" type="checkbox"/>
Technical change	<input checked="" type="checkbox"/>
Creative collaborations	<input checked="" type="checkbox"/>

SPONTANEOUS CREATIVES

LOVE FOOD, LOVE LIFE



TARGET

FOOD WASTE RATING: MEDIUM

KEY CHARACTERISTIC



Like cooking, time pressured, high waste



I very rarely keep things. I bin them. I don't like cold food. I know that lots of things you can reheat, but... Food for me is for here and now.

Male, 40s, Manchester

A group that is busy, under time pressure, and feels stressed. They are among the least happy with the amount of choice they have in life, but love food and dislike planning.

WHO ARE THEY?

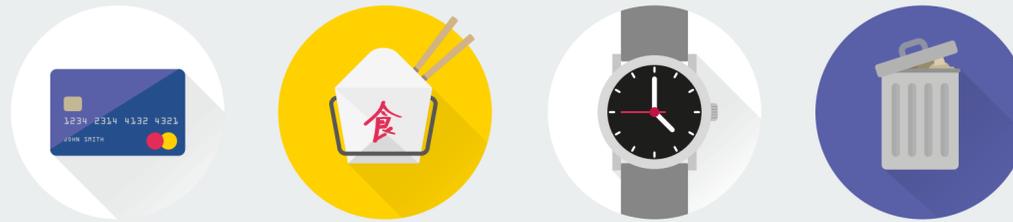
- A group with **unpredictable** lives
- **Don't plan** food shopping and cooking **ahead**, don't want to either
- Like cooking, but still a lot to learn, so **an important group** for WRAP

BEHAVIOURS

This group can be motivated by messages that underline how better portioning and use of leftovers can be a savvy way of saving money.

Provision of advice and tips is well received, as it taps into their interest in food and trying new things. **Crucial not to patronise**, but to appeal to their passion for cooking in nudging them into better behaviours.

SNAPSHOT



Largest group, mostly **25-54**

Relatively financially comfortable, kids in households

Time pressured, unhappy with amount of choice they have in life, **trust info from TV and charities**

Decide on the day on food, no lists, small shops and some online shopping

Like cooking, but **value convenience** too.

Disruption and time pressure play a part

Bad portioning results in **high waste** - but interested in food and fairly confident

Fairly **digitally savvy**, active on social media

VALUES, KNOWLEDGE, BELIEFS AND BEHAVIOURS

ENVIRONMENTAL PERCEPTION

Worried about climate change, feel their everyday actions make a bit of a difference to the environment

COOKING AND EATING

Foodies
Reasonable cooking confidence and kitchen skills
Fairly set in ways
Open to learning

INTERVENTIONS NEED TO BE

Quick
Creative
Varied
Adaptable

SPONTANEOUS CREATIVES



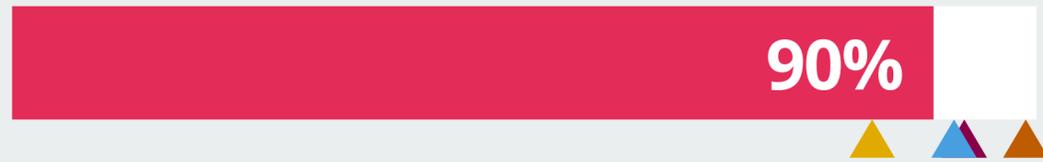
TARGET

MEDIUM



COOKING BEHAVIOURS

Cook from scratch at least once a week



Creative in the kitchen



Food should be quick to prepare



Cooking is a hobby



Aspirational Discoverers

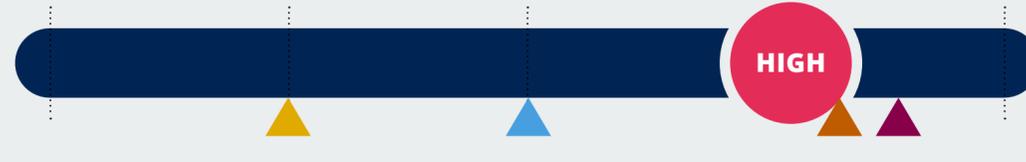
Ideal Advocates

Functional Fuellers

Pressured Providers

FOOD WASTE ISSUE AWARENESS RATING

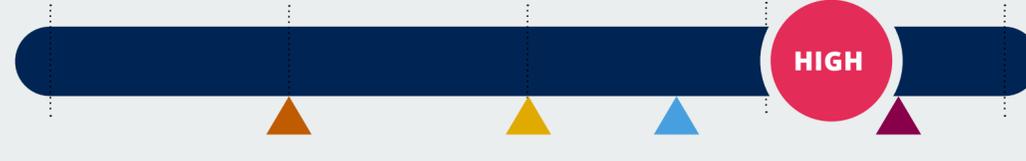
Awareness of issue (personal)



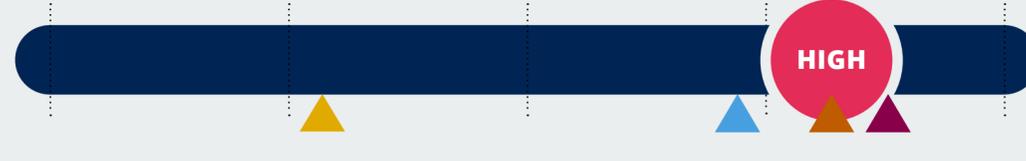
Awareness of issue (wider world)



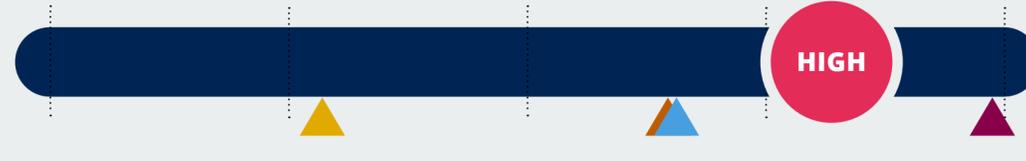
Need to change



Openness to change



Reachability/accessibility



Aspirational Discoverers

Ideal Advocates

Functional Fuellers

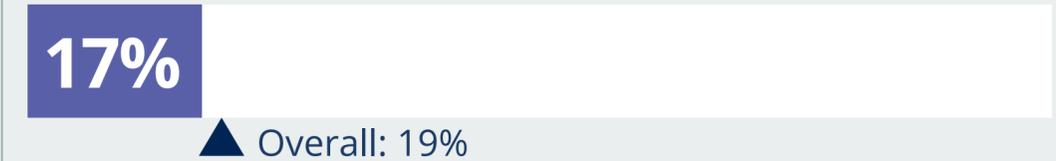
Pressured Providers

OPINIONS ABOUT FOOD

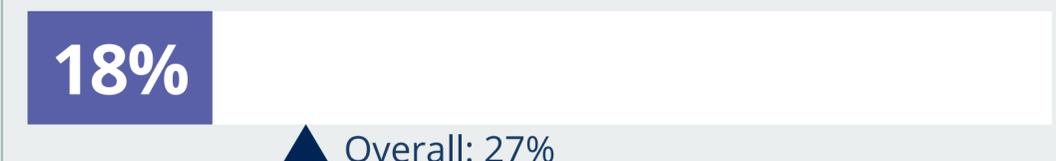
“ The price of food doesn't really matter as long as the quality is good ”



“ My life is so busy I just tend to eat what I can while I'm on the go ”



“ For me, food is just fuel to live ”



SPONTANEOUS CREATIVES



TARGET

MEDIUM

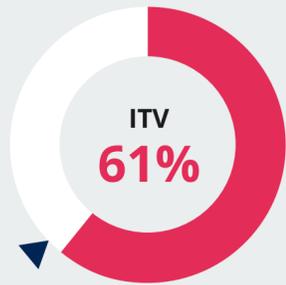


WHAT THEY ARE VIEWING

TV CHANNELS



BBC one



itv



BBC TWO

NEWSPAPERS



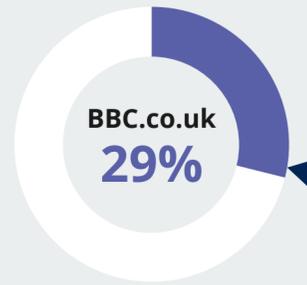
Daily Mail



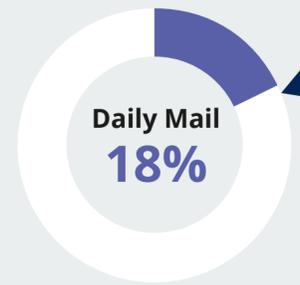
METRO

▲ Overall average for media channels

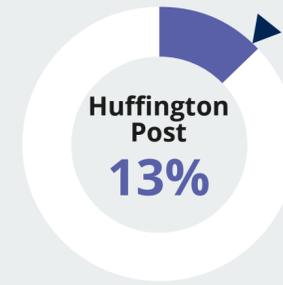
ONLINE NEWS



BBC



Daily Mail

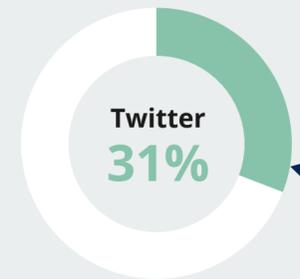


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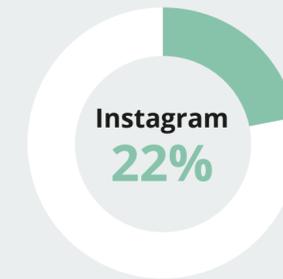
SOCIAL NETWORKS



f



Twitter bird logo



Instagram logo

ONLINE ACTIVITIES UNDERTAKEN

ON LAPTOP/DESKTOP

News and current affairs



Reading blogs



Read newspapers or magazines



Listen to the radio



Streaming music or TV shows/films



Food information or recipes



Money saving websites



Lifestyle, fashion etc.



Comparison websites



How-to guidance and time saving tips



ON MOBILE DEVICE

News and current affairs



Reading blogs



Read newspapers or magazines



Listen to the radio



Streaming music or TV shows/films



Food information or recipes



Money saving websites



Lifestyle, fashion etc.



Comparison websites



How-to guidance and time saving tips



SPONTANEOUS CREATIVES



TARGET

MEDIUM



CONTENT CREATION

ON LAPTOP/DESKTOP

Writing/contributing to blogs

22%



Creating content on social media

35%



Commenting on post, pictures etc. on social media

42%



ON MOBILE DEVICE

9%



37%



47%



SHOPPING HABITS

ON LAPTOP/DESKTOP

Buying food/groceries

48%



Buying clothes

63%



Buying books, films etc.

56%



ON MOBILE DEVICE

17%



27%



27%



POTENTIAL CHANNELS AND MEDIA SOURCES



The Guardian



INDEPENDENT

The Independent



Channel 4



The Huffington Post



BBC News



BBC Radio 1



Twitter



Instagram



Facebook

SPONTANEOUS CREATIVES



TARGET

MEDIUM



MOST POPULAR MAIN SHOPS



TESCO



Sainsbury's



ASDA

Overall

- 1 TESCO (37%)
- 2 Sainsbury's (27%)
- 3 ASDA (20%)

MOST POPULAR TOP-UP SHOPS



TESCO



Sainsbury's



Overall

- 1 TESCO (33%)
- 2 Sainsbury's (29%)
- 3 ASDA (21%)

MOST POPULAR SMALLER SHOPS



TESCO



YOUR M&S

Overall

- 1 Co-op (17%)
- 2 YOUR M&S (16%)
- 3 TESCO (16%)

HAPPENING AT LEAST WEEKLY

Use convenience food



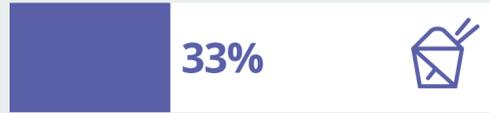
Eat out



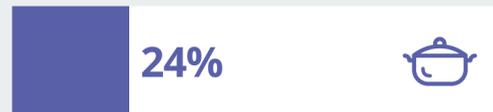
Change plans



Get a takeaway



Cater for others who live outside the home



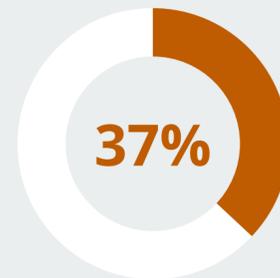
SNAPSHOT: PLAN AHEAD AND SHOP ONLINE



made a list to take last time they shopped

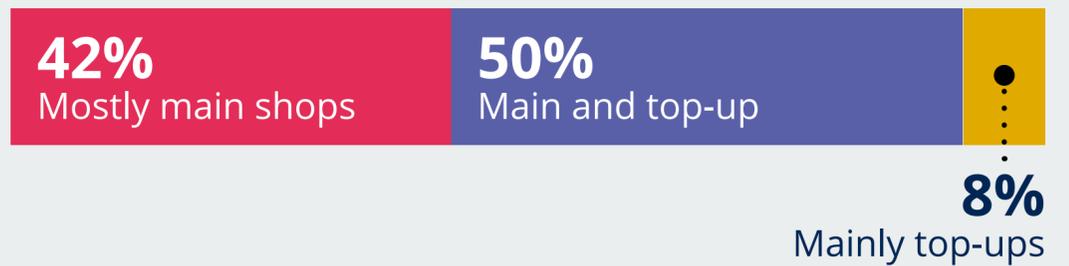


know almost all of the meals for the next week



shop online at least once a month

SHOPPING HABITS



FOOD READING ENJOYMENT



SPONTANEOUS CREATIVES



TARGET

MEDIUM



HOUSEHOLD AND INFLUENCES



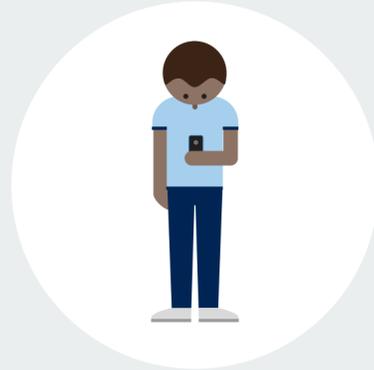
60%

Couples



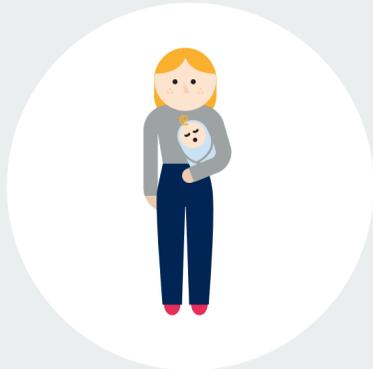
13%

Couples with children



15%

Single person households



3%

Single parents



2%

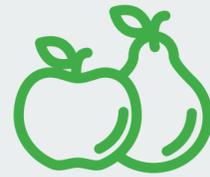
Shared households

WHO ARE THEY?



70%

often feel under time pressure



50%

say they actively try and eat their 5-a-day



54%

are concerned about the effects of climate change

WHERE THEY LIVE



High London group

14%



2nd highest urban group overall

87%

INCOME



LIKELY TO EARN

£20k-£40k

CHILDREN IN THE HOUSEHOLD



PAYING MORTGAGE



SPONTANEOUS CREATIVES



SUMMARY AND IMPLICATIONS

SUMMARY



TARGET GROUP

This group lead **busy** lives that require them to balance their **interest in cooking** with a need for **convenience** at other times.

Their cooking and food shopping is **spontaneous** as a result of their unpredictable lives – they don't plan ahead and don't want to either. Although they like cooking **they still have a lot to learn** – making them a **very important group for WRAP**.

MESSAGES



RECEIVE MESSAGES WELL

Although not price conscious, this group can be **motivated by messages** that underline how **better portioning** and **use of leftovers** can be a **savvy way of saving money**.

Provision of **advice and tips** is **well received**, as it taps into their interest in food and trying new things. Crucial not to patronise, but to **appeal to their passion for cooking** in nudging them into better behaviours.

REACHABILITY AND CHANNELS



MULTIPLE CHANNELS

Digital savviness and **interest in food** opens up **multiple media channels** for communication, providing them via Youtube or apps with advice on adapting recipes to stop overcooking.

Presence of children in many households means they could also be reached via **children's school projects**. Their love of **kitchen gadgets** and merchandise is another possible strategy.

BARRIERS AND MOTIVATIONS



LACK OF TIME

Highly motivated by their love of food, by recognition of the amount they waste (and possible financial savings) and by the bigger picture.

Their digital presence and food interest makes them easier to reach, but **finding space and time** in their busy lives is a notable barrier – making provision of tools as important as advice and tips.

KEY ACTIONS FOR WRAP

ACTION	FOCUS
 LFHW core campaign	
 Staff training	
 LFHW tip on-pack	
 Personalised advice	
 Tools	
 Guidelines	
 Technical change	
 Creative collaborations	