

HUBBUB

BEHAVIOUR CHANGE
FOOD WASTE

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FOOD



HOMES



FASHION



NEIGHBOURHOODS

CIGARETTE BALLOT BIN



How can you stop young men on a night out dropping litter?

Lets' talk about sport – keeping it topical and fun.

What behaviour change techniques can we use – nudge?

Lets' check the validity of the idea with young people.

Lets' make the design strong, compelling and modern.



3 CUP RECYCLING BINS



- Launching UK's first high street coffee cup recycling trial.
- Involving nearly all UK coffee retailers.
- New bins use play to reduce contamination.
- Bin plays music and a lever to dispatch the cups.





THE PUBLIC CARE

99% of 2,000 people polled thought addressing food waste is important.

84% believe that access to recycling facilities should be the same across the whole country.

67% think ways to reduce waste should be added to the national curriculum.

57% said they would recycle more if there was a consistent national communications campaign.



THE IMPACT

Annually 7 million tonnes of food waste produced by UK households.

Financial burden of avoidable food waste to UK economy is £12.5 billion.

Estimated annual disposal cost is estimated to be around £400 million.

Avoidable food waste contributes approximately 3% of UK's annual greenhouse gas emissions.

JOINT AMBITION

- Collaboration is essential.
- The value of food needs to be emphasised to move disposal up the hierarchy.
- Greater understanding of the social, environment and financial impact of food is required.
- There is a skills and knowledge deficit that needs to be overcome.
- Consistency is needed in food waste collection systems



SUMMER FOOD WASTE

£12 million of food thrown away by people as families head off on holiday.

Joint campaign with Talk Mobile, Responsible Travel Company.

81% people happy to receive food from neighbour only 13% consider doing this.

Website and social media campaign.



SEASONAL INITIATIVES

- Grandparents Day encouraging sharing of cooking skills within families .
- Pumpkin Rescue will partner with Knorr to deliver up to 40 community festivals at Halloween.
- Bestovers will partner with Knorr and Hellmans to reduce food waste at Christmas.



SMART TECHNOLOGY

Winnow Smart Bins tested in 6 homes achieved over 50% savings.

20 Bosch smart fridges given to local households

Olio has a local employee promoting food sharing App



COMMUNITY CAMPAIGNS

- Community Fridge launched in partnership with Food Bank.
- 8 local Food Saver Champions recruited and On the Go Cooking Vehicle launched.
- Zero Waste Kitchen Challenge.
- School campaigns with Winnow and Magician show.
- Partnership with Housing Department





INNOVATION TRIALS

Household innovation trial with five new products.

Banana bread campaign

New Apps to be launched giving shoppers support in store.

New packaging tests to be launched.



THANK YOU

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