

#WorthSaving

Reducing Edible Food Waste
in Hertfordshire

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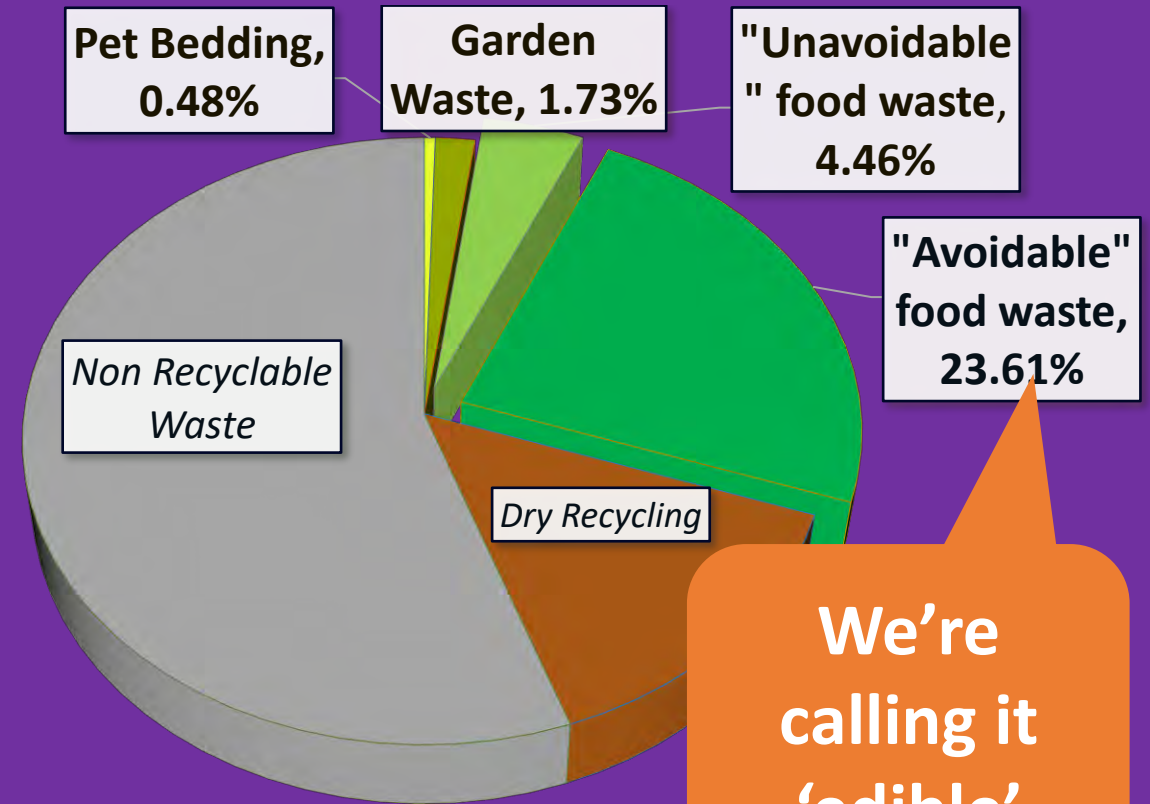
Communicating to residents

- Techniques employed
- Channels used
- Impacts of each
- What was most successful

...and what didn't work so well!

- Impact we had on food waste arisings

The beginning....



We're calling it 'edible'



Highly edible food found in quantity during the waste sorting analysis



Our ambitious aim:

Reduce residential food waste tonnages
by 20% of 2020 levels by 2025

That's 10,000 of the total 50,000 tonnes...

Jan 22 – Lit review, survey and focus groups

May 22 – Develop messaging and assets

Nov 22 – Launch pilot

Mar 23 – Repeat waste composition analysis

April 23 – Review pilot / tweak messaging

May 23 – Roll out county-wide

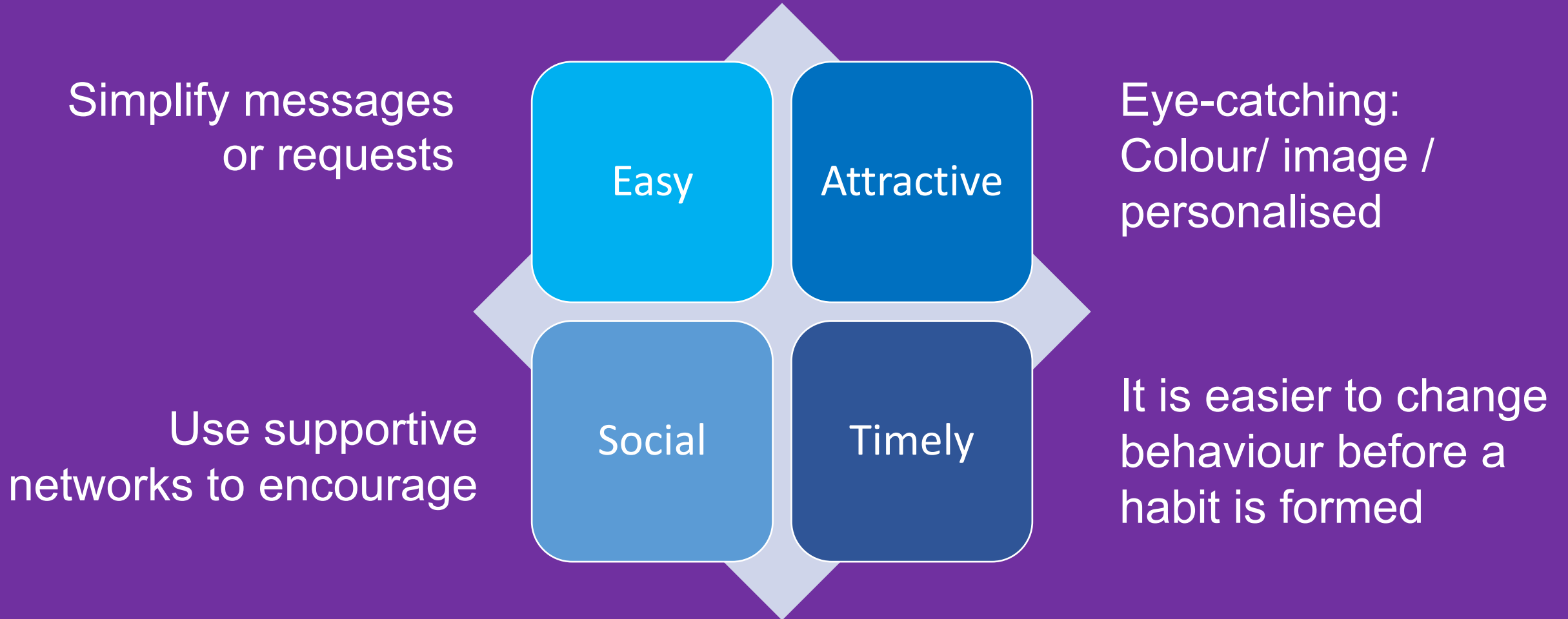


Key messages:

- Food is **#WorthSaving**
 - You can **save money** and **save food**
 - The average UK family can save **£720** a year
 - Eating our food helps **reduce climate change**
 - It's easy to follow the **4 Steps to Save**
-
- Pledge to **change 1 action**
 - **Talk about this** with 3 other people



EAST Framework



4 steps to save

1

Plan

Check what you have

- Check your cupboards
- Meal plan
- Shopping list

2

Shop

Buy what you need

- Use your Shopping list
- Don't shop hungry
- Avoid impulse purchases

3

Store

in the best way

- Keep fresh for longer
- Freeze/ air tight
- Fridge temp
- Know your dates!

4

Eat

what you have

- Portions
- Eat what you cook
- Leftovers
- Batch cooking

Our interventions:

Communication methods

- Leaflet
- Posters
- Magazine advert
- Vehicle side advertising
- Social media
- Face-to-face events

Each use our branding and share the key messages

Call to action:

Follow the 4 steps to Save

- Visit the website
- Subscribe to 5-week e-newsletter

- 
- Schools assemblies
 - Community talks
 - Local events

Branding



Save the spuds!



wasteaware.org.uk/WorthSaving
#WorthSaving



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threeriversdc In the dark about how to store potatoes? That's it! Keep 'em cool, dry and - yep - in the dark. How many other food storage misconceptions do you already know?

Click the #WorthSaving link in our bio to sign up hte the challenge and learn more about how to save food and money.

#WorthSaving #SaveFood #SaveMoney #Foodie #InstaFood #Potatos #PotatoLovers #RisingCosts #RisingBills #CostofLiving #EcoLiving #ClimateEmergency #WasteLess #SaveTheSpud #Saturday #ShoutOutSaturday #Weekend #SaturdayKitchen #SaturdayCooking #WeekendVibes

4 w



Liked by hertswasteaware and 5 others

DECEMBER 3, 2022



Add a comment...

Post



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threeriversdc Curry on cooking... Checkout this delicious turkey, chickpea and coconut curry. Perfect for your leftover Christmas Day turkey and veg.

Join our new #WorthSaving challenge through the link in our bio, and find lots of delicious Christmas leftover recipes online.

#WorthSaving #SaveFood #SaveMoney #Foodie #InstaFoodie #ChristmasFood #Leftovers #ChristmasTurkey #InstaFood #Curry #ChristmasCurry #RisingCosts #RisingBills

Edited · 1 w



vanessa_flair_paris.2bl Hi 🙌 We just sent you a direct message for a partnership. Please reply ASAP to start. Thank you! 😊



1 w Reply



1 like

DECEMBER 29, 2022



Add a comment...

Post

It costs Hertfordshire
tax payers nearly



£6m

a year to dispose
of food waste

wasteaware.org.uk/WorthSaving #WorthSaving



hertswasteaware



hertswasteaware Did you know it costs Hertfordshire taxpayers nearly £6m a year to dispose of food waste, much of it being edible? 🤔

If you buy food and then throw it away, you are paying for it twice; that's nuts!

Sign up to receive our #WorthSaving newsletter using the link in our bio for a chance to win a meal out on us, plus a fabulous cooking experience with a local professional chef.

#SaveMoney #WasteAware #Hertfordshire #Herts #FoodWaste #EdibleFoodWaste #FightFoodWaste #BudgetingTips



8 likes

MAY 1



Add a comment...

Post



Food waste challenge

#worthsaving

SAVE FOOD
WORTH SAVING
SAVE MONEY

This might sound bananas...

One of the top reasons food in Herts is thrown away is because we'd forgotten about it!

Grab yourself a whiteboard marker and pop the date on your Tupperware lid or add a note on the fridge door so you know which items need eating when.

Thyme to get labelling!

Throwing away edible food is a

big issue

It might sound bananas, but research shows that around **£720 is wasted per household each year** by throwing away edible food.

In fact, a staggering **24% of the waste in household rubbish bins is edible food** - that's 4 trolleys worth of food each year!



Win a meal out on us

Across Hertfordshire, we're on a mission to reduce the **50,000 tonnes of edible food we throw away**. Our aim is to **reduce this by 20%**, saving a whopping **10,000 tonnes of food** from waste.

Sign up to our **free 5-week newsletter** packed full of ideas and hacks to help you save food and save money - and the chance to **win a fabulous cooking experience** with a local professional chef and meal out on us.

Visit our **webpage** or **join our Facebook group** for more top tips and to share your successes.



www.wasteaware.org.uk/worthsaving
#WorthSaving



Wasting edible food could be costing you up to

£720 a year

It's easy to give food waste the chop by following the 4 steps to save. To dig in, scan the code or visit:

www.wasteaware.org.uk/worthsaving



This was thrown away

Give **food waste** the chop!



Try the 4 steps to save www.wasteaware.org.uk/worthsaving



Wasting edible food could cost your household up to

£720 a year



Try the 4 steps to save www.wasteaware.org.uk/worthsaving



PESO Model to chose your channels

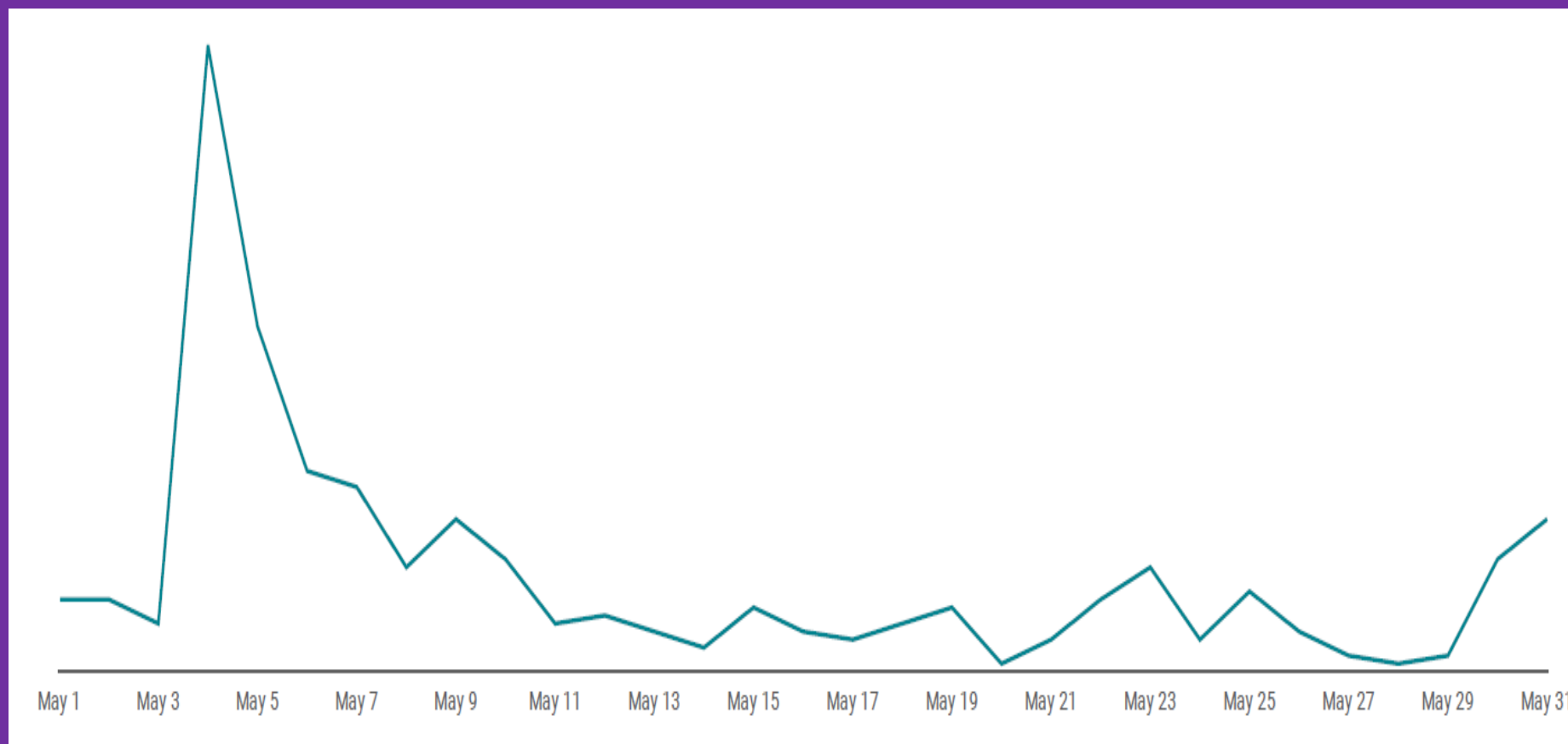
Choice impacted by audience preference / budget / brand engagement

- <https://www.brilliantmetrics.com/knowledge/blog/what-is-the-peso-model-for-marketing/>

Paid	Earned	Shared	Owned
Pay per click	PR outreach	Social sites	Website
Advertising	Networks	Forums	Newsletter
Ad displays	Marketing	Referrals	Email
Sponsorship	Media relations	Word of mouth	Social profiles
Influencers	Advocates	Co-branding	Blog page
	Citizen stories		Vehicle signage



Importance of Tracking

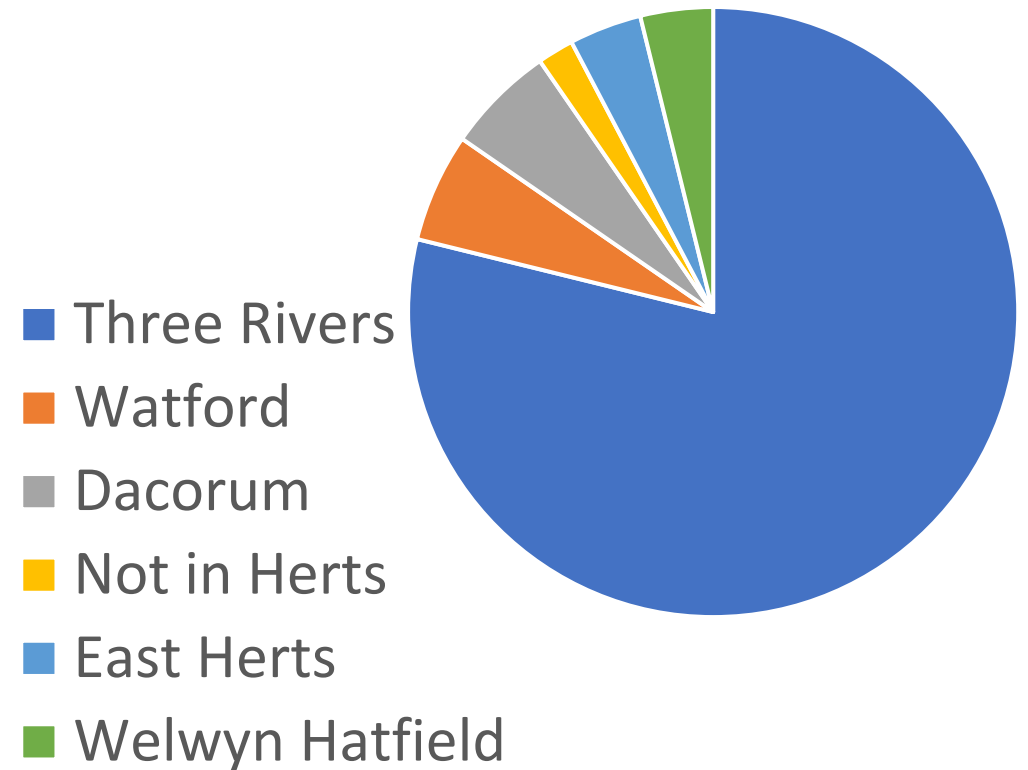


WorthSaving Webpage hits, per day in May 2023

Analysis of 5-week Newsletter sign ups

Methods of hearing	No.
General Partnership newsletter	9
Facebook	8
Town / Parish council	6
District / Borough council	6
Local newspaper	5
Friend or family	4
In person event	4
Other (school, school, work)	3
Community group	2
Instagram	1
	52

Where subscriber lives



What didn't work

- Our Facebook group...
 - Saw almost no engagement
 - Takes time to establish and maintain
 - Offered a 'challenge' in already challenging times
- Social media engagement was generally low
 - We've reduced the frequency of posts, increased the 'call to action' in them and focused instead on 1-1 events where we saw a higher conversion to our newsletter
 - Sharing in existing communities was more effective than on our page alone
 - Will try more videos/ gifs



What did work



- Webpage is performing amazingly well!
 - Average time spent on page is 3:49 (average 1:22 - Metric HQ)
 - Heat map shows the whole page is being viewed/ read
 - Jump links to the 4 steps to save are well used
 - Call to action' saw highest engagement of all links
 - External links to more detail also saw high click numbers
 - Mainly desktop and tablet views, not mobiles suggesting older audience of reading from a work computer
- Leaflet
 - 5% scanned the QR code (average is 1% - Data and Marketing Assoc)
- Face-to-face engagement in high foot fall areas, inc. schools

The Results

- **19% reduction** in edible food in the bin (Control = 4%)
- Door-to-door leaflet - 284 properties, 5% QR scans
- Leaflets in schools - 200 pupils, 1% QR scans
- 52 sign ups to the newsletter
- 1,300 web hits, with long view time
- Lessons learnt for county-wide roll out

... email me for the full report!

Thank you... and please get in touch

- Webpage: www.wasteaware.org.uk/worthSaving
 - use the 'contact us' box on the page
- Email me: Helena.Jackson@hertfordshire.gov.uk
- Follow us on social media: [@HertsWasteAware](https://www.instagram.com/HertsWasteAware)

