every bite

Food Waste Prevention

Preventing Household Food Waste

Today's session

- Challenges & opportunities
- The programme in a nutshell
- Delivery model
- Discovery work
- Results from pilot programmes
- How to get involved

A few of the challenges

Most of us feel like wasting food is wrong (88%)*
We underestimate the amount of food we waste

We find it hard to keep track of what needs to be used up

Busy lifestyles and competing priorities mean we have limited capacity for new skills and routines

There is a lack of awareness on the links between behaviours, food systems, environmental degradation and GHG emissions
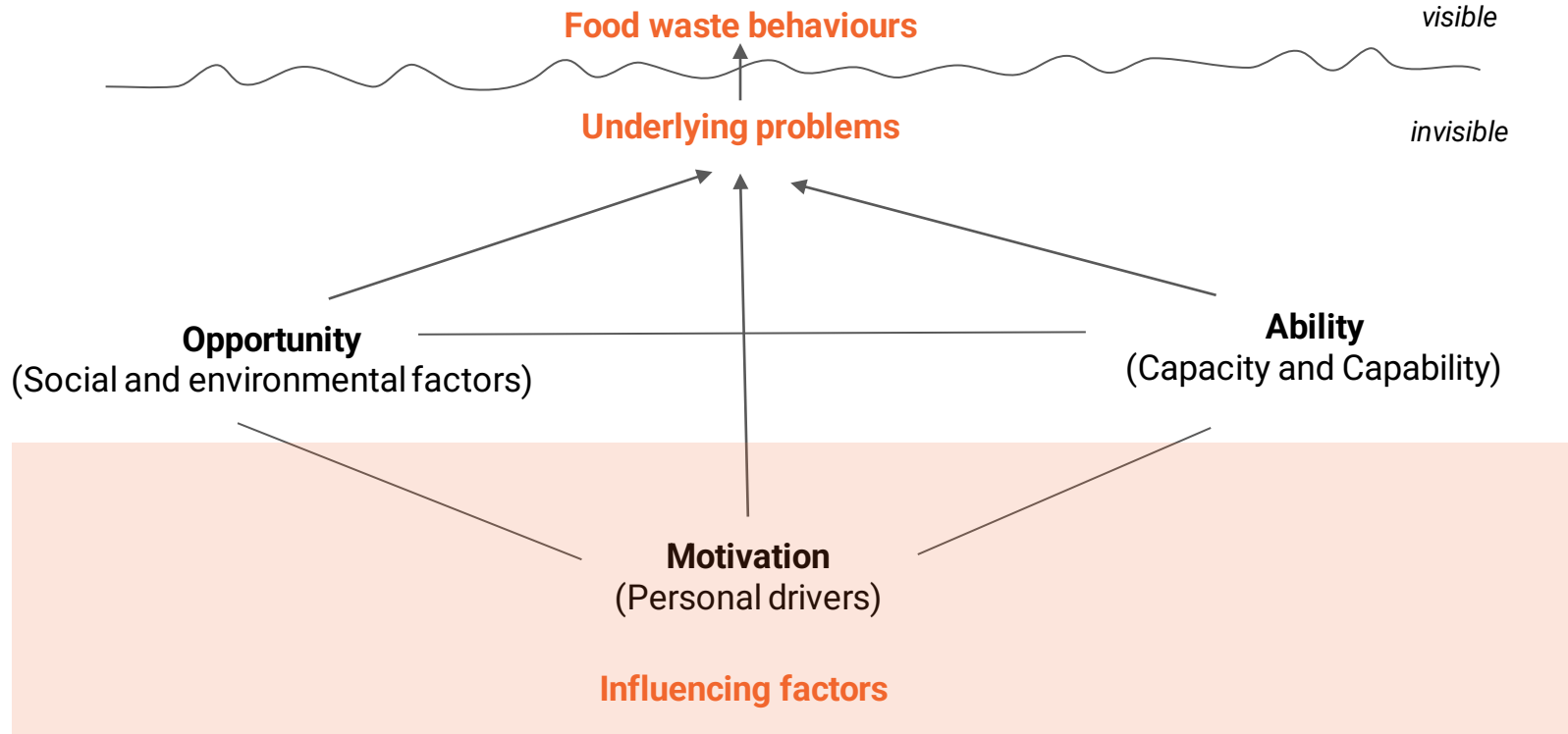
But there are also opportunities

- Food waste collection mandate

- Separating food waste for collections can catalyse prevention

- Reduces food waste volumes and therefore costs for local authorities and ratepayers

- Tackles a myriad of negative upstream impacts

COM-B Model (Behaviour Change Framework)

Food waste behaviours   *visible*

Underlying problems   *invisible*

Opportunity
(Social and environmental factors)

Ability
(Capacity and Capability)

Motivation
(Personal drivers)

Influencing factors

Participant journey in a nutshell

Every Bite Kick Off Event

Meet like minded people

Build awareness on food waste prevention challenges and opportunities

Participant Toolkit

Experiment with your household

Learn about your food waste behaviours and try simple actions at home

1. **Measuring your food waste**
2. **'Eat me first' shelf**
3. **Weekly fridge challenge**

Share experience and learning

What worked and what didn't work

Meals made and fridges transformed!

Stay motivated and connected

Every Bite Wrap Up

Celebrate, reflect and share what was learned and what can be improved

Share with friends and family who are interested

Programme values

- Designed by the community for the community

- Building a movement – collective impact

- Flexible and simple tools for people to 'do their bit'

- Positive framing, no shame

- Action-based learning at home

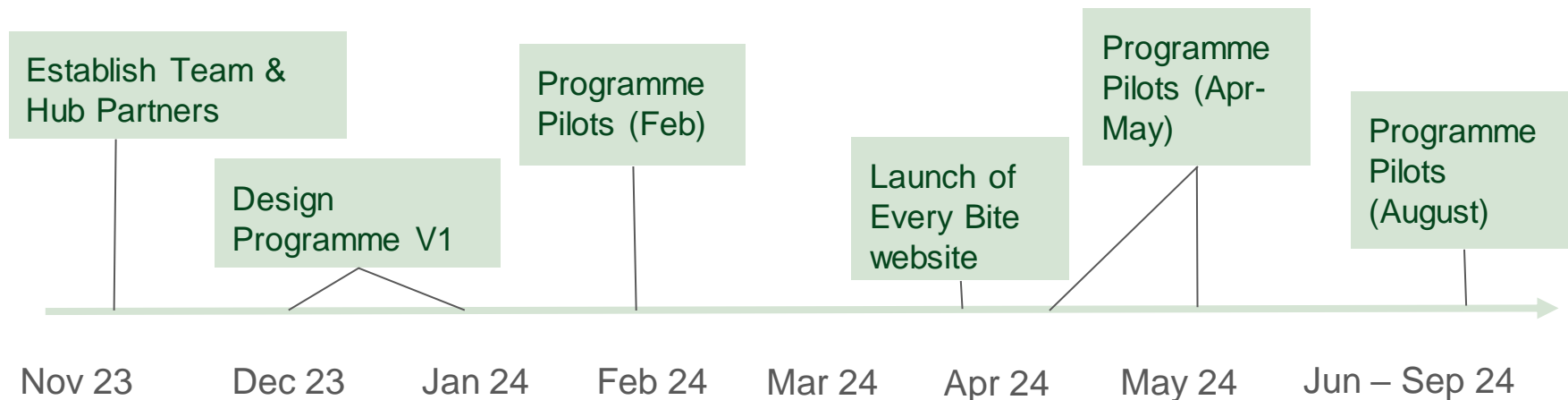- Sharing wins and losses in the spirit of continuous learning

National network of behaviour change experts

- 100+ organisations

- Zero waste hubs / environment hubs

- Reuse retail, resource recovery, food rescue

- Climate action, biodiversity, community resilience

- Trusted voices in the community

GO ECO

enm

Sustainable HB
CENTRE FOR CLIMATE AND RESILIENCE

wastebusters

Discovery and Impact Framework

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- Literature Review
- Household Survey
- Impact Map
- Monitoring, Learning & Evaluation Framework
- Every Bite Brand and narrative

Establish Team & Hub Partners

Design Programme V1

Programme Pilots (Feb)

Launch of Every Bite website

Programme Pilots (Apr-May)

Programme Pilots (August)

| Nov 23 | Dec 23 | Jan 24 | Feb 24 | Mar 24 | Apr 24 | May 24 | Jun – Sep 24 |

Hub audiences

Early Adopters – Environmentally Concerned Women

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Four early adopter persona groups

Based on the number of sustainable behaviours respondents reported taking part in.

0-8

Looks for easy wins

9-12

Strong desire to 'do their bit'

13-16

Leads by example

17-20

Time poor but wants to be a good community member

Responses followed a bell curve, with an average of 12 behaviours, so these groups align with respondents' position on the curve.

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RELEVANCE & OUTCOME

83% reported Every Bite helped them prevent food waste

83% thought Every Bite could help other households to prevent food waste

69 Pre Survey	54 Post Survey
Key motivations Sustainability 41% Financial savings 29% Reducing food waste 22%	**Key barriers** Time, habits, getting household on board, children, recipe ideas, motivations

83% expected to continue to focus on preventing food waste for more than 2 years

53% 24 of 45 who completed the pre survey self-reported some reduction in food waste

As a result of Every Bite, how do you feel about the following statements:

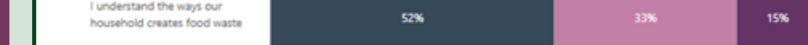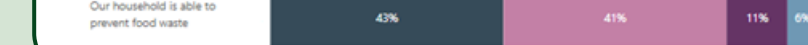Value: ● Much more ● A little more ● No change ● A little less

Statement	Much more	A little more	No change	A little less
I am aware of how food waste is a problem	50%	43%	7%	
I am confident about finding ways to prevent food waste	48%	44%	7%	
I understand the ways our household creates food waste	52%	33%	15%	
Our household is able to prevent food waste	43%	41%	11%	6%

KEY LEARNINGS

Every Bite increases understanding of what food waste is and how it is created

Increases awareness on the level of food waste created and how to go about making positive changes
Planning, keeping fridge organised and new recipe can help prevent food waste

KEY IMPROVEMENT

Every Bite should create a learning or sharing platform for new recipes and tips
Every Bite can be more conscious about using sustainable resource materials

Other suggestions include definitions, adjustments on design of toolkit and cohort comms to further enhance the experience

IN-PERSON Experiences

74% enjoy the in-person experience

59% enjoy the connection and sharing ideas and food with others

TOOLKIT – User feedback

	% used/ actioned	% active users say effective	How the toolkit helped participants?	Key challenges/ barrier in using tools?
'Eat me first' shelf	65%	86%	Good reminder / easier for household to be aware of what to use first	Fridge space, time, reminder, have personal system, getting household on board
Weekly Meal Challenge	74%	83%	New recipe to utilise leftovers and reduce food waste	Lack of idea for recipe, time, children, no leftovers to use
Measuring Food Waste	85%	74%	Increase awareness of definition, level and pattern of household food waste	Definition of food waste, reminder, limited containers, flies, composting
Share learnings	85%	87%	Increase awareness of definition, level and pattern of household food waste	Definition, perception and awareness of food waste. Opportunity to meet people

Milestone two pilots currently underway

220
Registered

131
Completed
Pre Survey

80+
Participated

Top Motivations
- Learning new skills (40%)
- Minimising food waste (40%)
- Saving money (10%)

Top Barriers
- Household commitments (20%)
- Children (15%)
- Time / routine (14%)

What people are saying

"The programme went well, it induced lots of conversations at work!"

"Inspired and encouraged me to reduce waste and live more sustainably"

Loved it – enjoyable, well organised and informative

"It should be taught at school

"So useful! I have never before looked at our amount of wastage"

"I was able to find enough food for three weeks! Incredibly helpful process"

"This programme would be great for families. My 2 adult daughters are in this age group and they do not want to waste food, but are so busy and tired. I spend a lot of time taking care of my grandchildren and know what their lives are like. I will educate them"

Key takeaways

- Hubs are trusted voices with behaviour change expertise working together in a collaborative, codesign and delivery process

- Impact Map and Monitoring, Evaluation and Learning (MEL) Framework enables continuous improvement and iteration

- Backbone services – project management, comms, collateral – enables successful delivery

How you can get involved

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