

The partnership playbook for cutting household food waste

Leftover Legends Campaign Case Study

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THE PROBLEM



- Food waste happens across the system
- Household food waste remains a major opportunity
- No one organisation can solve this alone

THE PARTNERSHIP OPPORTUNITY



LFHW NZ

Strategy, trusted messaging, campaign assets, toolkits, established platforms, community activation and measurement.



Woolworths NZ

National visibility, customer and staff touchpoints, prize incentive, credibility and a wider food waste story that spans stores



Supporting Councils

Local trust, local channels, events, displays, workplaces, and community groups.

Shared reach. Shared trust. Shared impact.

OUR PARTNERSHIP PLAYBOOK

1

Shared problem.

2

Clear behaviour.

3

Complementary roles & goals

4

Trusted channels.

5

Visible participation.

6

Measurable impact.

CASE STUDY: LEFTOVER LEGENDS

JOIN THE
LEFTOVER LEGENDS
CHALLENGE

Save your wallet. Save the planet.
Eat your leftovers.



**LOVE
FOOD**
hate waste
NEW ZEALAND



THE INSIGHT
NOT EATING LEFTOVERS IS THE MAIN
REASON FOR HOUSEHOLD FOOD
WASTE

LEFTOVER LEGENDS

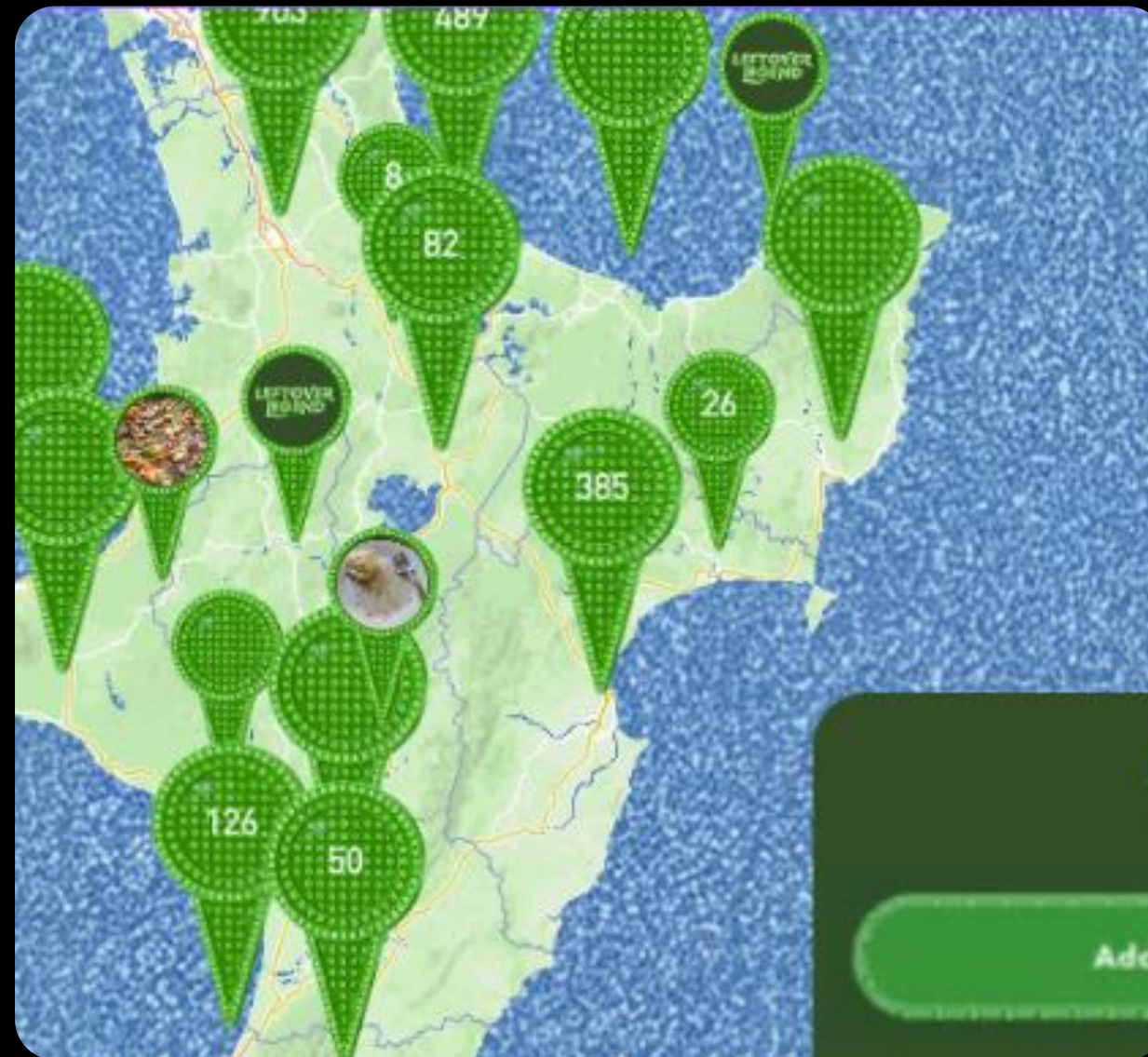
LOVE
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THE CHALLENGE
LEFTOVERS ARE SAVED INSTINCTIVELY, NOT
INTENTIONALLY.
WITH NO PLAN FOR ACTION, LEFTOVERS
BECOME DELAYED FOOD WASTE.

A NATIONWIDE CALL TO ACTION

A single repeatable behaviour

- Reheat or reinvent your leftovers
- Upload a photo of your plate
- Unlock practical tips
- Watch the legends map fill up
- Go in the draw to win groceries for a year



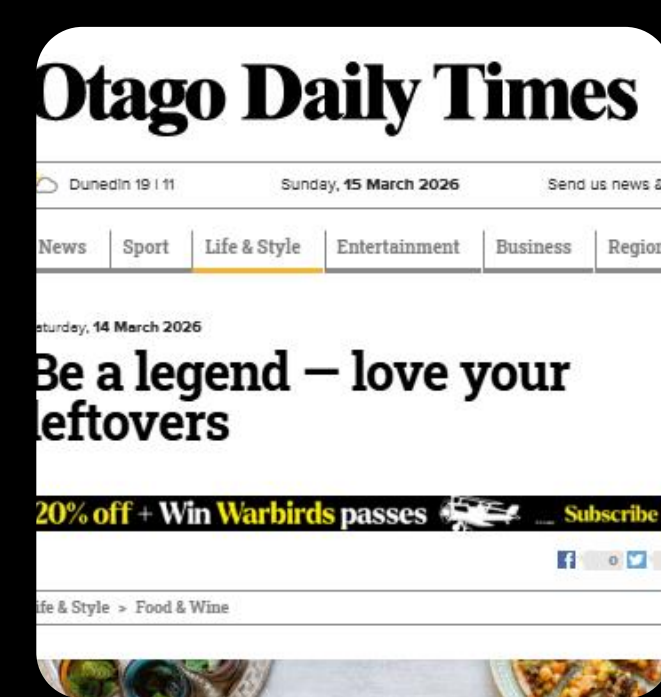
WHY IT WORKED

Simple: one clear action people could do at home or work.

Social: visible participation, local pride and nationwide coverage.

Supported: strong incentive, partner-ready assets, multiple nationwide channels.

Media-worthy hooks

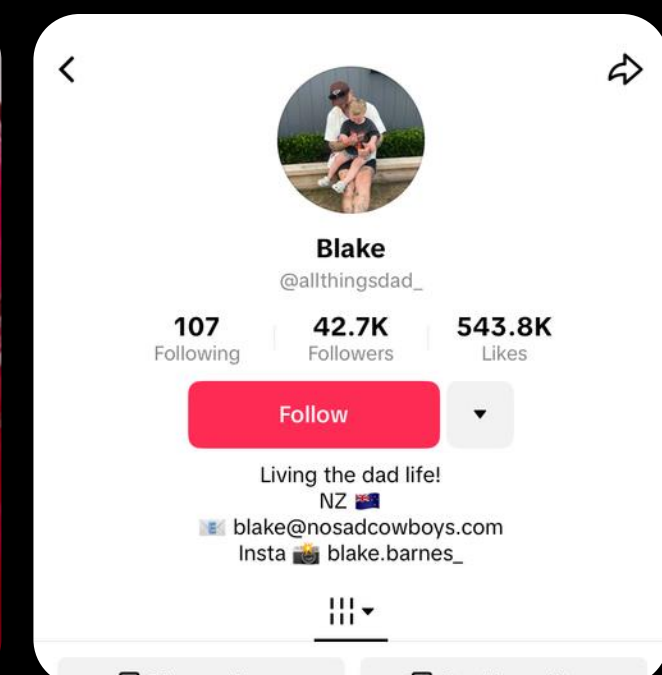
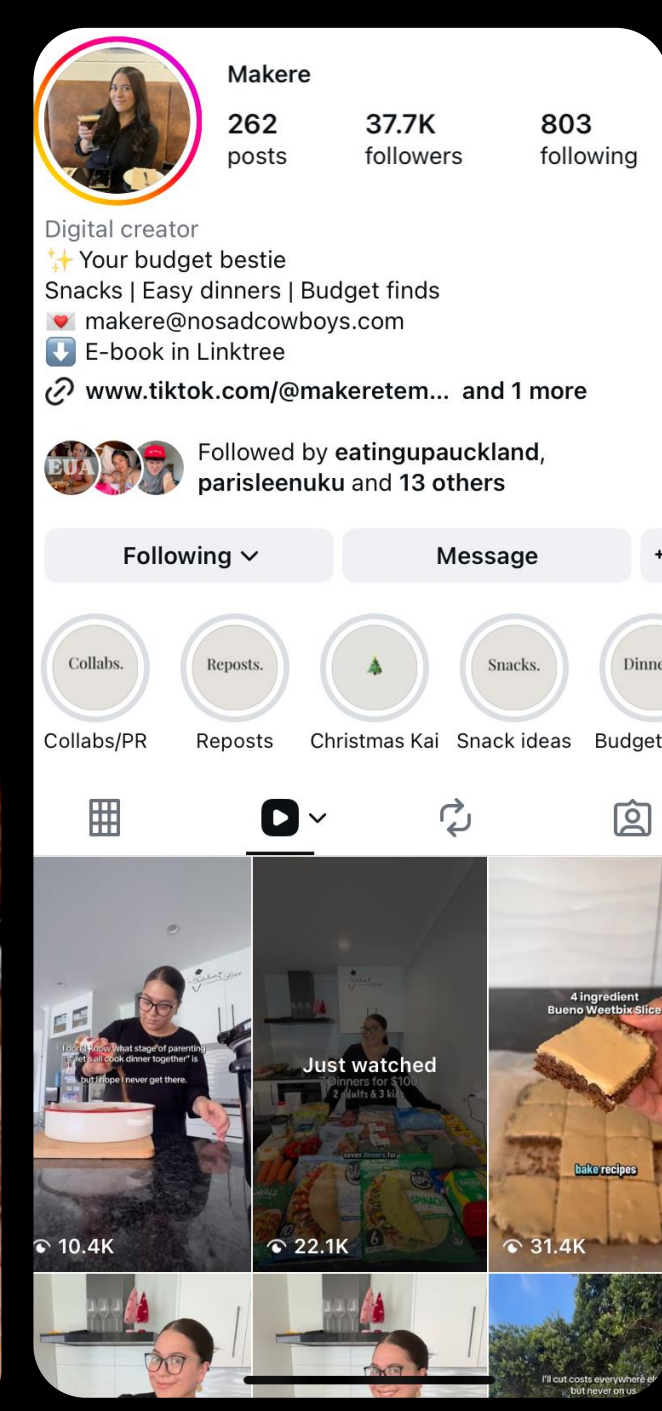


Woolworths New Zealand • Follow
Woolworths team are already proving they're true Leftover Legends and we're involved! We believe that great food shouldn't go to waste. See more

WOOLWORTHS NZ

More than a sponsor

- A prize that resonated
- National visibility & profile
- Multiple customer touch-points
- Mobilisation of 20,000+ team
- Our store teams walk the talk with food waste every day!



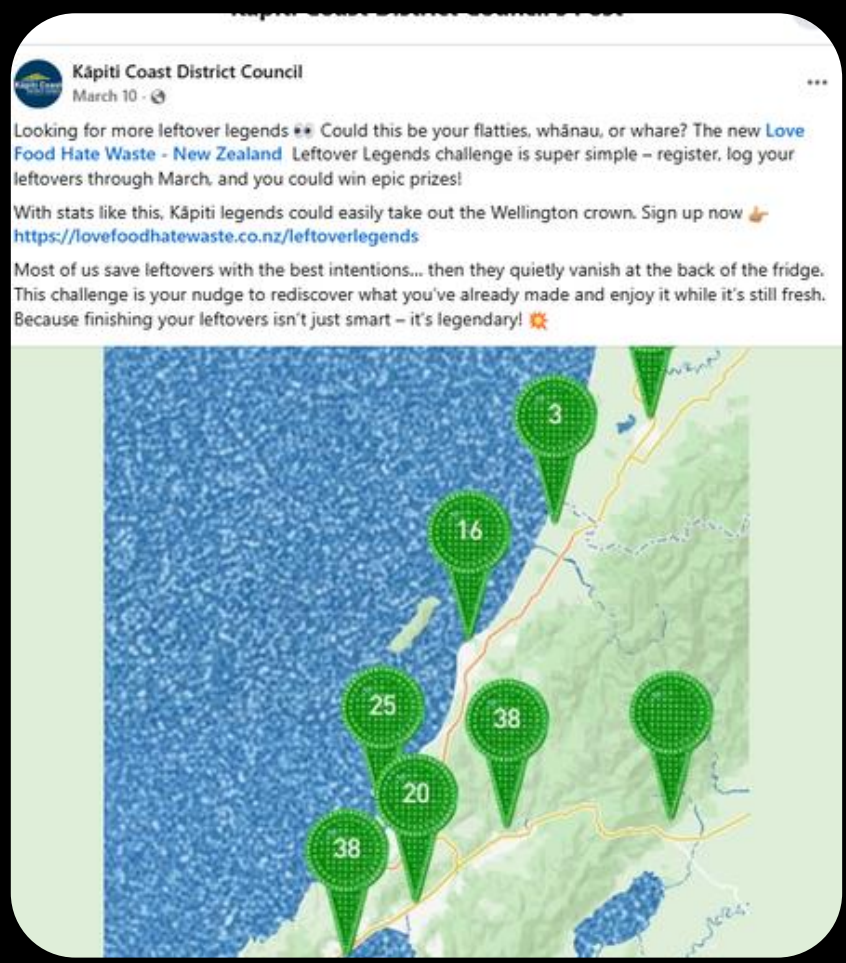
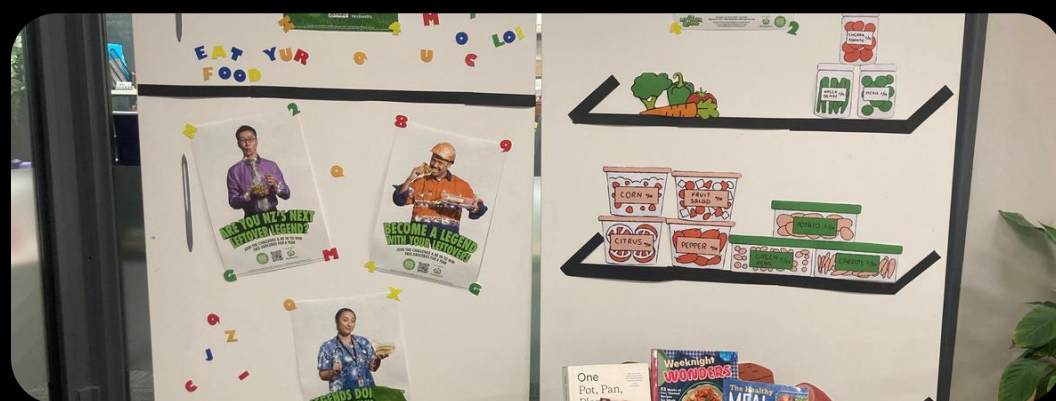
WOOLWORTHS NZ

Walking the Talk

- Every store has a food rescue partner
- Over 8 million meals donated
- Over 90% of surplus food diverted
- Kai Commitment signatory member
- The Odd Bunch produce range
- Eat Me First supporter
- Food Rescue Kitchen

Dates: Last 52 weeks, 500g equiv to one meal





COUNCILS & *Driving local action & relevance*

- Local promotion.
- Events and displays.
- Staff engagement.
- Newsletters and social media.
- Engagement with community groups, food rescue organisations and participating businesses.



BIGGER IMPACT THROUGH PARTNERSHIP



More social media reach:
4.2M+

More engagement:
110K+ likes, shares or comments

More earned media:
15 placements, 3.6M reach

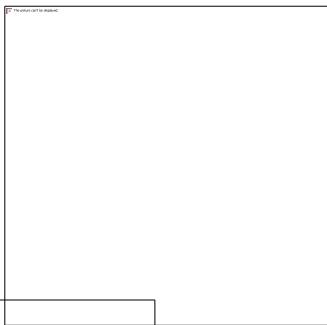
More participation:
3K participants, 2K new subscribers

More visible action:
8.3K plates logged

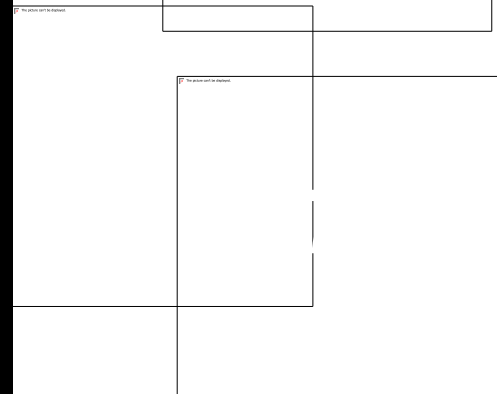
More emissions saved:
7636kg CO₂e avoided

BIGGER IMPACT THROUGH PARTNERSHIP

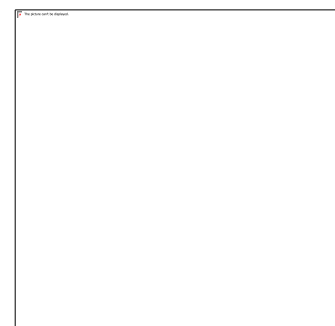
Stronger behaviour-change:



used leftovers more often instead of throwing them away/letting them spoil



planned meals with leftovers in mind

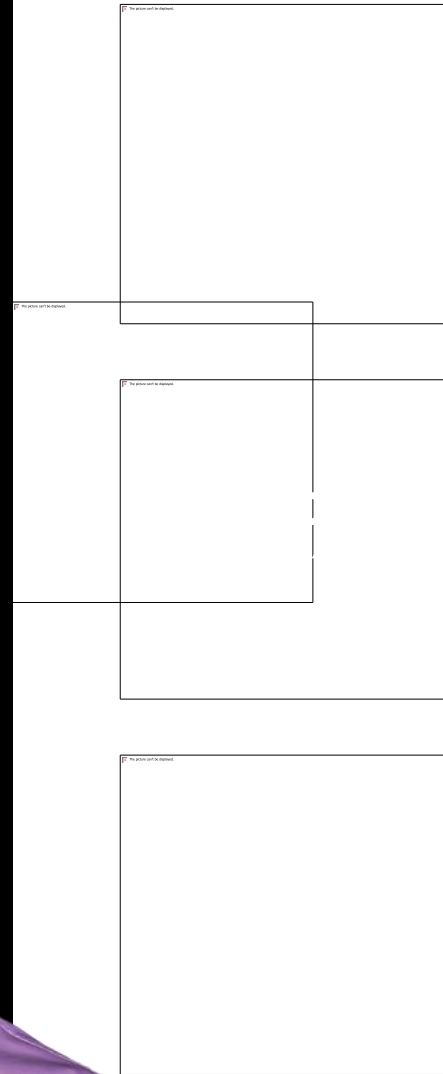


used up leftover ingredients they would not normally have used

“My kids got into it as well. They started asking what leftovers we could use up, which made it feel like a family challenge rather than another chore.”

BIGGER IMPACT THROUGH PARTNERSHIP

Signs of lasting impact



reported throwing away less leftover food because of the challenge

said they are likely to continue using leftovers more often

felt more confident storing/reheating leftovers safely

“As the workplace champion, I loved having something simple and positive to rally people around. It got our team talking and sharing meal ideas.”

Source: Leftover Legends Participant Survey. n=472



THE PARTNERSHIP PLAYBOOK

1. Shared problem.
2. Clear behaviour.
3. Complementary roles & goals.
4. Trusted channels.
5. Visible participation.
6. Measurable impact.





THANK YOU | NGĀ MIHI

Come and see us at stand 3