

# Love Food Hate Waste campaign launch Greater Manchester Waste Partnership

## Key Facts

- Launch took place on 22nd April 2009.
- Approximate spend: £0.006 per household and total cost £6,000.
- 78 invited attendees & 5 members of press.
- 3 radio interviews including BBC Radio Manchester.
- At least 13 press articles including a feature piece in the Manchester Evening News.

## About Greater Manchester

- The partnership consists of ten Local Authority Councils; Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan.
- The area covers nearly one million households with a population of 2.18 million.
- It is home to a diverse population with a significant ethnic minority population comprising 11% of the total population.
- Two councils operate food waste collections (2008/09).
- The recycling rate for 2008/09 (NI 192) was 31.6%.

## Introduction

Love Food Hate Waste (LFHW) is a national campaign which aims to raise awareness of the need for all of us to reduce the food we waste by highlighting the benefits of doing so.

The Greater Manchester campaign aims to increase the number of committed food waste reducers by 10% between April 2009 and April 2011 which would divert 8,416 tonnes of food waste from landfill.

The launch event was used to generate significant PR to raise awareness of the issue and offer practical benefits and solutions to residents. As well as securing the attendance of key media, it was also used as a networking opportunity for influential individuals, ambassadors and organisations. It was a key opportunity to involve senior officers and members from all councils to get their support and buy in for the campaign going forward and was intended to be an engaging event with a clear memorable message.



## Background to campaign

The LFHW campaign forms part of a two year waste prevention campaign across the councils of Greater Manchester and Wigan. It was developed to support the overall strategy of achieving and maintaining zero waste growth by 2020.

The campaign is supported by WRAP, coordinated by the Greater Manchester Waste Disposal Authority (GMWDA) and Viridor Laing (Greater Manchester) Limited (VLGM), and delivered by all ten councils.

The campaign includes high profile outdoor media (from billboards to buses), engaging PR, a community engagement officer to build links with key organisations and support the councils, internal council promotions, radio advertising and promotions.

## The Approach

The launch was designed to exemplify the core message of food waste prevention and sustainability. The venue was chosen on the merit of winning the Sustainable Tourism Award at the Manchester Tourism Awards 2008. The drinks were fair trade, the food sourced locally and the procurement carefully managed to avoid food waste. Press packs included a CD containing WRAP's The Food We Waste report, recipe cards, press releases and a spaghetti measurer. The Co-op, which has its headquarters in Manchester, donated Bags for Life to hold the press packs.

A close partnership was developed with the Manchester Food and Drink Festival (MFDF), an annual event in the region, in the lead up to the launch. The local media and key local ambassadors for food and drink were invited to the launch by the MFDF using their established local contacts.

The launch comprised key speeches and a live cookery demonstration by local chef, Andrew Nutter, using a LFHW branded mobile demonstration kitchen. It was an entertaining and lively feature which helped bring the campaign to life and engaged the local press and residents. Andrew developed a series of dishes he had created himself based on typical domestic leftovers, showing how easy it is to use up leftovers. These recipes were then placed on the Recycle for Greater Manchester website:

[www.recycleforgreatermanchester.com](http://www.recycleforgreatermanchester.com)  
and [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com)

To encourage public participation, the event was used to launch the 'food diary challenge' to the press. The diary was designed to help participants think about their food habits as well as the amount of food they waste. Participants were asked to record quantities and types of food waste created over the challenge fortnight, why it arose and how they disposed of it, as well as recording food shopping trips, tips and meal ideas and "diary entries" of their feelings about the challenge (<http://www.recycleforgreatermanchester.com/clientfiles/File/lfhw-food-diary.pdf>).

People were invited to enter by submitting a 300 word expression of interest explaining why they wanted to take part, how much food they thought they wasted and what they thought they could do to reduce the amount of food they generated. An individual or family was then selected from each of the ten council areas to take part and was invited to attend the launch.

On completion of the two week challenge and a short questionnaire, the participants received a free meal for everyone in their household at a restaurant in their own locality, courtesy of the MFDF.

The event launched using the Food Lovers campaign artwork from WRAP. The demonstration kitchen was fully branded, the chef wore a branded LFHW apron and waste reduction advisers from WRAP were on hand throughout, answering queries and providing further information. A PowerPoint presentation highlighting the issues of food waste ran during the entire event.



## Results/conclusion

The launch event had 78 key ambassador attendees and 5 key members of the press, including radio (BBC Radio Manchester) and television (Channel M).

Many editorial pieces appeared in the local press (from an article in the 'green pages' of the Manchester Evening News to the Leigh Journal responding to the local press release to regular blogs highlighting pertinent issues).

From the food diary the following results were observed:

- 50% of participants admitted to throwing away some food before starting the diary challenge.
- On completion, 80% agreed that the diary had changed their view on the amount of food they waste and of those who agreed, 75% admitted that they were throwing away more than they realised.
- 100% admitted that throwing away uneaten food bothered them.
- 80% now intend to make every effort to minimise what they throw away.
- Three main factors, making up 90% of the response, encouraged participants to make an effort to minimise the amount of food thrown away:
  - Taking part in the diary – 30%.
  - The effect of food waste on the environment – 30%.
  - The cost of food thrown away – 30%.
- 60% now plan to change the way in which they dispose of their food waste, with a further 30% thinking about it.

The diary is now available to the general public via the Recycle for Greater Manchester website and the results of the original diary challenge will be used to run special features and regular blogs from some of the participants for the rest of the campaign.

In conclusion, the launch event was a huge PR success, reaching the core target audience through a variety of media, at very low cost, both raising awareness of the issue and showing consumers how they can benefit from making the change.

The campaign continues to engage with residents and a mid-campaign survey is being carried out in February and March 2010.



### Key Learning Points

- Public relations provided invaluable support to the campaign launch by sending out a positive message to residents and communicating effectively through a selection of appropriate communication channels. PR:
  - increased awareness of the campaign and the issues;
  - acted as a call to action;
  - presented the information and facts in an engaging way; and
  - helped the campaign stand out in the community and supported the marketing work which was launched in the same month.
- Inviting key media and ambassadors generated much needed PR, in the form of high profile press and radio interviews, to raise awareness of the campaign and show residents how the campaign could save them money and help them make the most of their food. Each borough invited influential guests including senior officers and elected members. One local Councillor recognised the relevance of the campaign to his constituents and was encouraged to include the campaign in his regular blog.
- Linking with an established and recognised food event organiser resulted in LFHW becoming the brand ethos sponsors for MFDF 2009 held in October. As part of this sponsorship deal MFDF provided support to deliver the launch event for the overall campaign in April 2009.

This included gaining access to the MFDF's established local contacts within the food industry and the media.

- Sustainability was a key theme for the launch event, and continues to be so for the MFDF itself. A condition of sponsorship was to work towards minimising the amount of waste generated at both the launch and the Festival. To this end partnerships were established with both Groundwork's Business Environment Association and EMERGE to support the MFDF in developing a sustainability plan and work towards BS8901 – Sustainable Event Management.
- Using a local chef from Rochdale was key to gaining the interest of the local press and to make the issues and solutions more tangible for residents. He was able to bring the messages of the campaign to life.

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