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MARKET CAMPAIGN

a) Slogan: "Waste not, want not. Let's reduce food waste!"

The slogan "Waste not, want not" is a well-known phrase that encourages the responsible use of resources. It's a great slogan to use for a food waste reduction campaign because it's catchy and memorable. It reminds people that if we don't waste food, we won't have to want for it later. By adding the call-to-action "Let's reduce food waste!" at the end of the slogan, we encourage people to take action to reduce food waste.

b) Problem statement:

Food waste is a significant issue affecting our communities globally. Every year, billions of tons of food are wasted, resulting in a massive strain on our environment, economy, and resources. When we waste food, we are also wasting the energy, water, and other resources used in its production, transportation, and storage. Furthermore, food waste in landfills produces methane, a potent greenhouse gas that contributes to climate change.

The problem of food waste is a complex issue that affects people, the planet, and the economy. It's a global problem that requires action at all levels, from individuals to governments and businesses. Food waste is a significant contributor to greenhouse gas emissions, and reducing it is critical in addressing climate change. By highlighting the environmental, economic, and social impacts of food waste, we can raise awareness and encourage action to reduce it.

c) Solution:

We can reduce food waste in our communities by taking simple steps such as planning meals, buying only what we need, storing food correctly, and composting our food scraps. We can also support food recovery organizations that rescue and redistribute surplus food to those in need. By reducing food waste, we can conserve resources, decrease greenhouse gas emissions, and fight hunger in our communities.

There are many ways we can reduce food waste, both individually and collectively. At the individual level, planning meals and shopping with a grocery list can help us avoid over-purchasing and wasting food. Proper food storage, such as using airtight containers and refrigerating perishable items promptly, can also help extend the shelf life of food. Composting food scraps is another effective way to reduce food waste while also creating nutrient-rich soil for gardening.

At the community level, supporting food recovery organizations can help redirect edible food to those in need. These organizations often partner with local businesses, grocery stores, and restaurants to collect surplus food and distribute it to people who are food insecure. By working together, we can reduce food waste while also supporting our communities.

d) Promotional strategy:

To promote the campaign, we can organize community events such as food drives, composting workshops, and cooking demonstrations that show how to use food scraps creatively. We can also partner with local businesses, restaurants, and grocery stores to reduce food waste in their operations and raise awareness among their customers. Social media campaigns, flyers, and posters can also be used to spread the message and encourage individuals and organizations to take action.

Promoting a food waste reduction campaign requires a multi-faceted approach. By organizing community events, we can engage people and provide them with practical solutions for reducing food waste. Partnering with local businesses can help raise awareness among their customers and encourage them to take action. Social media campaigns, flyers, and posters can help spread the message and reach a broader audience. By using a combination of approaches, we can create a powerful campaign that encourages action and promotes a culture of waste reduction.