

Title: Fruit positivity

Logline: Introducing the problem from the viewer's point of view by showing different examples of food which is about to be thrown out and then showing tips on how to reduce food waste.

Theme: Don't judge a book by its cover

Treatment: Bob is opening the fridge and showing us fruit which is about to be thrown out. Meanwhile, he is showing it he is also talking about the statistics about how much regular household produce food waste. He shows us that it is still good inside by cutting it in half. He summarizes what he just showed and said. Then he shows tips on what to do with food that you would normally throw out. He presents some recipes and how to save food for later and still keep it fresh. In the end he is linking to our website where the user can find more tips and information.