

Communicating Sustainability: Building a Better Future

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Abstract

Purpose: To reflect the current progress of our project and provide a clear roadmap for upcoming steps. Below is our progress report for our “Reducing Food Waste in Urban Communities” project.

Acknowledgement

We would like to thank faculty member Dr. Ömür Erdem Çelik for her expertise and instructions.

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1 Project Overview & Current Status

Sustainability Issue: Our campaign addresses the global food waste problem, a major issue affecting the environment, economy and society. Approximately one-third of all food produced worldwide is wasted, causing greenhouse gas emissions, resource depletion and financial losses. Our goal is to raise awareness about the environmental, economic and social consequences of food waste, especially in urban communities.

Selected Brand: We chose FreshSave Supermarket, a large urban supermarket chain, as our brand. The company was found to contribute to the food waste problem by throwing away a large amount of edible food on a daily basis, mainly due to overstocking and unsold perishable goods. Our campaign will mobilize consumers, employees and suppliers to reduce food waste.

What's Developed So Far: We developed the following elements for our campaign: Campaign Name: "Save More, Waste Less". Research: We conducted in-depth research on the environmental, economic, and social impacts of food waste, focusing on supermarket chains in urban areas. Creative Direction: Our creative strategy focuses on in-store promotions, social media engagement, loyalty incentives, and community partnerships.

2 Difficulties

Teamwork Challenges: One of the most challenging aspects of teamwork for us was that not all of our teammates could communicate with us. We tried to communicate with our teammates who joined our team without telling us, and although it was difficult, we managed to do so with all of our teammates. In general, team members offered ideas that would support our project.

Research Challenges: Collecting accurate and comprehensive data on food waste in supermarkets has been challenging, especially since FreshSave does not publicly share detailed information about food waste statistics. This made it difficult for us to tailor our campaign exactly to operations. So, we looked at more general data . [1]

Solutions: We improved our team communication by holding regular meetings to ensure conflicts were resolved quickly. We tried to adapt our project by reading a general report and We decided to use secondary research, such as industry reports and case studies (e.g., "Too Good To Go") from other supermarkets that have successfully reduced food waste. [2]

3 Project Roadmap

Next Important Steps: We will design posters, social media banners, and promotional materials that convey the message of "Save More, Waste Less". Social Media Campaign Development: We can create content for social media platforms (Instagram, Twitter, Facebook) to promote the #WasteLessChallenge.

Responsibilities: We generally manage our project jointly. Everyone puts in equal effort for both our presentation file and our report. To be specific, as a result of our meetings, our teammate Dilruba Kiroğlu combined our ideas and created the draft of our presentation file; Zehra Kolat and Gizem Özer created the draft of our report. After our drafts were created, we held meetings at regular intervals to expand our content and reach the final version.

Data Collection and Surveys:Our project is largely complete. We aim to continue our research and collect as much data as possible and develop our project content.

References

- [1] <https://wedocs.unep.org/handle/20.500.11822/45230>
- [2] <https://www.toogoodtogo.com/en-us>