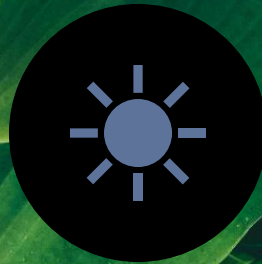


Reducing Food Wasting in Urban Communities

A COMMUNICATION
STRATEGY FOR
SUSTAINABLE CHANGE



DİLRUBA KIROĞLU 200607010
GİZEM ÖZER 220907038
ESMANUR TEKİN 220911789

ZEHRANUR KOLAT 206001007
AYŞE LARA GÜNEŞ 206001008
BÜŞRA NUR IRMAK 2309051057



Introduction to Food Waste

The Global Issue of Food Waste

Food waste is a significant global challenge, with nearly **one-third of all food produced worldwide** going to waste. This problem affects the environment, economy, and society in profound ways.

1. Environmental Impact 🌍

- **Greenhouse Gas Emissions:** Food waste contributes to climate change as discarded food decomposes in landfills, releasing methane, a potent greenhouse gas.
- **Resource Depletion:** Producing food requires vast amounts of water, land, and energy. Wasting food means wasting these critical resources.
- **Landfill Overflow:** Large quantities of food waste add to landfill congestion, creating long-term environmental hazards.



2. Economic Impact 💰

- **Financial Losses:** The food industry, from farmers to retailers, loses billions of dollars due to unsold and discarded food.
- **Rising Costs for Consumers:** Food waste drives up food prices, affecting household budgets.
- **Increased Food Insecurity:** While food is wasted, millions of people struggle to afford nutritious meals, worsening global hunger issues.

3. Social Impact 🤝

- **Addressing Hunger:** Redistributing surplus food to those in need could help combat food insecurity and malnutrition.
- **Ethical Responsibility:** Wasting food disregards the effort of farmers, workers, and supply chains involved in food production.
- **Community Initiatives:** Many organizations work to recover and redistribute edible food, promoting sustainability and social responsibility.



FreshSave Supermarket

- Large urban supermarket chain.
- Identified Problem: Large amounts of edible food discarded daily.
- Current Practice: Overstocking leads to unsold perishable goods.
- Opportunity: Engage consumers, employees, suppliers in waste reduction.



- Campaign Name: 'Save More, Waste Less'



- Goal: Raise awareness and encourage responsible food habits.



- Target Audience: Consumers, supermarket employees, suppliers.

Communication Campaign Overview



Maintain the purity of our water and soils.



Certain household waste should never be disposed of in a regular trash can because it may be hazardous.



Batteries, paints, cell phones, medications, chemicals, fertilisers, tires, ink cartridges, and other items can contaminate our water supply and soils, harming the natural resources that grow our food.



Food that would otherwise go to waste can be donated. For instance, apps can help neighbours connect with local businesses and each other so that extra food is shared rather than thrown away.

'Save More, Waste Less'



Key Communication Strategies

1. In-store Promotions & Signage: Discounts, meal planning tips.
2. Social Media & Influencer Marketing: Sustainability partnerships, #WasteLessChallenge.
3. Loyalty Program Incentives: Rewards for near-expiry item purchases.
4. Employee Training & Engagement: FIFO stocking methods, incentives.
5. Community Partnerships: Food bank donations, composting initiatives.



Greenwashing vs. Effective Action

- Case Study: 'Too Good To Go' - connects consumers with surplus food.
- Case Study: Supermarkets discarding edible food instead of donating (greenwashing).
- Key Takeaways: Transparency, measurable impact, avoiding misleading claims.

Measuring Success



- % reduction in supermarket food waste.



- Increased near-expiry item purchases.



- Customer engagement via social media & loyalty programs.



- Number of food donations to community organizations.



- Employee participation in waste reduction training.

Conclusion

- ❖ By preserving natural resources, cutting down on financial losses, and combating world hunger, food waste reduction benefits the environment, economy, and society. For instance, redistributing extra food to shelters and food banks helps those in need, while composting organic waste helps lessen landfill overflow.
- ❖ By increasing awareness, educating communities, and encouraging responsible consumption, effective communication strategies foster sustainable habits. Initiatives like "Too Good to Go" and "Love Food, Hate Waste" show how public campaigns and digital platforms can motivate people and companies to reduce food waste.
- ❖ Long-term solutions are fostered by cooperation between people, companies, and legislators, guaranteeing systemic change and a more sustainable future. For example, supermarkets that collaborate with nearby farmers to offer "ugly" produce at a discount contribute to the reduction of food waste and the uplift of agricultural communities.

References

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REDUCING FOOD WASTE IS A
SHARED RESPONSIBILITY!
SMALL CHANGES CAN MAKE
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Together, we can create a sustainable future. Thank you for
your time! 