



How to create successful communication campaigns to reduce landfill waste!

TODAYS AIM!

Discuss principles of planning and leading programs, to reduce landfill waste, focusing on the case of food waste.

Discuss stakeholders along the production and treatment chain of waste, and the advocacy that accompanies these campaigns



Responsible consumption and production



- The European Commission is taking the issue of tackling food waste very seriously. Reducing food waste has enormous potential for reducing the resources we use to produce the food we eat. Being more efficient will save food for human consumption, save money and lower the environmental impact of food production and consumption.
- The EU and the EU countries are committed to meeting the [Sustainable Development Goal 12.3](#) target
- - “to halve per capita food waste at the retail and consumer level by 2030, and reduce food losses along the food production and supply chains”.

FACTS SWEDEN

Food Waste and targets

- In 2005 separate collection of food waste was introduced
- Voluntary collection - thought a national target was set to 50 % biological treatment of food waste in 2018
- Compulsory collection and a national target set to 75% biological treatment of food waste in 2024
- Different collection systems
 - paper bag
 - plastic bag
 - biobased bag

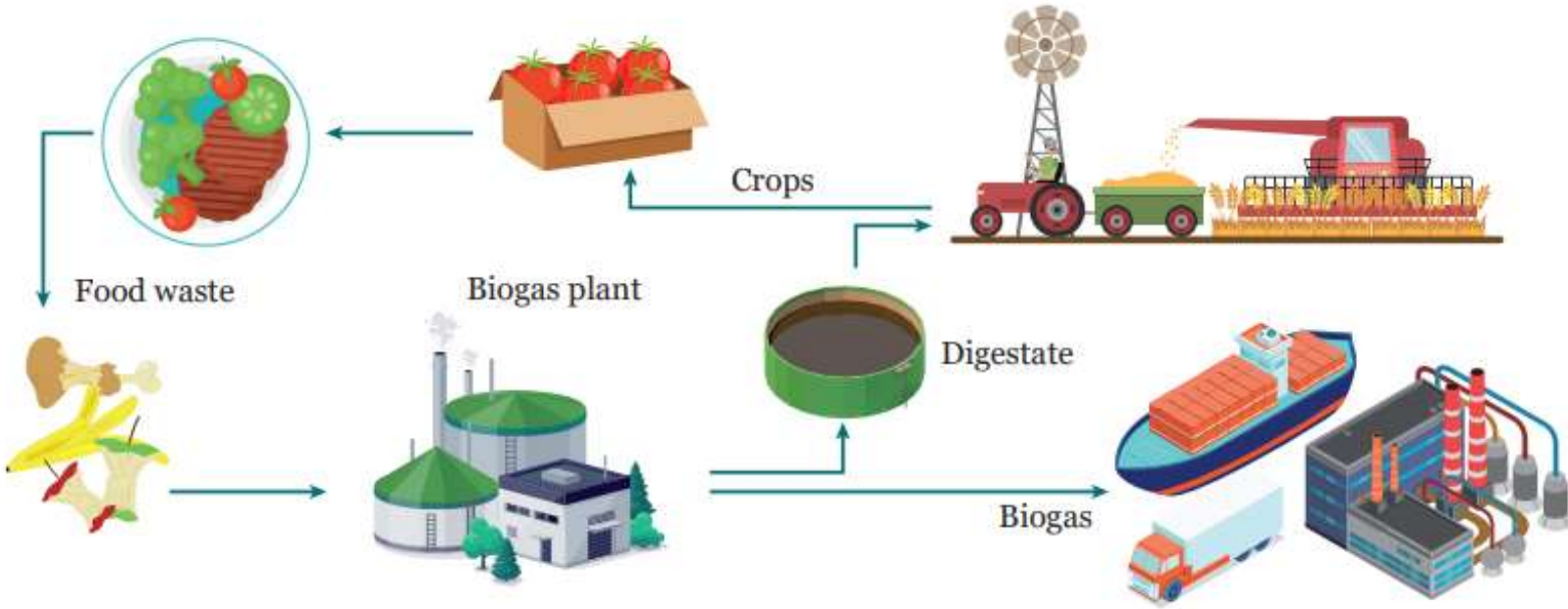
Inventory of food waste in Sweden 2018

Total mängd: 1 300 000 ton
Mängd per person: 132 kilo



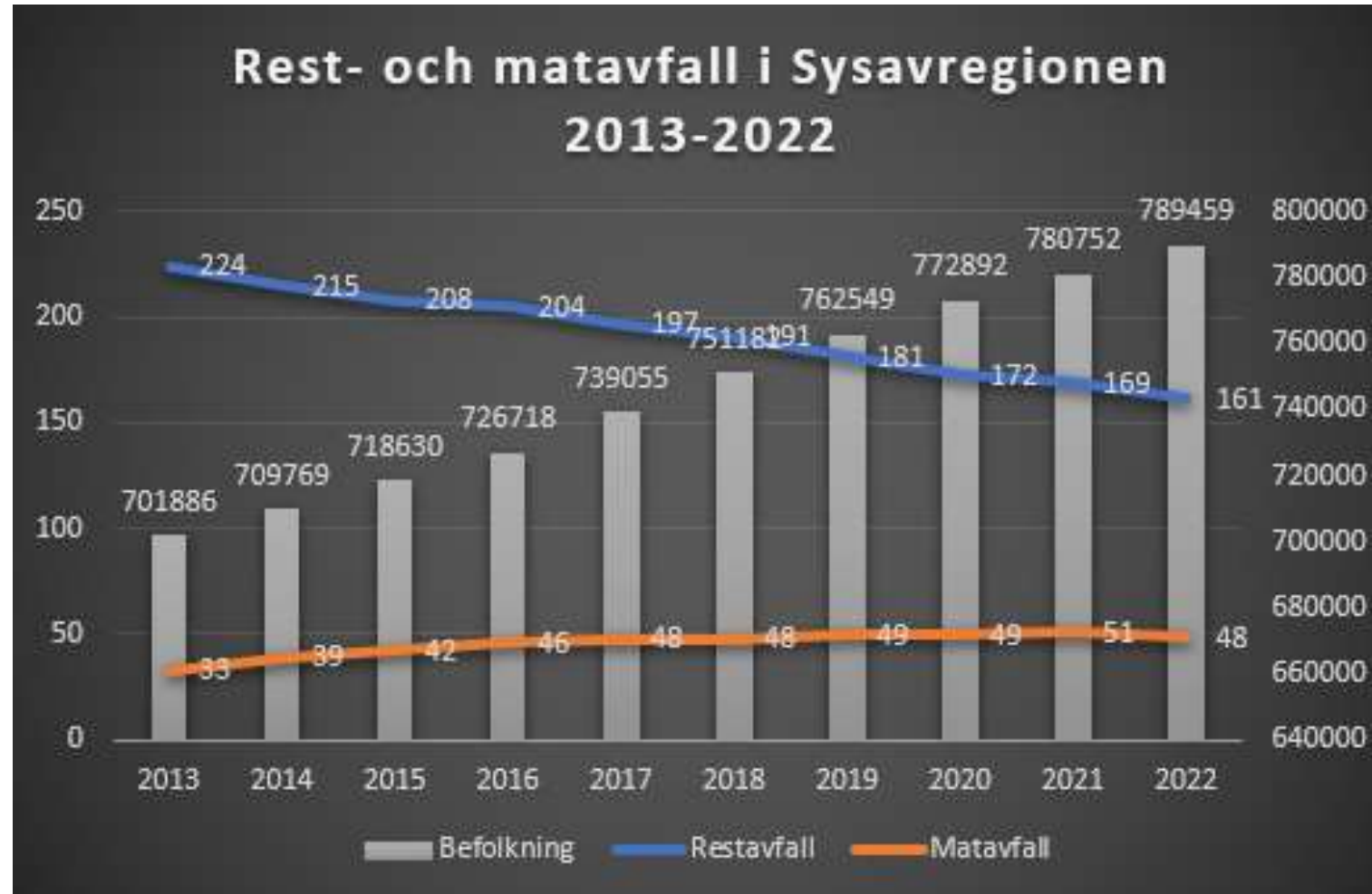
Figur 1: Uppkommet matavfall 2018, fördelat på de olika leden i livsmedelskedjan.

Food Waste focusing on methane emissions



Residues and food waste

South Sweden



Campaigns, communications and projects



1. What do you want with the campaign?

- Increased knowledge base
- Attitude change
- Behavioural change

How fast do you want/need to reach the goals?

- Communication is not a "quick fix" – it's a long term solution
- Legislation with consequences (fine) gives a fast change



Do not have too high expectations!

Only 25 persons of 1000, changes their behavior permanently!

Permanently changed behavior	0.025%
Awarded behavior	0.05%
Behavioral change	0.10%
Remembers the message	0.78%
Understands how	1.57%
Understands why	3.13%
Understands what	6.25%
Shows interest	12.5%
Sees the campaign	25%

2. Choose the type of campaign after your target groups preferences and habits!

- Culture
- Habits
- Age
- Gender
- Media usage

Put yourself in the target groups situation and ask the most important question:

-” What’s in it for me”?

3. How do you measure the impact and development?

How do you measure the campaign?

- Reach?
- Knowledge
- Attitude
- Behavioural change - Less landfill or increased recycling

SMART – measurement

- Specific – target a specific area for improvement.
- Measurable – quantify or at least suggest an indicator of progress.
- Assignable – specify who will do it.
- Realistic – state what results can realistically be achieved, given available resources.
- Time-related – specify when the result(s) can be achieved.

Examples

Campaigns, Communications & Actions

Food Waste, Sweden



Save the left over food with “Resterkocken”

(“the master chef of leftovers”)

Children and young people show the
way to decreased food waste





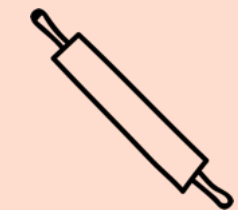
Background

The purpose of "Resterkocken" is to educate children and youths in primary school about sustainability for food, climatesmart cooking, best-before-date and last use date – and to encourage creativity in the kitchen. Via the children we can reach the decrease the families food waste and household economy in a positive way.

A competition following the school plans & the waste plans including Agedna 2030. The competition combines play, creativity and education- with focus on solving problems.

The contributions can be created in the schools, or in the households, and is combining home economics, art and language with your own idea.

Resterkocken was founded 2016.





This is "Resterkocken"

A yearly competition for children and youths in primary and high school.
You can compete alone or in group, in school or at home.

The Competition is simple! Cook something really good from leftovers in the kitchen. Take a photo, film it and/or write the recipe down. Upload the recipe and the photo on resterkocken.se

Prizes: 1 000 Euro for primary school, and 1 000 Euros for high school. Several gift cards in a shop called "Foodsmart".

Jury: Famous Swedish chefs; Sandra Mastio, Malin Broman and Erik Andersson

Cooperation between municipalities and waste management companies.
(Founded by Sysav in 2016)



**RESTER
KÖCKEN**

Launch of campaign in several ways!



Lovaktivitet – laga mellis på rester



Ystad >

Ystadklass vann pris i Resterkocken

I år slog matlagningstävlingen Resterkocken rekord, då hela 582 bidrag lämnades in. En av vinnarna är klass 6 på Källan i Ystad. – Vi fick nyss beskedet. Fantastiskt roligt, säger läraren Emelie Björkegren.

Ystad • Publicerad 21 december 2022



Resterkocken: Gör crème fraiche med Manal

72 visningar • för 1 månad sedan

Resterkocken

Har du gammal grädde med kort bäst före-datum i kylan? Förläng h

Undertexter





Here you find more information on "Resterkocken"

- **Website:** www.resterkocken.se
- **Social Media:** Facebook, Instagram, YouTube, TikTok
- **Printed material:** Broschyr och vykort
- **Cooperations & Ambassadors:**
Manal Hassan, HKK-lärare & Hejhejvardag, Louise Edlund Winblad & Sandra Mastio, Malin Broman, Erik Andersson & Matsmart
- **More:** Lesson materials produced with school teacher, Manal Hassan. Films with Manal and the jurymembers.
- **Presentation** of the winners at local events at stage with live cooking.

Insta:

[Resterkocken \(@resterkocken\)](#)

[Foton och videoklipp på Instagram](#)

YouTube:

[Resterkocken – YouTube](#)

TikTok:

[Resterkocken \(@resterkocken\)](#)

[TikTok |](#)

[Titta på Resterkockens senaste TikTok-videos](#)



”Gör det inte svårare” (“Don’t make it any harder”) Behavioural change via humorous films.

- [Gör det inte svårare än vad det är! Att samla in matavfall är enkelt. \(gordetintesvarare.se\)](http://gordetintesvarare.se)
- Target group: people living in high rise buildings and flats as collection rate and quality is worse than in villas.
- Purpose: Inspire owners of buildings to make it easier to sort out the food waste in high rise buildings.
- Message: it is not difficult, or greasy, to sort out the food waste.



”Gör det inte svårare” (Don’t make it harder”) Behavioural change via humorous films.

- Humorous films with less text/words (in Malmö we have 125 different languages in certain areas).
- Channels: Television, local transportations, website, SM.
- On website – more information on food waste:
 - What to sort, how to sort, what happens with the food waste, and what effect does it have on the environment/society (20 banana shells = Fuel for a bus for 200 meter)



Municipal information on 4 languages

HÅLLBART STOCKHOLM
En broschyr på svenska, persiska, somaliska och arabiska.

STOCKHOLM VATTEN OCH AVFALL

MILJÖINFORMATION FÖR DIG SOM BOER I JÄRVA
معلومات بيئية لمتساكني حي جيفا
WAKBIXIN DEGAAMI OOH KU WAJAHAN BADAKA DEGGEN KAARADANA JAWA
معلومات عن البيئة لمتساكن حي جيفا

Så tar du hand om ditt avfall Läs mer på sidorna 2-3
معلومات بيئية لمتساكني حي جيفا

اینگونه زباله خود را دفع می نمایند
مطالعه بیشتر را در صفحات 2-3
مطالعه زباله نماید

طريقة التخلص من النفايات
للمزيد اقرأ الصفحات 2-3

Sidaan u is kaga hogaaji qashinka
Faaahashinta ka akhti bogaggo 6-7

زباله های غذایی
همه در حال ترنج و بیس از آن، بیای میماند آن را در رنگ کبسه زباله غذای قرار داده و در اتاق محیط زیست مستقیم خود و یا محل ویژه گندمن ریخته ها در اینمان بیاندازید.

بسته های پلاستیکی
همه بسته ها را می توان دوباره خود استفاده قرار داد در اتاق محیط زیست در جای که رنگی می کنید و یا در نزدیکترین ایستگاه بازیافت زباله قرار دهید.

بسته های فابری
کسروها، کپسول ها و مانند آنها را در اتاق محیط زیست در جای که رنگی می کنید و یا در نزدیکترین ایستگاه بازیافت زباله قرار دهید.

بسته های روزنامه ها
سخت ها، کاغذ های کاهی و روزنامه ها را در اتاق محیط زیست در جای که رنگی می کنید و یا در نزدیکترین ایستگاه بازیافت زباله قرار دهید.

بسته های شیشه ای
مظروف ها و قوطی های شیشه ای را در اتاق محیط زیست در جای که رنگی می کنید و یا در ایستگاه بازیافت زباله قرار دهید.

زباله های زیاده برقی محیط زیست
همه آنچه خرابه میماند، خطر استعمال داشته و برای محیط زیست خطرناک است را در مرکز بازیافت و یا ایستگاه محیط زیست قرار می دهید. دقت کنید که برای بازیافت زباله های بی خطر، عایق بندی می کنید.

زباله های بزرگ
کوبه بزرگ فضای بزرگ اضافی داشته و بین ریاضی دارد زباله بزرگترین مرکز بازیافت زباله بزرگ.

زباله الکترونیکی
لایحه ها، لامپ های فلورسنت و همه آنچه سیم برق یا باتری دارد زباله الکترونیکی است. آنها را به نزدیکترین ایستگاه محیط زیست و یا مرکز بازیافت زباله بزرگ.

زباله های نامرئی
همه آنچه را که به هیچکدام از انواع زباله ذکر شده در بالا متعلق ندارد را در اتاق محیط زیست مستقیم خود و یا محل ویژه گندمن ریخته ها در اینمان بیاندازید.

Background to information

Many people can not enough swedish to interpret complex waste information.

Most common languages were Somalia, Arabic and Persish.

Many people rent their apartment in 2nd or 3rd hand.

Many people felt unsecure in the area.

Much information is transferred in local networks via mouth to mouth.

The Sender was unknown as well as not well trusted.



School information – complement to campaigns from 1990ies to today

- Started in the 90ies for using 10 year olds (4th graders) as intermediars to their families.
- Focus was on sorting waste at the source and visits in the schools.

Today – a variety of instruments for the teachers depending on the age of the children/youths.

Connected to the schools own plans for respective grades (primary, middle, high-school)

- Studyvisits with education for university students and older



Summary and Conclusions

”Examination of three Israeli campaigns to reduce food waste”

The 3-E model for dealing with a problem

Efforts and measures to reach the goal



Enforcement – robust legislation and long term planning

Engineering – source separation and robust infrastructure

Education – as in active communication, school programs

Later have two more E-s been added.

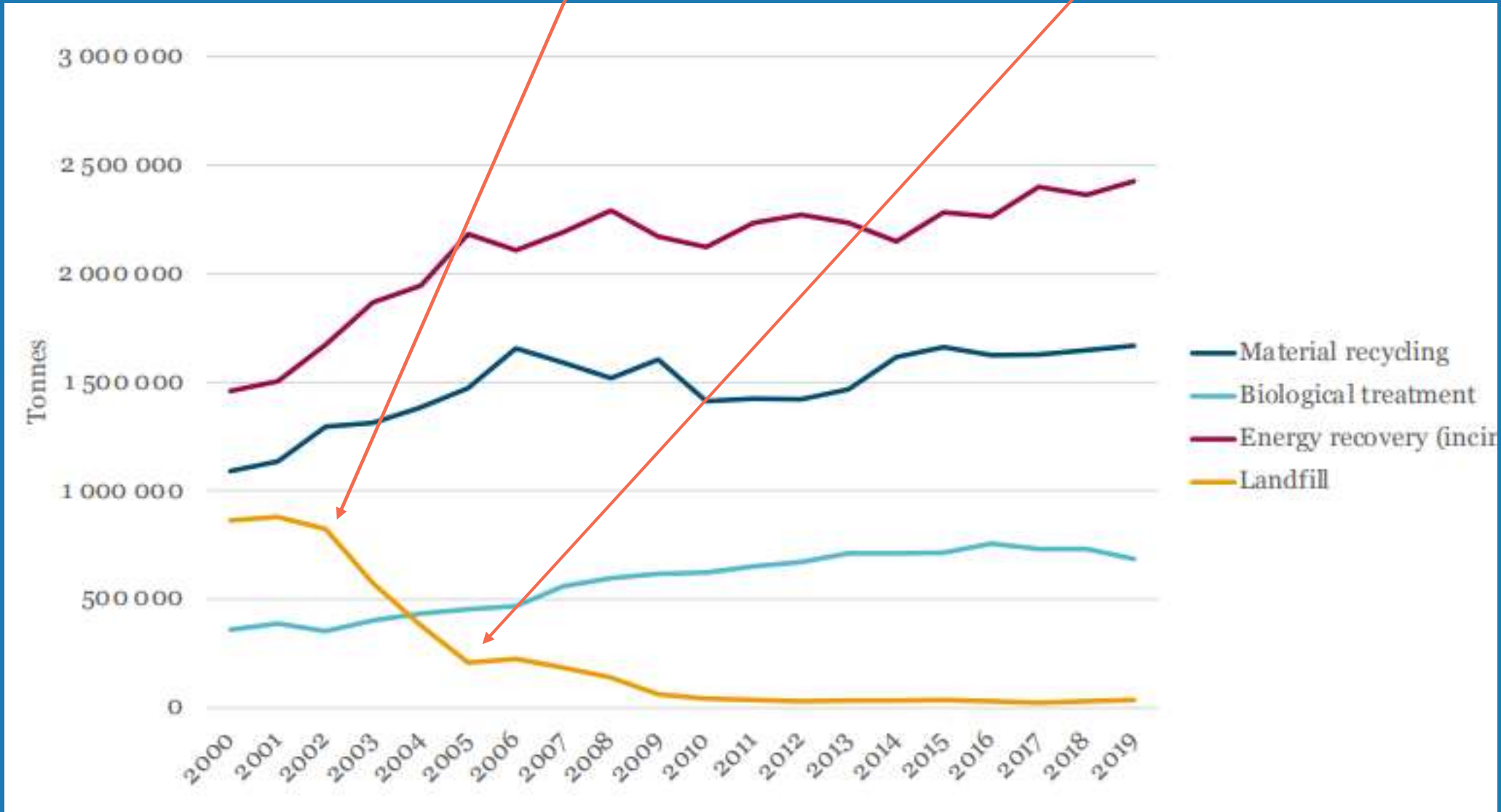
- Encouragement – positive feedback enhances goal-fulfillment
- Engagement – everyone needs to contribute and deliver

Kurth (1981)



2002 - Ban on Landfill for burnable waste

2004 - Ban on Landfill for organic waste





What is success?

Success factors

- Choose target group and goals carefully.
- Set up a campaign that suits the target group – you might need to research the target group (interviews/surveys)
- Test the campaign before launch!
- Use a multi-channel approach (SM as a base).
- Change strategy if necessary!
- Dont expect a "quick-fix" with a communication campaign:
It takes at least 3-5 years to change an attitude, and sometimes even more to change behaviours.
- Humor is a good way to get attention – at least in Sweden 😊.
- Work with the long time goals and measure along the way. Celebrate your success!

Osmo Antero Wiio's

"Human communication usually fails, except by accident"

1. Communication usually fails, except by accident

1. If communication can fail – it will,
2. IF communication can not fail, it still most usually fails,
3. If communication seems to succeed in the intended way, there's a misunderstanding,
4. If you are content with your message – communication certainly fails,

2. If a message can be interpreted in several ways, it will be interpreted in a manner that maximizes the damage,

3. There is always someone who knows better than you what you meant with your message,

4. The more we communicate the worse communication succeeds,

1. The more we communicate – the faster misunderstandings propagate,

5. In mass communication, the important thing is not how things are but how they seems to be.

Thank You!
- for your attention!

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