



**WORKING ON WASTE**

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# IGD's purpose



Our mission is to devise **secure and sustainable supply chains** that deliver affordable, safe and reliable food for everyone

We're **not-for-profit**; raising income through our commercial products and services and reinvesting this in our charitable initiatives such as **Leading Edge, Feeding Britain's Future, and Working on Waste**



# ECR UK: a word on supply chain waste



Five years, 40+ companies on a journey

## WE ARE PREVENTING WASTE:

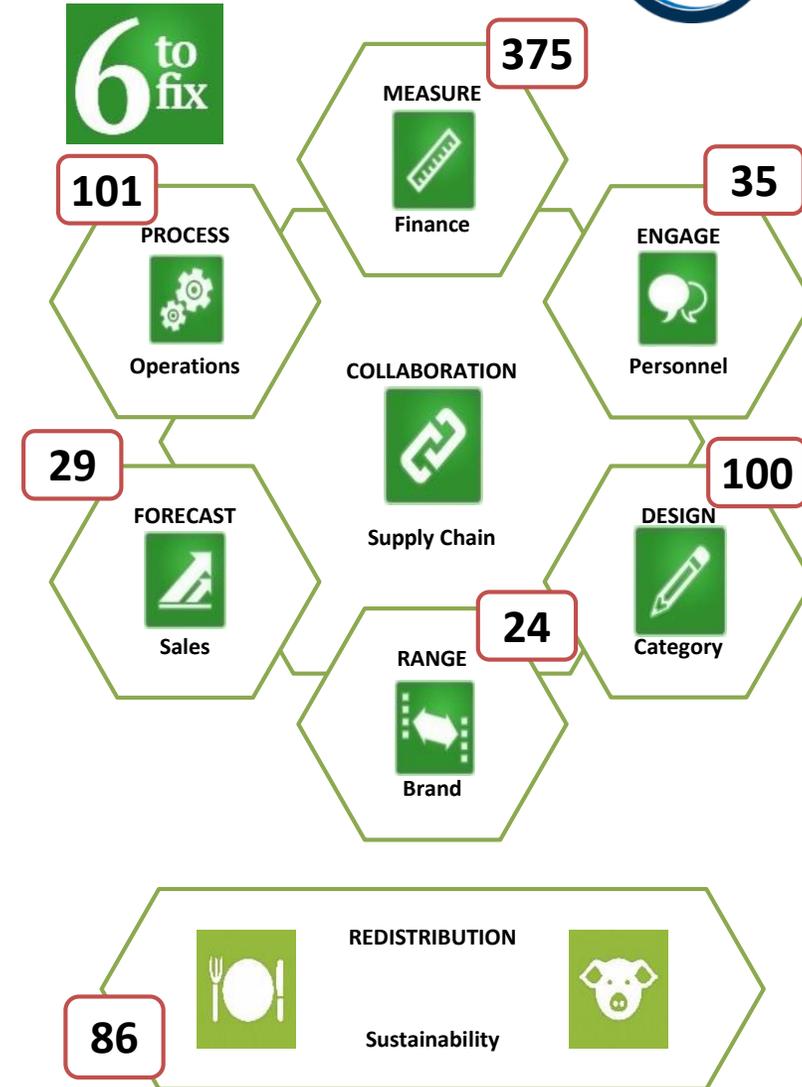
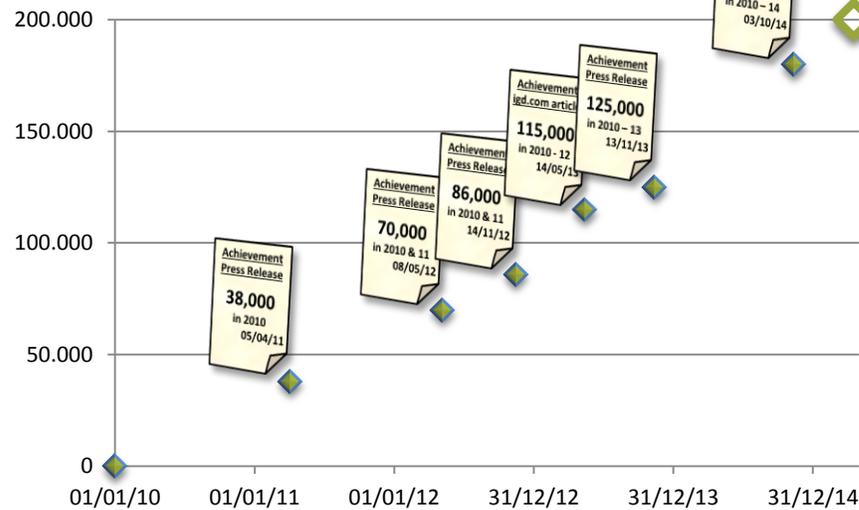


# ECR UK: the power of collaboration



Achievement Press Release  
260,000  
in 2010 - 14  
17/04/15

Achievement EMBARGOED  
180,000  
in 2010 - 14  
03/10/14



# Food waste along UK value chain

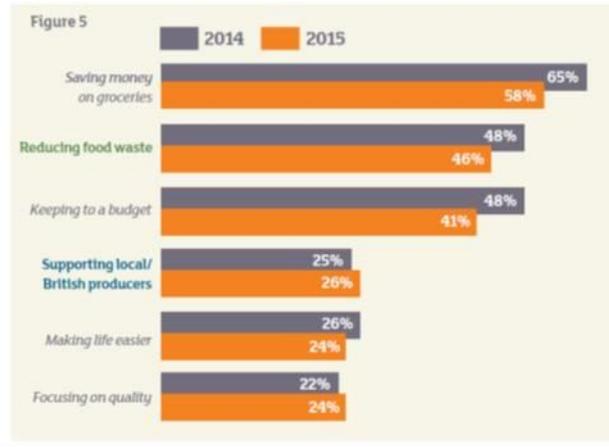


# How UK HHFW breaks down...



# Household food waste (HHFW) hitting the headlines

Main priorities for food and grocery shopping in 2015<sup>1</sup>



**Stop food waste to reduce hunger**

# Industry's response: 'WOW'



**WORKING ON WASTE**



# WOW: 100+ participating companies



## WORKING ON WASTE



These are some of the companies that took part in the Working on Waste campaign 2015



# WOW: supporting participation



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Home > Research > Sustainability > Working on Waste

IGD's Working on Waste campaign is back for 2015 and Working on Waste month was a great success.

Building on last year, we once again invited food and grocery industry companies to help their employees reduce household food waste in October and over 100 companies took part.

Have something to share? Don't forget to tell us what you did in October, via [workingonwaste@igd.com](mailto:workingonwaste@igd.com) or [twitter.com/workingonwaste](https://twitter.com/workingonwaste)

**Campaign newsletter!**  
Working on Waste month has now come to a close. Thank you to everyone who got involved.  
Read about the highlights from the campaign in our WoW campaign newsletters.  
Includes details of our latest competition winner plus examples of how companies have been cascading food waste saving tips across their employees.

**Leftovers stir-fry**  
Watch IGD's Chef Manager Jane O'Leary whip up a delicious pork and broccoli stir-fry from leftovers.

**Banana pancakes**  
Watch IGD's Chef Manager Tim Jones whip up some delicious banana pancakes from leftover ingredients.

## How to use the Working on Waste toolkit

Go to resource library

Watch our ["how-to"](#) webcast: this will guide you through the toolkit and how to use it effectively in planning your campaign.

It will also give you examples from last year's campaign and more details about some of the activities you could run.

**Cook once eat twice**

**Tweet us a picture #Leftoverlunchday**

Have one night a week, which is a freezer or riser and match dinner. Using a selection of food/ left overs from your fridge and freezer.

**Downloads**

- A copy of the slide deck
- Activity planning template
- Quiz crib sheet
- Meal planner

Go to resource library

- Toolkit home
- Activities
- Materials
- Leftovers
- Cooking
- Storage
- Planning

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Home > Research > Sustainability > Working on Waste > Toolkit > We need you: be a Working on Waste soldier

## NEEDS YOU

For 2015, we are running weekly competitions in October to find our industry's food waste soldiers; those who have embraced the Working on Waste initiative and have saved waste in their homes. Is that you?

Tell us what you have been doing to save food waste as a result of what you've learned during your companies Working on Waste activities and you could win a **NutriBullet 15 piece Pro 900 Series and Life Changing Recipes book bundle** - every week throughout October!

**THE COMPETITION IS NOW OPEN!**

**How it works**

1. Make sure your company is registered to take part in Working on Waste, otherwise your entry won't qualify
2. Fill in [this short form](#), detailing your name and contact details, and what you have been doing to save waste in your household
3. Submit supporting photos and videos via Twitter by tweeting them to us [@workingonwaste](#)
4. We will retweet what you submit via Twitter, and you can then encourage your friends and colleagues to favourite the photos and videos on our account

# WOW: adding more value

### Methodology



# WOW: results...

Working on Waste activity in Asda House



The Co-operative have been running in-store waste awareness activities



Brakes has posters at all their depots around the country



2014 campaign engaged 650,000 employees:

- 615k top tips
- 120k meal planners
- 60k recipe challenges
- 42k food waste diaries
- 10k Tupperware parties(!)



# WOW: what's next



Thought  
leadership

- Disseminate learnings from debates/WOW
- Where can companies make a difference

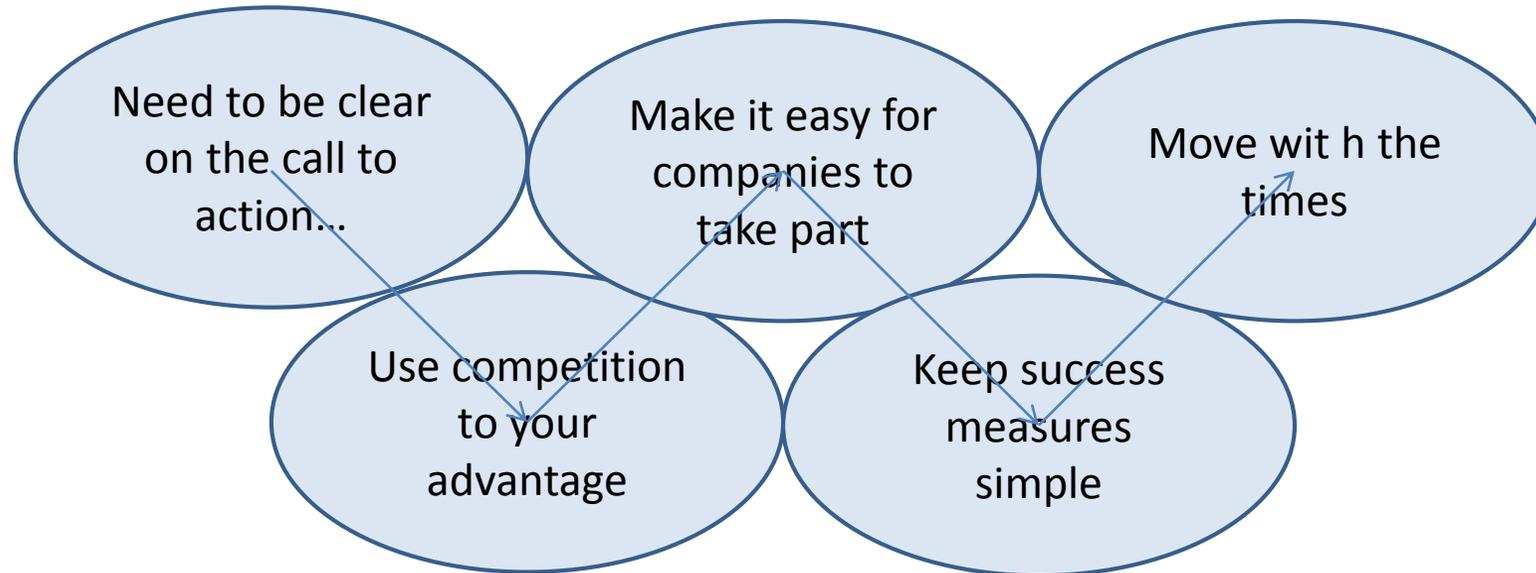
2016 Industry  
Masterclasses

- Practical support to help companies
- Reaching out to IGD's 900+ members

2016 Company  
Mentoring

- Inter-company mentoring
- Learning from those who have delivered change

# WOW: learnings



Thank you

