



MAKING FOOD WASTE SOCIALY UNACCEPTABLE

Peter McFeely, WWF

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S
A
V
1
/3



WHY SHOULD I CARE?

A top-down view of a white ceramic plate. Overlaid on the plate is a semi-circular gauge with a white face and a black border. The gauge has a scale from 0 to 1, with major tick marks at 1/4, 1/2, and 3/4. The letters 'F' and 'E' are at the top and bottom of the gauge respectively. An orange needle points to the 3/4 mark. The plate is surrounded by fresh vegetables: a ginger root, a yellow potato, a carrot, a cucumber, and several cherry tomatoes on a vine. There are also some small red and black seeds scattered around.

**WHAT'S MORE PERSONAL
THAN WHAT FUELS OUR BODIES?**



HOW WE PRODUCE, CONSUME, & WASTE FOOD IS THE SINGLE BIGGEST THREAT TO NATURE

USING



69%

FRESHWATER



34%

LAND

& CAUSING



30%

TOPSOIL
EROSION



75%

TROPICAL
DEFORESTATION



25%

GHG
EMISSIONS

OUR CURRENT FOOD SYSTEM IS NOT GOOD FOR HUMAN OR PLANETARY HEALTH



821 MILLION
ARE HUNGRY



1.9 BILLION
ARE OVERWEIGHT

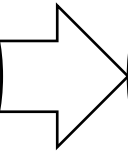


20,000+ SPECIES
OF POLLINATORS AT RISK
FROM AGRICULTURE



93% OF FISH
FISHED TO CRITICAL
LIMITS OR WORSE

YET,
33% OF FOOD
IS WASTED



FORESTS

OCEANS

RIVER

WILDLIFE

CLIMATE

A realistic image of the Earth as a globe, showing continents and oceans. A significant portion of the right side of the globe is missing, replaced by a jagged, red, fleshy-looking edge, as if a large bite has been taken out of the planet. This visual metaphor represents the concept of food waste and its impact on the environment.

WE MUST REFRAME THE ISSUE OF FOOD WASTE



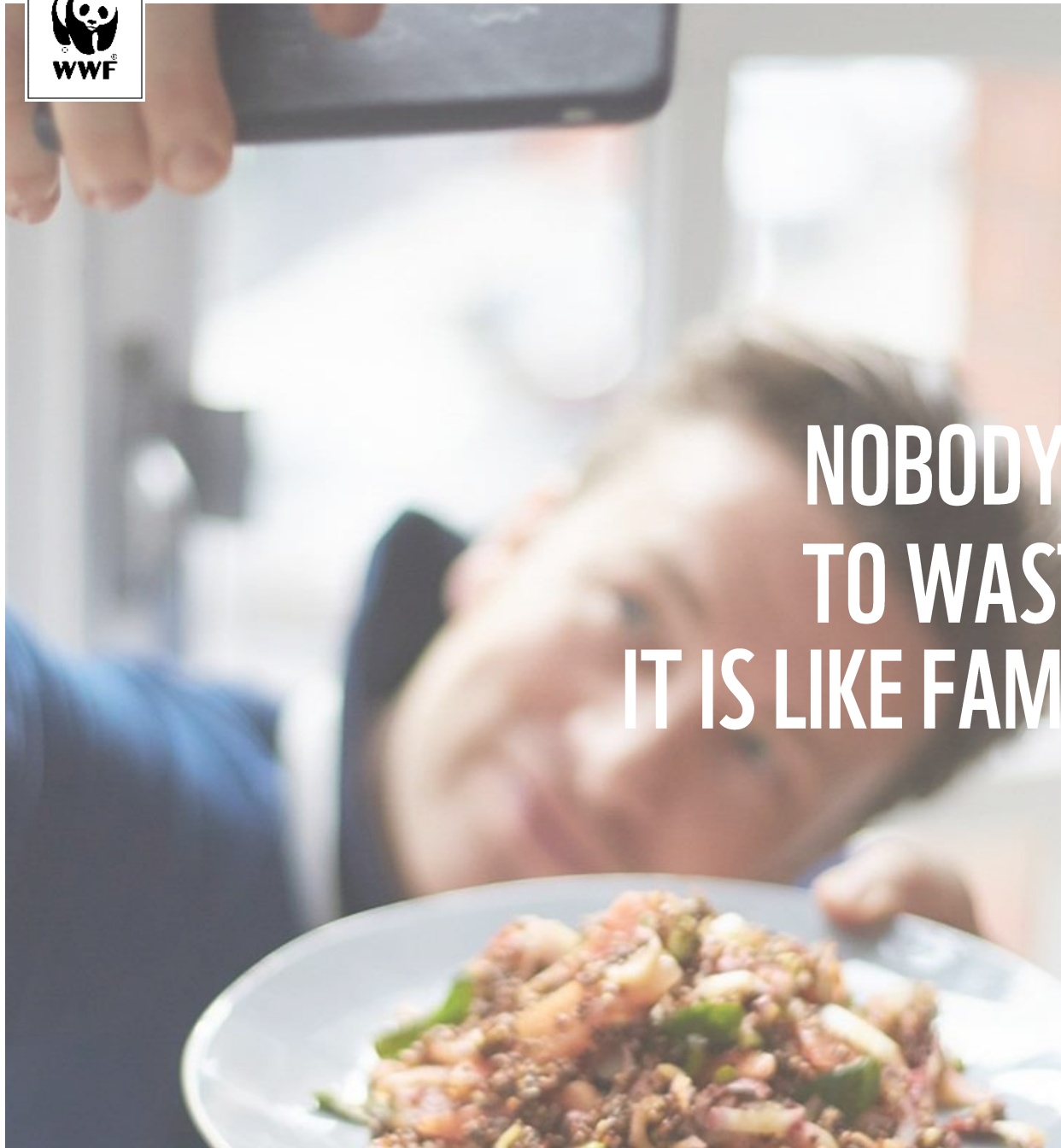
CHANGE THE ENVIRONMENT



UNDERSTAND THE MINDSET



**NOBODY WANTS
TO WASTE FOOD
IT IS LIKE FAMILY & FRIENDS**



A top-down photograph of a group of people sitting around a rustic wooden table, sharing a meal. The table is filled with various dishes, including plates of rice, meatballs, and flatbread, as well as bowls of soup and dips. Several hands are visible, reaching for food or holding utensils. The atmosphere is casual and communal.

**FOOD BRINGS PEOPLE TOGETHER:
IT'S CENTRAL TO SOCIALISING
AND KEY TO CONVERSATIONS**



**THE IDEA:
AN EDUCATION CAMPAIGN
CENTRED AROUND MAJOR CELEBRATIONS**



A blurred background image of a dining table with several white plates of food, including what appears to be a salad with green slices and a bowl of pasta or noodles. The text is overlaid on this image.

**CREATIVE CONCEPT:
IF 1/3 OF ALL FOOD IS WASTED...**



SAVE
1/3

SAVE
1/3











S A V E
1/3



**SAVE
250 TRILLION LITRES OF WATER**

That's 50 years of drinking water for every person on Earth



**SAVE
10,900 TWh OF ENERGY**

That's enough to power one home for 1 billion years



**SAVE
18,900 KM² OF FOREST**

That's the equivalent of 235 million football pitches.





www.saveonethird.org

SAVE 1/3



Food waste is a very real, very immediate threat to our existence. And we can do something about it right now if we act now and act together.

WHY IT MATTERS

WHY IT MATTERS

Where It's Lost

We Need to Save 1/3 Now

WATER

ENERGY

LAND

WHERE IT'S WASTED

IN THE STORE

AT RESTAURANTS

AT HOME

WHAT YOU CAN DO

BUY SMARTER

COOK SMARTER

ENJOY SMARTER

SHARE MORE

TAKE ACTION >

SUPPORTED BY:





www.saveonethird.org

SAVE 1/3



WE NEED TO SAVE 1/3 NOW

Food waste is a very real, very immediate threat to our existence.
But we can all do something about it right now.

WHAT CAN I DO?



Save 18,919km²
forests

3

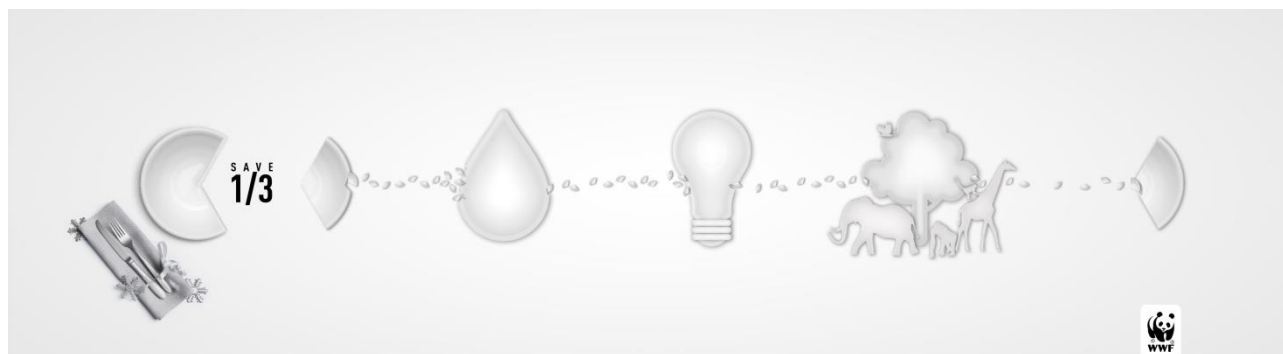
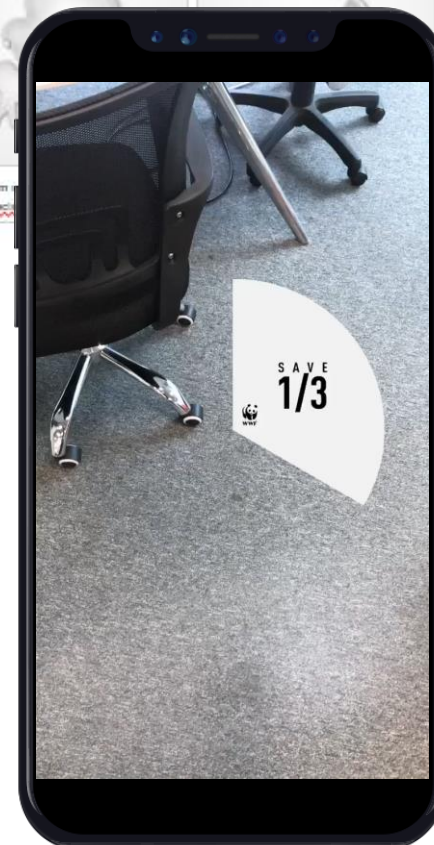
2

Save

3

3

Save 1/3



The background of the slide is a stylized city skyline. It features several tall buildings of varying heights and colors, including shades of blue, grey, and white. The buildings are simplified in design, with some having grid-like windows and others having solid colors. In the sky, there are a few small, stylized clouds and a single bird in flight.

ENGAGING THE PRIVATE SECTOR



Make your meals greener

Dear guests,

Hilton Hotels & Resorts is currently working with WWF to combat food waste – the single biggest threat to the planet today.

For us, this is a crucial mission as food production consumes **1.5 times** the resources our planet can naturally sustain. Yet **1/3 of all food produced is wasted.**

SAVE 1/3

thus becomes an important guiding principle for minimizing waste in our food service – from ordering of produce to our kitchens to the dining room.

You can help, too. Simply by ordering only what you can finish, you can also be a Food Waste Warrior and join the fight for our planet.

Learn about more ways you can Save 1/3 at foodwastewarriors.com.







*1/3 of a wasted
Christmas dinner*

**wastes this
much water**

*The food you discard has
a larger impact on nature
than melts the ice*

Learn how you can
save food waste and
**SAVE
113**
www.wwf.org.uk



Why cook 1/3 less?
1/3 of all food is wasted.
This generates the world's
and highest greenhouse
gas emissions behind USA
and China.

You can help.
Fight food waste and
SAVE 1/3
Cook only what you can finish.





LEVERAGING INFLUENCERS



A photograph of a classroom with several young students sitting at their desks, raising their hands. A teacher is standing at the front of the room, smiling and pointing towards the students. The room has a green chalkboard and a whiteboard in the background. The text "INSPIRING THE NEXT GENERATION" is overlaid in the center of the image.

INSPIRING THE NEXT GENERATION



Be a Food Waste Warrior!

Guidelines for working with cafeteria managers and school administrators

So, you and your students have decided to become Food Waste Warriors! The next step is approaching your school administrators and cafeteria managers to give them more information about the project and why it is so important. This document serves as general guidance, but our WWF team can help facilitate additional resources on a case-by-case basis.

Getting involved in the kitchen

Discuss with school administrators, cafeteria managers and janitorial staff the importance of reducing food waste in America and how conducting audits is a helpful way to start identifying issues. We all can work together to find ways to both encourage students to eat the nutritious food on their plates and to reduce plate waste. Ask them if they are on board with your students performing an audit in the lunchroom, which involves weighing and recording food waste data. Identify concerns that the cafeteria managers have and use the letter to cafeteria managers and school administrators provided below.

Guidelines for reduction strategies

Depending on which strategies your classroom decides to use in order to reduce food waste, you may utilize the following explanations to clarify the project to school administrators and cafeteria managers. Please refer to the USDA Guide to Conducting Student Food Waste Audits, pages 11-13, Four Ways to Reduce School Food Waste, and the WWF Food Waste Warrior PowerPoint Part 2 for more details about the following solutions:

• Reduction solutions:

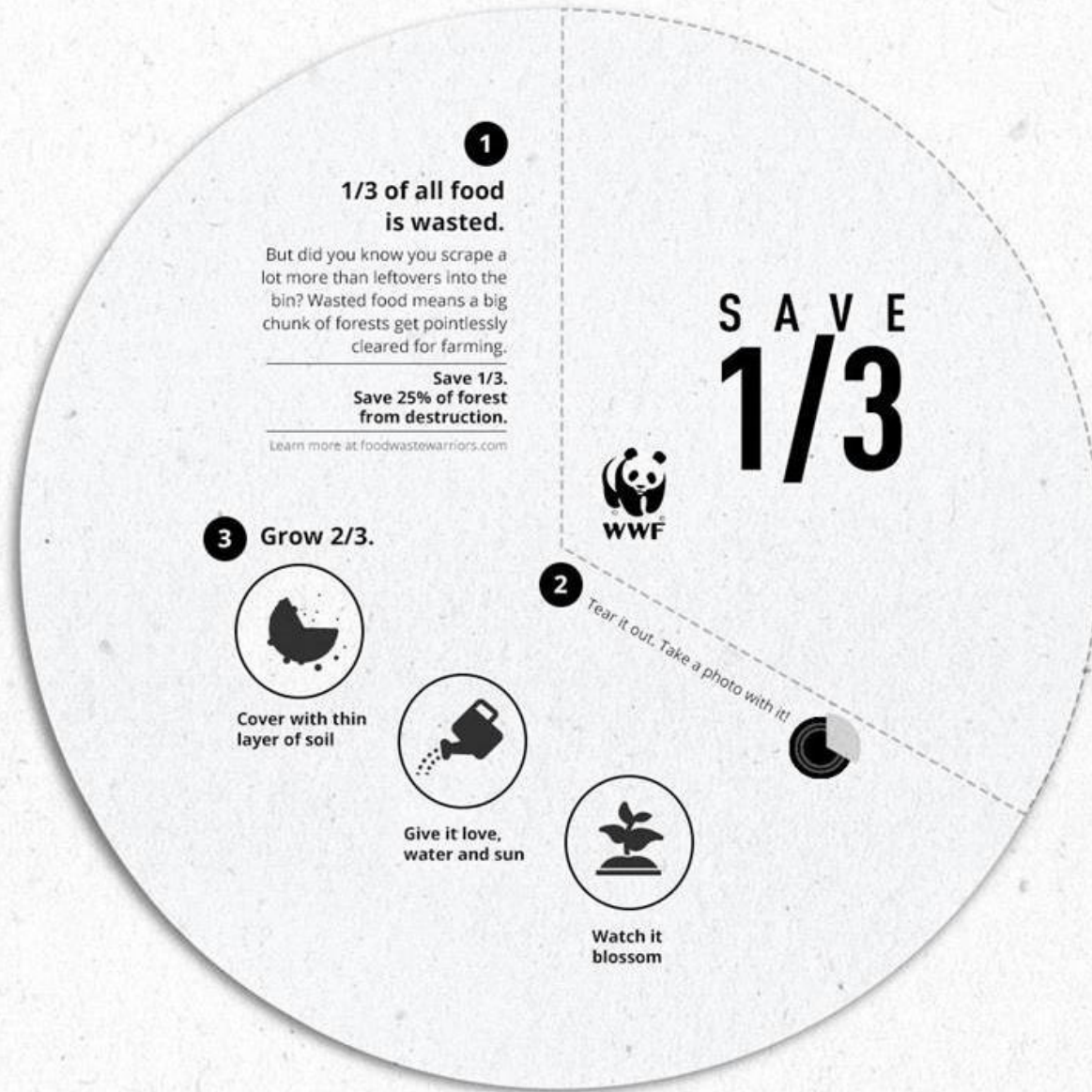
- Implementing offer vs serve during lunch
- Give food items, such as fruits and veggies, creative names
- Extend the lunch period or have recess before lunch
- Create incentives for students to reduce waste
- Tailor serving sizes, go trayless, or use fewer disposable plates
- Measure wasted food, survey students, do taste tests — make reducing food waste fun!

• Recovery solutions:

- Set up share tables
- Allow students to keep uneaten items
- Use the "Write to Reduce!" Activity to write to your city government about reducing food waste in schools across your community
- Partner with non-profits or local food banks to donate food

• Recycling solutions:

- Start a compost pile as a science project
- Utilize the Farm2School Network for local produce and compost pick-up





MEASURES OF SUCCESS

1 BILLION+ ONLINE IMPRESSIONS

5 MILLION+ ONLINE ENGAGEMENTS

50+ BUSINESS AND EDUCATION PARTNERS

500,000+ PLEDGES



**ACCELERATE ENVIRONMENT CHANGE
THROUGH SOCIAL PRESSURE**

**ACTIVE AND COMMITTED GROUP
CONNECTED TO NATURE**

A scenic landscape of a tea plantation at sunrise or sunset. In the foreground, there are lush green tea bushes. A person wearing a hat and a plaid shirt is seen from behind, looking out over the rolling hills. The background features misty, layered mountains under a warm, golden sky.

SAVING 1/3 SAVES MORE THAN FOOD



THANK YOU