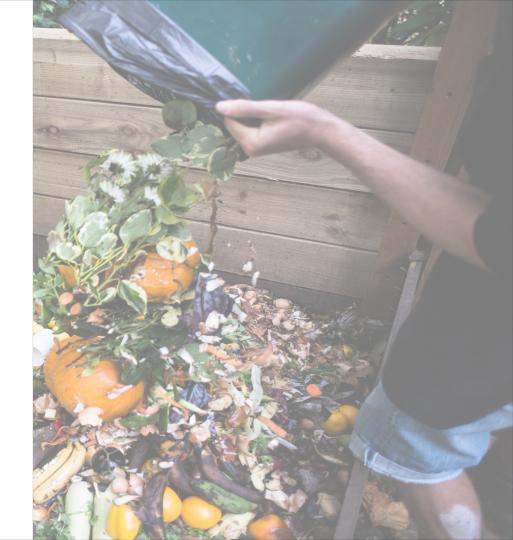
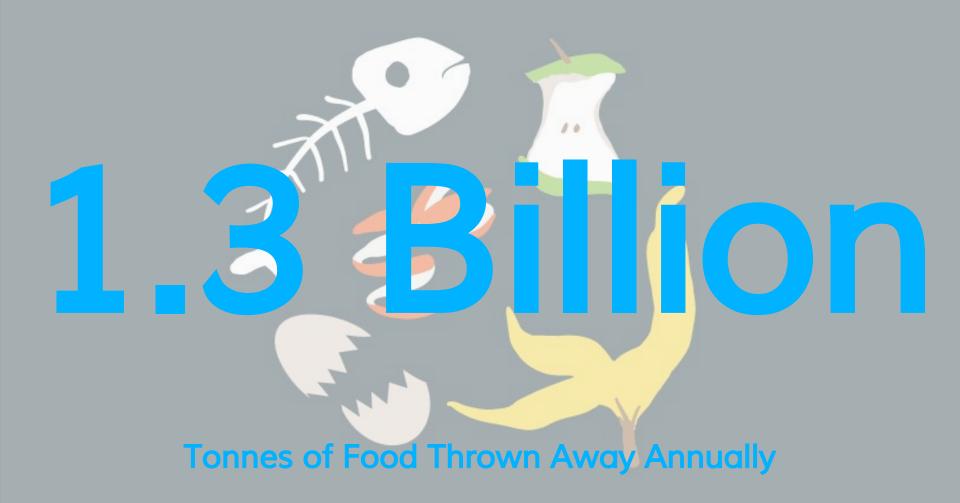
WASTE NOT, WANT NOT.

A Guide for Raising Awareness Using Social Cause Marketing





OVERVIEW

Target Audience

Goals and Objectives

Marketing Strategy

Budget & Implementation

OUR CLIENTS

Saskatchewan Waste Reduction Council
 "Waste Free Saskatchewan"

SASKATCHEWAN WASTE REDUCTION COUNCIL

U of S Office of Sustainability
 "To build a culture of sustainability in all areas of campus life specifically"



TARGET AUDIENCE SELECTION SECONDAR AUDIENCE

PRIMARY TARGET AUDIENCE

- **University Students**
- Granolas
- **Hipsters**
- → Uninvolved students

SECONDARY TARGET Food vendors

TARGET AUDIENCE PROFILES

Josh:

TARGET AUDIENCE PROFILES



GOALS

Our primary goal is to reduce food waste on campus by 5% by December 2016 among university students.



To increase the number of Green Pack volunteers by 10 individuals each consecutive year.



To ensure that 40% of the target market is aware of the food waste epidemic.





OUR FIRST BIG IDEA



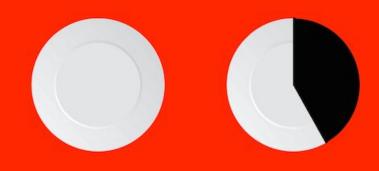


in canada, 40% of the food we buy is **WASTED.**

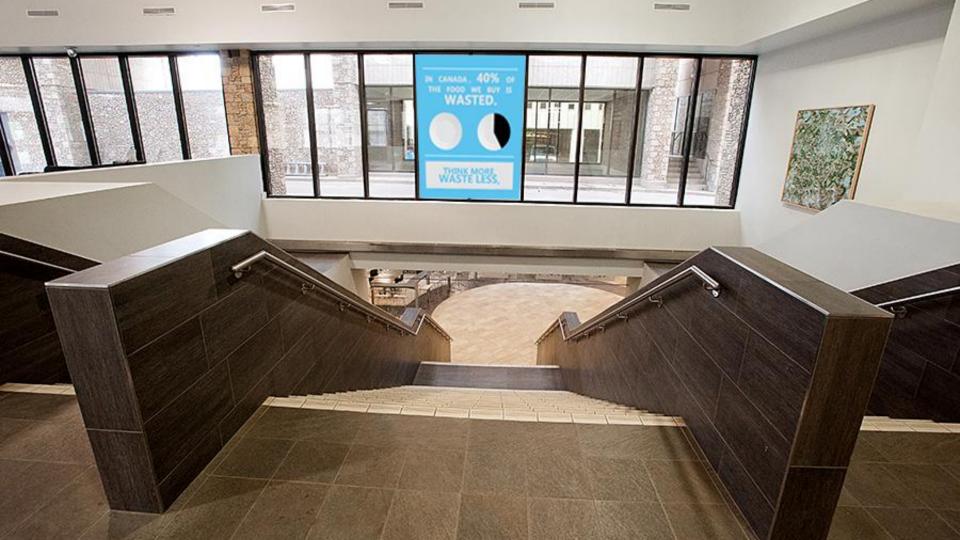


THINK MORE, WASTE LESS,

IN CANADA, 40% OF THE FOOD WE BUY IS WASTED.



WHAT WILL - you-DO TO REDUCE WASTE?



University Campus Televisions





PILE OF WASTE

- Guerilla marketing
- Place: The Bowl, Marquis Hall and Arts Tunnel
- Food gathered from campus
- Logistics of transportation
- 2 volunteers at each display

GREEN PACK PROGRAM

• Helps meet goal #2 Attention from Food Waste Reduction Week

Recruit upper year

2 laptops at each "Pile of Waste" for recruitment

marketing student to help with social media



- Use U of S, USOS, and SWRC pages for advertising
- Helps achieve 3rd goal
- "Tip of the Day"
- Advertising costs \$7
- Allows analyzation of the page

SASKATCHEWAN PAWS

All messages Announcements Bulletins News	C / · Q ·
Compression Stocking Fittings At Campus Medicine Shoppe	
Bulletin - Services - Posted Today, 6:06pm	
Are You A Native English Speaker? Participants Needed!	
Bulletin - Research Studies - Posted Today, 4:47pm	
One Health Research Symposium: What's In It For You?	
Bulletin - Lectures & Speakers - Posted Today, 3:42pm	
Prairie Life Stories: Public History For Social Change	
Check Out New Undergraduate Student Publications Today!	
Bulletin - General Events - Posted Apr 4, 4:23pm	
SWITCH's 4th Annual Art Auction	
Bulletin - Fundraisers - Posted Apr 4, 3:54pm	
	Compression Stocking Fittings At Campus Medicine Shoppe Bulletin - Services - Posted Today, 6:06pm Are You A Native English Speaker? Participants Needed! Bulletin - Research Studies - Posted Today, 4:47pm One Health Research Symposium: What's In It For You? Bulletin - Lectures & Speakers - Posted Today, 3:42pm Prairie Life Stories: Public History For Social Change Bulletin - Announcing New Courses - Posted Today, 2:15pm Check Out New Undergraduate Student Publications Today! Bulletin - General Events - Posted Apr 4, 4:23pm SWITCH's 4th Annual Art Auction







OUR SECOND BIG IDEA



FOOD VENDORS

PARTNERSHIP

WE ARE PROUD SUPPORTERS OF **REDUCING FOOD WASTE**.

IN CANADA, 40% OF THE FOOD WE BUY IS WASTED.



THINK MORE WASTE LESS.

WE ARE PROUD SUPPORTERS OF REDUCING FOOD WASTE.

IN CANADA, 40% OF THE FOOD WE BUY IS WASTED.



WHAT WILL - you-DO TO REDUCE WASTE?

IMPLEMENTATION PLAN

FOOD WASTE REDUCTION WEEK-PRELIMINARY

FOOD WASTE REDUCTION WEEK

"PILE OF WASTE" DISPLAY

THE SHEAF ARTICLE FOOD VENDORS SOCIAL MEDIA STRATEGY

BUDGET

\$150 x 3 hours = \$450.00

GRAPHIC DESIGNER FOOD WASTE DISPLAY: PLASTIC WRAP \$20.00 \$10/100 gloves = \$10.00 GLOVES TOTAL FOOD WASTE DISPLAY COST \$30.00 POSTER PRINTING COSTS \$14.99 x 10 posters, \$100.00x 1 large poster= \$249.99 SURVERY PRIZE COST (TIM HORTON'S GIFT CARD) \$25.00 FACEBOOK ADVERTISING <u>\$7/ad x 7 days = \$21.00</u> TOTAL COST \$775.99

EVALUATION

Audits

- Audit conducted before Food Waste Reduction Week
- Audit conducted a month after Food Waste Reduction Week

Facebook Analytics and Surveys
 Measuring awareness levels

Green Pack Awareness

EXTENSION

Tupperware Containers

- Hand out tupperware containers branded with the SWRC logo and a clever tag line eg."It's easy to reduce food waste"
- Hand out tupperware at university events such as "Welcome Week"

Smaller Portions

 Working together with food vendors to encourage smaller portions and take out containers



