

# WASTE NOT, WANT NOT.

A Guide for Raising Awareness  
Using Social Cause Marketing





**1.3 Billion**

Tonnes of Food Thrown Away Annually

# 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

## PRIMARY TARGET AUDIENCE

- University Students
- Granolas
- Hipsters
- Uninvolved students

## SECONDARY TARGET AUDIENCE

- Food vendors

# TARGET AUDIENCE PROFILES

Josh:



# TARGET AUDIENCE PROFILES

**Cindy:**





GOALS



# 1.

“

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

”





# 2.

“

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

”



# 3.

“

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

”



# OUR FIRST BIG IDEA

**FOOD  
WASTE  
REDUCTION  
WEEK**

**OCTOBER 17 - 23**

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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?



IN CANADA, 40% OF  
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WASTED.



THINK MORE  
WASTE LESS.

# University Campus Televisions

Gain.



Loss.



The average Canadian wastes \$600 worth of food each year...

Will you take the **gain** or the **loss**?

SASKATCHEWAN  
WASTE  
REDUCTION  
COUNCIL







# 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
- 2 laptops at each “Pile of Waste” for recruitment
- Recruit upper year 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

 Home

 Email and Calendar

 Course Tools

 Groups

▶ ACADEMICS

▶ EMPLOYEE

▶ LIBRARY

▶ EDWARDS

▶ PARKING

▶ VOTE

▶ MY CHANNELS

+ Browse channels

All messages Announcements Bulletins News



## 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

[Bulletin](#) - Fundraisers - Posted Apr 4, 3:54pm



# USSU

University of Saskatchewan Students' Union

<b>c</b>	<b>f</b>	<b>c</b>	<b>r</b>	<b>M</b>
<b>9</b>	<b>0</b>	<b>.</b>	<b>5</b>	<b>F</b>



**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.**



---

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**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

GRAPHIC DESIGNER		\$150 x 3 hours = \$450.00
FOOD WASTE DISPLAY:		
PLASTIC WRAP		\$20.00
GLOVES		\$10/100 gloves = \$10.00
TOTAL FOOD WASTE DISPLAY COST		<u>\$30.00</u>
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		\$7/ad x 7 days = <u>\$21.00</u>
TOTAL COST		<u>\$775.99</u>



# 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



SASKATCHEWAN WASTE REDUCTION COUNCIL

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THINK MORE... WASTE LESS

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