

Case Study Presentation

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Introduction: Identifying Goals and Objectives

- Coming up with an effective plan to get the message out in a positive and effective way.
 - Educating people on the importance of reallocating food waste.
 - Convincing people to contribute through a uniting message.
 - Challenging people to think about what others would do if they were in their situation.
 - Target audience is the more focused on donors.
 - Using the Education and Outreach Plan to get people more engaged. The plan will help convince donors to do the right thing and educate employees on food waste.
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Overview of Problems

- Getting a solid and important message out about Waste Less Solutions.
- Being non-divisive about the message we are trying to get out.
- Waste Less currently has limited funds and staff which make this problem more challenging.



Develop Education & Outreach Plan

- **Potential Target Audiences**

- Food Donors
- Receiving Agencies
- Volunteers
- Community Members



- **In Store Promotion And Messaging**

- Posters and Signage promoting waste reduction throughout the store
- Flyers or handouts with tips on reducing food waste, such as meal planning, using leftovers, and proper storage techniques



Deliverables For Food Waste



WASTE LESS SOLUTIONS

BEFORE YOU THROW OUT THAT FOOD, REMEMBER....

When we throw out food, we don't just waste a meal. We waste all the water and energy that went into producing it.

For tips on how to reduce your own food waste, head to <https://www.wastelesssolutions.org/>



WASTE LESS SOLUTIONS

JOIN THE FIGHT AGAINST FOOD WASTE

Throwing out food is not only a waste of produce and your money. It's actually harmful to the environment. That's because when food breaks down, it creates methane gas.

Do what you can to reduce food waste.

THIS WEEK'S TIP: BUY UGLY.

If you pick ugly fruits and vegetables at the supermarket, they won't spoil and end up in the bin!

Learn how you can adopt more sustainable food habits at <https://www.wastelesssolutions.org/>

Maintain ongoing outreach and education efforts

1. Partner with local organizations like Harmons to promote food rescue and reduce wasted food.
 2. Host regular events such as outside pop-up workshops and food drives in partnership with our organizations to promote Waste Less mission.
 3. Maintain outreach and education efforts with our donors. Educate employees of our donors about Waste Less' solutions and their mission.
 4. Use social media to promote Waste Less Mission through the donor that our platform uses. Survey donors and community members through both instagram and pop shops to keep perspective on our mission.
 5. Help our donors reduce waste, save on costs and effectively use resources. Waste Less Solutions can help Harmons save on disposal and procurement costs.
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Conclusion

- Evaluate effectiveness after each outreach and education event.
- Measure success through event attendance, feedback, and surveys.
- Implement social media following and interaction/input
- Making sure everyone does their part in reallocating food waste to help those who are hungry.



**Thank you for listening to our
presentation! Do you have any
questions?**
