

Waste Not Want Not

Partnered with Redlands City Council, QLD



Redland City Council incurs a household waste collection fee based on weight, with food waste being the heaviest component found in wheelie bins. Reducing food waste saves the community money reducing the council rate. Social Marketing @ Griffith conducted extensive research in 2016, leading to the development of a two-week pilot program, 'Waste Not Want Not'.

The research involved a systematic literature review, two surveys, and co-design sessions, which revealed that people desired assistance understanding how to utilise the food remaining in their fridges. A fridge audit survey highlighted the most commonly available foods in households. Waste Not Want Not aimed to enhance self-efficacy in reusing leftovers. The Waste Not Want Not pilot was created in collaboration with three local chefs who designed recipes based on the everyday food items identified in the fridge survey.

The pilot program was tested at Stockland Shopping Centre in Cleveland, QLD, featuring Dominique Rizzo cooking delicious and healthy meals daily to demonstrate what people could make from their existing fridge contents. Over the two weeks of the program, more than 5,000 food samples and 10,000 recipe cards were distributed, along with 100 packs, to the target group.

Waste Not Want Not achieved significant reach on a limited budget. The food waste reduction pilot successfully reduced self-reported food waste and improved self-efficacy in the program group, with no significant changes observed in the control group. The proportion of respondents in the program group who reported throwing away hardly any fruits and vegetables increased by 41% after participating in the two-week pilot program.

41% increase in hardly throwing away fruit and vegetables.



Read more:

- [Systematic literature review of best practice in food waste reduction programs](#)
- [Consumer perspectives on household food waste reduction campaigns](#)
- [Utilising stakeholder theory for social marketing process evaluation in a food waste context](#)
- [Outcome evaluation of an empirical study: Food waste social marketing pilot](#)
- [Waste Not Want Not: A Co-Created Food Waste Pilot](#)
- [Theory application in food waste reduction: A systematic literature review](#)
- [Laying the foundations for success: Co-creating sustainable marketing solutions](#)