

Saveful: Empowering Households to Reduce Food Waste and Save Money



Partnered with Saveful, Rabobank, Bakers Delight, Goodman Fielder and Green Industries SA. Griffith Relational Insights Data Lab



6. Risotto



7. Go-to Lasagne



8. Level up scrambled eggs



9. Mild Yoghurt curry



10. Pesto Pasta

Australians discard 7.6 million tonnes of food annually, with households responsible for more than a third. Saveful is a free, behaviourally informed app designed to help households reduce food waste and improve financial wellbeing. Saveful empowers users to cook with what they already have, track their food savings, and build sustainable habits.

Social Marketing @ Griffith evaluated Saveful's impact using survey and behavioural data from over 10,000 users. The evaluation found that Saveful households reported wasting an average of 1.47 kg of food weekly. Active users saved a total of 5,879 kg of food—equivalent to \$32,452 in community savings. If scaled nationally, Saveful could save Australian households \$75.6 million annually.

The project also identified three user personas —The Savvy Saver, The Everyday Saver, and The Conscious Starter—highlighting opportunities for tailored engagement. Cooking frequency was strongly associated with reduced food waste, suggesting that the more people cook at home, the more they save.

Saveful demonstrates how digital tools, grounded in behavioural science, can drive meaningful change.



The app supports Sustainable Development Goals by reducing waste, improving household resilience, and contributing to climate action.