

# Case Study: Love Food Hate Waste Scotland



## BACKGROUND

**Zero Waste Scotland** (ZWS), formed in 2014, is a not-for-profit environmental organisation focused on accelerating and supporting Scotland's transition to a circular economy by promoting resource efficiency and waste reduction.

In 2016, the Scottish Government's Making Things Last strategy announced an ambitious new target to reduce per capita food waste in Scotland by 33% by 2025 (from 2013 levels).

ZWS recognised that these ambitious targets would require effective communications alongside policy efforts, hence their focus on food waste and alignment with the Love Food Hate Waste (LFHW) brand.

Remarkable strides in tackling food waste have been achieved through recent innovative and engaging communication campaigns, fostering positive behaviour change actions within Scotland's food waste landscape.



## SPOTLIGHT ON... the "CAN-paign"

ZWS developed a new campaign to be launched during WRAP's Food Waste Action Week 2023. They had two main aims:

1. To deliver a large-scale campaign to show households how to manage their food effectively, save money & reduce waste.
2. To reinforce the flexibility of low-cost ingredients to create tasty, nutritious meals that feed the whole family and reflect Scotland's diverse cultural landscape.

Drawing on citizen research and insights, ZWS recognised the potential of promoting the use of tinned food as an alternative to buying fresh food. But it wasn't as simple as that, their pre-campaign research showed that over half of Scotland had concerns about buying tinned food, dubbing it unhealthy, for the elderly & a 'last resort'. They needed to make tins 'cool' again.

The **CAN-paign** was born! They enlisted the support of up-and-coming celebrity chef Julie Lin as the face of the campaign, served up recipes and top tips, and deployed a pop-up 'CAN-teen' which toured major cities and events offering samples of dishes made from tinned food to demonstrate to the people of Scotland how to eat well, save money & reduce food waste.



## AUDIENCES

This innovative campaign was aimed at those who were struggling to get by (looking for cheaper food alternatives or to food banks for support) and those who were having to tighten their belts (watching what they spend and making savvy lifestyle changes to save money). There was a focus on the 18-34 & 35-54 year old demographics, particularly those with a reluctance to use tinned food.

## CAMPAIGN DELIVERY

### Celebrity ambassador

ZWS worked with Julie Lin, MasterChef contestant / Glasgow Restaurateur / Presenter, who is a rising star in the media world and a self-proclaimed tinned food champion. Julie and LFHW Scotland published a series of collaborative posts to promote the CAN-teen tour and festival activations which gave ZWS access to their two target audiences, greatly increasing the reach and engagement on each piece of CAN-teen content.

### Out of Home

ZWS worked with Julie Lin to create an exclusive roadshow dining concept: Julie's CAN-teen. To reach as many people as possible they secured four high footfall tour locations in Scotland's major cities for a roadshow tour, showcasing Julie's tin-spired recipes.

ZWS were later invited to take the CAN-teen to flagship music festivals in Scotland (TRNSMT and Connect), allowing them to engage with festival goers who fitted into two key, high-waste demographics.

While on the road, they also highlighted community projects happening in each city by filming interviews with Julie and representatives from these organisations which were then shared on social media to raise awareness of the vital work the projects are doing.

### Influencers

ZWS partnered with sustainability TikTok influencer 50 Ways To Cook and nutritionist Julliette Kellow, who each created their own recipes using tinned food to share with followers, this resulted in very engaging organic content.

To find out more about the CAN-paign, contact [Zero Waste Scotland](#)



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## CAMPAIGN DELIVERY

### PR

LFHW Scotland released three waves of activity (YouGov survey data to reinforce messaging in PR, campaign assets and the CAN-teen activation) ensuring maximum uptake.

Taking this 'wave' approach proved fruitful; helping ZWS to avoid potential barriers to coverage by targeting different pockets of media, with different types of stories, under the one CAN-paign umbrella.

### Social media

Using a mix of channels maximised reach across Facebook, Instagram and Pinterest and ZWS saw a strong engagement rate on newer placements like Facebook Reels, highlighting that adapting to changing channels allows for greater connectivity with the target audience.

Producing a mix of formats (GIF, carousel and images) that suited different platforms worked well - GIFs drove a high level of engagement and recipe content performed best on newer platforms such as Pinterest.

The younger demographic was particularly inspired by the more surprising content such as Corned Beef Fritters or Tinned Potatoes.

### Partnerships

Recognising that they couldn't deliver this campaign alone, ZWS enlisted the help of carefully chosen and relevant partners to amplify messaging.

The CAN-paign was supported by stakeholders ranging from local authorities and environmental organisations; to influencers and household name brands. Several partners (e.g. Del Monte, Grant's Food, Canned Food UK) even reached out independently after seeing the content to commend the campaign and find out how they could support it.

To find out more about the CAN-paign, contact [Zero Waste Scotland](#)

# RESULTS

Post campaign surveys revealed that 55,000 more people in Scotland now view tinned food as a safer bet for the planet and 55,000 now make up most of their weekly shop with tinned food, rather than fresh.

## Social media

- 400+ new followers with a 2% increase in male followers (a known hard-to-reach audience);
- Share of reach among <35-year-olds increased from 54.8% to 70.1%;
- 8.6M impressions;
- 841% increase in engagements;
- Male engagement increased from 13% to 38%;
- 10% decrease in the number of 18-24-year-olds who would feel embarrassed using tinned food (most notably males); and
- 166 stakeholders shared CAN-paign content over the 6 month run – 400K were reached through this content alone.

## PR

- 3,000 people were engaged face-to-face at events; and
- 56 Pieces of PR coverage and 4 Pieces of Broadcast coverage – for a total PR Reach of 69M.

# HIGHLIGHTS

The CAN-paign was originally planned to run for one month, but after attracting huge support from Scottish citizens and partners and realising that the campaign had far more to give, ZWS extended it and made it their major campaign for 2023.

Recognising the excellence of the CAN-paign, the assets have now been used by other LFHW licensees around the globe, demonstrating a clear benefit of being a part of this international network of food waste experts and the opportunity to have greater impact through sharing and collaboration.

# LESSONS LEARNT

- Challenging consumers to re-evaluate their engrained beliefs/habits through public stunts/partnerships proved extremely successful.
- Getting those who engage with the audiences and who *are* the audience to dictate messaging was effective.
- Use of clear concise messaging and calls to action, and providing relevant bitesize facts, made the key messages easier to understand and more shareable.
- Providing audiences with the ability to “do the right thing” without extreme or costly sacrifices fosters behaviour change during the precontemplation and contemplation stages of the hierarchy.
- Campaigns should be tailored to the needs and interests of your audiences, rather than promoting what you want them to hear, is more effective.



If you would like to join WRAP's International Network of LFHW Licensees, please contact:  
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