An Engagement-related Behaviour Change Approach for SavingFood in Greece

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INTRODUCTION

SavingFood project
• January 2016 – April 2018
• Collective awareness platform for connecting food donors, (food rescue) charities and citizen volunteers in a more efficient way, and creating an (online) movement against food waste

Research question in this paper
The development of an engagement-related behaviour change strategy to (1) encourage citizens, donors and charities to join the SavingFood movement, (2) to establish behavioural change

Methodology
Desk research of existing awareness raising campaigns around food waste, literature review, survey and interviews with donors, charities & volunteers in Greece
FOOD SURPLUS - FOOD REDISTRIBUTION

“Food surplus is food that is produced beyond our nutritional needs, and to food that cannot be sold anymore by a supplier”

CLASSICAL FOOD DONATION
(direct and indirect)

**DONOR**
Supplier of surplus food
E.g. A restaurant

**COORDINATOR**
Food rescue charity or food bank
Mediator between donor & recipient
E.g. Boroume

**RECIPIENT**
Social welfare organization
E.g. NGO for families in poverty
GLEANING

FARMER MARKETS
# DRIVERS AND BARRIERS OF FOOD REDISTRIBUTION PRACTICES

<table>
<thead>
<tr>
<th>Technological variables</th>
<th>Institutional variables</th>
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</thead>
<tbody>
<tr>
<td>• Sustainability of the system in the long-term without coordinator</td>
<td>• Volunteer-driven organisations</td>
</tr>
<tr>
<td>• Challenges towards the capacities of the system without coordinator</td>
<td>• Labour intensive</td>
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<tr>
<td>• Digital divide and skills</td>
<td>• Governmental support</td>
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<td></td>
<td>• The need of quick and efficient communication + new links</td>
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<td>• Storage capacities</td>
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<table>
<thead>
<tr>
<th>Legislative variables</th>
<th>Social variables</th>
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</thead>
<tbody>
<tr>
<td>• Food donation guidelines</td>
<td>• Skills and awareness among the general public to reduce food waste</td>
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</table>
Towards the strategy....
BEHAVIOUR CHANGE FRAMEWORKS

Social marketing:
“Using marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole”

- Define the target audience in the population
- Define the target behaviour
- Devise a campaign that makes use of **behaviour change interventions**

*Not everyone is in the same position (Lee & Kotler, 2013):*

**Show me**  
Awareness & concern  
Information and education to change & perform the behavior

**Help me**  
Interest in learning the new behavior  
Largest potential

**Make me**  
No interest  
Enforcement by laws or regulations are necessary
# BEHAVIOUR CHANGE INTERVENTIONS

## 7E-model (Bambust, 2015)

<table>
<thead>
<tr>
<th><strong>Enthuse</strong></th>
<th>Make people enthusiast (<strong>intrinsic motivation</strong>). Connect to personal values and concerns within your target audience and from that point portray the content and positive aspects of the behaviour and the consequences for them.</th>
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</thead>
<tbody>
<tr>
<td><strong>Encourage</strong></td>
<td>Portray the potential benefit (<strong>extrinsic motivation</strong>). This can be done by a) offering a concrete reward for the target population or, b) in case one cannot really demonstrate a concrete observable financial or material reward, work on honour and recognition that is given in a timeframe that is close to the performed action that late.</td>
</tr>
<tr>
<td><strong>Engage</strong></td>
<td>Show that a group of people are behind the action (<strong>social motivation</strong>). This means working on 3 points: support the group who is performing the activity, show this group (put them in the spotlights) and feel the presence of the group.</td>
</tr>
<tr>
<td><strong>Enlighten</strong></td>
<td>Provide information. It is important that this information makes us enthusiast, supports us when making the choice to act and provides us with information on how to act or with information when we are acting.</td>
</tr>
<tr>
<td><strong>Exemplify</strong></td>
<td>Show the example with policies and other measures, such as with ambassadors.</td>
</tr>
<tr>
<td><strong>Enable</strong></td>
<td>Provide tools to act. In other words, this is about removing as much barriers as possible to perform the behaviour (make sure it becomes easy, simple and possible) and assist people with the process of learning to perform the act.</td>
</tr>
<tr>
<td><strong>Experience</strong></td>
<td>Let people experience the behaviour in a <strong>positive way</strong> and see that they made a good choice.</td>
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RESEARCH METHODOLOGY

Purpose
Identify barriers & enablers
Design the interventions
Profile the three segments

Research methods
9 in-depth **interviews** with **donors** (N=5) and **charities** (N=4) – different types
  3 out of 5 donors were only just acquainted with Boroume
  3 out of 4 charities did not collaborate with Boroume before

**Survey** among current and potential **volunteers** of Boroume: 154 full responses. Distributed among mailing lists, social media, news letters and their volunteer network
MOTIVATIONS, BARRIERS & ENABLERS
CHARITIES (C) – DONORS (D)

All four charities organisations had an interest to join the Boroume network and also to join the SF platform.

All five donors expressed interest to join the Boroume network, 3 out of 5 donors would also like to join the SF platform.

Technological variables (both as enabler & barrier), institutional & legislative variables

<table>
<thead>
<tr>
<th>Motivations and enablers to join the SavingFood platform</th>
<th>Barriers to join the SavingFood platform</th>
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<tbody>
<tr>
<td>• Online database of charities &amp; donors (C)</td>
<td>• Lack of computer material at the premise (C)</td>
</tr>
<tr>
<td>• Intermediary matchmaking (C, D)</td>
<td>• Lack of digital skills to operate the platform (C)</td>
</tr>
<tr>
<td>• Being part of a like-minded community online (C)</td>
<td>• Lack of information about the platform (D)</td>
</tr>
<tr>
<td>• Signing a pledge (C)</td>
<td>• Food safety regulatory framework (D)</td>
</tr>
<tr>
<td>• Training &amp; guidance by Boroume (C)</td>
<td>• Arrangement of the pick-up (D)</td>
</tr>
<tr>
<td>• Charity can also be a volunteer in food saving events (C)</td>
<td></td>
</tr>
<tr>
<td>• Having statistics about the amount of redistributed food (D)</td>
<td></td>
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</table>
MOTIVATIONS, BARRIERS & ENABLERS
CITIZEN VOLUNTEERS

Main barrier: lack of time to volunteer (initial + continued participation), not feeling comfortable to save food in a team

Main motivator: Becoming part of a broader like-minded community online

Technological variables (both as enabler & barrier), social & external variables

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<td>• Interest in meeting people offline through the events</td>
<td>• Lack of time to volunteer (79,7%)</td>
</tr>
<tr>
<td>• Becoming part of a broader like-minded community online</td>
<td>• Not feeling comfortable to save food surplus in team (23,8%)</td>
</tr>
<tr>
<td>• Possibility to testify about experiences</td>
<td>• Lack of belief in the proposed model of SavingFood (14,3%)</td>
</tr>
<tr>
<td>• Possibility to apply the role of an ambassador (!)</td>
<td>• Lack of information about Boroume (9,5%)</td>
</tr>
<tr>
<td>• Possibility to help in making matches between food donors &amp; charities (!)</td>
<td>• Lack of ICT skills (4,8%)</td>
</tr>
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SEGMENTS

**Show me:** early adopters to join SF online, and having a high concern about food waste. 28,2% for Boroume

**Help me:** late and early majority to join SF online, need more concrete behavioural guidance around food waste. 69,8% for Boroume

**Make me:** Not interested in joining SF online, and are unlikely to change their behaviour towards food waste. 2,1% for Boroume
**Tactic: Motivational videos**

**7E: Enthuse**

**Segments: Show me ; Help me**

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**Educational on food waste**

Watch this educational video tailored to children to help them comprehend the food waste problematic and adopt an environmentally and socially responsible behaviour.

Raising awareness, passing along the message, affecting the behaviour of parents and other kids, making change! Join the revolution! Start SavingFood now!
**Tactic:** Quantification report  
**7E:** Encourage  
**Segment:** Donors

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**Tactic:** SavingFood ambassador  
**7E:** Engage & exemplify  
**Segment:** Show me segment that helps to involve in the help me + make me segment
**Tactic: Awareness raising events**
**7E: Engage**

**Segment: All segments + show me segment as co-organizers**

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**Tactic: Social media pictures**
**7E: Experience**

**Segment: Help me segment**

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**Boroume in the Triangle**
**(October 2017)**

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**Boroume in the Triangle**
**(October 2017)**
The strategy should be tailored towards:
- The current volunteering experience or non-experience with food redistribution
- Beliefs and attitudes around food waste
- Demographics of citizen volunteers

The strategy should result in:
- Tailored communication messages
- Different roles for volunteers (lack of time is the greatest barrier)
- A combination of elements of the 7E-model

Only reaching out to potential citizens volunteers, donors and charities for research purposes led to new involved members in the Boroume network

Next steps: to implement the model with a large audience, update the strategy, and lessons learned will be made available for other food redistribution organisations (final conference)
Thank you!

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SavingFood
Like us on Facebook

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info@savingfood.eu

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