

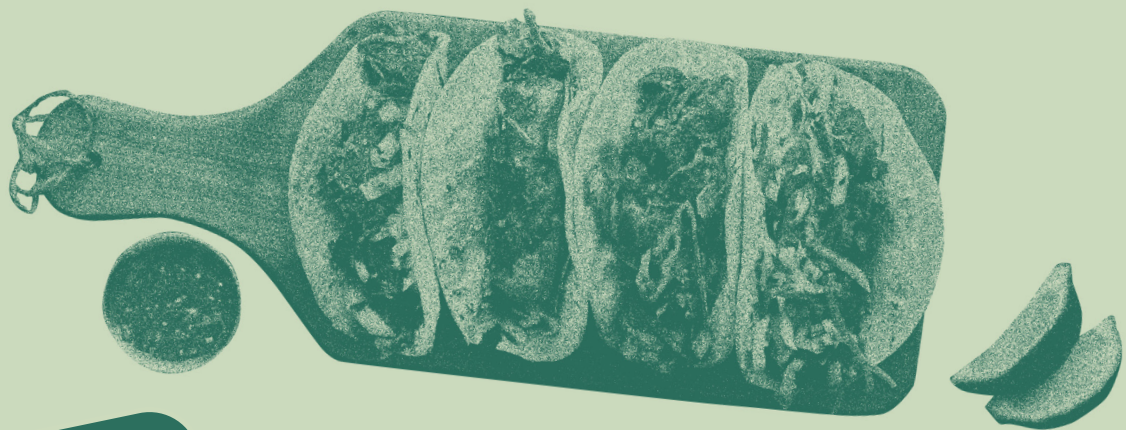
BEHAVIOUR CHANGE.

Nobody likes change.

Reducing food waste requires people to change.

Make it easy for them.

Tips to help staff or customers change their habits and start reducing food waste.



HOT TIPS

If you want people to change what they do, this simple framework can help you think about how to go about it.

EAST framework (Behavioural Insights UK)

- **Easy:** Make it simple - remove barriers, give clear instructions.
- **Attractive:** Show what's in it for them.
- **Social:** Let people see others doing it - share stories.
- **Timely:** Pick the right moment: prompt people when they're most likely to care or be ready to act.

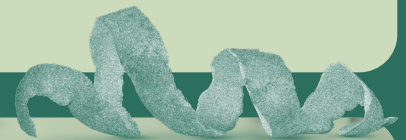
DOS



- Highlight examples of people avoiding food waste – make reducing food waste seem like the 'normal' thing to do.
- Use relatable stories of food waste reduction. This prevents people thinking that the solutions are only possible in special settings with fancy equipment.
- Show how easy and simple food waste avoidance can be.
- Offer prompts and nudges when staff are performing tasks that could lead to food waste e.g. signs in the cool room to put new stock at the back.
- Clear instruction and signage to make it easy for staff and customers to follow instructions.
- Acknowledge champions and high-performing staff at staff meetings.
- Check in regularly with your staff and seek feedback.

DON'TS

- Just telling people food waste is a problem isn't enough - they also need the skills and opportunities to act, like clear SOPs for storing and using trim.
- Shaming or blaming people won't help. Most people don't like to throw food out and are often unaware of how much they are really wasting.
- Avoid showing pictures of food being wasted or large amounts of food waste, this makes food waste seem 'normal.'



CREATING CHANGE IN THE KITCHEN.

Work out what you are trying to change:

ASK YOURSELF

EXAMPLE

Which behaviour leads to food in the bin?



Your staff serves large portions.

Who performs this task?



Chefs.

When and where does the task occur?



In the kitchen.

How to change the task to avoid food waste?



Reduce portion sizes gradually and get customer feedback.

Now you can make a plan for reducing food waste in your venue.

