INFLUENCE!

Inspiration and insight to change minds and policy

19 - 20
June 2019

University of Manchester

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The Alliance for Sustainability Leadership in Education

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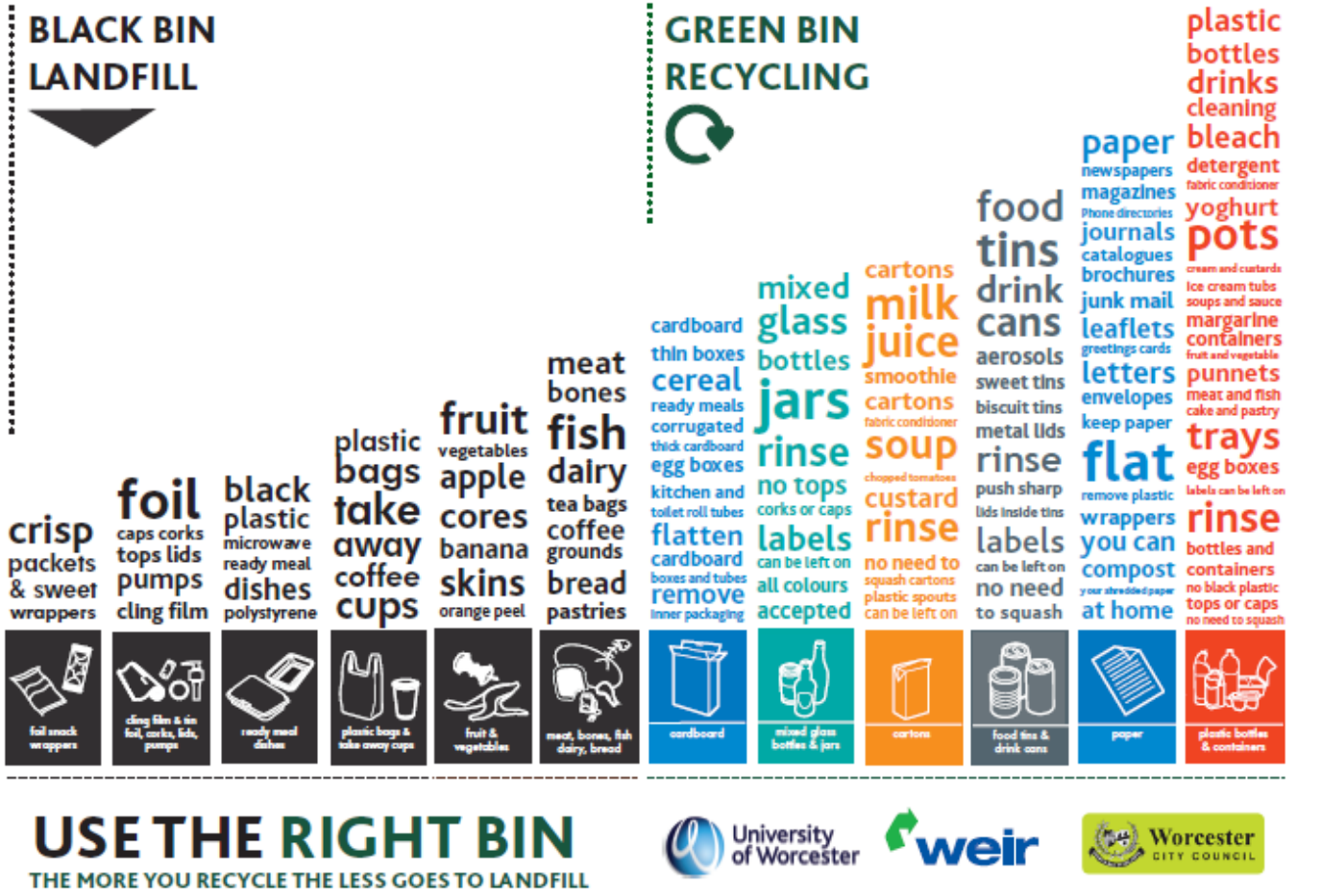
Introductions

- Who we are
  - Kimberley Lewis; University of Greenwich
  - Ailsa Guard; WRAP
  - Katy Boom; University of Worcester
- Why we're here
  - To provide WRAP with information that will benefit the sector and influence their future campaigns

WRAP Assets in Practice

Example: University of Worcester

- White Bag Scheme Video
- Collaborating with the Local Council
- Consistency in waste streams



Love Food Hate Waste

Aim: to reduce household food waste by 20% by 2025

- Segmentation work - 18-34 year olds waste the most
- Targeted approach - free resources and 3 campaign bursts each year (Spoiled Rotten Jun 2019-Mar 2020)
- My role – engaging Universities to promote and use WRAP resources and campaigns to influence students on wasting less.
- Working in conjunction with other initiatives, utilising LFHW resources and Your Business is Food resources to give a uniformed approach.
- Bristol University students have just completed a study on LFHW Food's Not Rubbish Toolkit in Catered Halls

wrap

LOVE FOOD hate waste

Foods Not Rubbish Toolkit

A new Love Food Hate Waste toolkit

Use to communicate directly with people at home and at work to help them understand the cost of food being wasted and the behaviours they could adopt at home to tackle the issue.

- Perfect for staff engagement
- Free resources – easy to download
- Handy ‘how to’ guide
- Social media content, posters, videos, email copy, recipe cards, press releases etc

The toolkit is available to download from the [WRAP Partners website]

Activity 1

Rank the materials on your table from most useful to least useful

Things you might want to consider:

- How likely is it that you would use the asset?
- How engaging is the image?
- Will it positively influence behaviour?
- Is the messaging clear enough?

Activity 2

Question: Would you utilise these materials to promote WRAP campaigns?

In groups:

How would you use these materials?

What barriers do you face in trying to support these campaigns?

Is there anything else you need?

Closing Discussion

Question: Would anyone be interested in establishing a consultative working group with WRAP so that we can help shape future campaigns?

Question: Would anyone be interested in setting up a similar project to the University of Worcester with their Local Council?

Additional Discussion Points

- Which type of image works best?
  - Cartoon
  - Photo's
  - Icons
- Should we align with Local Council recycling?

The SDG Accord

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