



**BOTANIC
GARDENS**
CONSERVATION
INTERNATIONAL

WRAP: BGCI Food Waste Challenge

Final Report



BGCI
Food Waste
Challenge

wrap



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Overview of the Project

The BGCI Food Waste Challenge was a one-year pilot project that aimed to persuade visitors to English botanic gardens to take on a 30-day challenge to reduce their fruit and vegetable food waste. We wanted to encourage people to explore the world of fruit and vegetables, appreciate the diversity and versatility that these food types offer in our diets, and showcase the simple ways that we can reduce our food waste, whilst enjoying more fruit and vegetables in our diet.

BGCI developed the project using a website which allowed individuals across England to track their food waste with a particular focus on plant-based foods. Users could track their progress, gain access to resources (recipes and food initiatives), ask questions from the partnerships and compete against others in how much waste they produce.

We recruited individuals utilising our network of BGCI members to promote the challenge and ran ten recruitment events in English botanic gardens to discuss the challenge and encourage people to sign up. The challenge was open to everyone, but we wanted to particularly focus on families, a target group for botanic gardens.

By challenging households and providing a range of support materials, we expected to see a reduction in fruit and vegetable food waste during the challenge period. Due to the length of the challenge we planned to increase awareness of food waste, create positive behaviour changes, and see the benefits of online engagement. We hoped to show that a commitment to this challenge would lead to an increased interest in adopting other environmental behaviours.



Figure 1: An example of a BGCI staff using recipes from the Food Waste Challenge and elsewhere to prevent food waste.

Key Objectives

Section	Contract Requirement	Status
1	A behaviour change intervention tailored and applied to household food waste prevention, to encourage citizens to be less wasteful with food.	Achieved
2	To create an increased awareness of food waste reduction in over 1 million people.	Achieved
3	To host up to 10 events in botanic gardens across England, to promote the campaign and recruit participants.	Achieved
4	To support at least 2500 people to sign up to the fruit and vegetable food waste challenge.	Not achieved
5	To recruit at least 10 people/households to take part in a more intensive challenge.	Not achieved
6	To demonstrate that taking part in a challenge can lead to changes in environmental behaviour.	Achieved
7	To evaluate the success of different forms of support.	Achieved
8	<p>To create a simple challenge (and supporting website) that can be scaled up and replicated. An intervention focused on buy what you eat (BWYE) and eat what you buy (EWYB) behaviours;</p> <ul style="list-style-type: none"> • Plan meals and menus (what household is going to eat and when) • Plan purchases – what am I going to buy (the right amount) • Store food in the right place before use • Store food in correct location in fridge • Freeze leftovers • Use up before they go off • Eat all of the food item – eat skins and peels, crusts • Prepare/cook the right amount • Serve the right amount • Eat leftovers • Store leftovers (fridge and freezer) 	Achieved

Although the project met some of its objectives, it did not achieve all of them for several reasons highlighted in the report. We hope to offer some guidance on particular food waste aspects for WRAP to provide focus for future funding proposals.

Key themes

Website Data

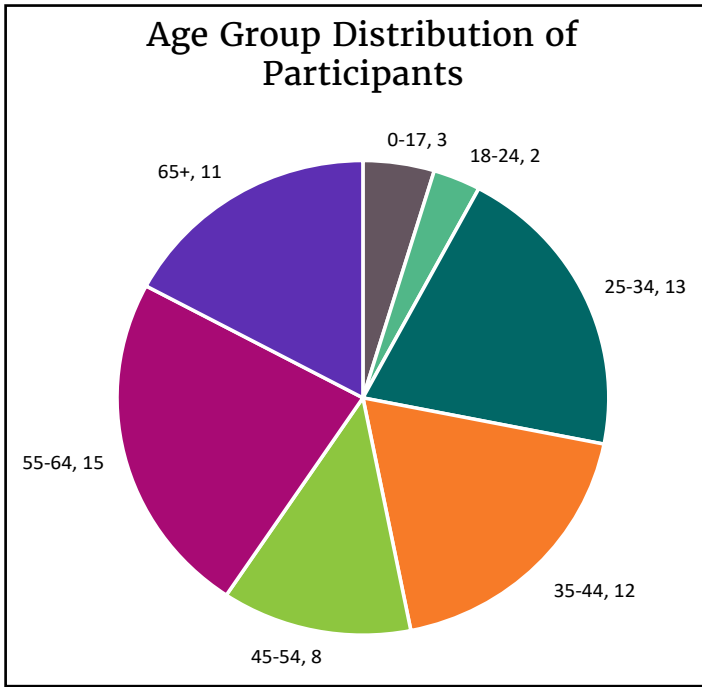
This section explores whether the food challenge was effective and did it create behaviour change:

BGCI Food Waste Challenge – website data

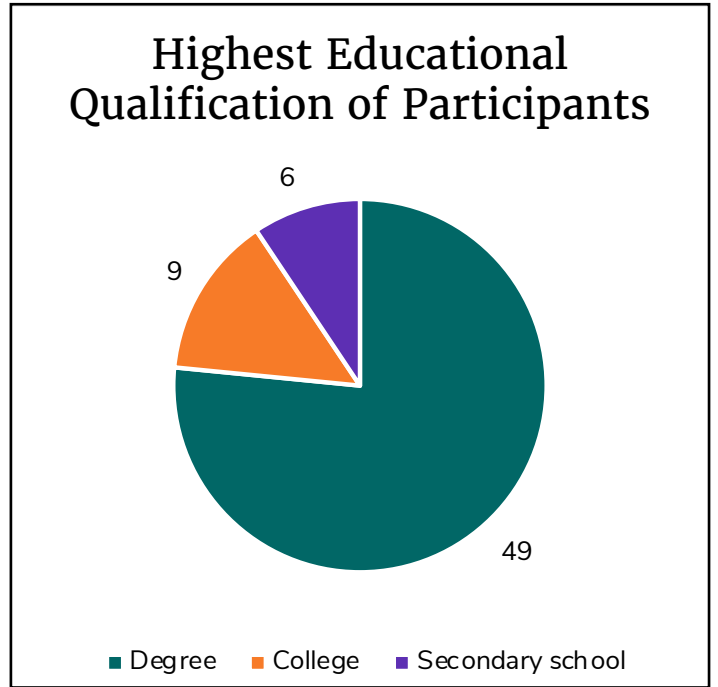
A total of 64 people signed up on the website in order to participate in the 28-day food waste challenge. On Day 1 of the challenge, these participants created an account and were asked to complete a questionnaire prior to starting their activities. The following is a summary of the information provided through this questionnaire and the evaluation questions are in Annex 1.2.

Demographic information

From the total of 64 individuals signing to the Food Challenge website the vast majority were female (56 female – 8 male). Most of the sample (59 out of 64) represented individuals that were older than 24 years. As shown below (Graph 1), the age groups best represented in this sample were ‘55-64’, ‘25-34’ and ‘35-44’. In terms of highest educational qualification, the largest part of the participants had a university degree (Graph 2). Most people indicated that they belong to a white ethnic group (52 out of 64) with more than half choosing the ‘White British’ category (Table 1, Annex 1.1).



Graph 1: Age group distribution of participants in the BGCI Food Waste Challenge (sample of 64).



Graph 2: Highest educational qualification of participants in the BGCI Food Waste Challenge (sample of 64).

Household information

The vast majority of the participants selected the United Kingdom as their country of residence (Table 2, Annex 1.1). People living in ‘South East England’ and London accounted for more than half of the sample (Table 3, Annex 1.1). Most participants were employed full-time or part-time (Table 4, Annex 1.1) and more than half (37 out of 64) had no specific dietary requirements (Table 5, Annex 1.1). A significant part of these people lived in a household with their partner/spouse (26 out of 64) followed by people living with their partners/spouses and with dependent children (18 out of 64) (Table 6, Annex 1.1). It is important to note that the vast majority of households with people living together (e.g. in couples or families) were homogenous in terms of dietary requirements with only a small portion of households having mixed dietary requirements.

'My Food Waste Knowledge' Questionnaire

The majority of people who signed up to the food waste challenge website considered themselves to be well aware of food waste with nearly half (28 out of 64) choosing the statement 'I'm a champion in food waste' followed by a large group (24 out of 64) that selected the statement 'I'm usually conscious about not generating food waste' (Table 7). When asked about what they usually do to avoid generating food waste most participants indicated that they plan their meals to use up something that was going off (Table 8). Very popular statements selected were also 'Eat all fruit and veg that need to be eaten each week (except inedible parts)' and 'Plan meals ahead and shop more carefully to only buy fruit and vegetables that you would need and use'. More than half of the respondents also showed that they 'try a new recipe to use up something in your kitchen'.

When asked about the obstacles and challenges that prevent them from generating less food waste almost half of the respondents selected 'Time' (28 out of 64) and a large proportion indicated 'Convenience' (23 out of 64) (Table 9). In terms of the biggest motivation for reducing food waste, this was by far 'Climate Change' (44 out of 64) with a great distance from the second most popular answer which was 'Saving money' (Table 10). The vast majority of the respondents indicated that they usually buy their fruit and vegetables from supermarkets (54 out of 64) while over a quarter of them grow their own and have a veg box delivery (Table 11, Annex 1.1). More than half of them use 'Home or local community composting' to dispose of their food waste while a significant number of people (25 out of 64) also showed that they use 'Council collected composting' (Table 12, Annex 1.1). More than a quarter of the respondents throw their food waste 'in the bin'.

Table 7: Frequency of responses to the question: 'How would you describe your attitude towards food waste?' (sample of 64)

1	2	3	4	5
I know nothing about food waste	I'm aware of food waste but there is plenty more for me to do/learn about	I'm usually conscious about not generating food waste	I'm quite effective at avoiding food waste	I'm a champion in food waste prevention!
3	9	24	-	28

Table 8: Frequency of responses to the question: 'What do you usually do in order to avoid generating food waste?' (sample of 64).

'What do you usually do in order to avoid generating food waste?'	Frequency
Plan your meals to use up something that was going off	56
Eat all fruit and veg that need to be eaten each week (except inedible parts)	44
Plan meals ahead and shop more carefully to only buy fruit and vegetables that you would need and use	41
Try a new recipe to use up something in your kitchen	37
Cook vegetables differently to minimise waste e.g. potatoes will peel on / using all broccoli / cauliflower leaves and stalks?	27
Make something out of foods you would normally throw away (e.g. peelings)	15
Cook and serve smaller portions to reduce 'leftovers' that are thrown away	14
Other	8
Donate some surplus fruit and vegetables	7

Table 9: Frequency of responses to the question: ‘What are the biggest obstacles or challenges for your household in preventing food waste?’ (sample of 64). Please see the full table in Annex 1.

‘What are the biggest obstacles or challenges for your household in preventing food waste?’	Frequency
Time	29
Convenience	23
Cooking skills	11
Children	10
Money	8
Other	1

Table 10: Frequency of responses to the question: ‘What is your biggest motivation for reducing food waste?’ (sample of 64). Please see the full table in Annex 1.

‘What is your biggest motivation for reducing food waste?’	Frequency
Climate change	44
Saving money	9

In-depth evaluation with selected households

Representatives of five different households that took part in the food waste challenge were recruited in order to provide feedback through open-ended questions both before starting the challenge and after its completion. At the time of writing, from the overall sample of five people, four have provided more in-depth feedback on a variety of questions related to attitudes towards food waste, the potential for improvements and the challenges of engaging in food waste reduction and the specific impact of the food waste challenge on these issues. The following are some key points emerging from the data collected.

Attitudes to food waste prior to the food and vegetable challenge

Before participating in the food waste challenge, all the participants mentioned that they had a strong awareness of the food waste problem, that they were conscious about the need to do something about it and that they had adopted, with various levels of success, certain food habits that would prevent their households from wasting food. Some of the participants (2/5) actually underlined that due to their jobs and professional activities they were more informed than the average population on these issues while others (2/5) mentioned that their tendency to avoid food waste was linked to their upbringing. Nevertheless, most participants (3/5) acknowledged that there was scope for improvements in the amount of waste generated by their household. In terms of their initial expectations from taking part in the project, participants anticipated tips on how to better use fruits and vegetables in their cooking, adopting a greater variety of useful recipes, confirmation (through concrete evidence) on how well they were already doing or how much they actually waste food.

Impact of the project on attitudes towards food waste

Although initially stating that their overall attitude towards food waste didn't really change after the completion of the challenge, because of their pre-existing awareness of the problem, all participants mentioned things that can be considered as a positive impact. Through their participation the interviewees recognised that their awareness of the challenges involved in reducing food waste became clearer and they also realised what could

be realistically expected of them in order to improve their efforts. They also mentioned that they became more aware of the methods they can use to reduce food waste, their need to be more organised and plan ahead in terms of their meals in order to put their good intentions to practice. Participants had prior to the challenge identified aspects of food purchase, management, cooking and consumption that they had to improve on and they did provide examples of improvement attributed to the challenge: e.g. new ways or recipes to cook fruit and vegetables, better fridge management, being more consistent and committed to certain good habits and trying to change other habits that seem to generate more food waste.



Figure 2: Food being thrown in the bin. Photo Credit: Feedback.

Challenges towards reducing food waste

All participants were asked to define the biggest difficulties towards their efforts to reduce food waste both before and during their participation in the project. The challenges they identified were directly linked to their everyday life as defined by their type of household. The participants who try to balance work and family life, and particularly parenting, emphasised the problem of time and creating time in their busy life. A student participant living with fellow students stressed the problems of achieving a positive collective effort in a household where the cooking skills and levels of engagement with food waste were not similar. Different dietary requirements of family members were also mentioned as obstacles to achieving food waste reduction: e.g. vegetarians and meat consumers in the same household, the difficulty to avoid food waste created by very young children (like a baby in the weaning stage). All participants hinted at the fact that any efforts to keep food waste low had to be based on long-term consistency and a constant attempt to balance the challenges with persistence and commitment. Interestingly, three participants (3/5) mentioned the positive contribution of house pets or farm animals in the consumption of surplus food. The impact of traditional eating practices and the food culture that defines the participants was acknowledged to have some influence on the ability to achieve reduced food waste. Adopting certain cooking skills and eating habits that support not wasting food were considered important and knowledge of various different cuisines and culinary traditions (and therefore having a range of cooking methods and ingredients) was seen as positive. On the other hand, it was mentioned that negative eating habits can be related to the experiences of how meals were cooked in one's childhood (not liking certain dishes cooked by the parents). In one case, the difficulty of being attached to exotic food products that are not necessarily sustainable but are culturally important was raised.

Impact of the project on attitudes towards wider environmental sustainability

Most participants (3/4) did not recognise a direct impact on their attitude towards environmental sustainability through their participation in the food waste challenge. The exception was a participant who mentioned how their attention was drawn to the extensive use of plastic packaging in the shops – taking part in the project raised the awareness of avoiding the purchase of packaged products. Half of the participants (2/4) acknowledged awareness of packaging was probably their pre-existing strong engagement with the concept of sustainability in their jobs rather than flaws of the challenge itself. However, it was emphasised (2/4 participants) that during the challenge it would have been better if the performance and overall progress achieved by the households by recording their food waste (weighing and keeping notes of the various numbers) had been accompanied by feedback information linking to wider sustainability issues (how much their potential food reduction might impact sustainability).



Figure 3: A photo the BGCI team recruiting at RHS Wisley food festival

Recruitment - Our Approach

The 10 garden recruitment days were all completed as agreed, including visits to the following botanic gardens: Durham, Oxford, Chelsea, the Eden Project, Kew and Bristol, as well as the RHS garden at Wisley. The range of gardens was chosen to provide a good geographic spread and a range of audiences. We decided to explore different size gardens to observe any differences in the audience reaction to the project and recruitment take up.

High visitation in botanic gardens, particularly for families, is during the school summer holiday period and so we booked visits during this period, with the expectation that this would give us time to secure good recruitment numbers. All the bookings were secured in the summer apart from the RHS Wisley visit, which coincided with a food festival event they were running in the September. We felt this event would offer an opportunity to engage with visitors that had a keen interest in 'food' issues, increase recruitment numbers and provide good exposure for the project. We were located at the first kiosk of the fair and had promotional material around the festival. At all other sites we were located either near the cafe linking ourselves to food or garden entrances where we could engage easily with visitors.

To support the project further we held a further two recruitment events, one at COP 26 (Conference of the Parties) in Glasgow and another at Kew to see if we could increase numbers. At each recruitment event we provided visitors with posters and leaflets which held the QR code and project URL so that people could directly access the website.

Recruitment Take up

BGCI spoke to approximately over 6,000 people over the 10 days of recruitment and potentially 15,000 people were made aware of the challenge. Despite this effort, recruitment was very low with a total of 74 people signing up to the challenge. Only 65 people completed more than one week of the challenge with 10 people completing the full 30-day challenge.

Table 13: Recruitment figures for our in-person events.

Recruitment Site	Date	Estimated Participants engaged with	Challenge awareness
Durham	5 August 2021	c. 150	50
Bristol	9 August 2021	c. 90	40
Eden (2 days)	17-18 August 2021	c. 1,500 daily	6,000
Chelsea	20 August 2021	c. 200	300
Kew	22 August 2021	c. 300	2,000
Oxford	27 August 2021	c.250	500
RHS Wisley Food Festival (3 days)	14-17 October 2021	c. 1,000 daily	15,500

Although recruitment generated a low number of signups, it did result in several detailed conversations. BGCI has collected this extra data and evaluated it below. Recruiting through gardens, particularly the small ones, did mean that the number of people available to talk to was sometimes a limiting factor. Furthermore, while bigger gardens produced a higher number of sign-ups, completion of the challenge was also low. Conversations to encourage people to sign up were typically about 8 -10 minutes long (originally planned for 2 minutes). This was because people were keen to hear about food waste, an area that many had not discussed before. Recruitment did not produce as many recruits as expected, but we are pleased to have had those conversations as we felt it important to ensure that those who we engaged with could have a meaningful and thought provoking

conversation on food waste. This limited the number we could reach and given average 'drop out' from initial sign ups to projects of this kind, seriously impacted on final sign up and completion.

When communicating the garden visitors, these were the interesting issues raised during the conversations:

- Irritation at local council policies concerning waste collection e.g. poor or no collection in many areas
- Lack of transparency by local councils about how they are dealing with waste once collected
- Difficulties for older persons on their own e.g. no option for freezing / storage
- The misunderstanding that as they composted any excess food / peelings etc - no food was 'wasted'
- A lack of awareness of carbon dioxide production being linked to food waste
- Bulk sale of vegetable packs by retailers
- Time to cook
- Lack of school's education regarding cooking with raw ingredients / leftovers etc
- Lack of information about food waste generally as opposed to plastics use /fossil fuels etc

Everyone agreed wasting food was wrong and believed that they were doing something to reduce their food waste, however when given the opportunity to challenge this, people didn't want to be involved. Personal acceptance was low, and users tended to blame younger demographics and supermarkets. Interestingly, 40% of people surveyed said they never went on to the site after our conversation, yet nearly everyone we spoke to agreed it was a great challenge to be involved in.

Our recommendation is that more 'promotional events / programmes' are developed to spread the word and explain some of the less understood aspects of the food waste issue. There is still a huge focus on the industrial and food chain process being the sole culprit to food waste and little understanding of the UK's poor performance overall (both personal and corporate) in food waste in comparison to other countries. There is also very little understanding of the impact of food waste on issues such as climate change in the general public.

Social Media

While direct engagement by gardens did not generate as much recruitment as first thought, social media campaigns and budgets were increased to overcome low recruitment numbers and ran alongside recruitment. Budgets were therefore shifted onto paid advertisements and a social media package was developed. By outlining a cause and a hope we created a package which supported all partners in their comms needs. This communication toolkit was made available (<https://trello.com/b/RyneSNvR/bgci-food-waste-challenge-wrap>) for all gardens to use.

In total we engaged with 245 posts across Instagram, LinkedIn, Twitter, and Facebook driving a total of 8% of engagement to the website. Social media was targeted around key events including World Food Day (the day we had the most visits to the site), Thanksgiving and Christmas.

We also diverted more funds into social media, including a paid advertisement. In November 2021 we contacted WRAP to discuss approaches for increasing recruitment. The paid social campaign ran from in the last quarter which resulted in a reach of >252k across Instagram, Twitter, and LinkedIn with 50% of the audience engaging with posts (commenting/sharing/liking/clicking through to the food waste website). This took the total reach of the project from 760k to over 1M. We have included a full report in Annex 1.5.

Botanic Gardens and partners recruiting on behalf of BGCI

Botanic gardens in England seemed keen to help promote the challenge. A social media package was created and issued to botanic gardens and online training on how to use it was given to support recruitment. A total of 12 gardens took part in the training, including the ten gardens that we visited. All gardens that attended the training were sent posters and flyers after the training with a document which explained in detail our social media package. This package included prewritten blogs (Annex 1.4), newsletters, diaries (Annex 1.3), and posts (<https://trello.com/b/RyneSNvR/bgci-food-waste-challenge-wrap>) for all gardens to use.

Gardens did not use the social media package as much as we hoped but retweeted BGCI's content: A total of 10 gardens retweeted posts. We had hoped more would have been done, as with the odd retweet, drive from gardens is understandably low. Also due to just retweeting our tweets it didn't have the impact that we had created by our social media campaign.

Convincing social media teams in botanic gardens to promote a campaign run by a third party has been hard as there is not always a strong link between educators and marketing teams. Looking at the social posts, they seem to be a bit "out of the blue" as there are many examples of singular posts with little content. Many small gardens have also indicated that social media is not strong in their gardens. Gardens were still recovering from the impact of COVID 19 and were naturally focussing on building back business and visitation and many key staff had only recently been brought back from furlough - all of which contributed to a low level of engagement with this project. Gardens mentioned they would have put more time into this if they had been embedded into the project from the start, something we have now done on other projects.

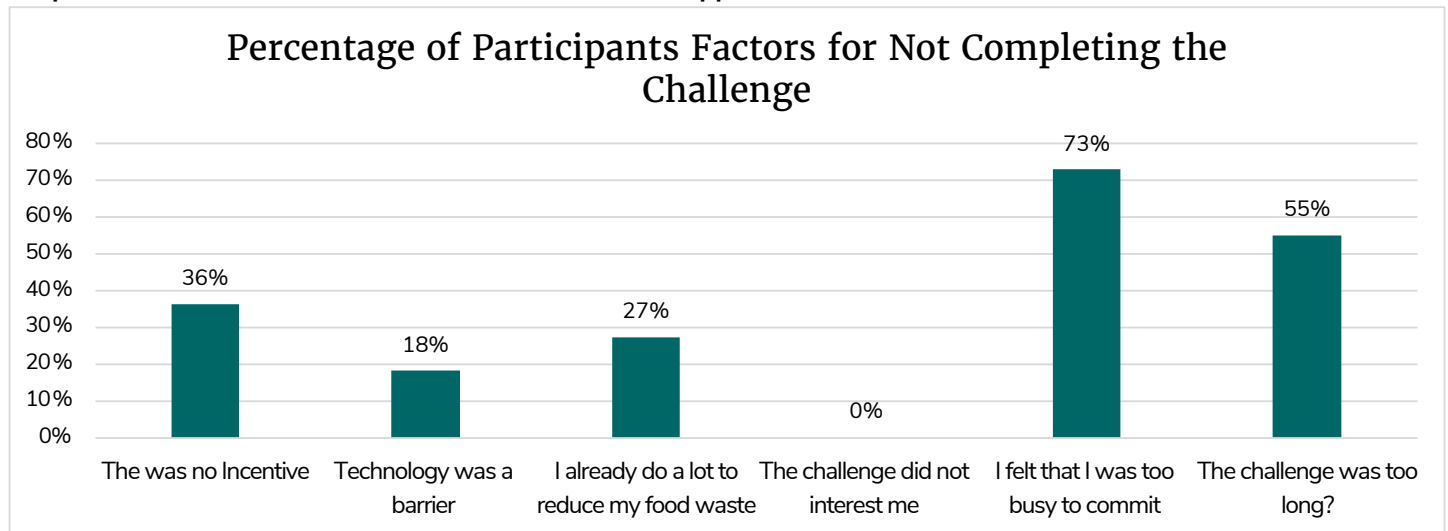
We formed 4 partnerships who also supported in marketing the food waste challenge, this included STEM Learning (school CPD provider), Feedback (food waste charity), TRAFFIC (plant conservation), Food foundation (food bank charity) and BGEN (Botanic Garden Education Network). Many partners put information in their newsletters and social media however once again this was sporadic. We are nonetheless grateful for their support which helped to increase awareness.

Other recruitment issues included:

- **Target audiences:** Many of the people who we engaged with in botanic gardens are very environmentally friendly. These audiences proved less interested in taking part in the challenge as they felt that they already take active environmental steps including composting and generally felt that they were 'doing their bit' for the environment. This is backed by the fact that post challenge 54% of people recruited to do the challenge felt they were the wrong audience as they already understood about food waste and have an interest in the environment.
- **Covid:** Although Covid restrictions were easing over the summer period, cafeteria services and access to glasshouse or indoor sections were restricted in the 'University' owned botanic gardens, which may have impacted on the number of visitors on the recruitment day.
- **Audience numbers:** Fewer 'families' (our main target audience) being present in the garden than expected, with Kew and the Eden Project having the majority we managed to engage with. We are unsure if this was due to a COVID 19 impact (financial constraints on families), but visit numbers were lower than usual in a number of visitor attractions across the UK due to COVID 19 restrictions, so this was perhaps a 'norm' for 2021.
- **Toolkit:** The website was not functional until mid-September – so that those people who did sign up at the recruitment events were unable to start the project immediately.

Challenge / User Feedback

Graph 3: To evaluate the success of different forms of support.



As take up was low we asked the public why they did not decide to do the challenge. A survey was designed (stage 5 data) responses were low however 11 responses provided the following points

- 72%: They are too busy to take part in the challenge: The challenge did not fit in with their lifestyle and post COVID 19 there is a rush to get back into normal life - giving less time to new initiatives. Users did not think it was worth finding time for this cause however 100% said it was a good cause. Users want something quick/easy and built into their everyday lives. 92% of those surveyed said they would only do 0-1 of these challenges a year, while only 8% of people saying they would do something like this every 6 months. Comments from this question include: "I will only provide feedback if I am guaranteed a prize"; "we are bombarded by the challenges/surveys constantly so unless there is a real benefit I won't do anything".
- 55%: The challenge was too long: We had the biggest drop out rate after week 2 and while people were cooking they didn't see the link between logging food and cooking. One mentioned social media works because you get reminded to go on it daily. When asked 'if we were in a lockdown' would you still have done this, 70% of users still said no.
- 36%:Complexity: The challenge was too complex for people; potential barriers such as not understanding the food waste issues, what goes in the food bin was all too complex. Going forward we should have just recorded food waste to simplify the task. We also had some complaints that being online excludes certain demographics.
- 27%: Felt the challenge didn't apply to them: People have mentioned they are already doing their part for the environment, this is an extra thing and perhaps 'one too many'.
- 36%: mentioned there was no incentive: they learn they are wasting money however there is no concrete reward/feel good factor. 100% of people felt the current incentives of saving food, recipes and fun facts wasn't enough. 72% of people said the incentive was the most important factor and they were looking for a guaranteed prize with instant gratification and something physical (money).

- 63%: felt that this challenge wouldn't make them waste less food. With 54% feeling they wouldn't have made a positive impact on the world.

Other comments that came out of this survey was self-evaluation, it's everyone else's fault, with most people blaming the young, supermarkets and government. The challenge did not create gratification quickly enough, this means maybe getting straight into the challenge quicker is a useful lesson.

Based on this data, long term challenges asking people to do extra things in the days will not work. Unless it is intuitive, quick and offers gratification (with a prize) these people are unlikely to take part in the challenge. However, building a challenge that fits in with lifestyles may not cause people to stop and consider a global issue.

Scalability / Going global

At the same time as launching in the UK, we also linked globally and saw engagement across North and South America, and Asia (Table 2, Annex 1.1)

While only 20% of the global population waste food, it is unlikely that the challenge will have resonance in all countries, however there is certainly scope to broaden the challenge to areas such as the US, Australia and other parts of Europe, where food waste is an issue. BGCI has a global network of gardens, able to reach into the areas discussed and many gardens have already indicated that they could build food waste issues and potentially the challenge into their food themes. The challenge itself would need to be simplified and adjusted to meet the food choices and food cultures of the new audiences.

Future funding

Based on findings, BGCI and WRAP could explore the following recommendations to reduce food waste:

- Survey of county councils on waste disposal looking at measuring effective disposal and amount produced / regional policies
- Targeting the supermarkets' approach to the sales of fruit and veg to ensure sales in smaller quantities
Lobbying into the education system to promote cookery as a core subject, including waste reduction
- Ensuring that food waste is seen as having a major impact on climate change and promote the change as an easy win for reducing climate change

Conclusion

Delivering the challenge during the emergence of a major pandemic was a key factor in not achieving all we had hoped for. However, useful data and interesting aspects and misconceptions around food waste that could be explored further were discovered. A number of lessons learnt about approaches to recruitment and the challenge process have been brought to the fore through this pilot scheme, which should enable BGCI to rethink how food waste should be explored with its audiences.

Working face to face is more effective at creating change, as this was the biggest driver to the website and where we had the most impact. More needs to be done to promote the issues and deal with misconceptions at appropriate events. Digital is a major tool but enabling discussions allows a deeper understanding of the

problems. Supporting gardens to explore this issue co-creatively with their audiences could be an approach.

The link between visitor attraction and getting people online needs to be explored. Digital media should complement engagement, but further knowledge of what drives follow up information should be explored.

Key factors in people performing any sort of challenge is that the tasks should be simple, short in length, engaging and rewarding. Emphasis on rewards as incentives is particularly important. Simplifying and shortening the challenge should help in any scaling up.

Partner gardens in the project should be involved earlier in the development of the project to ensure better buy in. Similarly closer involvement with partners who are involved in food waste processes, e.g. waste management sections of local authorities and the supermarkets would be useful. By co-creating a challenge with partners who work with participants' needs to make small changes, it may be possible to create a larger impact.

The pilot study reinforces the fact that generating a behaviour change is a long term process and cannot necessarily be resolved purely through an on-line solution. Refining the on-line tool to make it simpler and supporting this with a range of other promotional activities and partnerships will offer a stronger base for engaging the public with positive action on food waste.

We are thankful to WRAP for funding this project and look forward to working with them again in the future.

Annex

Annex 1.1 Demographic Data

Table 1: Ethnic group distribution of participants in the BGCI Food Waste Challenge (sample of 64)

Ethnic group	Number
White British	34
White English	11
Other	6
Other (White)	4
White Scottish	3
Indian	2
African	1
Caribbean	1
Chinese	1
Prefer not to say	1

Table 2: Country of residence of participants in the BGCI Food Waste Challenge (sample of 64)

Country of residence	Number
United Kingdom	56
Italy	2
India	1
USA	1
Nigeria	1
Turkey	1
Algeria	1
Belize	1

Table 3: Region/location of participants in the BGCi Food Waste Challenge (sample of 64)

Location	Number
South East (England)	23
London	14
No answer	8
South West (England)	6
North East (England)	4
West Midlands (England)	2
East of England	2
North West (England)	2
Scotland	2
East Midlands (England)	1

Table 4: Current employment status of participants in the BGCi Food Waste Challenge (sample of 64)

Current employment	Number
Employed Full-Time	25
Employed Part-Time	18
Retired	13
Seeking opportunities	3
Student	3
Other	2

Table 5: Distribution of types of household among participants in the BGCi Food Waste Challenge (sample of 64)

Type of household	Number
I live with my partner/spouse	26
I live with my partner and dependent children	18
I live in a shared property	8
I live alone	7
I live with my parents	3
Other	2

Table 6: Distribution of dietary requirements among participants in the BGCi Food Waste Challenge (sample of 64)

Dietary requirement	Number
None	37
Vegetarian	10
Pescatarian	5
Vegan	2
Gluten free	2
Dairy intolerance + no red meat	1
Dairy free	1
Gluten free + minimal meat	1
Vegetarian + Non Veg	1
Vegan + Pescatarian	1
shellfish allergies	1
Reductarian	1
Other	1

Table 7: Frequency of responses to the question: 'What are the biggest obstacles or challenges for your household in preventing food waste?' (sample of 64)

'What are the biggest obstacles or challenges for your household in preventing food waste?'	Frequency
Time	29
Convenience	23
Cooking Skills	11
Children	10
Money	8
Packing: having to buy more than I need - food packed in fixed amounts	2
Changes in activities in the week - Diary changes	2
Hate cooking and sometimes that gets in the way.	1
Unexpectedly being away from home and running out of freezer space	1
Compost bin gets filled up too quickly!	1
Sometimes it is difficult to consume food (particularly certain fruits and berries) before it goes off even if the 'use by date' suggestions have been followed	1
What my husband will eat!	1
Change in weather or poor quality purchased	1
Stuff going off before using it as big bags from supermarkets or wrapped in plastic	1
Laziness	1
People cooking separate meals	1
Knowledge of how to use all parts of fruit and veg	1
I have no excuses for wasting food	1
We generate almost no food waste	1
Greed - I over order because I like food, with a particular fondness for fresh veg	1
Not sure	1
Other	1

Table 8: Frequency of responses to the question: 'What is your biggest motivation for reducing food waste?' (sample of 64)

'What is your biggest motivation for reducing food waste?'	Frequency
Climate change	44
Saving money	9
Other	2
Environmental consciousness	2
Land over use	1
Being efficient and conscious of waste	1
Inherited horror at waste - both my parents grew up in the US during the Depression	1
I think is not ethical to throw away good food and not intelligent	1
I just hate wasting food	1
Brought up to try to not waste anything	1
I have grown up with the principle that food should not be wasted (not only because it is costly)	1
Sustainability and other environmental issues e.g. water overuse, pollution etc.	1
The food wasted could be given to a person out there who needs food.	1
Using resources carefully + religion	1

Table 9: Frequency of responses to the question: 'Where do you usually get your fruit and vegetables from?' (sample of 64)

'Where do you usually get your fruit and vegetables from?'	Frequency
Supermarket	54
Grow my own	19
Veg box delivery	17
Farmers market	15
Greengrocers	12
Tooting market stalls	1
Corner shop	1
Oddbox	1
Weekly market - not farmers	1
From farmers direct selling	1

Table 10: Frequency of responses to the question: 'How do you currently dispose of your fruit and veg waste?' (sample of 64)

'How do you currently dispose of your fruit and veg waste?'	Frequency
Home or local community composting	33
Council collected composting	25
In the bin	18
Pets/farm animals	3
Waste disposal unit in sink	1
Wandsworth council burns food waste to create energy	1

Annex 1.2 Evaluation – Fruit and Veg Food Waste Challenge

STAGE 1: Baseline Assessment

This information will be completed by all participants when they sign up on the website.

Demographic Data:

Please answer individually.

Gender Male <input type="checkbox"/> Female <input type="checkbox"/> Other (specify) ... Prefer not to say <input type="checkbox"/>	Age 0-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65+ <input type="checkbox"/>	Highest educational qualification Secondary school <input type="checkbox"/> College <input type="checkbox"/> University <input type="checkbox"/>
Ethnic group		
White British <input type="checkbox"/> English <input type="checkbox"/> Welsh <input type="checkbox"/> Scottish <input type="checkbox"/> Northern Irish <input type="checkbox"/> Any other White background, please describe: ...	Asian British Asian <input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Any other Asian background, please describe: ...	
Black Black British <input type="checkbox"/> African <input type="checkbox"/> Caribbean <input type="checkbox"/> Any other Black background, please describe: ...	Mixed/Multiple ethnic groups White and Black Caribbean <input type="checkbox"/> White and Black African <input type="checkbox"/> White and Asian <input type="checkbox"/> Any other Mixed/Multiple ethnic background, please describe: ...	

<p>Other ethnic group</p> <p>Any other ethnic group, please describe: ...</p>	
<p>Residence – where do you live?</p> <p>(What is the nearest town to your residence)...</p>	<p>What is your current employment status?</p> <p>Employed Full-Time <input type="checkbox"/></p> <p>Employed Part-Time <input type="checkbox"/></p> <p>Seeking opportunities <input type="checkbox"/></p> <p>Retired <input type="checkbox"/></p> <p>Prefer not to say <input type="checkbox"/></p> <p>What is your occupation? ...</p>
<p>Type of household - Please select one</p> <p>I live alone <input type="checkbox"/></p> <p>I live in a shared property <input type="checkbox"/></p> <p>I live with my partner/spouse <input type="checkbox"/></p> <p>I live with my children <input type="checkbox"/></p> <p>I live with my partner and dependent children <input type="checkbox"/></p> <p>I live with my parents <input type="checkbox"/></p> <p>I live with my family and parents <input type="checkbox"/></p> <p>Other, specify: ...</p>	<p>How many children live in your household?</p> <p>None <input type="checkbox"/></p> <p>1 <input type="checkbox"/></p> <p>2-4 <input type="checkbox"/></p> <p>More than 4 <input type="checkbox"/></p> <p>Prefer not to say <input type="checkbox"/></p>
<p>Do you have any specific dietary requirements?, tick all that apply</p> <p>Vegetarian</p> <p>Vegan</p> <p>Pescatarian</p> <p>Other, please specify: ...</p>	<p>Does anyone else in your household have any specific dietary requirements</p> <p>Open text</p>

Questions:**[1] How would you describe your attitude towards food waste? [Select one of the boxes]**

1	2	3	4	5
I know nothing about food waste	I am aware of food waste but there is plenty more for me to do/learn about	I am usually conscious about not generating food waste	I am quite effective at avoiding food waste	I am a champion in food waste prevention!

[2] What do you usually do in order to avoid generating food waste? [You can select more than one]

- Plan your meals to use up something that was going off
- Make something out of foods you would normally throw away (e.g. peelings)
- Try a new recipe to use up something in your kitchen
- Donate some surplus fruit and vegetables
- Eat all fruit and veg that need to be eaten each week (except inedible parts)
- Cook vegetables differently to minimise waste e.g. potatoes with peel on, using all broccoli / cauliflower leaves and stalks?
- Cook and serve smaller portions to reduce 'leftovers' that are thrown away
- Plan meals ahead and shop more carefully to only buy fruit and vegetables that you will need and use
- Other, please specify: ...

[3] What are the biggest obstacles/challenges for your household in preventing food waste? ...**[4] What is your biggest motivation for reducing food waste?**

- Climate change
- Saving money
- Other, please specify: ...

[5] Where do you usually get your fruit and vegetables from? [Select more than one]?

- Grow my own
- Supermarket
- Veg box delivery
- Greengrocers
- Farmers market
- Other, please specify: ...

[6] How do you currently dispose of your fruit and veg waste? [Select more than one]?

- Home or local community composting
- Council collected composting
- In the bin
- Other please specify: (for example, please tell us if you don't have an organised food waste collection)...

STAGE 2: Implementation of Project

This will be a set of questions addressed via the website to all participants that took part in the challenge (towards the end of the project). I believe we have agreed that no additional questions will be addressed to the larger cohort of 2,500 participants throughout the challenge.

Rate the level of agreement with these statements:

[1] I feel that my attitude towards food waste has changed through my participation in this challenge.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[2] I feel that after taking part in the challenge I can be more effective in tackling food waste.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[3] Taking part in the food waste challenge has made me more aware of environmental sustainability.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[4] The fruit and veg food challenge was easy to follow.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[5] I enjoyed the fruit and veg food challenge.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[6] I would gladly participate in a similar challenge again.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

[7] The resources/activities provided by the food waste challenge supported you effectively (rate each of the following).

	[1] Strongly agree	[2] Agree	[3] Neutral	[4] Disagree	[5.] Strongly disagree
Recipes					
Videos					
Tips					
Food facts					

STAGE 3: Evaluation of Smaller Groups throughout the Challenge

This will be addressed to the 20 people/households that will sign up for the more detailed evaluation. The Starter questions will be addressed via a phone call/online chat, the diary will be sent by the respondents via email.

Starter Questions:

- [1] How would you describe your attitude towards food waste?
- [2] In what ways do you feel that your household could improve on tackling food waste?
- [3] Could you describe the biggest challenge(s) for your household to generate less food waste?
- [4] What do you expect to have gained by the end of this challenge?

Weekly Food Diary Log

WEEK 1

- [1] What have you done during the previous week to reduce food waste in your household?
- [2] Could you mention any challenges that you faced in reducing food waste this week?
- [3] Do you feel you have learned something new about tackling food waste? If so, describe what this was.

[4] Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

Please insert an image or images from your engagement with the food challenge last week:

WEEK 2

1] What have you done during the previous week to reduce food waste in your household?

[2] Could you mention any challenges that you faced in reducing food waste this week?

[3] Do you feel you have learned something new about tackling food waste? If so, describe what this was.

[4] Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

Please insert an image or images from your engagement with the food challenge last week:

WEEK 3

1] What have you done during the previous week to reduce food waste in your household?

[2] Could you mention any challenges that you faced in reducing food waste this week?

[3] Do you feel you have learned something new about tackling food waste? If so, describe what this was.

[4] Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

Please insert an image or images from your engagement with the food challenge last week:

WEEK 4

1] What have you done during the previous week to reduce food waste in your household?

[2] Could you mention any challenges that you faced in reducing food waste this week?

[3] Do you feel you have learned something new about tackling food waste? If so, describe what this was.

[4] Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week.

1. Strongly agree	2. Agree	3. Neutral	4. Disagree	5. Strongly disagree

Please insert an image or images from your engagement with the food challenge last week:

STAGE 4: Impact Assessment with the Small Groups

This will be addressed, at the latter stages, to the 20 people/households that signed up for the more detailed evaluation (via online chat or a phone call).

Questions

[1] What was your attitude towards food waste before taking part in the challenge?

[2] Has participating in the food challenge changed your initial attitude towards food waste? If so, why?

[3] Do you feel that taking part in the food waste challenge has made you more aware of environmental sustainability more generally? If so, how?

[4] Do you feel that the food waste challenge has made you more aware of food waste specifically? If so, in what way?

[5] Having completed the challenge, could you identify a positive change in the way you buy, manage and consume food?

[6] Did your household face difficulties in reducing food waste? If so, what was the biggest challenge?

[7] Which food category (potato, other vegetable or fruit) did you waste less of?

[8] Do you believe that the eating habits of your household are influenced by a certain food culture and/or traditional eating practises? If so, did these play a role in the way you deal with food waste and how?

Any other comments?

STAGE 5A: Survey 1

The point of this surveys is to collected data as to why the general public did not complete the BGCI food waste challenge. We hope with the information given we can use this data to review online citizen science engagement.

This form takes 3 minutes to complete and consist of 10 questions

Please be honest in the feedback

Questions:

Name:

Email (to link to the account)

Q1: Did you meet a member of the team at a Botanic Garden, where they discussed to you about the food waste challenge?

Yes / No

Q2: Did you sign up to the challenge or look at the website after talking to us?

Yes / No

Q3: Why did you not sign up to the 30 day challenge (tick all that apply)

- The challenge was to long?
- The challenge did not interest me?
- I already do a lot to reduce my food waste?
- I do not have time for this sort of challenge?
- Technology was a barrier
- There was no incentive
- Other

Q4: Do you feel you are the wrong audience to target about reducing food waste?

Yes/No

Q5: Do you feel this type of intervention where you try and reduce your food waste over 30 days would have changed your behaviour towards food waste?

Yes/No comment

Q6: The food waste challenge was an online activity, did this put you off doing the activity, if so why?

Q7: If you were in another lockdown due to COVID, do you think you would have done the challenge?

Yes/No

Q8: Were you incentivised by anyone of the benefits we have shown such as recipes, saving money, hints and tips.

Yes/No

Q9: If you took part in the activity, do you feel you would have impacted on the world?

Q10: How often would you take part in a survey/citizen science project?

STAGE 5B: Survey 2

For those people who signed up and completed/did a few weeks.

Questions:

Q1: Did you meet a member of the team at a Botanic Garden where they discussed to you about the food waste challenge?

Yes/No

Q2: Did you sign up to the challenge or look at the website after talking to us?

Yes/No

Q3: Would you do another 30-day challenge again or one similar

Yes/No

Q4: Why did you do the challenge?

Comment

Q5: What did you enjoy about the challenge?

- Simple

- Showed me I waste too much food and that I could change
- Incentives and extra information
- Felt I was making a difference
- Challenged me to think about the world and food
- Highlighted an issue

Q6: What challenges did you face doing the 30-day food waste challenge?

- Too long, it should have been shortened
- Too much evaluation
- Too complicated
- Too reparative
- Not intuitive
- Too time consuming
- Not very innovative, I was not inspired to carry on

Q7: Did you feel your attitude towards food waste changed?

Yes/No/Comment

Q8: Do you think your family was the right family to do the challenge?

Yes/No/Comment

Q9: Food waste is still an issue, what would you suggest we do to engage with more people about reducing food waste.

Comment

Annex 1.3 Example of Food Diary Blog

An example of a food diary submitted by one of our participants.

October 2021

Photos: <https://photos.app.goo.gl/qbej2LSwYhASgeEC9>

Start of the journey

This week I have signed up for the BGCI Food Waste Challenge, which aims to reduce the fruit and vegetable waste we create at home. As a mum of 3 children and the person in the house that makes dinner for 5 every day, cooking is a big part of my day. And as someone that has worked in the plant conservation sector for many years, our impact on the environment is a big part of my decision on what we eat; as well as giving my children a balanced diet. So ideas on new recipes and tips on how to reduce our waste at home are always welcome and the reason we joined the Food waste 30-day challenge!

It is not just the cooking time, but also the planning, buying, looking in the fridge, what needs eating first and then trying to come up with something nutritious, tasty and that we all like - EVERY DAY!

The planning part of having food on the table is particularly tricky for us, as we live in rural England. It is a 40min round trip to get to a shop, so if you've forgotten to buy aubergines and you are making moussaka you need a new plan. This year it has become even more important to plan ahead because one of my children was in the vulnerable list for COVID-19 and we were shielding for a good part of a year. We have been very lucky to be able to receive supermarket deliveries every week - so it is one big shop a week for us.

This brings its own challenges as you cannot choose the size of the cauliflower or sometimes salad tomatoes are replaced by cherry tomatoes. Usually it is OK, the worst is when the fruit you receive is already past its best....that is the most frustrating part of food home delivery.

So here we are at the start of the challenge. It will be interesting to see how the food waste of a big family like us living in the middle of rural England compares to the food waste of some of my colleagues in centre London who can pop to a shop around the corner. Ready for the challenge!

Week 1

During the first week of the challenge I made a few changes to how I cooked potatoes. I made mash and potato wedges with the skins on, and they were a success with the children. So we will definitely continue to cook potatoes this way. Though skins will have to come off to make fluffy roast potatoes and Spanish tortilla.

The food I cook doesn't change much from week to week, as we are a busy family with both of us working full time from home, so planning ahead is essential. My menu usually involves one of these: lasagne, roast chicken with veg, sausage casserole, lentil burgers, beef pie with mince ('tarta' is what

we call it in Argentina), paella, meat balls, quick curries from leftovers, fajitas, risotto and homemade pizza at weekends.

My food shop doesn't change either unless I think we are going to have a special meal or invite people over (which we haven't really in 2021 due to COVID). So week on week my fridge has tomatoes, potatoes, carrots, celery, lettuces, cucumbers, sweet potatoes, onions, garlic, peppers, red cabbage, courgettes, butternut squash and fruit for pudding. As I grow some vegetables in the garden, depending on the season we add to this list: chard, beans, peas, pumpkins, rocket, apples and soft summer fruits.

This week the only food we wasted were ends of courgettes, cucumbers, and an orange that went off on the bowl as I really don't like cold fruit! What was the toughest was to figure out and keep track what kids had eaten and what they put in the bin without me noticing.

Week 2

As life is getting back to normal and kids are starting to have busy lives with after school activities, keeping track of cooking and food waste has become more difficult. Again the food shop delivered in one go, did not change from last week. Leftovers were used and we keep on using potatoes on their skins.

The main difference that I see in my food waste this week has been onions and potatoes that arrived home already rotten. This is extremely frustrating and unfortunately because of the way we shop for our food there is not much we can do about it, other than ask for supermarkets to improve at their end.

The other difference has been the way I marked on the website my food waste. In week 1 I marked onion, courgettes, and carrots as partially eaten as I thought the ends are counted as waste, and the onion skins are counted as waste also. But talking to my colleagues I should have marked them as fully eaten. So in week 2 my stats look like I've generated no waste compared to week 1; but in reality my waste was the same.

Week 3

Unfortunately, week 3 was so busy that I never had the time to add our shop to the website, as my husband unloaded the shop, and it was then really difficult to remember what was bought this week and what was bought the previous week. School activities and work took over and the challenge became less important.

I found that adding your food shop to the fridge on the website is quite difficult when you buy in kilos. For instance, we always get 1.5 kilos of carrots, 2kg bags of potatoes, and 1.5 kilos of onions. So counting each item rather than adding weight takes a while when you buy food for 5 people.

I also learnt that my food waste appears a lot worse than my colleagues of a household of 2 since it is not divided by the number of people in the house! So I think that is very unfair. Maybe something to think of the future

Week 4

Our challenge unfortunately was never completed, on week 4 we were away in the UK for half term, and we mainly ate out and visited friends as the world opened up. So counting waste when going out is very difficult and trying to shop and plan during school holidays is very hard.

Conclusions

My food waste doesn't change that much from week to week when we are on our routines. I would have liked to see more ideas on how to reduce waste of simple humble ingredients that I usually have in my fridge, and an easier way to load my food on the website and track the waste. Overall trying to do the challenge over 4 weeks was too long. School holidays are more difficult to plan in terms of food!

Annex 1.4 Food Diary

The Food Diary is found on the following pages.





**BOTANIC
GARDENS**
CONSERVATION
INTERNATIONAL



BGCI Food Waste Challenge: Food Diary

September 2021





BGCI Food Waste Challenge Food Diary

Dear Food Waste Challenge evaluation volunteer,

Many thanks for taking part and doing a little bit extra for us which will enable us to collect additional data for our Food Waste Challenge. We are not expecting that this will take too much of your time and hopefully you will find the steps below easy to follow.

Before you begin you will have an informal conversation with our evaluator, he will guide you through the challenge and ask you some questions about your current food waste.

1. Carry out the food waste challenge as described on the website (www.bgcifoodwaste.org)
2. Weigh an empty food waste bin and make a note of the weight on page 6. Please only place the fruit and veg waste (both cooked and uncooked) into this bin. At the end of the week (or each time you need to empty it) make a note of the food waste weight. Please record this on page 6.
3. During the week write a couple of diary notes about the challenge and your efforts to reduce waste. Please also take some pictures of foods you have cooked, prepared differently or of any images related to the challenge you think would be fun or interesting to share.
4. At the end of the challenge please send this document to dominic.grantley-smith@bgci.org and you will receive an email from our evaluator, who will interview you about your challenge. This will take about 30 minutes and will be arranged at a time mutually agreeable to both you and our evaluator.

Thank you,

Dominic Grantley-Smith



For any support please contact: dominic.grantley-smith@bgci.org





BGCI Food Waste Challenge: Food Diary

Pre Questionnaire

How would you describe your attitude towards food waste?

In what ways do you feel that your household could improve on tackling food waste?

Could you describe the biggest challenge(s) for your household to generate less food waste?

What do you expect to have gained by the end of this challenge?

BGCI Food Waste Challenge: Food Diary

Week 1 Diary

What have you done during the previous week to reduce food waste in your household?

Could you mention any challenges that you faced in reducing food waste this week?

Do you feel you have learned something new about tackling food waste? If so, describe what this was.

Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week

Strongly agree Agree Neutral Disagree Strongly disagree

Please send us an image of you challenge to dominicgrantley-smith@bgci.org.
Thank you!

Week 2 Diary

What have you done during the previous week to reduce food waste in your household?

Could you mention any challenges that you faced in reducing food waste this week?

Do you feel you have learned something new about tackling food waste? If so, describe what this was.

Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week

Strongly agree Agree Neutral Disagree Strongly disagree

Please send an us an image of you challenge to dominicgrantley-smith@bgci.org.
Thank you!

BGCI FOOD WASTE CHALLENGE: FOOD DIARY



Week 3 Diary

What have you done during the previous week to reduce food waste in your household?

Could you mention any challenges that you faced in reducing food waste this week?

Do you feel you have learned something new about tackling food waste? If so, describe what this was.

Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week

Strongly agree Agree Neutral Disagree Strongly disagree

Please send an us an image of you challenge to dominicgrantley-smith@bgci.org.

Thank you!

Week 4 Diary

What have you done during the previous week to reduce food waste in your household?

Could you mention any challenges that you faced in reducing food waste this week?

Do you feel you have learned something new about tackling food waste? If so, describe what this was.

Rate the level of agreement with this statement: I enjoyed the fruit and veg food challenge activities this week

Strongly agree Agree Neutral Disagree Strongly disagree

Please send an us an image of you challenge to dominicgrantley-smith@bgci.org.

Thank you!

BGCI FOOD WASTE CHALLENGE: FOOD DIARY



Weight of food waste bin

Weight of food bin empty (g)

Weight of Food waste bin (g)

Weight of Food waste bin (g)

Weight of Food waste bin (g)

Weight of Food waste bin (g)

Weight of Food waste bin (g)

Week 1 Notes

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Week 2 Notes

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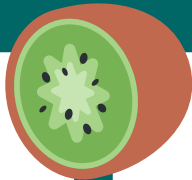
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Week 3 Notes

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Week 4 Notes

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Total weight of food waste bin

Week 1

Week 2

Week 3

Week 4

WHAT NEXT

Once you have completed the challenge, our evaluator will contact you to have a conversation about your food waste.

Any issues please contact Dominic: dominicgrantley-smith@bgci.org

Thank you for taking the time to complete the food waste challenge.



Annex 1.5 Social Media Report

The Social Media Report is found on the following pages.



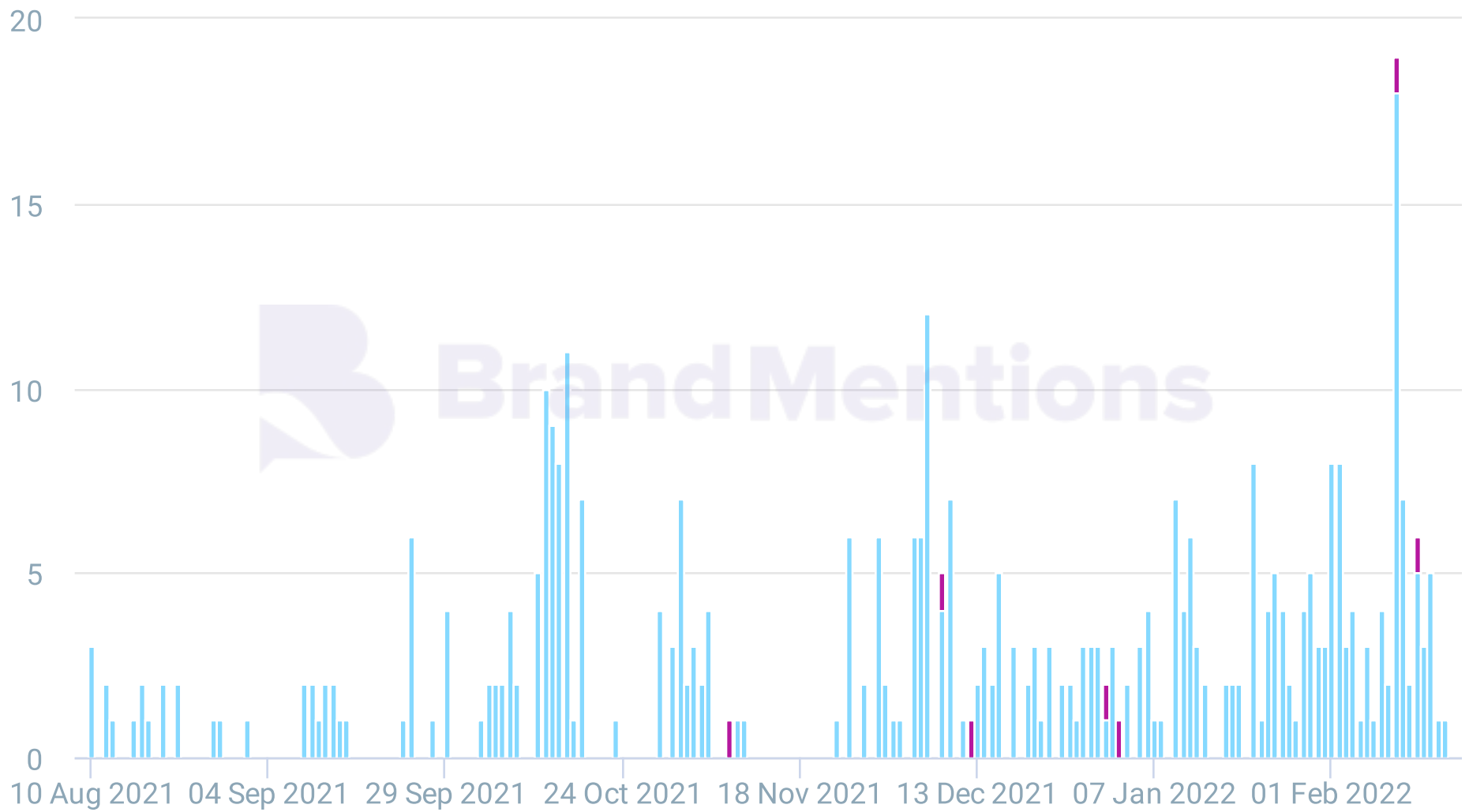
#foodwastechallenge

Brand Monitoring Report

10 Aug 2021 - 17 Feb 2022

Mention History

Evolution of mentions



SOURCE

% - MENTIONS

● Web

1.79% - 7

● Social

98.21% - 384

● Reviews

0% - 0

Mention Counts

Changes and number of mentions in the selected date range

7

Web Mentions
10 Aug 2021 - 17 Feb 2022

384

Social Mentions
10 Aug 2021 - 17 Feb 2022

391

Total Mentions
10 Aug 2021 - 17 Feb 2022

Metrics

Changes and number of mentions in the selected date range

4.2K

Interactions
10 Aug 2021 - 17 Feb 2022

▲ 4.1K
since 30 Jan 2021

812.3K

Reach
10 Aug 2021 - 17 Feb 2022

▲ 809.1K
since 30 Jan 2021

354

Shares
10 Aug 2021 - 17 Feb 2022

▲ 352
since 30 Jan 2021

3.6K

Likes
10 Aug 2021 - 17 Feb 2022

131

Positive mentions
10 Aug 2021 - 17 Feb 2022

▲ 121
since 30 Jan 2021





















168

Negative mentions
10 Aug 2021 - 17 Feb 2022

▲ 161
since 30 Jan 2021

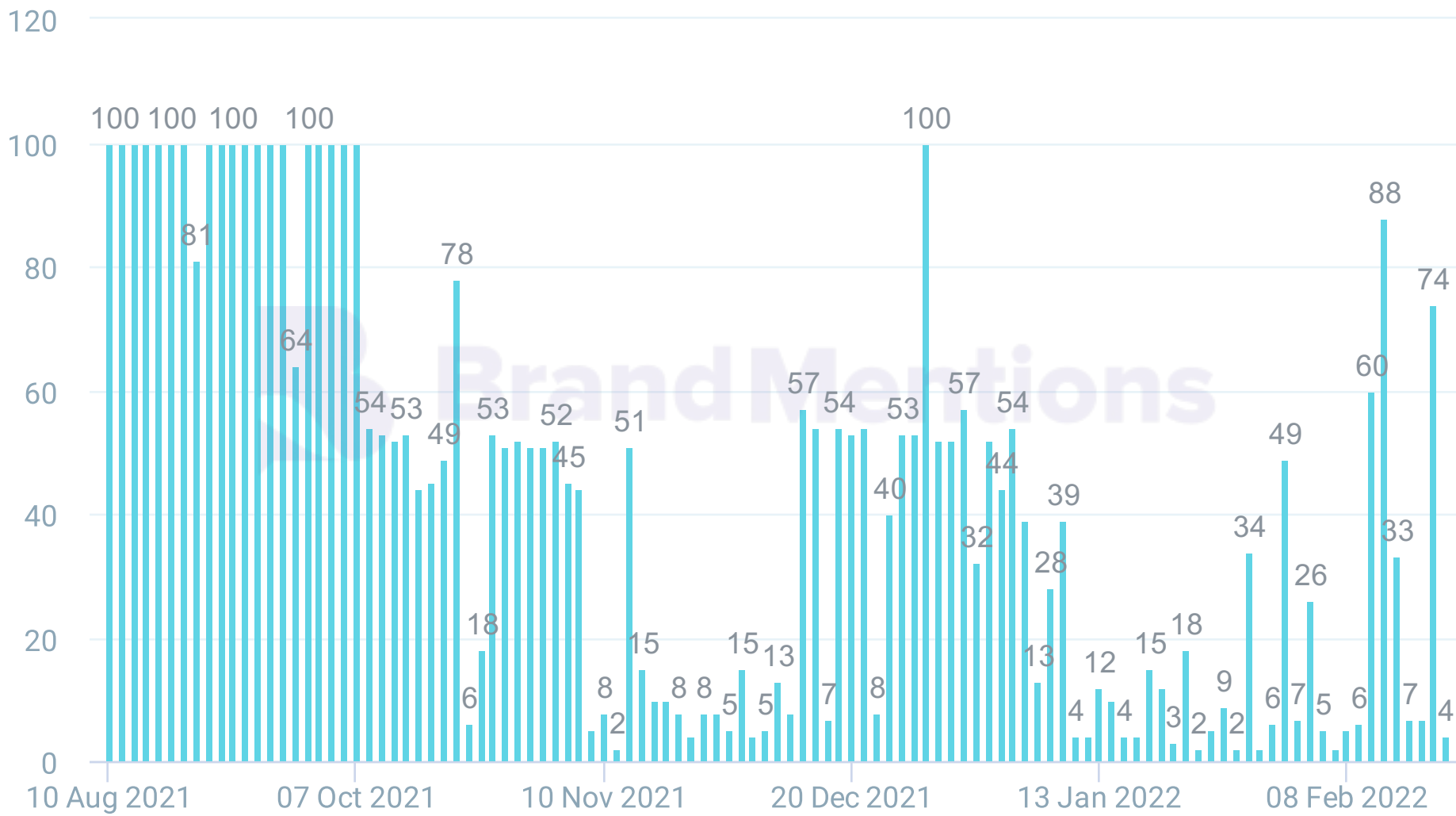
Top Mentions

Top mentions ordered by performance

1	 Botanic Gardens Conservation International This week you can find the BGCI team at The Eden Project, Kew Gardens an... https://twitter.com/bgci/status/1427254121707548675	 100
2	 East Main Media Do you know about the connection between food waste and climate change... https://twitter.com/EastMainMedia/status/1488708765700526086	 100
3	 Botanic Gardens Conservation International We're touring botanic gardens around England for our #foodwastechalleng... https://twitter.com/bgci/status/1427558330185232386	 100
4	 Botanic Gardens Conservation International The average family in the UK could save £500 a year if they had a zero waste... https://twitter.com/bgci/status/1431179790946603012	 100
5	 Botanic Gardens Conservation International We're touring botanic gardens around England for our #foodwastechalleng... https://twitter.com/bgci/status/1428643097169342464	 100
6	 Botanic Gardens Conservation International Did you catch us yesterday at @BristolZooGdns? We're touring botanic gard... https://twitter.com/bgci/status/1425049365173911553	 100
7	 Judith Ince 🇬🇧 🇬🇧 RT @bgci: "It isn't just a glass of milk, slice of bread or potato that you're wa... https://twitter.com/judithin77/status/1493577611745927175	 100
8	 Botanic Gardens Conservation International BGCI's #foodwastechallenge project utilises our network of BGCI member g... https://twitter.com/bgci/status/1427918297509638144	 100
9	 Botanic Gardens Conservation International #DYK the food wasted from meals in the UK (~ 6.4Mt) could be used to mak... https://twitter.com/bgci/status/1491804154582474755	 100
10	 Botanic Gardens Conservation International New Year, New You? This New Year why not challenge yourself to increase t... https://twitter.com/bgci/status/1477278999281811459	 100

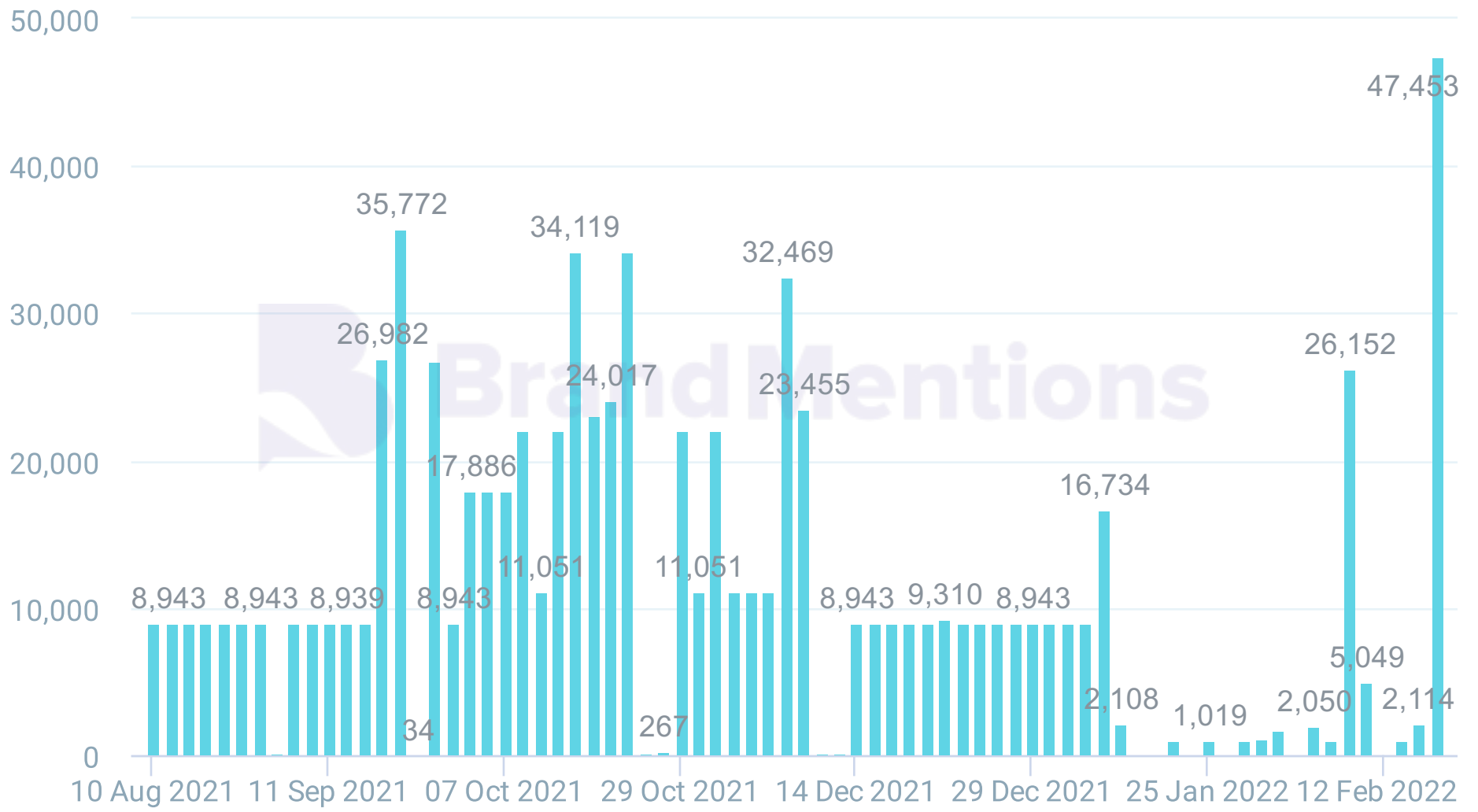
Performance

The average performance score



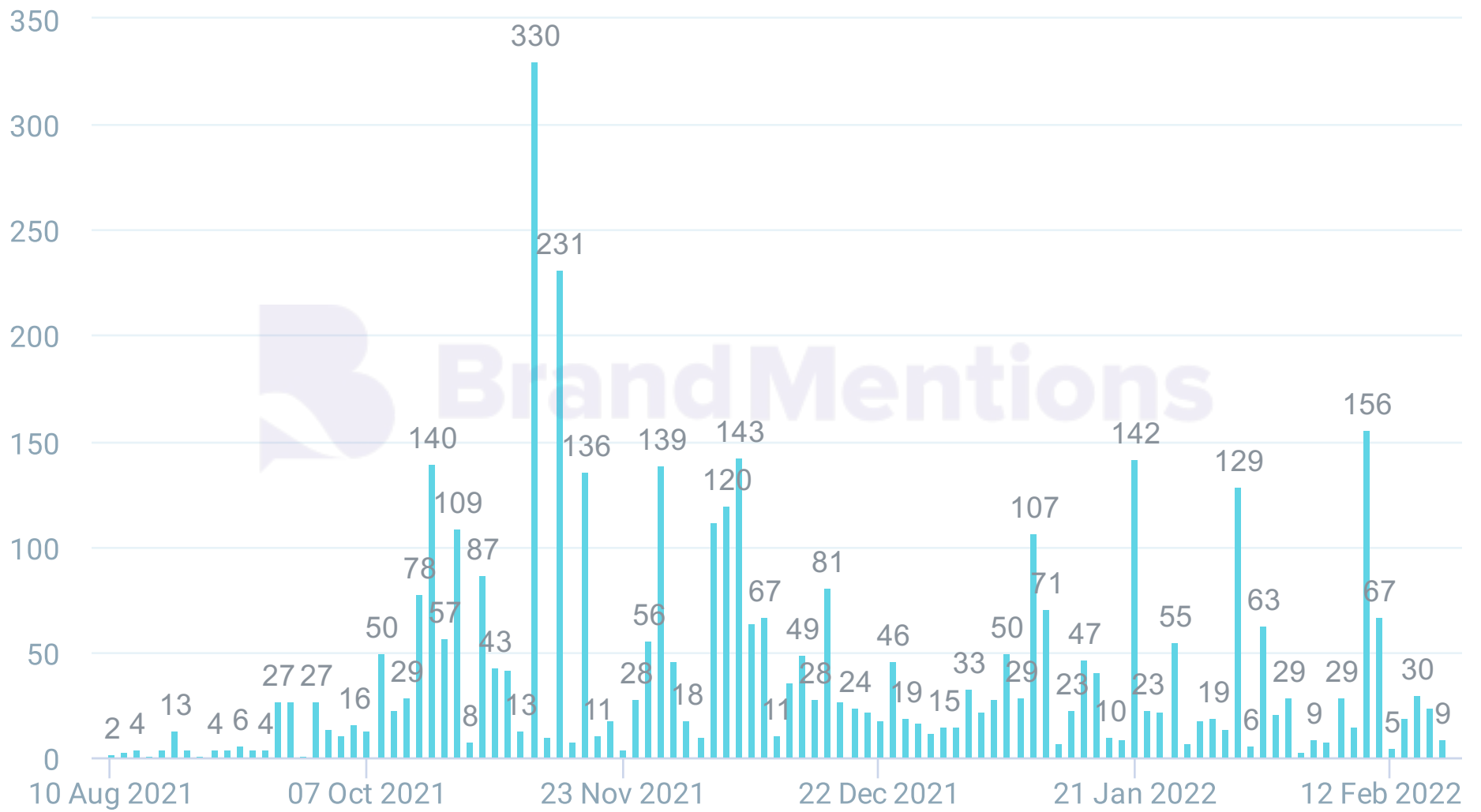
Reach

Views per day



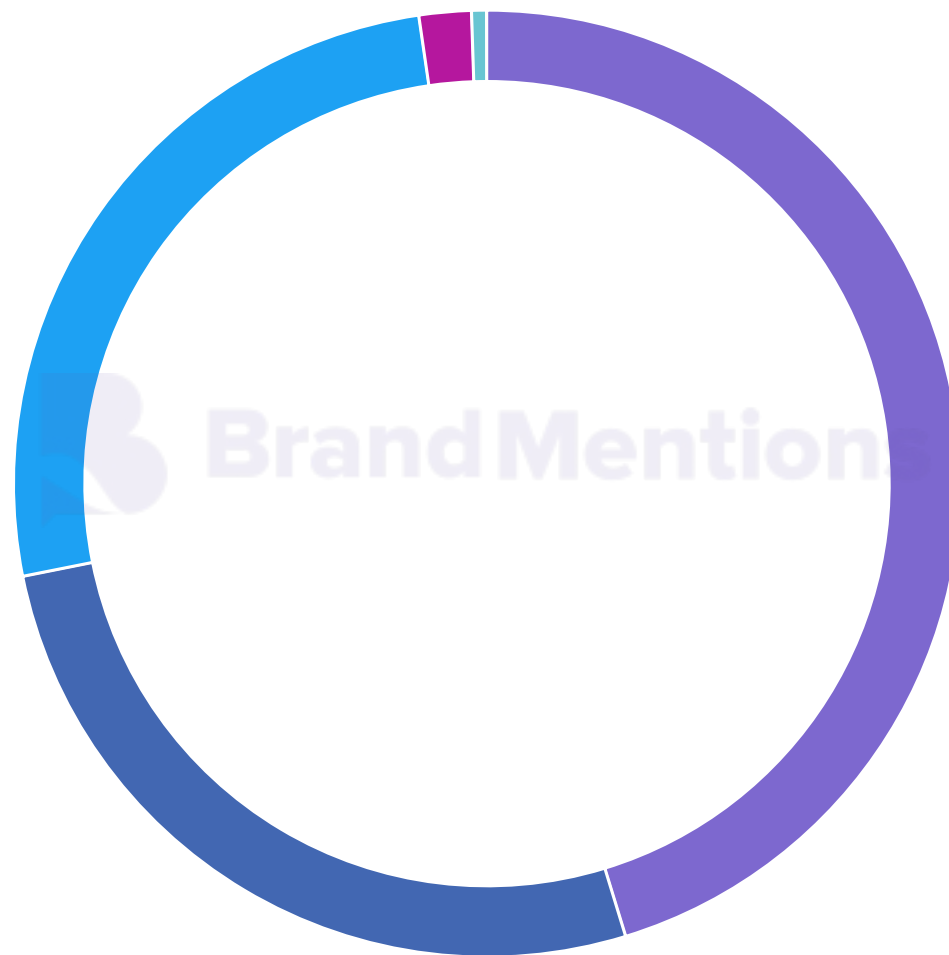
Interactions

Engagements per day



Sources

Mention sources



SOURCE	% - MENTIONS
● Instagram	45.27% - 177
● Facebook	26.6% - 104
● Twitter	25.83% - 101
● web	1.79% - 7
● LinkedIn	0.51% - 2

Daily Stats

Number of mentions by day

