



HOME FOOD WASTE BEHAVIOUR CHANGE CAMPAIGN



PARTNERSHIP REPORT

JUNE 2023 – FEBRUARY 2024

Index

Content

• Executive Summary	2
• Introduction	3
• The Project Partners	4
• Communication Strategy	5
• Data Analysis	12
• Data Overview	19
• Discussion	21
• Conclusion and Next Steps	23
• Contact	26



Executive Summary

Summary:

Kitche and CI Coop with the support from The Government of Jersey ran a 9-month campaign addressing household food waste in Jersey. Using multiple communication channels the campaign encouraged residents to download and use the Kitche app while also gathering valuable data on food waste behaviour to drive further impact.

Findings:

- Over a 9-month period, the campaign achieved significant user engagement, with **over 1,000 downloads and 904 sign-ups** from Island postcodes, representing **2% of occupied households**. User concentration was highest around key communication areas such as CI Coop's flagship stores, indicating effective targeting.
- Detailed data collected during the campaign provided insights into food waste behaviour. Analysis revealed a **waste percentage of 2.55%** among active users, notably below the national average. Additionally, **a downward trend in waste percentage over time highlighted the app's effectiveness in promoting waste reduction behaviours**.
- The campaign identified **actionable insights**, particularly regarding the most wasted products such as bread, fruit/veg and meat, **offering opportunities for targeted interventions and behaviour change strategies** for the future.

Next Steps:

The insights gathered from the campaign offer practical next steps for all partners to reduce food waste further. Beyond waste reduction, the campaign's impact extends to cost-saving and environmental benefits. **Working with government, technology and retailers underscores the potential for similar partnerships to address household waste**. The campaign's scalability offers promising prospects for wider implementation across the UK.

The campaign identified actionable insights, offering opportunities for targeted interventions and behaviour change strategies

**To read futher or request a copy of
the report please contact Alex:
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