

Zero Waste Toronto: Awareness and Education Campaign

Background

In Canada, it is estimated that \$31 billion dollars' worth of food is wasted annually; the true cost of which is actually closer to \$107 billion when wasted water, energy and other resources are taken into account. To address this problem, there is a growing call by policy makers and communities to implement food waste awareness raising campaigns to inform the public and spur action. However, an investment in a multi-million-dollar awareness campaign is a significant financial commitment that has not always proven to be effective as awareness of a problem may not necessarily lead to long-term changes or sustained actions.

Currently there are plans by the National Zero Waste Council and other municipalities in Canada to run a broad based food waste awareness campaign. Raising awareness is a common solution used by municipalities in the hopes of changing behaviours and addressing the issue of food waste.

Challenge

Design an innovative and interactive food waste awareness campaign/ education plan that is fit for a diverse and multicultural global city like Toronto. Questions to keep in mind include:

1. How can this food waste awareness campaigns encourage more sustainable behaviours such as food waste prevention and reduction?
2. What types of innovations and unique activities/ interactive designs can be integrated into food waste awareness campaigns to move people to action (go beyond the same old flyer campaigns)?
3. How can we better measure the efficacy of different types of food waste awareness campaigns to ensure that government, businesses and civil society organizations spend their funds effectively on efforts that result in the desired social and environmental impact?

Skills we are seeking

- User design skills
- App/user interface building skills
- Social science skills
- Arts skills
- Qualitative skills (interviewing)
- Quantitative skills (data-based evaluation)

Who to contact for additional information on this challenge:

Tammara Soma (tammara@foodsystemslab.ca)