



**SAVE  MORE  
THAN FOOD**  
**MAKE A DIFFERENCE**

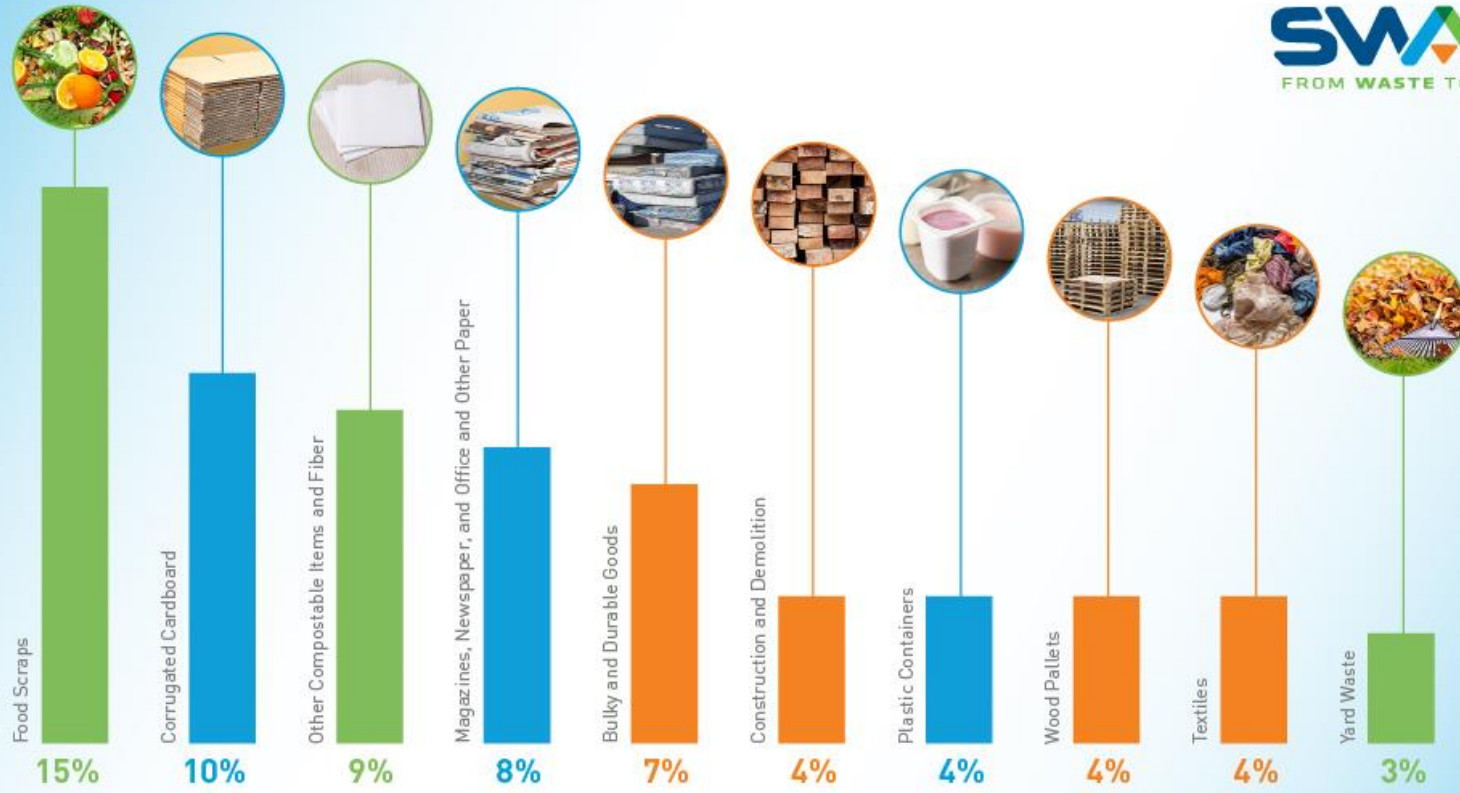
## **Regional and Community Campaign**

Jane Karetny  
Food Waste Program Administrator

**SWACO**  
FROM WASTE TO RESOURCES

**1 million pounds**  
of food enters the  
Franklin County Sanitary  
Landfill every day.



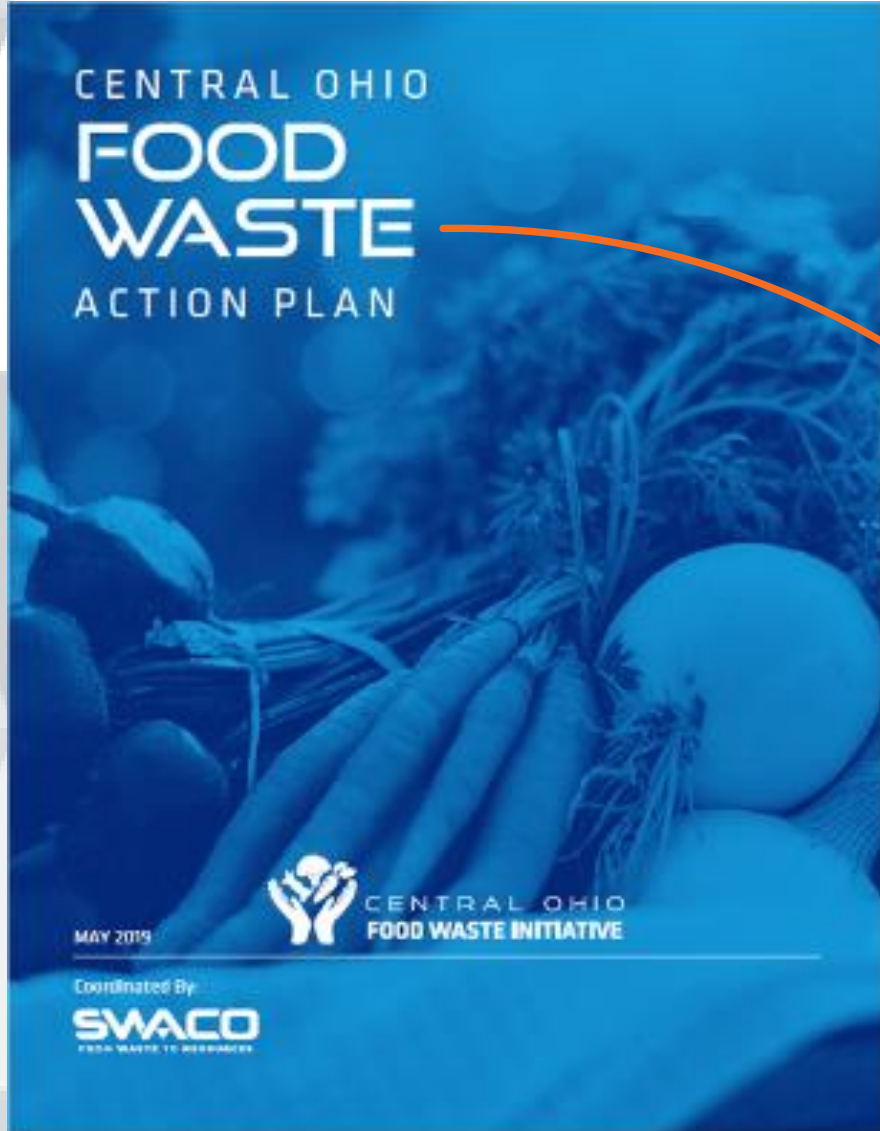


# Central Ohio Food Waste Initiative Collaborators



Ready For Tomorrow





The action plan lays out a roadmap of 20 solutions to cut food waste in Central Ohio.



# WASTED FOOD = WASTED RESOURCES

Save More Than Food aims to help Central Ohio residents understand what resources go to waste when food is thrown away, and what they can do to make a difference.



## SOIL

**160,000 Acres of Land** are used every year to produce food that is never eaten.



## WATER

**41 Billion Gallons of Water** are used to grow food that ends up in the trash.



## MONEY

**\$1,500 of Food**, on average, is purchased but never eaten every year by a family of four in Central Ohio.



## ENERGY

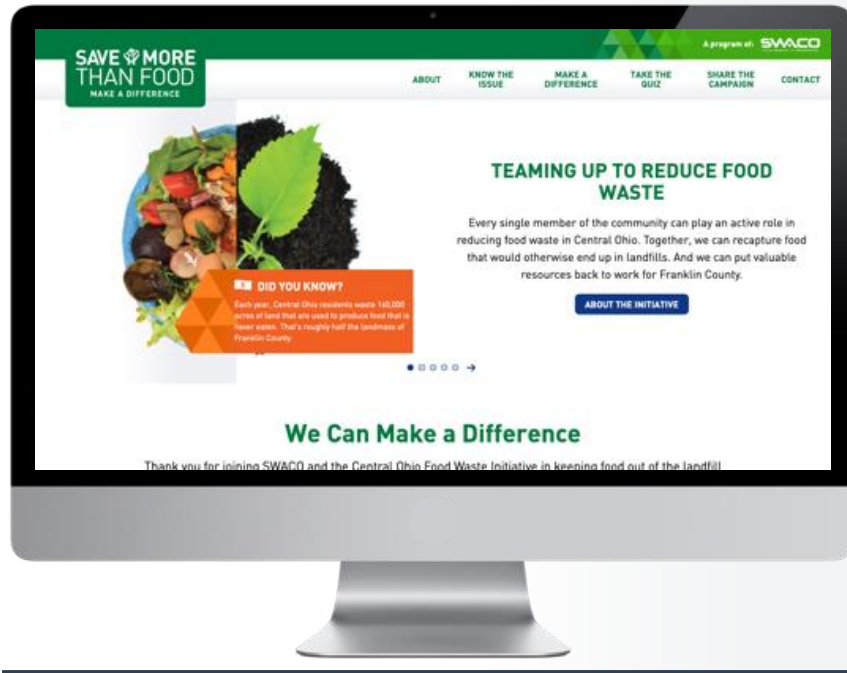
**22 Million Gallons of Gasoline** are used to harvest and transport food that goes to waste.



## OPPORTUNITY

**56 Million Meals** are missed by Franklin County residents. Meanwhile, Franklin County residents send 187 million meals to the landfill.

# Save More Than Food.org



At Home



At School



At Work



In Food Businesses

# Awareness Campaign

**SAVE MORE THAN FOOD**  
MAKE A DIFFERENCE

**WASTED FOOD = WASTED RESOURCES**

Help reduce food waste in Central Ohio.

**LEARN MORE**

160x600

**SAVE MORE THAN FOOD**  
MAKE A DIFFERENCE

**WASTED FOOD = WASTED ENERGY**  
You can help save money, resources, and the environment by reducing food waste.

**LEARN MORE**

300x250

**SAVE MORE THAN FOOD**  
MAKE A DIFFERENCE

**WASTED FOOD = WASTED MONEY**

Put your food waste knowledge to the test

**TAKE THE QUIZ**

325x50

## Digital Ads

SWACO Sponsored

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**WASTED FOOD = WASTED ENERGY**

SAVEMORETHANFOOD.ORG  
Save More Than Food  
Reduce food waste with SWACO

121 76 Comments 224 Shares

Like Comment Share

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Like Comment Share

## Social Ads



# Partner Toolkit



**PRESENTATION  
SLIDES**



**SOCIAL MEDIA  
POSTS**



**BROCHURES AND  
FLYERS**



**ENGAGE  
CUSTOMERS**

# Community Campaign

## Save More Than Food helps communities:

- + Connect residents to actionable items on [SaveMoreThanFood.org](https://SaveMoreThanFood.org)
- + Boost participation in food waste drop off programs
- + Access and customize relatable educational materials to reduce food waste in the community
- + Reach individual sustainability goals and participate in Central Ohio's efforts to cut food waste in half by 2030

## Upper Arlington Campaign Results

Upper Arlington worked with SWACO to launch the Save More Than Food campaign in 2021. Through an EPA grant and partnership with OSU, we were able to collect data from surveys and waste audits. These were the results.

Households in the community reduced their food waste by **21%**

Households that received additional resources around composting reduced their food waste by **42%**

Participation in the food waste drop off program increased by **40%**

Learn more about food waste reduction efforts taking place in Central Ohio, and how you can make a difference by visiting:

[SaveMoreThanFood.org](https://SaveMoreThanFood.org)



# Community Campaign Components

## TOOLKIT COMPONENTS

### 1. Website

Include website language on your community page about how to divert food waste from the county landfill with links to actionable resources. Links and logos for Save More Than Food will be provided for use on the website.

### 2. Email Blast

Announce the campaign and provide regular updates to stakeholders using the included e-blast template and language.

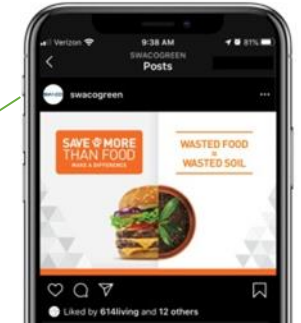
### 3. Postcard Mailer

Customize and mail a postcard to residents. SWACO will assist with the funding and execution of this activity, including helping to customize, print, and mail the postcard.



### 4. Social Media

Utilize the suggested social media posts and accompanying images to amplify your community's work to reduce food waste. The toolkit contains enough content for 6 weeks of posts (1 post per week).



### 5. Newsletter Article

Use the provided newsletter article template to customize and share your community's efforts with residents and other stakeholder groups.

### 6. Food Waste Drop Off Signage

Does your community host a food-waste drop off site? SWACO has signage available that employs best practices in communications to help clearly articulate which items are accepted and reduce contamination. The existing signage is fully customizable to meet your program's specifications.



# Testing Save More Than Food in Upper Arlington



The goal of the research partnership was to **evaluate the effectiveness of the Save More Than Food campaign materials** in

**raising resident food waste awareness,**  
**increasing their knowledge of how to make changes in their own lives,**  
**and taking action to reduce food waste at home**

Spring 2021 and Summer 2021

# Research

**Waste Audits**

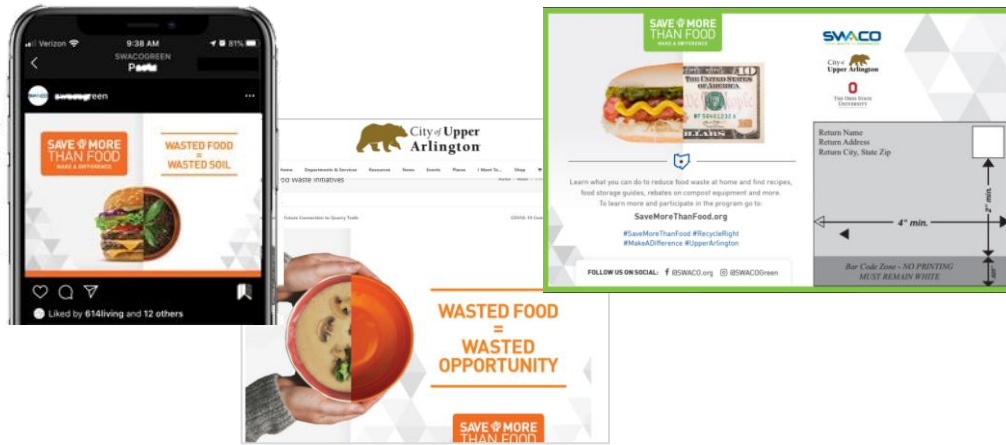
Upper Arlington

**Survey**  
knowledge, attitudes,  
behaviors, perceived food  
waste generation

Upper Arlington    National

# Treatment Groups

## Control: General SMTF materials



## Treatment 2: Storage + Compost focus



## Treatment 1: Food storage focus



# Findings – Waste Generation



**21%** reduction in food waste generated across Upper Arlington households



**42%** reduction in food waste generated across UA households that received compost materials



**40%** usage of food waste drop off sites



# Findings Continued



**36%** Awareness of campaign, from 6% to 40%

**57%** of surveyed believed campaign was effective at **creating awareness** about food waste  
**40%** believed campaign was effective at **creating action** about food waste





## WEBINAR

Two approaches to **reduce food waste**: Lessons learned from US EPA Sustainable Materials Management projects in Ohio



**DATE:**  
Monday, April 18

**TIME:**  
1 p.m. - 2:30 p.m. EDT

**REGISTER:**  
[go.osu.edu/food-waste](http://go.osu.edu/food-waste)



**Coryanne Mansell**  
The Center for EcoTechnology  
*CET's Wasted Food Solutions Efforts in Ohio*

**Dr. Brian Roe**  
The Ohio State University  
*Evaluating the Effectiveness of the 'Save More Than Food' Campaign*

**Julie Schilf**  
US EPA Region 5  
*Overview of upcoming grant opportunities*

Reducing wasted food not only benefits the environment, but can provide opportunities to feed our community, save money, and improve public health. In this webinar groups funded via US EPA's Sustainable Materials Management projects share lessons learned from implementing two distinct approaches to reducing food waste and diverting it from landfills. The Center for EcoTechnology (CET) will discuss lessons learned, success stories, and overall impact of their program, which partnered with Solid Waste Districts across Ohio to offer no-cost waste assistance to businesses and institutions interested in implementing strategies to reduce, rescue, and recycle wasted food. The Solid Waste Authority of Central Ohio (SWACO) partnered with the City of Upper Arlington, Ohio, and the Ohio State University to implement the Save More Than Food campaign. The results of campaign evaluation and recommendations for community-based implementation of consumer campaigns will be shared.

**Together we can make a difference  
by reducing food waste.**

**Thank you for your partnership!**



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