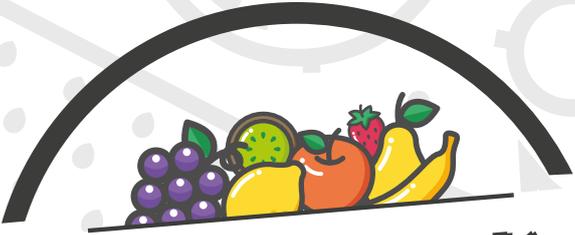


The background of the top half of the page is a repeating pattern of various fruit icons in a light gray color. These icons include strawberries, cherries, lemons, watermelon slices, grapes, and apples.

#SemDesperdício

A small, colorful illustration of a fruit basket containing grapes, lemons, an orange, a strawberry, and a banana, positioned above the main text.

faça parte

REPORT

2016 - 2017



THE INITIATIVE

Launched by Embrapa, WWF-Brazil and the Food and Agriculture Organization of the United Nations (FAO), the #SemDesperdício (“#ZeroWaste”) initiative was created to raise awareness among Brazilian consumers on food waste and bring about positive change in food consumption habits.



CONTEXT

One of the Sustainable Development Goals approved by the United Nations in 2015 is to cut food waste in half by 2030. Embrapa identified an opportunity to work together with its partners to help combat food waste at the end of the chain. This idea goes beyond simply involving consumers, and extends to promoting environmental, social and financial awareness among the general public regarding the consequences of “habits” that generate waste.

Brazil ranks highly in terms of food waste and loss. Evidence shows that the country demonstrates a combination of characteristics found among developing countries relating to the beginning of the chain, such as high losses after harvesting and during the transport of goods, and consumer habits observed in wealthier countries, in which waste is observed mostly at the end of the chain¹. A recent study by the FAO focusing on countries in Latin America and the Caribbean estimated that 28% of all losses occur at the production stage and the other 28% at the end of the agrifood chain (by both retail and consumers).

Believing that in order to change this situation, it is essential to provide access to the available knowledge, raise awareness and encourage consumers to make increasingly sustainable decisions, Embrapa, WWF-Brazil and the FAO launched the #SemDesperdício campaign at the end of 2016.

The aim of #SemDesperdício is to bring awareness of the theme of food waste into the everyday lives of the Brazilian public and generate positive change in food consumption habits. By bringing together the efforts of three institutions committed to the sustainable development of the country’s agrifood system, the campaign achieved higher capillarity than if it had been promoted by just one of the participating organisations.

¹ Even with a lack of data specifically focusing on the situation in Brazil, the waste observed at the consumption end is the most damaging in terms of losses in financial, natural and labour resources. In addition, a recent study by Deloitte and its partners (“An Economic Analysis of Food Waste Solutions”) shows that campaigns to educate consumers have the greatest potential to provide economic benefits out of all the solutions analysed.



THE CAMPAIGN

The campaign was based on the concept that part of the food thrown away in people's homes is wasted "unconsciously" through habit. Therefore, these wasteful habits that are often perpetuated without being noticed or understood need to be highlighted, understood and contested.

MINHA
gastro
Mania

The campaign known as "One Habit Less" made significant use of internet resources and was divided into two stages, held from October 20 to November 21. During the first stage, launched on October 18 during the commemorations for "World Food Day", celebrities including Bela Gil and Rango do Rafa signed up to the cause by sharing the hashtag **#MinhaGastromania** ("MyGastronomy") and encouraging their followers on social media to post their habits in the kitchen.

The purpose of the phase was to get people to identify their habits in the kitchen and kick off a dialogue about the campaign in a fun and collaborative way. During this stage, none of the three organisations had joined in the campaign. The aim was to generate spontaneous identification and catch people's attention through pro bono influential names. This increased the reach of the campaign.



SPONSORED POSTS

“MINHA GASTROMANIA”

During the second stage, the digital campaign put the jokes to one side to open up a serious dialogue with the general public on its #ManiadeDesperdício (“#WastefulHabits”), and this was when the three organisations assumed their ownership of the campaign and introduced the #SemDesperdício initiative. Through its website at semdesperdicio.org and Twitter and Facebook profiles, it presented data on food waste across the world and launched its digital challenge “One Less Habit”. Over 10 days, visitors were given tips on how to adopt more sustainable consumer habits. The first twenty people to complete these were awarded a cotton t-shirt from Embrapa.



DAILY AVERAGE NUMBER OF PEOPLE REACHED DURING THE CAMPAIGN: **33,000**;



THE TWO VIDEOS PRODUCED WERE VIEWED **162,000** TIMES OVER THIS PERIOD AND THE CAMPAIGN’S FACEBOOK PROFILE WAS LIKED BY **9,300** PEOPLE;



OVER **900,000** PEOPLE INVOLVED IN OCTOBER AND NOVEMBER (2016);

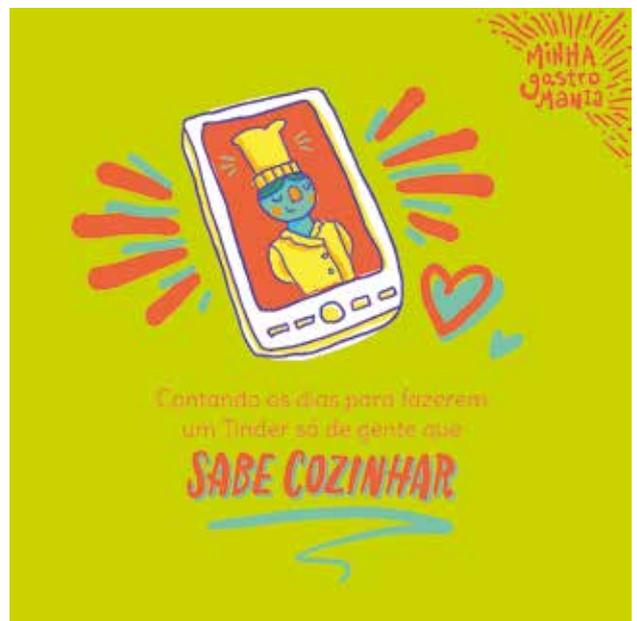


SIXTY-TWO INSERTIONS INTO MEDIA VEHICLES, REPRESENTING SAVINGS IN PAID CAMPAIGNING OF APPROXIMATELY **R\$555,000**.

MOST REACHED CITIES

USERS

RIO DE JANEIRO - RJ	133.000
SÃO PAULO - SP	84.500
BRASÍLIA - DF	50.600
MANAUS - AM	31.100
FORTALEZA - CE	26.600
SALVADOR - BA	26.200
BELO HORIZONTE - MG	25.300
RECIFE PE	20.000
BELÉM - PA	19.500
CURITIBA - PR	18.500



From December 2016, the campaign came together under the identity #SemDesperdício, and since then, all communication, events and projects have been developed under this name.

Since then, the initiative has been active through its digital channels, maintaining communication in order to gain access to an increasing number of consumers by sharing posts containing relevant data and information on this theme, tips on how to reduce waste and videos and diagrams to facilitate understanding and awareness and reduce waste.

YOUTUBE

THE PLANET'S WASTE



O Desperdício do Planeta
1.853 visualizações



The English version has been viewed in the US, Portugal, the UK and France

+ THAN 2,000 views in portuguese and english

FACEBOOK #SEMDESPERDÍCIO 2017

42 POSTS

+680 NEW FOLLOWERS

69,833 PEOPLE REACHED



2,383 LIKES, SHARES AND REACTIONS

f ENGAGEMENT #10KSEMDESPERDÍCIO

This was a small Facebook campaign at the end of 2017 that addressed end-of-year parties to discuss waste, new year's resolutions and awareness. The aim of this was to generate increased engagement with the profile and boost the number of followers to 10,000.



4 SPONSORED POSTS

ALMOST 300

LIKES, SHARES AND REACTIONS

8,067 PEOPLE REACHED

f FANPAGE #SEMDESPERDÍCIO

WHERE DO MOST OF
OUR FOLLOWERS LIVE/ACCESS
THE PAGE:



- 1st São Paulo
- 2nd Brasília
- 3rd Rio de Janeiro

AGE AND GENDER

84%

53% 25 to 34 years old
21% 35 to 44 years old

WOMEN

16%

9% 25 to 34 years old
4% 35 to 44 years old

MEN



WEBSITE

**TOTAL HITS:
35,226**

(the total number of hits represents the number of hits to the site since it was created).

**TOTAL USERS:
31,257**

(the total number of users represents the number of individual users that enter the site once or more).

RESULTS

Partnership with the European Commission (Project via Setorial Dialogues)

As a result of the positive reaction to the Sem Desperdício campaign, the opportunity arose to carry out joint actions in the European Union involving the following activities:

“ZERO WASTE SEMINAR: BRAZIL DIALOGUES – EUROPEAN UNION”, HELD ON OCTOBER 31, 2017, AT THE RIO DE JANEIRO MUSEUM OF ART.

This event was sponsored by the Danish, Spanish, Dutch, French and Swedish embassies, which sent representatives and researchers to discuss the theme in order to strengthen exchanges between the countries. Around 40 institutions were represented at the seminar from the private sector, international bodies, academia and civil society. The seminar was attended by 108 participants, filling out the auditorium’s maximum capacity, and the videos and online broadcasts reached approximately 20,000 people.



TECHNICAL MISSION TO EXCHANGE EXPERIENCE: DECEMBER 2017

A group made up of specialists from Embrapa, the Ministry of Social Development, WWF-Brazil and the Delegation of the European Union to Brazil participated in the technical mission to Belgium, Denmark, Holland, England and France to get to know communication campaigns, initiatives and other success stories in combatting food waste, such as food banks and social supermarkets. In addition to providing learning points and an exchange of experience, the mission enabled the Zero Waste movement to be introduced to a range of institutions (i.e. Wageningen UR, European ministries and WRAP) for the development of future partnerships.

QUANTITATIVE STUDY INTO WASTE WITH URBAN CONSUMERS

In 2018, the project has planned the publication of a quantitative study with urban consumers involving the capture and analysis of data on waste at the end of the agrifood chain, providing more information on the theme that will be made available for strategic decision making, a gap identified in Brazil.

EMBRAPA | The Brazilian Agricultural Research Corporation

Linked to the Ministry of Agriculture, Livestock and Supply, this is a technical innovation company focused on generating knowledge and technology for Brazil's agribusiness. This institution seeks to develop, together with its partners on the National Agricultural Research System (NARS), a genuinely Brazilian model for agriculture and tropical cattle raising, overcoming the barriers that limit the production of food, fibres and energy in our country.

FAO Brasil | Food and Agriculture Organisation of the United Nations

Through projects and actions, this organisation seeks to achieve food security for all and guarantee that people have regular access to enough high quality food. Its main objectives include: to eradicate hunger, food insecurity and poor nutrition; to eliminate poverty and to boost economic and social progress; the sustainable management and use of natural resources to benefit present and future generations.

WWF-BRASIL | Conserving nature for over 20 years

WWF-Brazil is a Brazilian non-governmental organisation that for over 20 years has been dedicated to the conservation of nature, aiming to harmonize human activity with the protection of biodiversity and to promote the sensible use of natural resources in order to benefit present and future generations. WWF-Brazil develops projects in every region of the country and is part of the WWF Network, one of the largest and most experienced independent environmental organisations, with global activities in over 100 countries.

FIND OUT MORE ABOUT THE THIS INITIATIVE:

 www.semdesperdicio.org

 [/SemDesperdícioBrasil](https://www.facebook.com/SemDesperdicioBrasil)

 [#SemDesperdício Brasil](https://www.youtube.com/hashtag/SemDesperdicioBrasil)

