

# Managing food waste in your community - a guide to implementation

Missy Hall

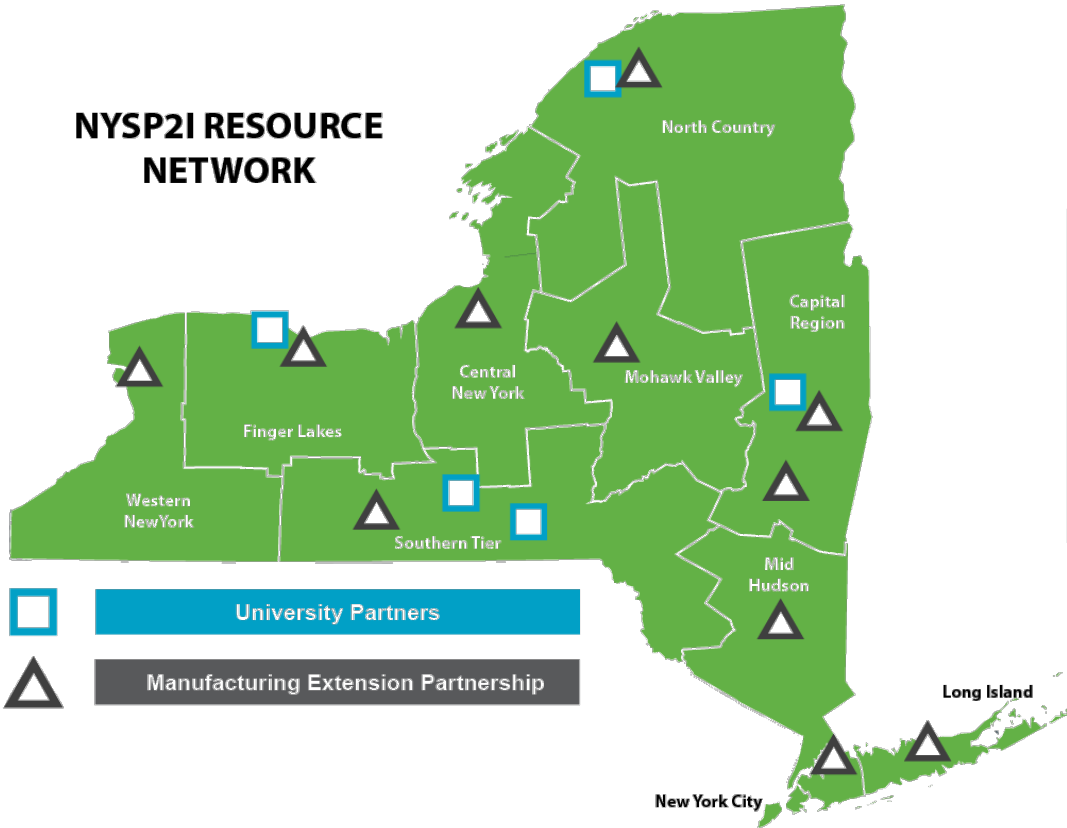
May 20, 2019



# NYS Pollution Prevention Institute

- HQ at RIT
- Established in 2008
- \$3.9M in annual NYS funding administered through the NYS Department of Environmental Conservation
- Focus areas include:
  - Sustainable Manufacturing Assessments
  - Supply Chain Sustainability
  - Technology Commercialization
  - Food Waste Diversion
  - Outreach & Education
  - Research & Development
  - Emerging Contaminants

## NYSP2I RESOURCE NETWORK



Department of Environmental Conservation



**NEW YORK**  
Manufacturing Extension Partnership

# Assistance for NYS Companies, Municipalities & Non-Profits

- **Must be NY-based**
- **Typical project cost range is \$15-\$50k**
- **NYSP2I funding offsets most of the project cost to the organization**
  - Expenses are non-capital expenses
  - RIT's engineering, technical and project management services
- **Post-project reporting**
- **Typical project takes about 2-6 months**



---

# Presentation Outline

**1. Traditional strategies**

**2. Industry techniques**

**3. Food waste management implementation**

---

McCarthy, M. (2011). *Sustain your gains: Accelerate improvement, sustain gains, the people side of Lean-Six Sigma*. Atlanta, GA: Performance Management Publications.

McKenzie-Mohr, D. (2012). *Fostering sustainable behavior: An introduction to community-based social marketing*(3rd ed.). Gabriola, B.C: New Society.

# Attributes of traditional strategies to affect change

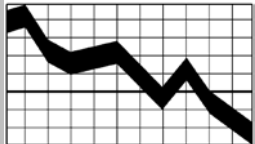
*i.e. educational marketing campaign or a process improvement at a company*



The message is only shared once



Relationship between education received and desired action is unclear

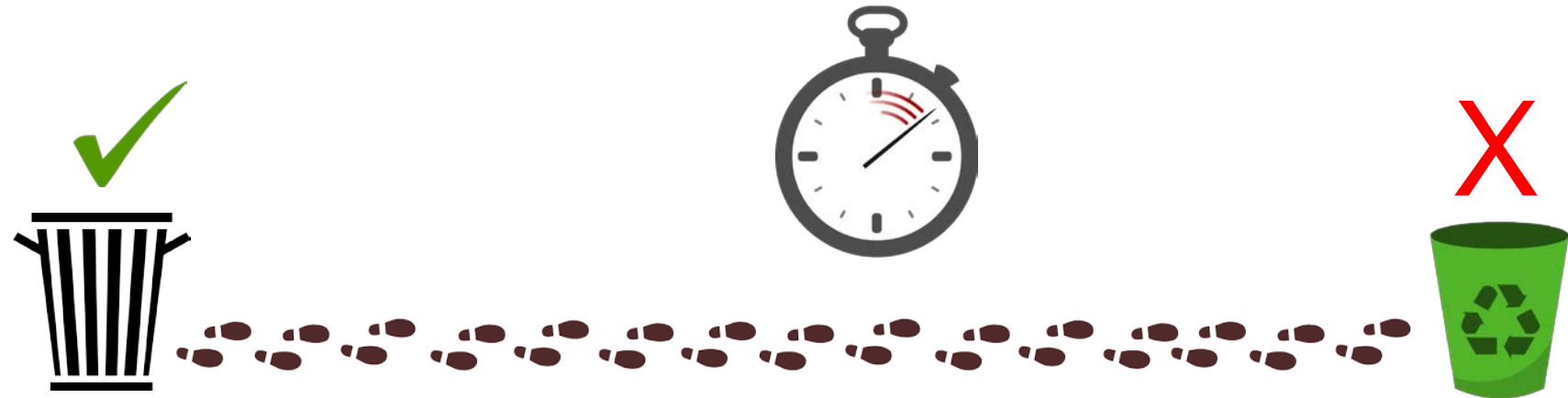


Feedback is only delivered when it is negative and is not directly tied to an action



Assume most or all will respond to the message in the same way

# Recycling roll out gone wrong



*“People do what they do because of what happens to them after they do it.”*



# Traditional strategies typically do not:

*i.e. educational marketing campaign or a process improvement at a company*

“Although [information campaigns] are an important tool for creating awareness, it is wasteful to invest most of our efforts in an influence strategy that has such a low probability of success.”

“The unspoken assumption is that people will continue to do what they have been told or trained to do.”

**Change Behaviors**

or

**Sustain the Changes**

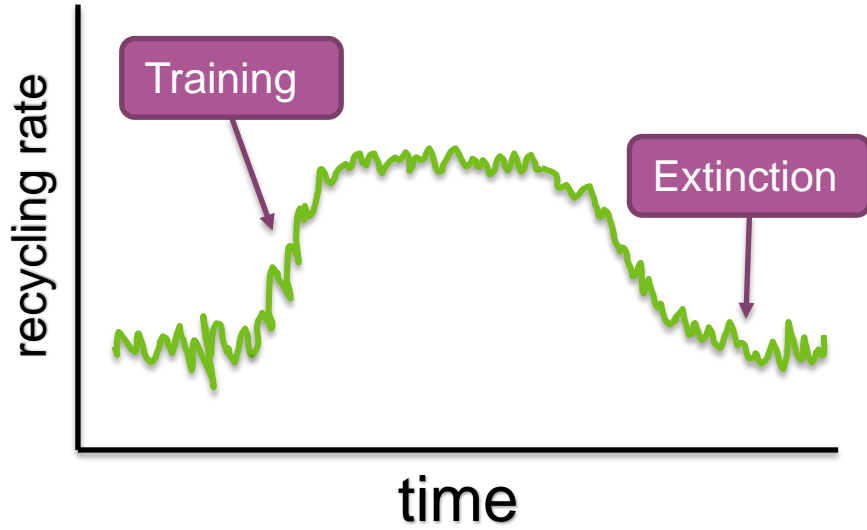


# Consequences and behaviors

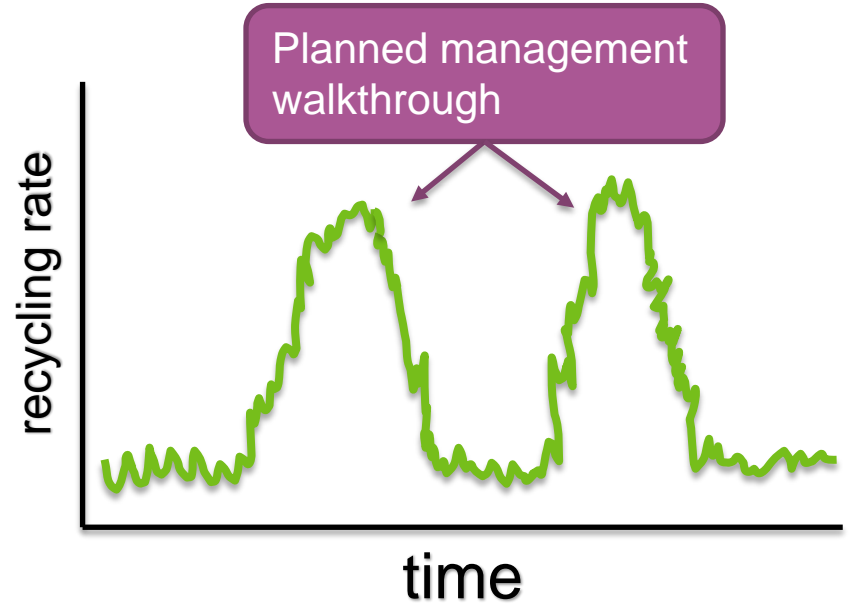
	GET	DON'T GET
WANT	Positive Reinforcement	Extinction
DON'T WANT	Punishment	Negative Reinforcement

*“People do what they do because of what happens to them after they do it.”*

# Consequences and behaviors

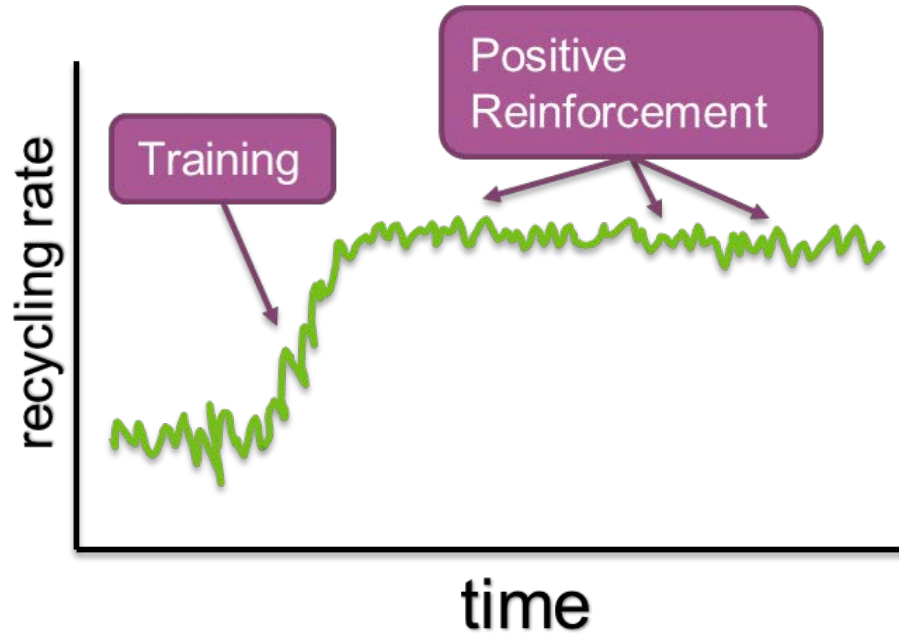


*Extinction*



*Negative Reinforcement*

# Consequences and behaviors



*Positive Reinforcement*

# Implementation Strategy



## Community Based Social Marketing



start

## P2I Food Waste Management Plan and Toolkit

Step 1:  
Organizing your  
Food Waste  
Management Plan

Step 2: Defining  
your Plan and  
Establishing  
Objectives

Step 3:  
Implementing the  
Plan

### Changing Behaviors and Sustaining the Changes

Selecting a behavior

Identifying barriers and  
benefits

Designing strategies to  
address

Piloting the strategy

Broad-scale implementation  
and evaluation

*“People do what they do  
because of what happens to  
them after they do it.”*

## P2I Food Waste Management Plan and Toolkit

**Step 1: Organizing your Food Waste Management Plan**

**Step 2: Defining your Plan and Establishing Objectives**

**Step 3: Implementing the Plan**

### Organizing leadership and gaining community support

- What specific actions are we targeting and why are they relevant?
- What support do we have?
- What does the community have to say?

### Changing Behaviors and Sustaining the Changes



*“People do what they do because of what happens to them after they do it.”*

## P2I Food Waste Management Plan and Toolkit

Step 1:  
Organizing your  
Food Waste  
Management Plan

Step 2: Defining  
your Plan and  
Establishing  
Objectives

Step 3:  
Implementing the  
Plan

### Creating a Strategy and Designing a pilot

- How do we address barriers?
- What are the prompts, incentives, or other mechanisms to reinforce the right behavior and how often are they delivered?
- What is the scope of our pilot?

### Changing Behaviors and Sustaining the Changes



*“People do what they do because of what happens to them after they do it.”*

## P2I Food Waste Management Plan and Toolkit

Step 1:  
Organizing your  
Food Waste  
Management Plan

Step 2: Defining  
your Plan and  
Establishing  
Objectives

Step 3:  
Implementing the  
Plan

### Executing the Pilot and Scaling Up

- How will we capture feedback and measure success?
- How will we mark the end of the pilot? (celebrate and communicate with participants)
- What needs to stay the same or change with a scale up?

### Changing Behaviors and Sustaining the Changes

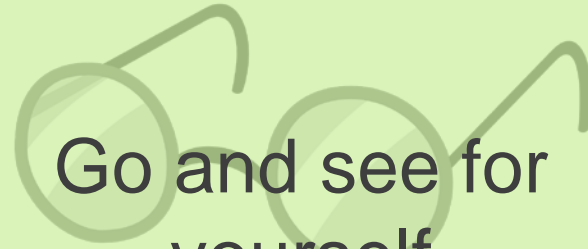


*“People do what they do because of what happens to them after they do it.”*





Start with a plan



Go and see for yourself



Align actions to specific goals



Reinforce the right behaviors

# Thank You

## Rochester Institute of Technology

111 Lomb Memorial Drive, Bldg. 78-2000  
Rochester, NY 14623

Phone: (585) 475-2512

Email: [nysp2i@rit.edu](mailto:nysp2i@rit.edu)

Web: [www.rit.edu/affiliate/nysp2i](http://www.rit.edu/affiliate/nysp2i)



RIT



Cornell CALS  
College of Agriculture and Life Sciences



Rensselaer

Funding provided by the Environmental Protection Fund as administered by the NYS Department of Environmental Conservation. ©2019 Rochester Institute of Technology. Any opinions, findings, conclusions, or recommendations expressed are those of Rochester Institute of Technology and its NYS Pollution Prevention Institute and do not necessarily reflect the views of New York State.