



2016

## Green Britain Index

Our Everyday Experts have  
their say on food waste



Community Life  
ASDA

What

There are 20,000 people on our Everyday Experts panel. That's 20,000 people telling us what they think, what they like and don't like, what they talk about, what they would like to see Asda do differently.



# Welcome to our Green Britain Index

I am incredibly proud to introduce this edition of the Green Britain Index. Sustainability is extremely close to our heart here at Asda and, through our work with our Everyday Experts, we are finding out more about what our customers like and what's important to them. They've always got something to say that's worth listening to... that's why we call them our Everyday Experts.

But it's more than just some interesting results. On the issue of food waste, we truly believe that, as a large retailer, we have both a responsibility and the ability to bring about long term, large scale change. And this is the case up and down the supply chain.

**We know our customers care about being green and they want to lead more sustainable lifestyles.**

At a time when many of our customers are still feeling the pinch, it's good to

know that sustainability remains at the forefront of their minds.

I'd also like to personally thank the team at the University of Leeds. We knew we had some great insights from our Everyday Experts, so we called upon the skills of the University to help us translate all that information into a campaign that would help our customers live more sustainably and save money at the same time. This year's Green Britain Index marks the end of that two and a half year project with the University.

The results of our surveys continue to be fascinating, but they are also critical in helping us to shape the way we do business. I hope you find this Green Britain Index interesting. It's a great insight into customer attitude and behaviours, something we wanted to share beyond our own walls...

**Andy Murray,**  
Chief Customer Officer, Asda

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## Read on to learn more...

What our Everyday Experts tell us shapes the way we do business. Back in 2014, 85% of our Everyday Experts told us that they wanted Asda to help them reduce food waste. In 2015 we ran Love Food Hate Waste

activities across all of our 600 stores. As well as in-store events, we popped stickers on produce, and shared tips, tricks and recipes for leftovers. All in all, we reached over 6 million customers and, as a result of our

food waste campaigns, our customers told us they are now saving £57 every year.

In the pages that follow, we take a closer look at how these savings were made...

# Who are the Everyday Experts?

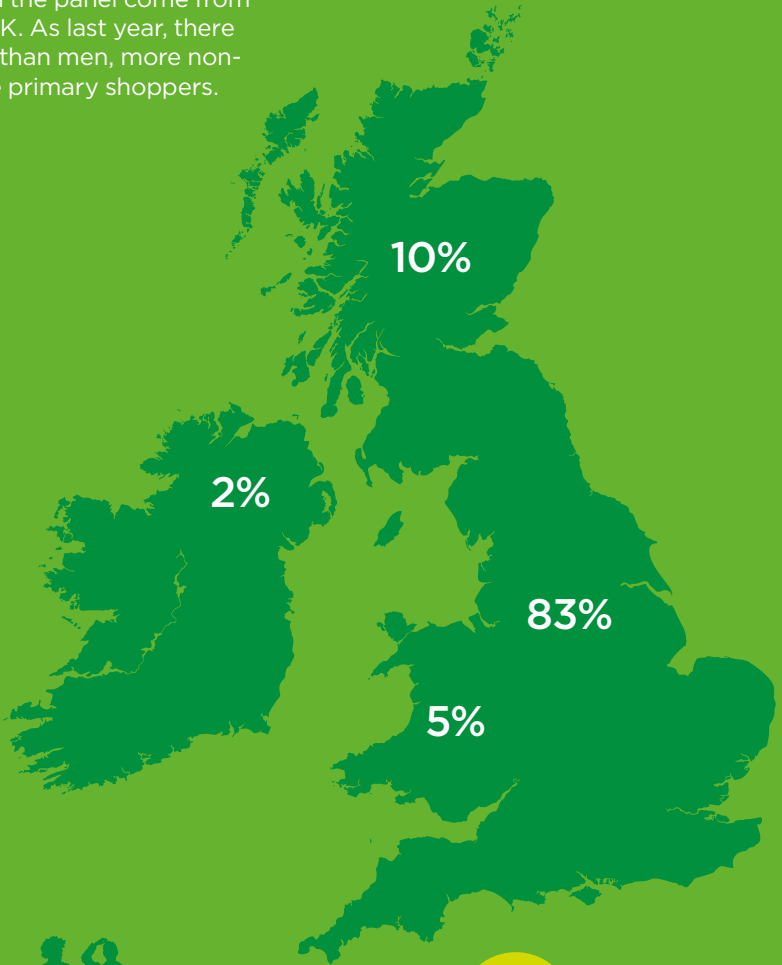
The number of Everyday Experts on our panel currently stands at 20,000. The customers on the panel come from right across the UK. As last year, there are more women than men, more non-parents and more primary shoppers.



Primary shoppers



Secondary shoppers



25% parents



75% non-parents



# Customers do care

Since 2011, we have been asking our customers how much they care about being green and if living a greener lifestyle is something they talk about.

The responses from these questions show that our customers have always cared about being green. In the latest survey, the number has increased very slightly from 92% in 2014 to 93% in 2015 saying they care. Of these, around a quarter care very much. That's a really significant number of customers putting sustainability high on their list of priorities.

**It also shows that sustainability and greener lifestyles are the norm for the majority of customers, and they expect us to be acting sustainably too.**

Our Everyday Experts are more likely to trust their children than politicians when it comes to talking about green issues.

## Who cares?

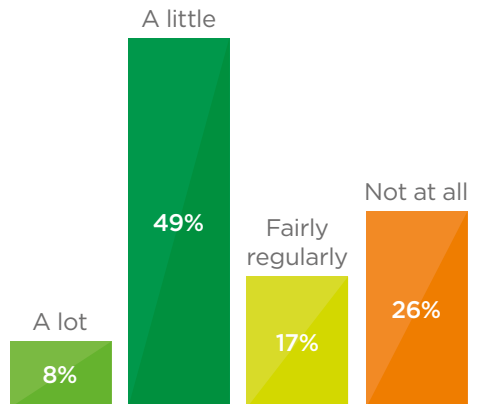
 **93%**  
care about being green

 **26%**  
care very much

**75%**  
talk about living a greener lifestyle

## It's good to talk

**75% of our Everyday Experts** say they talk to friends and family about living a greener lifestyle.



## What's in the basket?

Even though 93% of customers care about being green, and nearly half said that buying and using green products makes them feel better about their purchases, does that actually mean that they're buying so-called 'greener' products?

**It's important for us, as retailers, to know if customers are acting on what they say.**

In our surveys, we've looked at what green products our Everyday Experts are buying, and whether they're

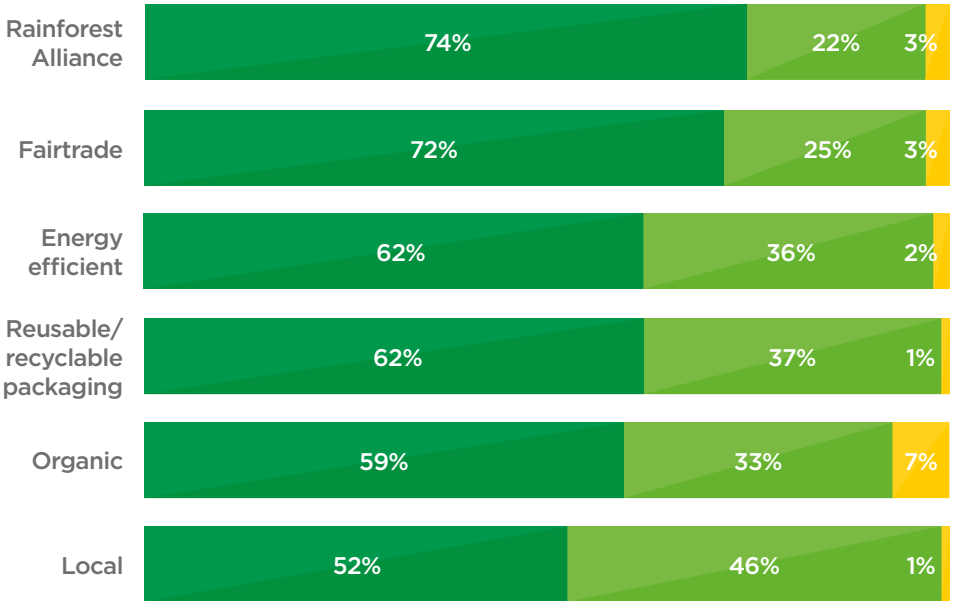
buying more, the same, or fewer green products compared to last year. The results are really positive, with a huge majority buying the same or more.

Of course, this shows that customers are really loyal when it comes to what they buy. But what questions are they asking when they're stood in our aisles? In fact, are they asking any questions? What do they need to know to help them make more sustainable decisions? We asked just that, and our Everyday Experts told us that they're weighing up their options, in particular certified labelling, packaging, cost and health benefits.



# What are our Everyday Experts buying?

Same More Fewer



## Decisions, decisions...

What encourages customers to buy green products?

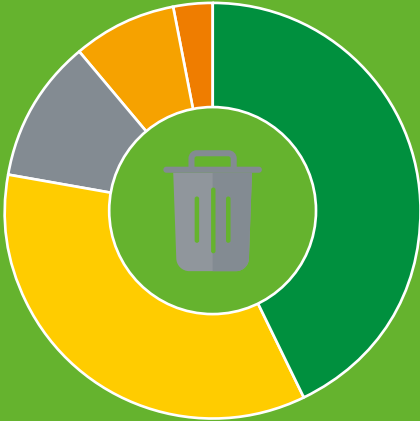
**53%** price of the product

**44%** I have purchased it before and enjoyed it

**31%** It's the healthier option



## How often do we throw food away?



**89% of people throw food away**

- Rarely (43%)
- Occasionally (35%)
- Never (11%)
- Daily (8%)
- Most mealtimes (3%)

## Why does food get thrown away?



- I don't use it within the date on the packet (31%)
- Last minute change of plans (23%)
- I cooked too much (17%)
- It's hard to predict what we'll eat (16%)

72% of people stopped buying a product because they'd wasted it

I check date labels before I buy (47%)

I make a list (38%)

I freeze certain food (37%)

I plan meals (34%)



## Waste not, want not

When it comes to decisions about what our customers are buying, the issue of food waste is often at the forefront.

We had lots of insight on what our customers thought about food waste, but there was no research out there that could tell us what to do to actually change customer behaviour.

**We decided to partner with the University of Leeds, to translate insight into action.**

As a result, our Green Britain Index presents industry-leading research, which can be used right across the retail sector.

And what has this research told us? Since last year, there has been a 3% drop in the number of Everyday Experts who admit to throwing away food to 89%. It's only a small decrease, but it's a definite move in the right direction.

Of the food thrown away, bakery products, salad, fruit and vegetables are at the top of the list. But it's not because our customers don't care or value the food they buy. Our Everyday Experts told us that wasting food made them feel 'frustrated' and 'guilty'. But they were more than happy to take action, and 85% said they would welcome advice to help them do so.



## Helping our customers to reduce food waste

Thanks to the work we do with our Everyday Experts, we know that the majority of our customers would like us to help them reduce food waste at home. Working with the University of Leeds we came up with a number of food waste activities to help bring about behaviour change.

We held an in-store campaign, which saw Asda colleagues discussing household food waste with customers. We drew attention to four products that are typically wasted, using on-pack stickers with tips on how to make the most of them. We also ran a three-page feature in our Asda Life magazine with lots of advice on reducing food waste at home.

Of the customers who remember these activities, 81% said they were likely to follow the advice provided and a third told us they were already making positive changes. To date, these changes have included checking dates, making a list, and freezing food.

**As a result of our food waste activities, our customers told us that they are now saving £57 every year.**

## What customers want

42%

want to know more about using up leftovers

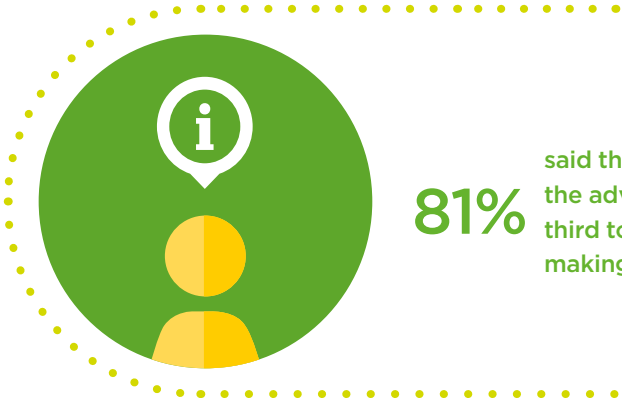
85%

of people want retailers to help them reduce food waste at home

26%

want to know more about storing food correctly

Inform. Act. Save.



81%

said they were likely to follow the advice provided and a third told us they were already making positive changes.

2 million customers

are making changes in their homes to reduce food waste as a result of these campaigns



These customers told us they are now saving £57 a year by keeping up these changes in their homes.

## In their own words

Here are just a few of the things that our Everyday Experts have been saying about Asda and our work on food waste.

“I love the Asda magazine as there’s always lots of fabulous recipes for leftovers and great tips on how to reduce food waste”



“Asda does an excellent job of keeping food waste in the forefront of the minds of its customers. Asda’s wonky veg idea is so innovative and creative - and effective - well done Asda!”



“I think that Asda are doing an excellent job of promoting the cutting down of waste at home - they really lead by example!”

“Having such a large and trusted company doing its bit to help in cutting down waste certainly gives the individual motivation to ‘do their bit’ and save money.”



# Making change happen

Our work with the University of Leeds has helped us translate all of our findings into achievable actions to help our customers reduce food waste at home.



## Make it scalable

Make sure the behaviour change activities you're promoting aren't too big or small. Think about customers and what they'll respond to - too small feels trivial, but too big can feel overwhelming. You can always scale it up or down if need be.

## Bring it back to the customer

Show customers how others are behaving and how they can follow suit. This makes them feel like part of a group, and reinforces a sense of 'if you can, I can'.

## More than one

Use different types of communication channels - online, in store, social media, magazines - to get your message across to the widest audience.

## Make it simple

Provide simple, clear instructions. Stick to one action or one tip so you don't confuse the customer with lots of information all at once.

## Over to us... and you

In this, our second edition of the Green Britain Index, we have highlighted customers' opinions on green products, sustainability and food waste.

We know that, even in a challenging economic environment, customers care about being green. They want to make greener, more sustainable choices. They want to reduce food waste. They want information to help with their buying decisions. And they expect us, as retailers, to do everything we can to be more sustainable across our operations.

Through our partnership with the University of Leeds, we have already started to take action.

Our Love Food Hate Waste campaigns have helped customers to reduce food waste at home. They've proved so

successful that we're running them again this year.

We're taking everything we've learnt from these campaigns and our Everyday Experts and are making it bigger and better than ever – that means more activities, getting more customers involved and hopefully making more savings in their homes.

Reducing food waste is a challenge. But it's one we're determined to overcome. We have made an encouraging start, but we can only get further and faster by listening to our customers and sharing what we've learnt with others.

Only by doing this will we bring about real impact, real change and real savings.



# About Asda

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. It has 172,000 dedicated Asda colleagues serving customers from 616 stores.

Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire.

More than 18 million people shop at Asda stores every week and 99% of UK homes are served by [www.asda.com](http://www.asda.com) and [www.george.com](http://www.george.com).

Asda joined Walmart, the world's number one retailer, in 1999.

Find out more about sustainability at Asda:

 [your.asda.com/sustainability](http://your.asda.com/sustainability)

 [@asdasustainable](https://twitter.com/asdasustainable)

## Talk to us

If you would like to talk to us about anything in this report, or anything else to do with sustainable living, we'd love to hear from you.

**Please get in touch with:**  
[sustainability@asda.com](mailto:sustainability@asda.com)