

CATEGORY: INTERNATIONAL BEST CAMPAIGN FOR A SUSTAINABLE BEHAVIOUR CHANGE

THE CUPBOARD TO FIGHT FOOD WASTE

Challenge

Thai Pollution Control Department reports that 18 million tons or 64% of waste generated each year is food waste. Undesirably, each Thai generates food waste of 254 kg per person per year, ranking as the 21st largest food waste producer world.

Brief

Support The Mall Group's aim of "Sustainable Retail", and the growth of sustainable lifestyle consumers in Thailand.

Solution

Aiming to drive growth in online transactions through the "Gourmet Market Application", the app went beyond an online purchasing platform to become a 'digital food storage cupboard' where consumers can check their items purchased, stored, and expiry dates in real-time.



Execution

- Added a feature next to the "Add to Cart" button in the Gourmet Market mobile app with a notification alert reminding consumers to consume products they bought before they expire.

- Encouraged this timely product consumption by counting the daily food waste the consumer saved, honouring their achievements.

Results



174,600 food items saved



14% growth in app downloads



£88,000 earned PR value

