

”Svinniska” - a new language

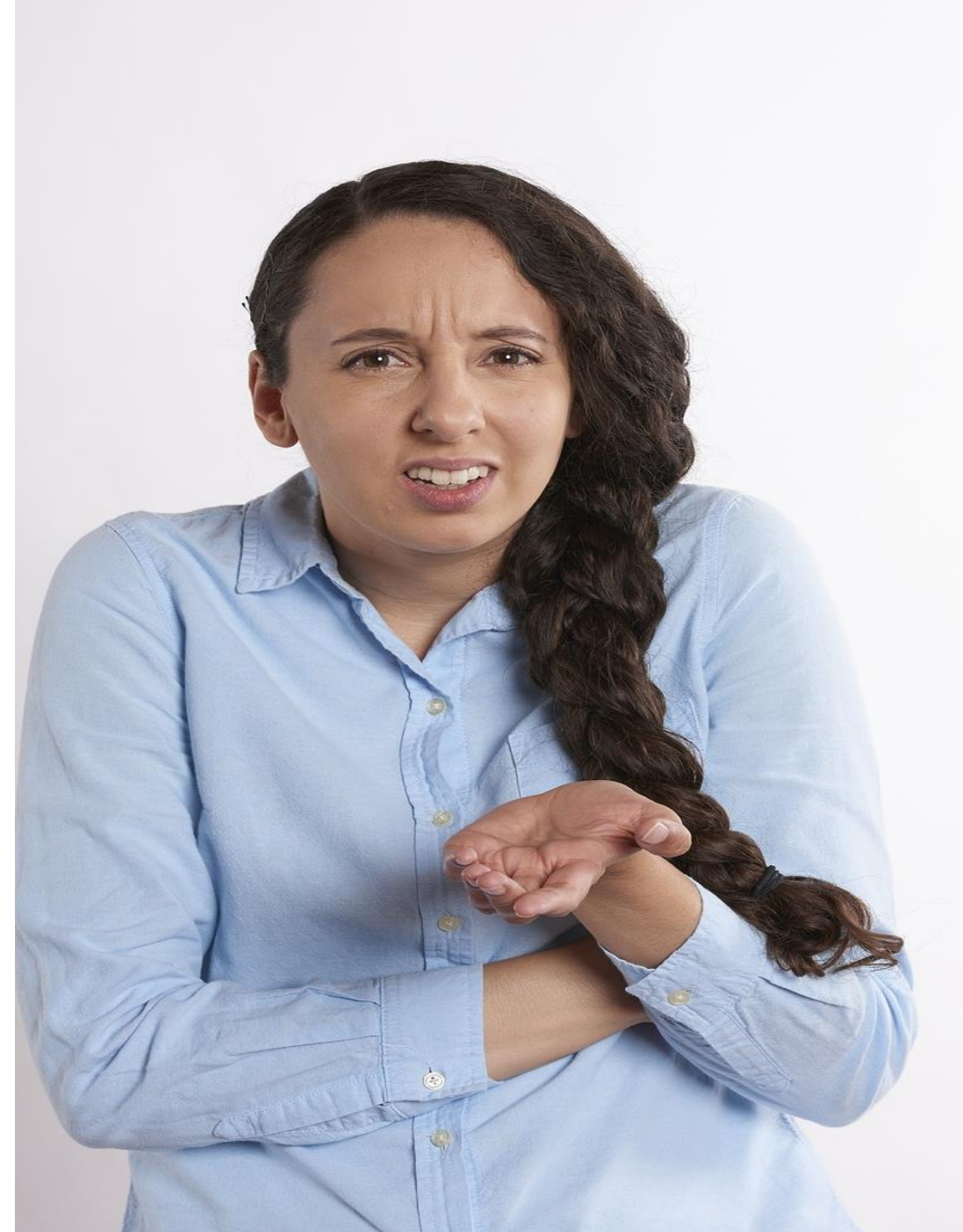
A new way to talk about consumer behaviour to reduce food waste 2019



Consumer knowledge

Target group analysis:

“Other people throw food
away – not me”



Our key objectives

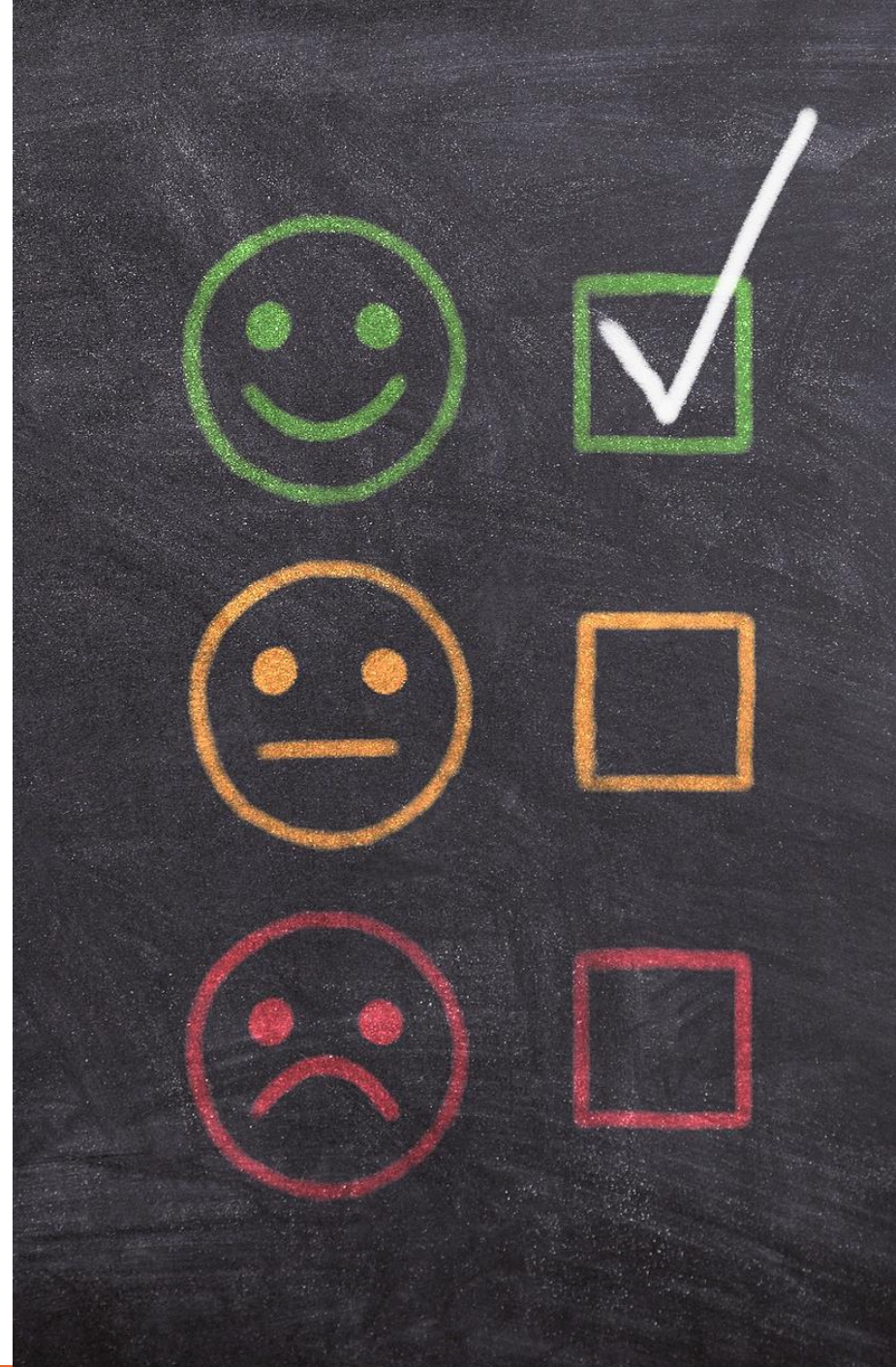
To increase

- ...**knowledge** of food waste and the environmental challenges
- ...**attention** to the possibilities for consumers to reduce food waste
- ...**motivation** to make a real contribution to reduce food waste.



Our initial values

- Lighthearted, humoristic
- Focus on the positive and good practices in every-day life
- Small things can make a difference
- Personality
- Cover food management practices according to REFRESH research programme



Target groups

- Adults with small children
- Young adults



Concept:
dictionary with new
words in the
language of ?
"svinniska"

Release for the "new language" in social media
March 2019

looza #**dekante**
[l] [de-kant:erah]

#**klimatklipp** #**klipp**
[klim:at-klipp'] [klipp]

stotto #**restsa**
rest:ottoh] [rest-samt]

#**svinnventera**
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www.livsmedelsverket.se/svinniska



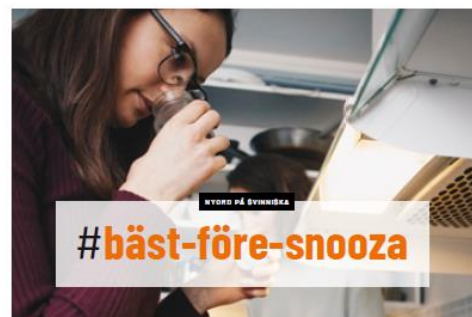


NYORD PÅ SVINNISKA

#svinnventera

[svinn-vent:erah]

New words :





Planning



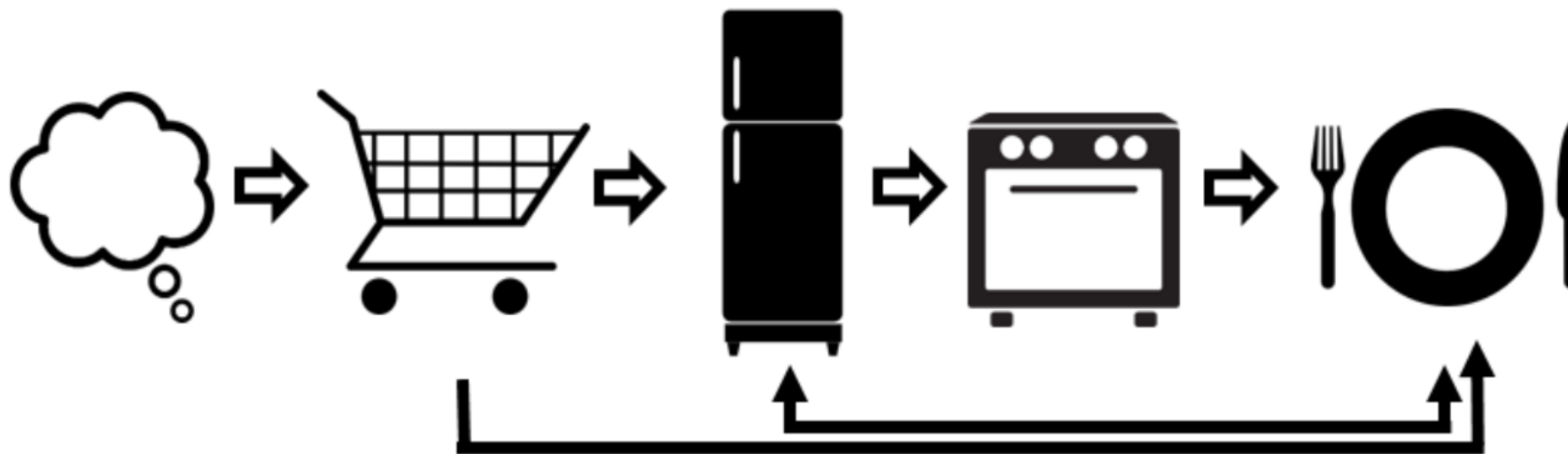
Shopping



Preparing



Consuming





Livsmedelsverket

Swedish Food Agency