

Young Lotus Competition 2018

Japan Preliminary Brief

### **‘Food loss and waste in Japan’**

## **6.42 million tons we waste per year! Can we reduce the amount of Food loss and waste in Japan?**

**Client:** Japan Food loss and waste association\*

(\*A virtual organization created for this brief only)

### **Background:**

An incredible 6.42 million tons of edible food is being thrown away every year in Japan, according to official government data. This is about twice the total amount of food provided by the United Nations in annual aid to countries in need.

The underlying cause of food loss and waste is the common business practice in Japan for retailers to order more food than required. That’s because retailers like supermarkets place their orders to wholesalers and suppliers to ensure they always have items in stock and never run out. As a result, a large percentage of food in stock is disposed of ahead of their “best before” dates.

Ministry of Economy, Trade and Industry(METI) is promoting research to reduce food loss and waste by combining two kinds of big data, weather and distribution data, and found that this kind of big data analysis can lead to 30-40% reduction in food and waste. However, to make their efforts effective will require manufacturers, distributors, wholesalers to share their data, which is unlikely to happen immediately.

We at Food and Waste Association believes that there should be something to be conducted from consumer side, because that huge amount of food loss and waste is simply originated from the supply chain management system driven by highly demanding consumer behaviours itself in Japan.

Since Food loss issue had been set as one of SDG’s Goals, and the entire movement is globally expanding right now as well as local government administration in Japan.

**Challenge:**

To create a campaign challenging to change consumer behavior in order to reduce food loss and waste in Japan.

- Communications that seek to create awareness, trigger consideration.
- Communications that entice the target audience to smarter purchase and consumption behaviour of their food & beverages.

**Target Audience**

Primary:

All the individual consumers

- Families, friends or couples
- Highly connected and active in the social space

Secondary:

Business entities, such as manufacturers, distributors, Wholesalers, and retailers.

**Key Markets:**

Japan.

**Budget:**

5MJPY

**Timeline:**

Campaign to launch from January 2019 and is to be sustained over a period of at least twelve months.

**References:**

- Consumer Affairs Agency, Government of Japan

[http://www.caa.go.jp/policies/policy/consumer\\_policy/information/food\\_loss/](http://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/)

**Deliverables:**

-One B4-sized landscape sheet, summarizing your core idea, including a statement of intent, and overall campaign structure.

-File must be in JPG format, 300dpi, less than 3MB, and viewable on Windows PC.

- Entrants can enter only once, with one idea.

- Entrants must not use copyrighted material, such as music, or celebrities as part of their idea.

- Sponsorship by Getty Images Japan

All entrants are free to use images provided by Getty Images, though this is not compulsory. For those who wish to make use of such images, see attached document in Japanese for instructions.

- All work must be submitted by email to: [younglotus@ad-zenkoren.org](mailto:younglotus@ad-zenkoren.org)

- Entries will not be returned. All rights reserved by Japan Advertising Federation.

**Deadline:** 5p.m. on Thursday, January 18<sup>th</sup>, 2018

**Announcement of results** : The finalists teams will be announced at the Pre-Adfest event. All entries will be displayed at the venue.

'Pre-Adfest'

Date: Wednesday, January 31<sup>st</sup>, 2018

Time: 19:00-21:00

Place: 5<sup>th</sup>Floor, Tranomon Hills Forum (1-23-3 Toranomom, Minato-ku)

Admission: Free