

DIGITAL COURSE WITH TRAINING MATERIALS
AND TOOLS FOR ADULT EDUCATORS

TOPIC 6

ASSIGNMENT

NO LEFTOVER MARKETING

NORDIC & BAL TIC CULINARY ARTS



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Optional Length: 90 MINUTES

Overview:

Participants will explore how to effectively market no leftover practices and products, developing strategies that communicate the value of sustainability to consumers and stakeholders. The session includes practical exercises in crafting marketing campaigns and brand messaging. Through group collaboration, participants will create comprehensive marketing strategies that highlight the environmental and economic benefits of no leftover culinary practices, ensuring that these values are clearly conveyed to target audiences.

Agenda:

- Introduction to No Leftover Marketing Strategies (5 min)
- Discussion: Communicating Sustainability to Consumers (5 min)
- Practical Session: Developing Marketing Campaigns (30 min)
- Development of Brand Messaging (10 min)
- Group Activity: Creating a Marketing Strategy (15 min)
- Presentation and Feedback on Campaigns (15 min)
- Individual Feedback and Evaluation (5 min)
- Conclusion and Next Steps (5 min)

Learning outcome:

Participants will develop marketing strategies that promote the no leftover approach, effectively communicating the value of sustainability to consumers and stakeholders.

STAGE: INTRODUCTION TO THE TOPIC (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Introduce and brainstorm the concept of marketing no leftover culinary practices to consumers.	Video on no leftover and sustainable marketing practices..



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STAGE: UNDERSTANDING THE TOPIC (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Discuss key marketing strategies for promoting no leftover concepts.	Video and brochure , assignment on marketing strategies.

STAGE: UNDERSTANDING THE TOPIC IN THEORY AND PRACTICE (30 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Group activity to create a marketing campaign for a no leftover culinary initiative.	Templates for campaign planning.

STAGE: DEVELOPMENT OF THE TOPIC (10 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Research, analyse and brainstorm on how to reach different target audiences with no leftover messages.	Flipchart for notes, Internet access, research database.

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STAGE: VALUE CREATION (15 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Design a full marketing strategy for a no leftover product or service for a catering company or event	Strategy templates, brochure, video on marketing strategies..

STAGE: VALUE CREATION + TESTING THE LEARNING OUTCOME (15 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Present and simulate the marketing strategy in a mock campaign.	Digital tools for campaign simulation.

STAGE: INDIVIDUAL FEEDBACK AND EVALUATION (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Provide feedback on the marketing strategies and their potential impact.	Feedback forms.

STAGE: CONCLUSION (5 MIN)

LEARNING ACTIVITY / TASK:	RESOURCES:
Recap key points and introduce the next session.	Summary slide. Use our digital brochures and video on marketing.



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QUESTIONS ON THE TOPIC:
NO LEFTOVER MARKETING

1. How can Danish restaurants market their commitment to reducing food waste to customers?
2. What marketing strategies can Estonian food businesses use to promote “no leftover” dining?
3. How can Icelandic chefs highlight their zero-waste practices in their marketing campaigns?
4. What are some effective ways to market leftover-based dishes in Latvia?
5. How can Lithuanian restaurants educate their customers about the importance of avoiding food waste?
6. What are some successful marketing campaigns in Denmark focused on reducing food waste?
7. How can Estonian farmers markets promote no leftover practices among their vendors?
8. What role does social media play in Iceland’s marketing of sustainable dining practices?
9. How can Latvian food brands leverage “no leftover” messaging in their advertising?
10. How can Lithuanian food festivals incorporate “no leftover” themes into their marketing?
11. What are the challenges of marketing zero-waste dining in Denmark?
12. How can Estonian chefs use storytelling to market their no-waste cooking philosophy?
13. What are some innovative marketing tactics used in Iceland to promote leftover-free dining?
14. How can Latvian grocery stores encourage customers to buy in quantities that minimize waste?
15. How can Lithuanian food influencers raise awareness about the benefits of no leftover dining?

Comment: these questions are provided in the set of session plans on the same topic.

Recommendation: You can always change the details of the questions: countries, type, etc;



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RESOURCES ON THE TOPIC:
NO LEFTOVER MARKETING

Check other resources and references in the brochures on the NO LEFTOVER radiational and contemporary recipes.

Etakeaway Max. (n/d). Sustainable Restaurant Marketing Tactics for Eco-Conscious UK Restaurant Brands. Available at <https://etakeawaymax.co.uk/sustainable-restaurant-marketing/>

Iriyadi, Setiawan, B., Puspitasari, R. (2023). Consumer intentions to reduce food waste in all-you-can-eat restaurants based on personal norm activation. Available at

<https://www.sciencedirect.com/science/article/pii/S2405844023006060>

Lee, D. (2024). Application of marketing to reduce consumer food waste in restaurants. European Journal of Marketing. ISSN: 0309-0566 Available at <https://www.emerald.com/insight/content/doi/10.1108/EJM-06-2023-0447/full/html?skipTracking=true>

MarketMan. (n/d). The Comprehensive Guide to Zero Waste Restaurants Available at <https://www.marketman.com/blog/guide-to-zero-waste-restaurants>

Video: News 12. (2022). What happens to leftover food at restaurants? Here's the app that will help you and them save. Available at <https://www.youtube.com/watch?v=KY5CnGCYKA8>

Check other resources and references in the brochures on the NO LEFTOVER radiational and contemporary recipes.