

Spreading the word on sustainable dining

Project Green Table Endline Study
Full Report

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Customized Intelligence

July 2021



Research Objectives

Determine **awareness** of Sustainable Consumption and Production (SCP) principles, current practices and integration of SCP, and its **importance** to consumers

Identify if the Sustainable Diner program was able to **reach and approach consumers** to garner support for the cause

Evaluate other **marketing materials** apart from in-store initiatives – whether at least 50% feel more informed about SCP or Sustainable Dining



This is supposedly a 2-wave tracking study now on it's end line, but there were changes made along the way.

This was due to unavoidable circumstances during the COVID-19 pandemic.

Key changes for the endline study

1

Change in **methodology**

- Pure face-to-face interview via store intercept → Pure online interviews

2

Update on **respondent specs**

- Removal of “currently dining in restaurant partner as identified by WWF”
- Qualified as long as resident of area coverage (QC, Tagaytay, Cebu)
- Must be at least a co-decision maker for out of home consumption

3

Inclusion of **online ad evaluation**

- 2 types of ads were evaluated – social media posts and webinars / livestreams



How did we redesign?

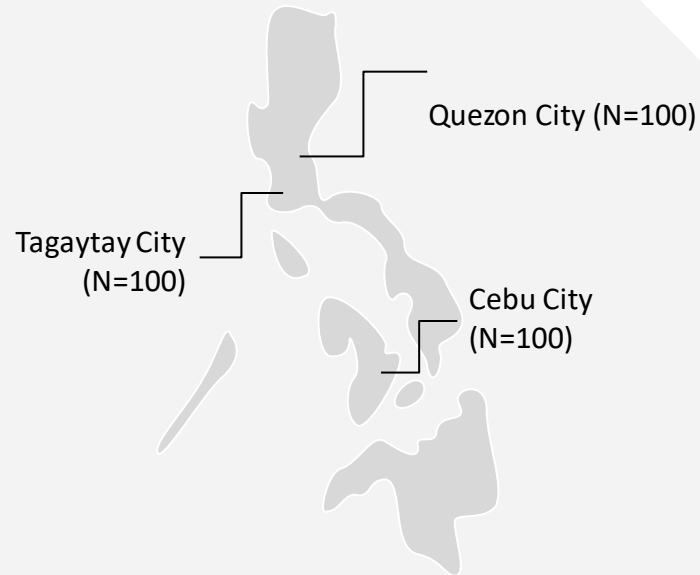
Research Design for Endline

Target Respondents

- Males/Females, 18-65 years old, ABCD
- Residents of Quezon City, Tagaytay City, Cebu City
- Decision makers or co-decision maker for out of home consumption / food delivery for self

Total sample size = 300

Area Coverage



Methodology

- Online recruitment
- Online survey through Nielsen's online panels

Fieldwork Period

- May 10 – 30, 2021

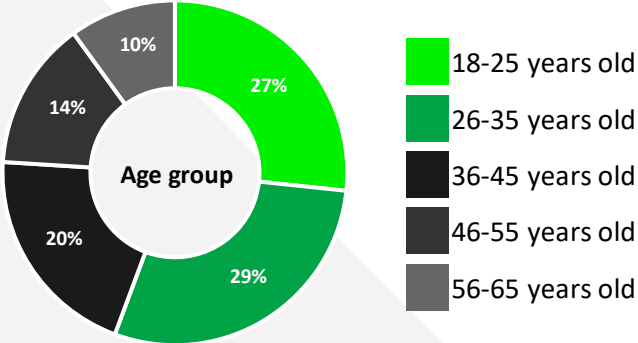
Important notes:

- Data is unweighted as agreed with client due to lack of available data to correct sampling proportions
- Moving to online method limits the possibility to mimic the 2018 baseline study given the changes made
- Thus, results will only be comparable to some extent on certain key information

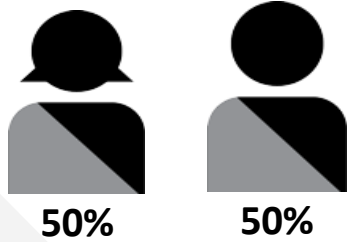
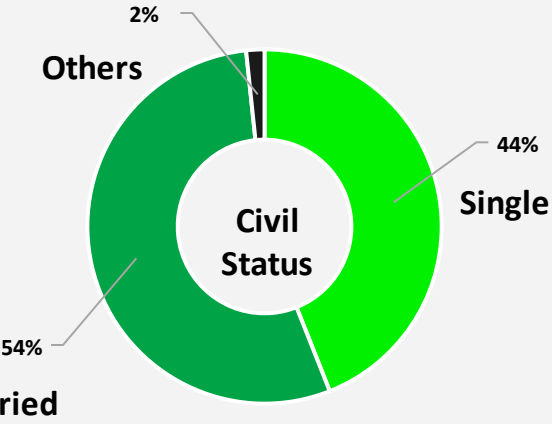
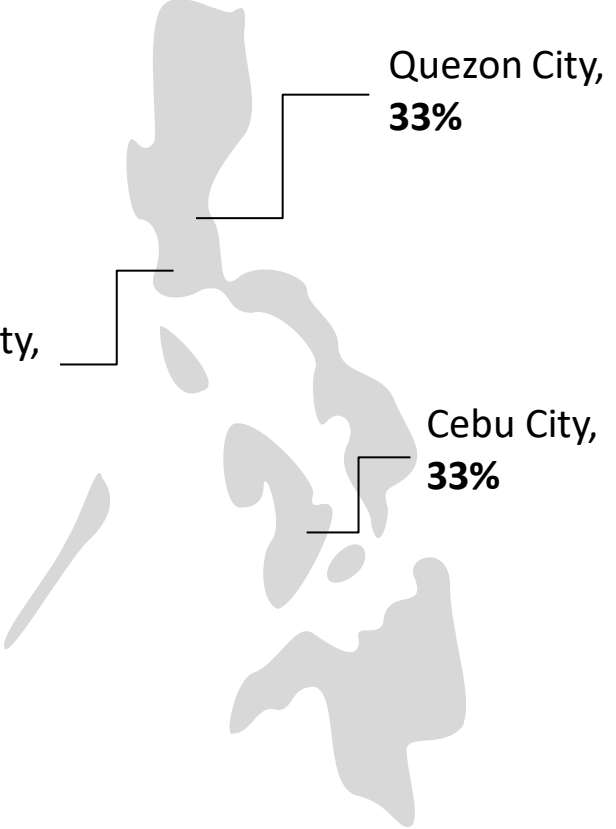


Key Findings: On Consumers

Majority of your target market belong to the younger working segments



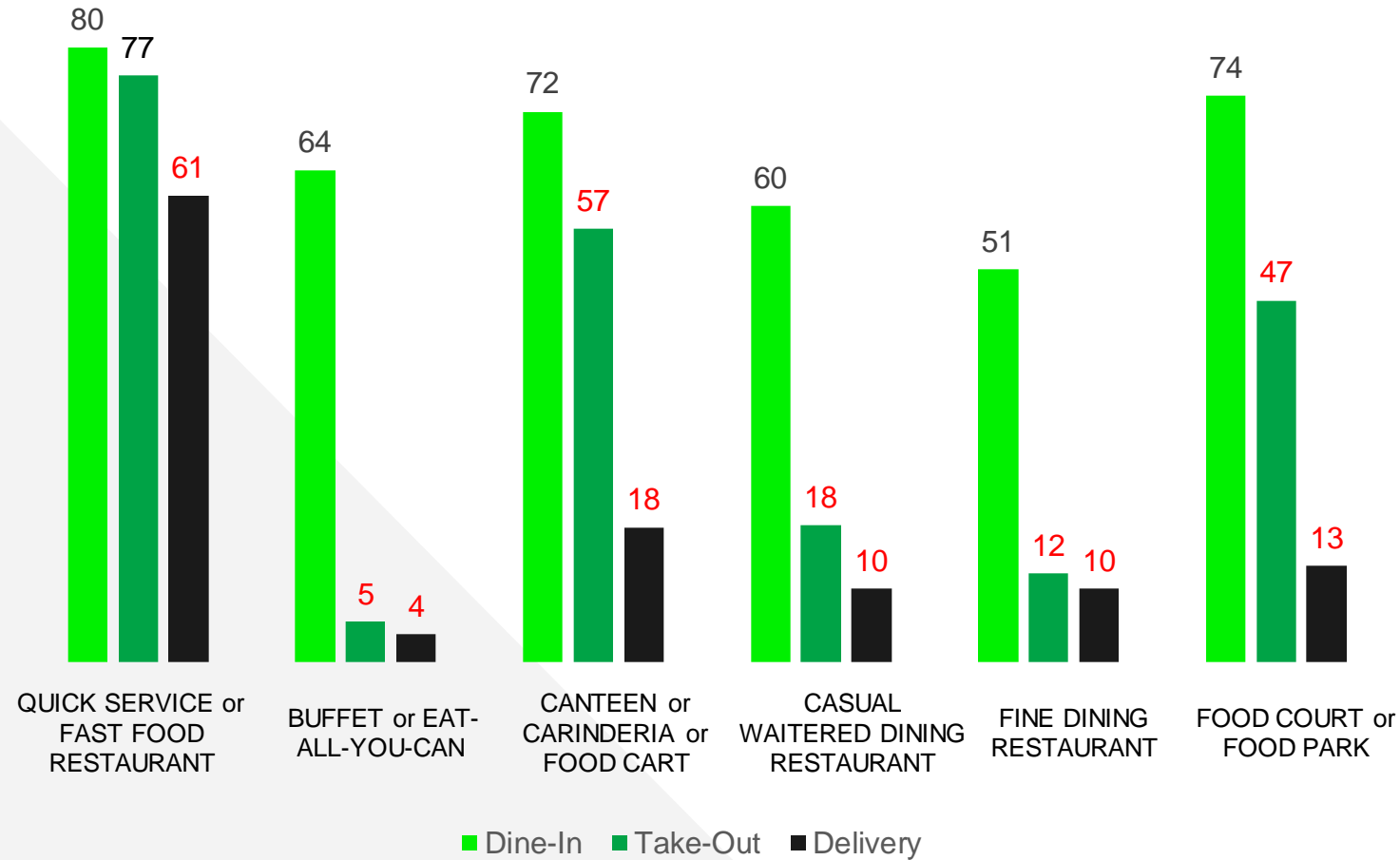
ABC1, **22%**
 C2, **46%**
 D, **32%**



Working, **73%**
 Not working, **27%**

Base: All Respondents (n=300)
 Source: Profile Summary

With preference on dine-in regardless of type of establishment

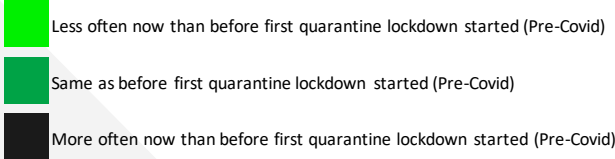
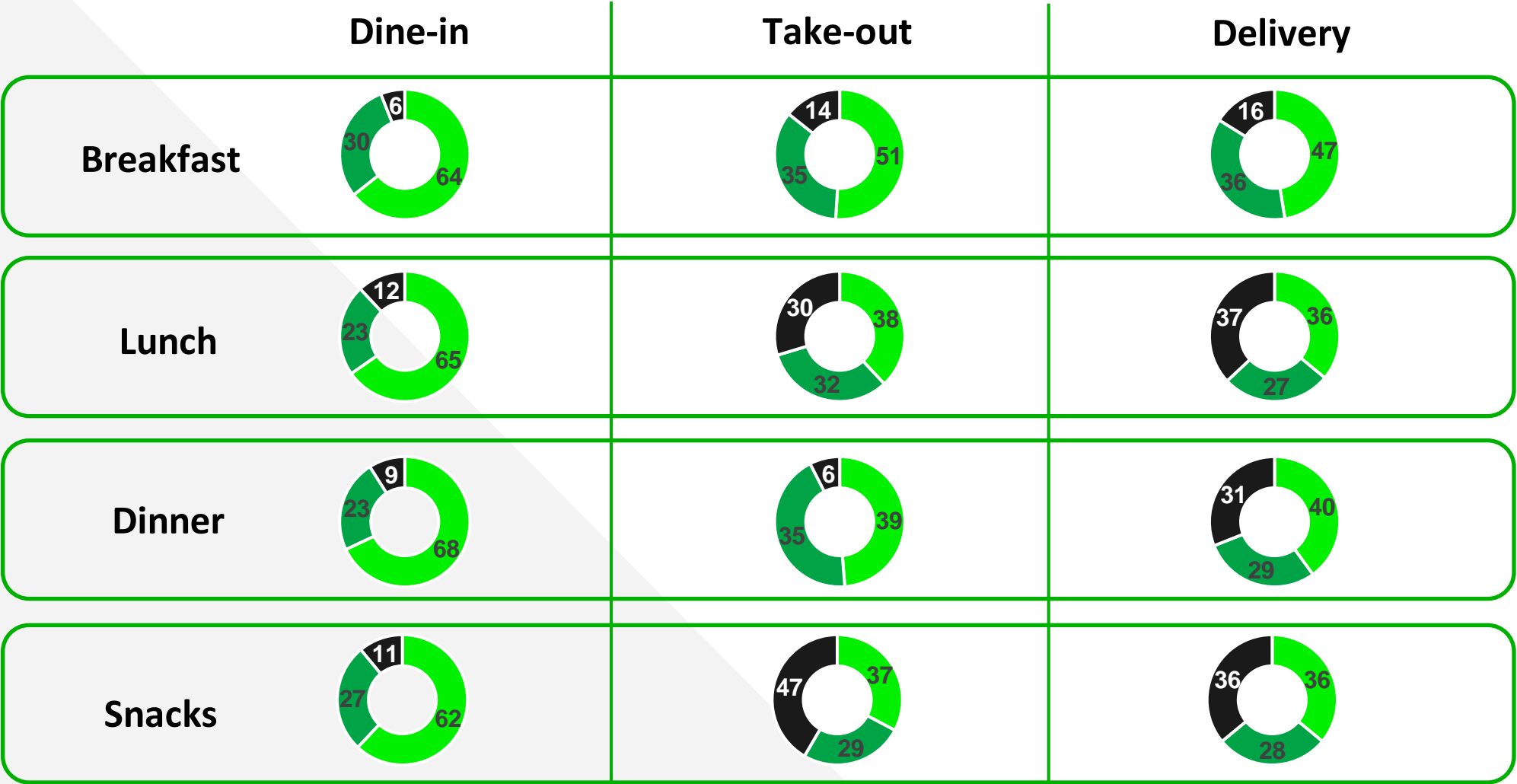


Base: All Respondents (n=300)

Source: Q47. Thinking of the past 2 years, have you ever dined-in, taken-out or had food delivered from... (SHOW STUBS)? Please choose all that apply.

Sig higher/lower vs Dine-in

However, pandemic limits changes of dining in – thus, resorting to more take-out or delivery across meal time



Base: All Respondents (n=300)
 Source: Q11. How did COVID-19 affect your Breakfast/Lunch/Dinner/Snack habits?

Habit of eating non-home cooked meals more during weekdays

Usually happens twice, while only once during weekend – regardless of meal time

AVERAGE FREQUENCY OF NOT EATING HOME-COOKED FOOD

	Outside of home		Take-out		Delivery	
	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday
Breakfast	1.23	1.63	1.28	1.84	1.26	1.64
Lunch	1.33	2.03	1.33	1.88	1.37	1.93
Dinner	1.28	1.58	1.28	1.69	1.36	1.81
Snacks	1.41	2.00	1.44	2.04	1.46	2.06

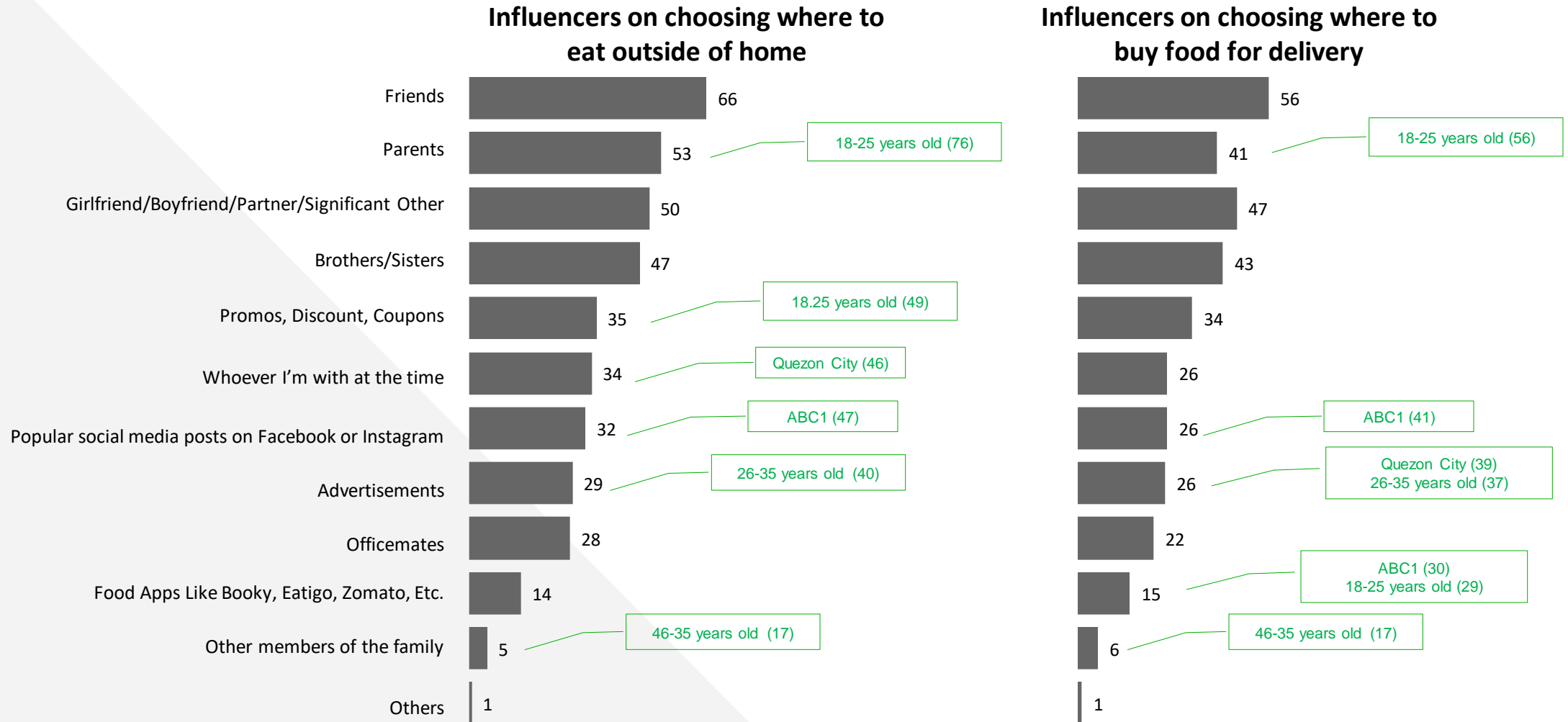


Base: All Respondents (n=300)

Source: Profile Summary. Q10a. On the average, how many times do you eat (outside of your home / order take-out or delivery) during weekends for breakfast? For lunch? For dinner? For snacks? Q10b. On the average, how many times do you eat (outside of your home / order take-out or delivery) during weekdays for breakfast? For lunch? For dinner? For snacks?

Sig higher/lower vs weekend at 95% CL

Importance of peers and family highlighted in influencing type of establishment to patronize



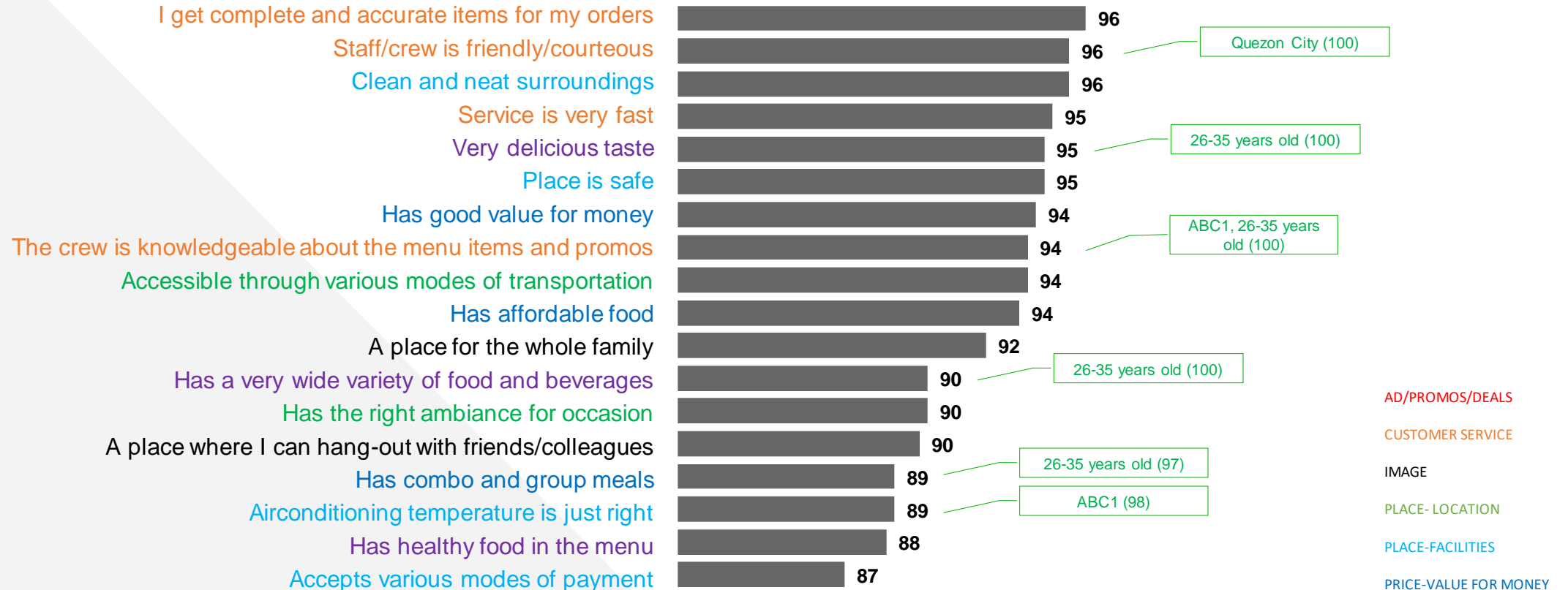
Base: All Respondents (n=300)

Source: Q13a. Is there anyone who influences you where to dine when you eat outside of your home? Please select all that apply. Q13b. Is there anyone who influences you where to buy food for delivery? Please select all that apply.

□ Sig higher/lower vs Total

Balance of good customer service, cleanliness, taste and price are crucial

WHAT IS IMPORTANT WHEN SELECTING A FOOD ESTABLISHMENT TO PATRONIZE? (TOP 2 BOX)

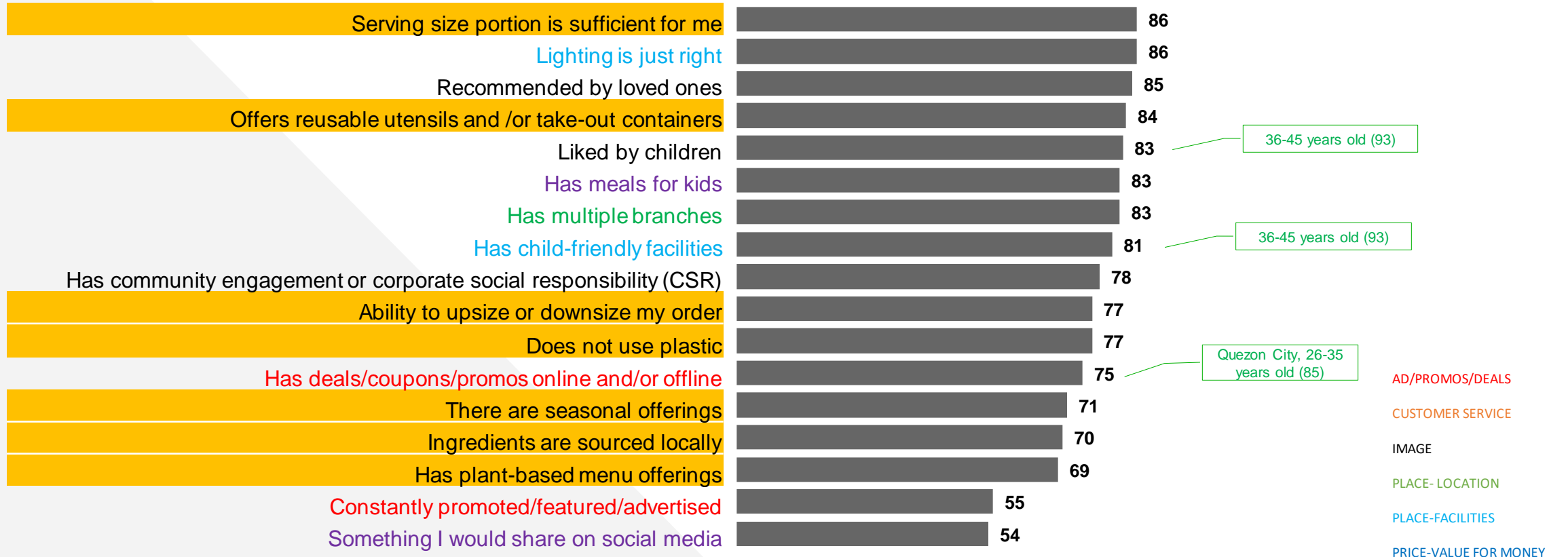


- AD/PROMOS/DEALS
- CUSTOMER SERVICE
- IMAGE
- PLACE- LOCATION
- PLACE-FACILITIES
- PRICE-VALUE FOR MONEY
- PRODUCT
- SCP-related attributes

Base: All Respondents (n=300)
 Source: Q12. These are some statements that others have said are important for selecting a type of food establishment to patronize. For each statement, please select how important it is for you, using a scale of 1 to 5, where 1 is Not Important At All and 5 is Definitely Important. *Top 2B values are shown

Although SCP still falls short as top considerations for patronage

WHAT IS IMPORTANT WHEN SELECTING A FOOD ESTABLISHMENT TO PATRONIZE? (TOP 2 BOX)



Base: All Respondents (n=300)
 Source: Q12. These are some statements that others have said are important for selecting a type of food establishment to patronize. For each statement, please select how important it is for you, using a scale of 1 to 5, where 1 is Not Important At All and 5 is Definitely Important. *Top 2B values are shown

- AD/PROMOS/DEALS
- CUSTOMER SERVICE
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- PLACE- LOCATION
- PLACE-FACILITIES
- PRICE-VALUE FOR MONEY
- PRODUCT
- SCP-related attributes
- Sig higher/lower vs Total

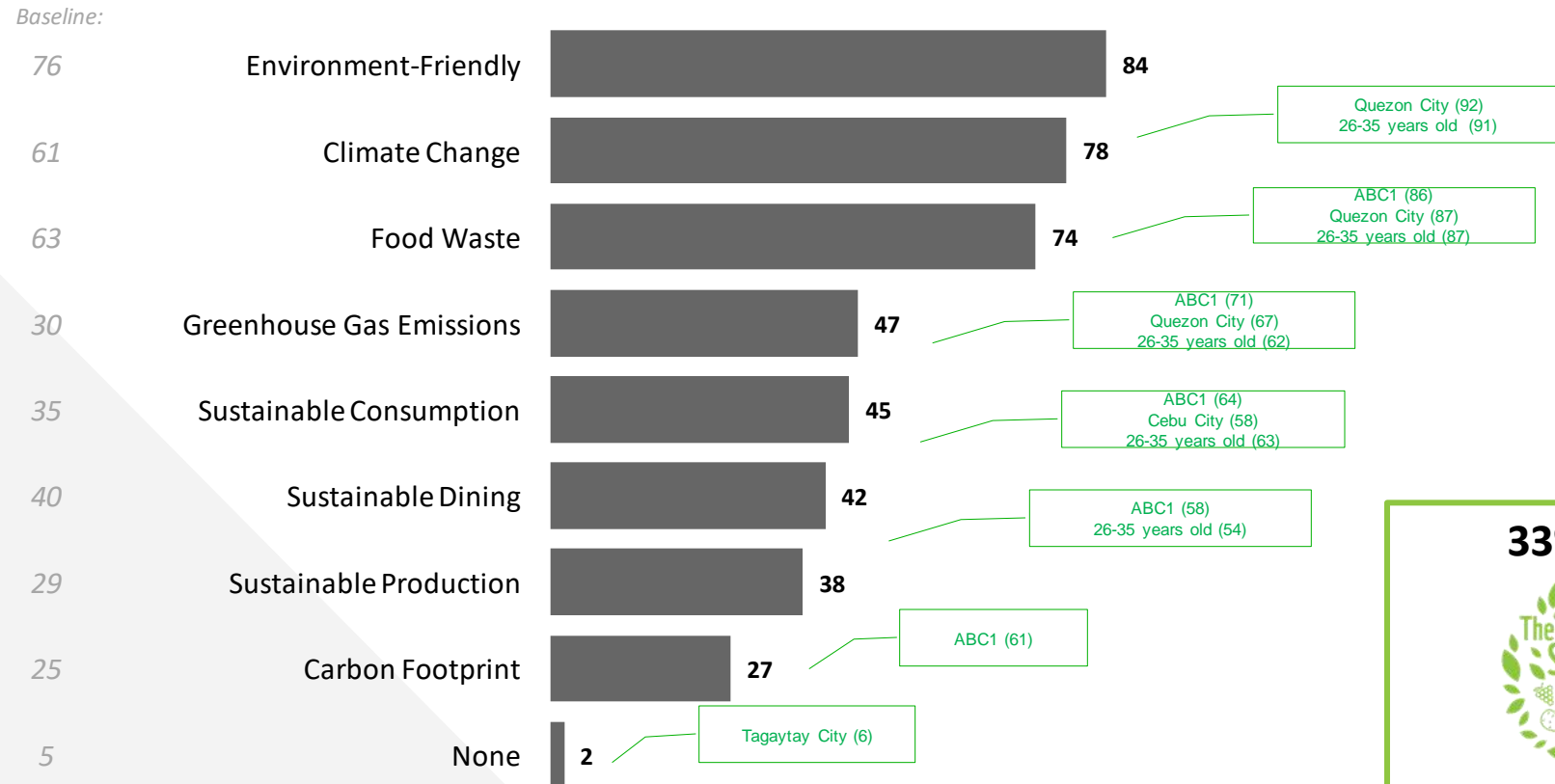


Key Findings: Program Awareness

Despite now an almost saturated awareness on SCP-related phrases, The Sustainable Diner project still struggles in recognition

98%

Aware of any SCP-related phrases
(Baseline: 95%)



Base: All Respondents (n=300)
Source: Q14. Which of the following words/phrases are you aware of? Please select all that apply.

However, understanding of SCP terms and practices seem to improve

More varied attributes now associated to the phrases – not just limited to familiar terms

	Sustainable Consumption	Sustainable Dining	Sustainable Production	Carbon Footprint	Food Waste	Environment-friendly	Greenhouse Gas Emissions	Climate Change
<i>Total aware</i>	136	125	115	82	221	253	140	235
Ordering Only What You Can Finish	81	66	32	15	63	32	11	13
Take-Out Of Left Over Food When Dining In Restaurants	59	43	25	21	70	34	14	14
Choosing Dishes That Are In Season	54	57	56	18	34	38	20	23
Eating Plant-Based Dishes	54	58	42	28	29	52	32	23
Buying Food Local Farmers Produce	48	44	72	22	26	42	26	26
Checking Of Food Labels That Indicates Eco-Friendly Practices	42	37	41	49	24	71	39	42
Segregating Waste Properly	26	25	20	49	52	67	53	48
Bringing Your Own Reusable Utensils	25	33	23	48	27	72	22	33
Opting To Use Paper Bags Instead Of Plastics	22	23	23	49	19	76	45	57

Top practice attributed to word/phrase
Second practice attributed to word/phrase

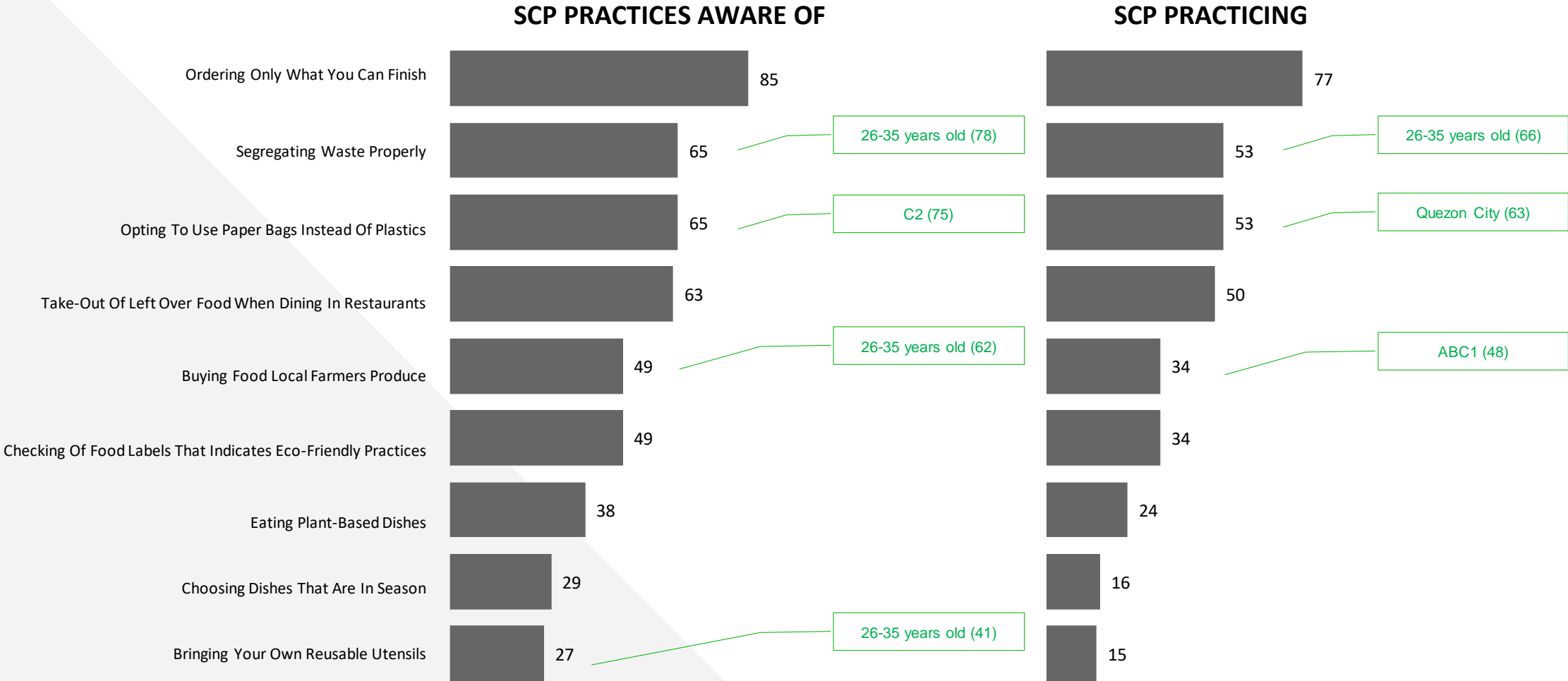
Base: Ask among those who are aware

Source: Q17. Which of these attributes do you associate with or fits each words/phrases. You may choose 1 attribute, 2, all attributes, or no attributes at all. Please select all that apply and scroll to the right for more choices

*Read figures vertically

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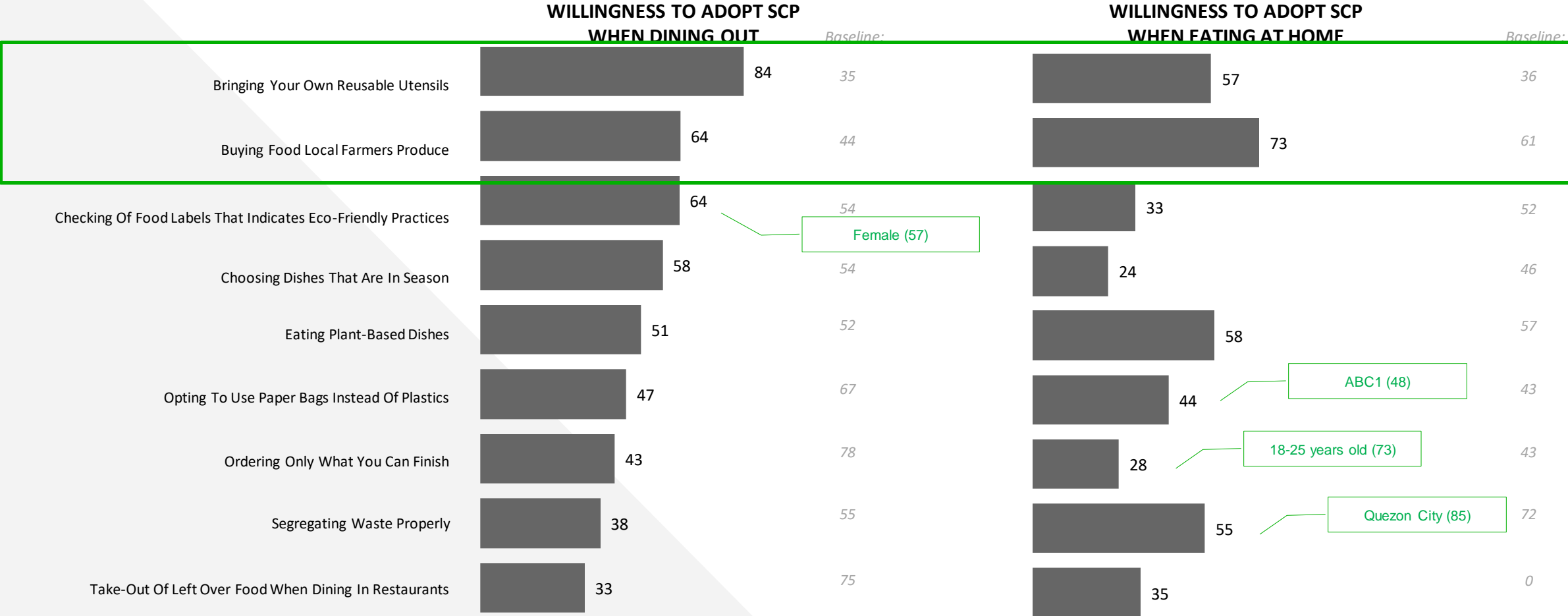
Mostly ordering only what they can finish, followed by segregation and use of paper bags



Base: All Respondents (n=300)
 Source: Q16a. Which of these dining practices are you aware of? Q16b. And which among these do you practice yourself?

□ Sig higher/lower vs Total

Change in mindset about reusable utensils and buying from local farmers also observed



Base: All Respondents (n=300)
 Source: Q18a. Which among these practices are you willing to adopt when dining out? Q18b. Which among these practices are you willing to adopt when eating at home?

□ Sig higher/lower vs Total



Zooming into those who aware of 4 SCP phrases...

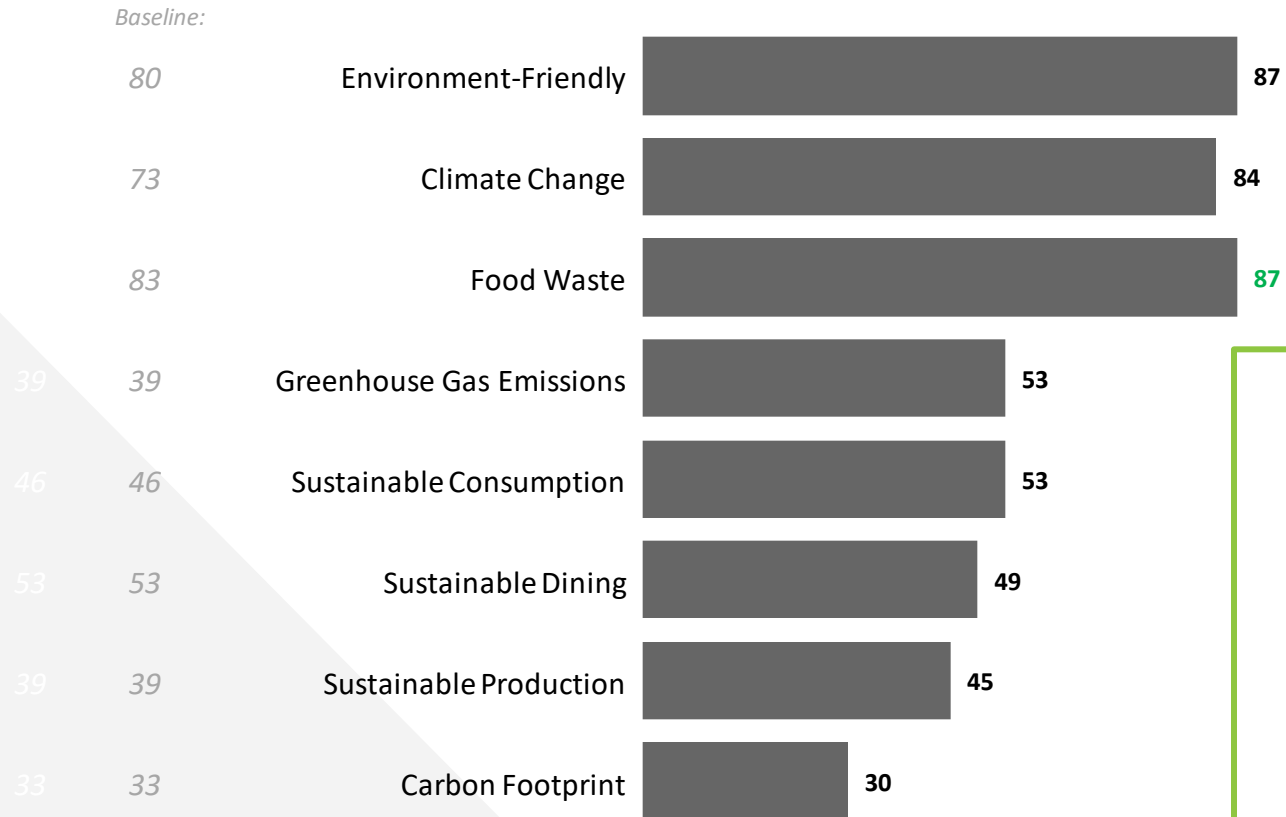
(Sustainable Consumption, Sustainable Production, Sustainable Dining, Food waste)

Despite awareness of food waste, sustainable consumption, sustainable production and sustainable dining, awareness of The Sustainable Project is still about a third

Aware of food waste,
sustainable consumption,
sustainable dining or
sustainable production

85%

(Baseline: 75%)



36% Aware
(33% total awareness)

A Key Ingredient For Sustainable Tourism

Base: Among those who are aware of food waste + sustainable consumption + sustainable dining + sustainable production (n=255)

Source: Q14. Which of the following words/phrases are you aware of? Please select all that apply. Q9.

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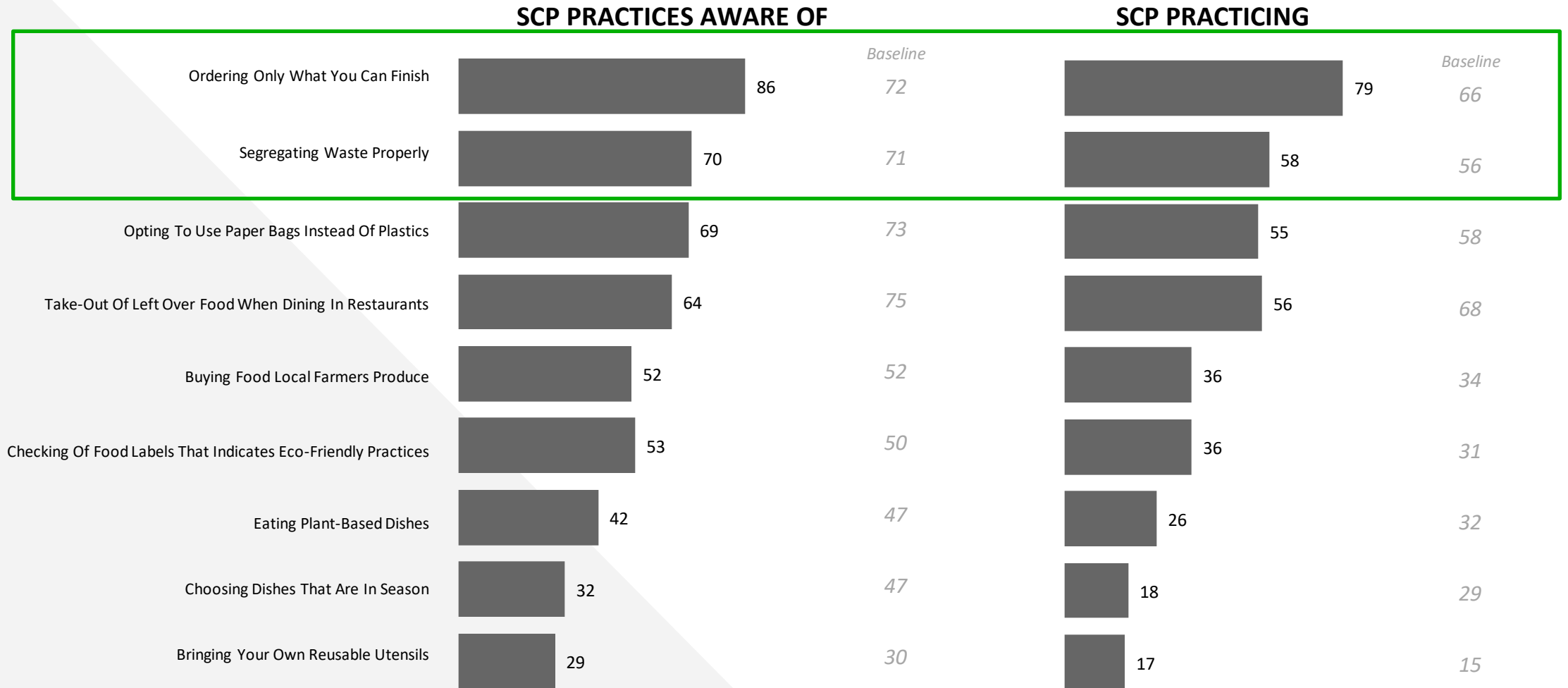
Almost the same improvements seen in understanding of the different terms – more varied phrases attributed

	Sustainable Consumption	Sustainable Dining	Sustainable Production	Carbon Footprint	Food Waste	Environment-friendly	Greenhouse Gas Emissions	Climate Change
Ordering Only What You Can Finish	81	66	32	13	63	26	11	13
Take-Out Of Left Over Food When Dining In Restaurants	59	43	25	19	70	31	14	13
Choosing Dishes That Are In Season	54	57	56	18	34	37	21	23
Eating Plant-Based Dishes	54	58	42	27	29	52	33	21
Buying Food Local Farmers Produce	48	44	72	22	26	39	26	24
Checking Of Food Labels That Indicates Eco-Friendly Practices	42	37	41	47	24	73	40	41
Segregating Waste Properly	26	25	20	47	52	66	52	47
Bringing Your Own Reusable Utensils	25	33	23	47	27	75	23	35
Opting To Use Paper Bags Instead Of Plastics	22	23	23	47	19	79	46	56

Top practice attributed to word/phrase
 Second practice attributed to word/phrase

Base: Among those who are aware of food waste + sustainable consumption + sustainable dining + sustainable production (n=255)
 Source: Q17. Which of these attributes do you associate with or fits each words/phrases. You may choose 1 attribute, 2, all attributes, or no attributes at all. Please select all that apply and scroll to the right for more choices
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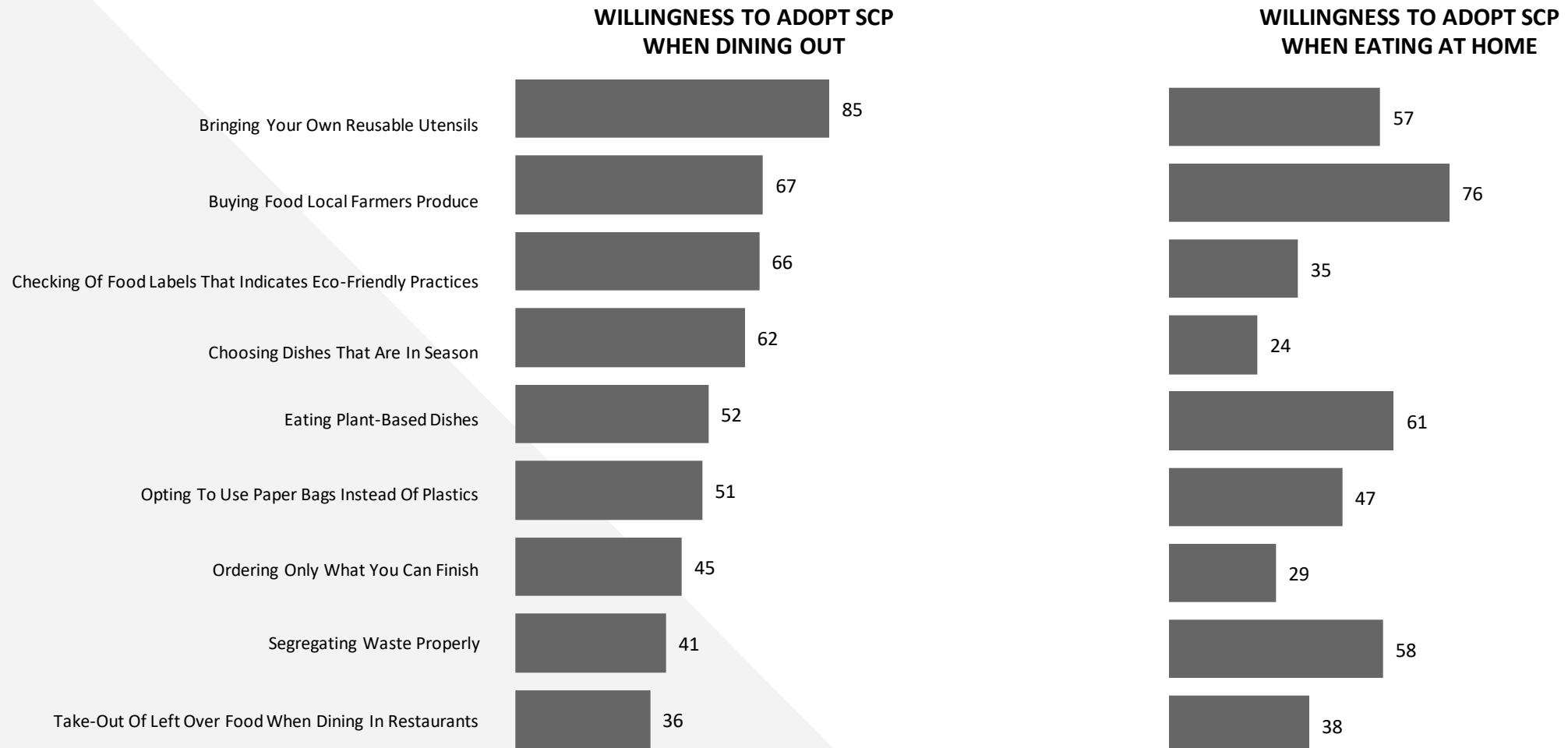
Still focusing on practices such as food orders and segregation



Base: Among those who are aware of food waste + sustainable consumption + sustainable dining + sustainable production (n=255)
 Source: Q16a. Which of these dining practices are you aware of? Q16b. And which among these do you practice yourself?

Sig higher/lower vs Total

And increasing their active mindset about utensils to use and where to source ingredients



Base: Among those who are aware of food waste + sustainable consumption + sustainable dining + sustainable production (n=255)
 Source: Q18a. Which among these practices are you willing to adopt when dining out? Q18b. Which among these practices are you willing to adopt when eating at home?

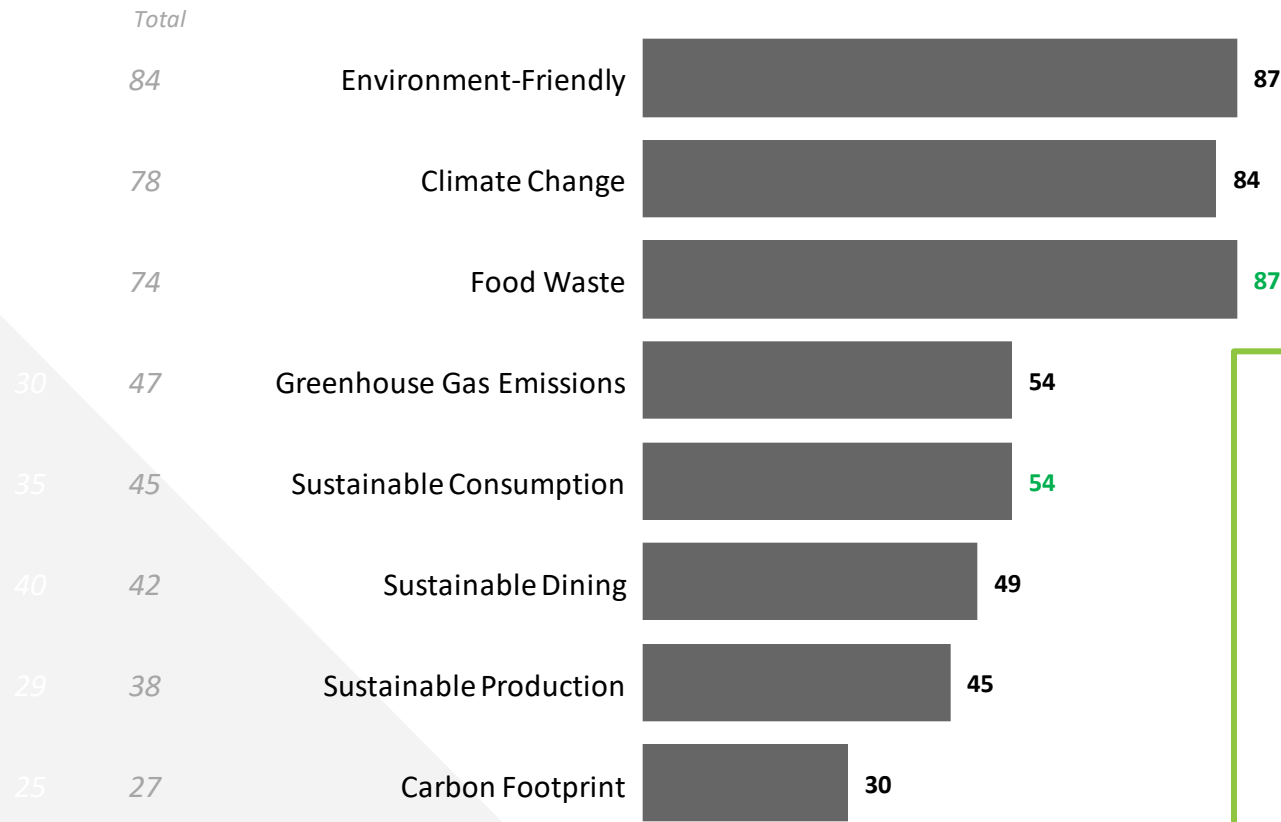


Zooming into those who aware of 3 SCP phrases...

(Sustainable Consumption, Sustainable Dining, Food waste)

Despite awareness of food waste, sustainable consumption and sustainable dining, awareness of The Sustainable Project is still about a third

Aware of food waste,
sustainable consumption
or sustainable dining
84%



36% Aware
(33% total awareness)

A Key Ingredient For Sustainable Tourism

Base: Among those who are aware of food waste + sustainable consumption + sustainable dining (n=253)

Source: Q14. Which of the following words/phrases are you aware of? Please select all that apply. Q9.

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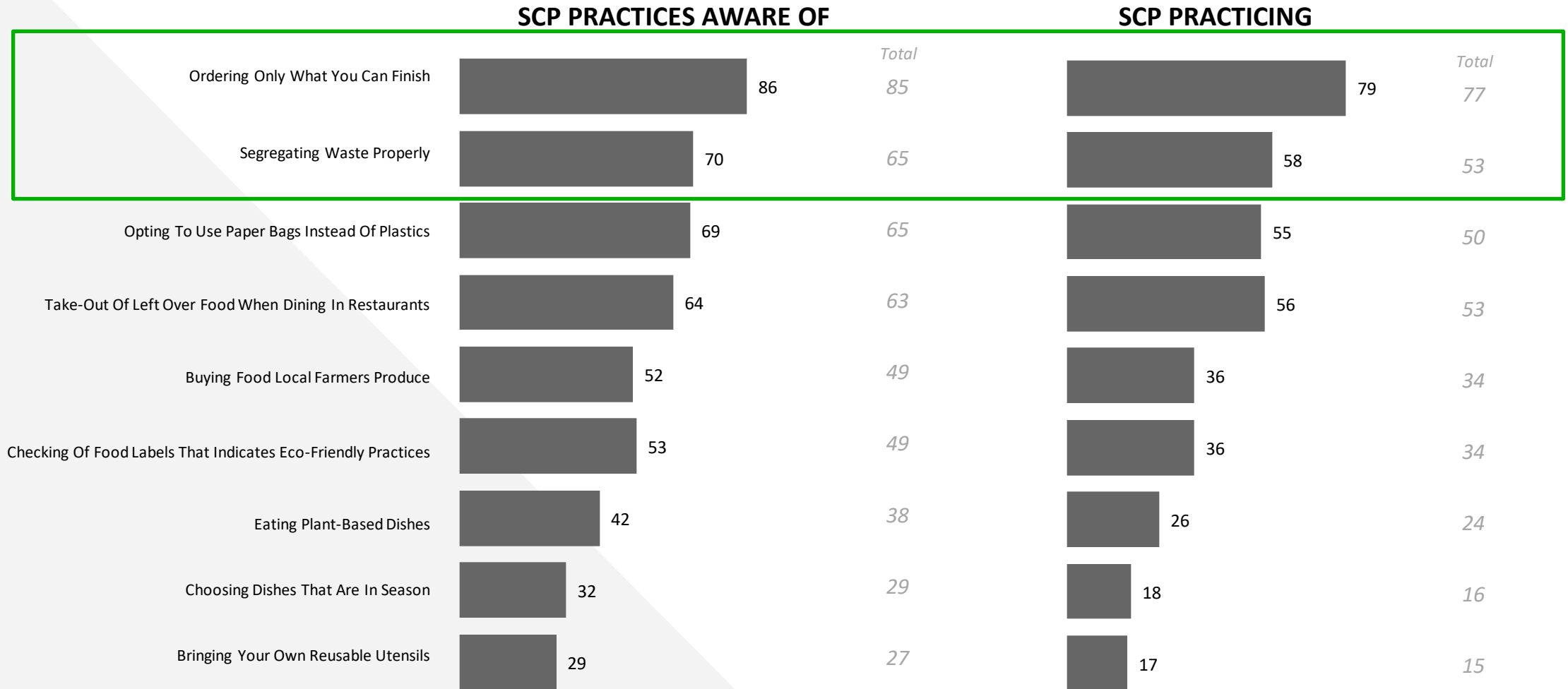
Almost the same improvements seen in understanding of the different terms – more varied phrases attributed

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Eating Plant-Based Dishes	54	58	42	27	29	52	33	22
Buying Food Local Farmers Produce	48	44	72	22	26	40	26	24
Checking Of Food Labels That Indicates Eco-Friendly Practices	42	37	41	47	24	73	40	40
Segregating Waste Properly	26	25	20	47	52	66	52	47
Bringing Your Own Reusable Utensils	25	33	24	47	27	75	23	35
Opting To Use Paper Bags Instead Of Plastics	22	23	24	47	19	79	46	56

Top practice attributed to word/phrase
 Second practice attributed to word/phrase

Base: Among those who are aware of food waste + sustainable consumption + sustainable dining (n=253)
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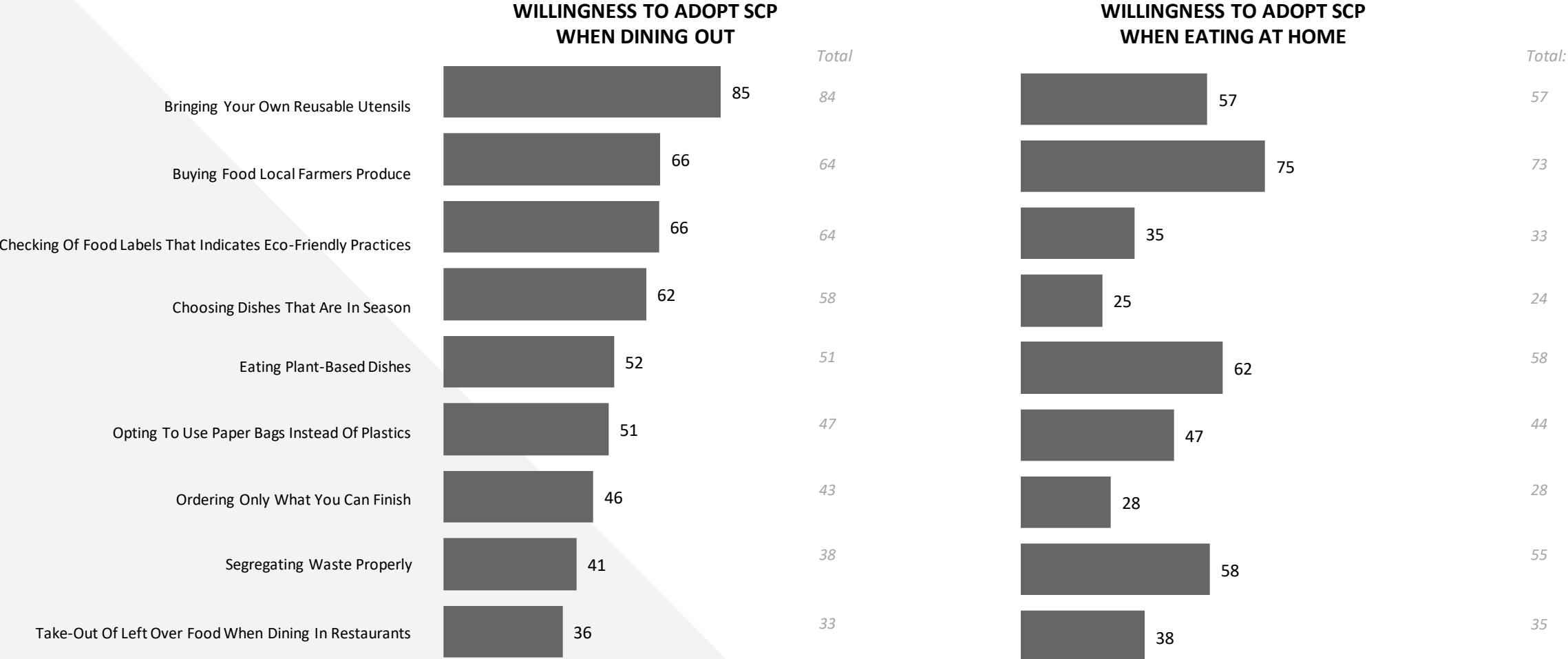
Still focusing on practices such as food orders and segregation



Base: Among those who are aware of food waste + sustainable consumption + sustainable dining (n=253)
 Source: Q16a. Which of these dining practices are you aware of? Q16b. And which among these do you practice yourself?

Sig higher/lower vs Total

And increasing their active mindset about utensils to use and where to source ingredients



Base: Among those who are aware of food waste + sustainable consumption + sustainable dining (n=253)
 Source: Q18a. Which among these practices are you willing to adopt when dining out? Q18b. Which among these practices are you willing to adopt when eating at home?



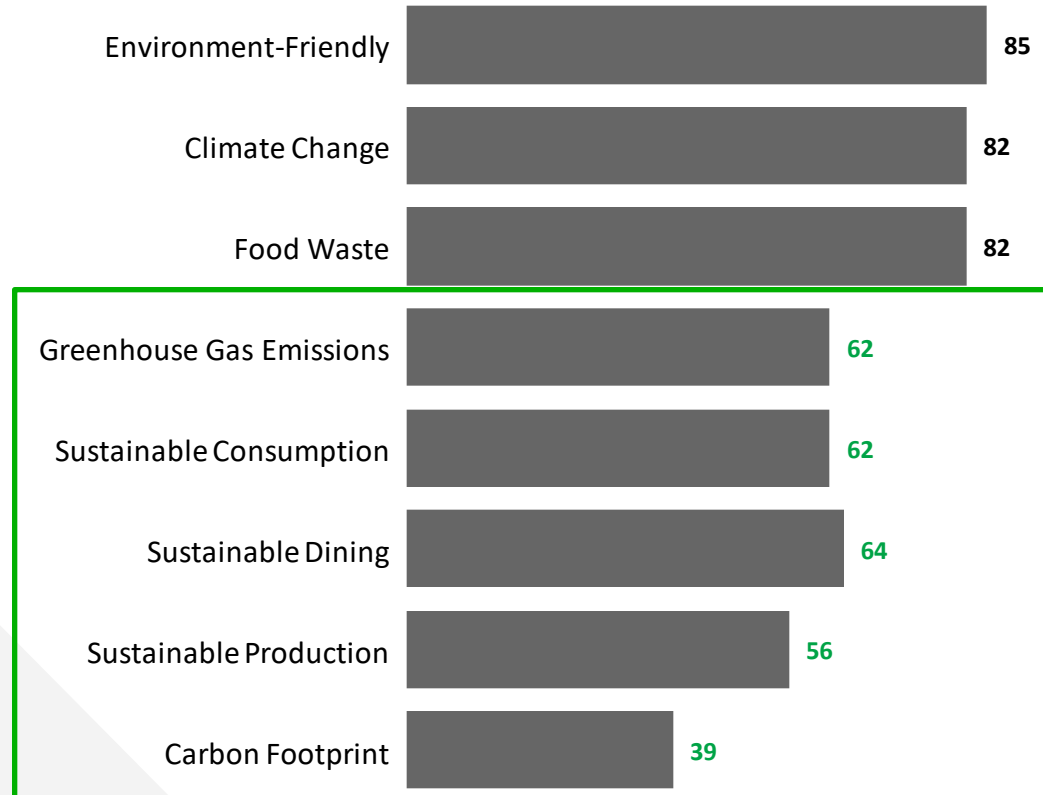
Zooming into those who aware of The Sustainable Diner...

Success of The Sustainable Diner can be seen among those who are aware of the program given higher understanding of related phrases – thus, key is to increase awareness of the program



35
40
29
25

42
42
38
27



Though word associated to these phrases are the same regardless of SDP awareness

	Sustainable Consumption	Sustainable Dining	Sustainable Production	Carbon Footprint	Food Waste	Environment-friendly	Greenhouse Gas Emissions	Climate Change
Ordering Only What You Can Finish	84	75	73	45	73	83	57	61
Take-Out Of Left Over Food When Dining In Restaurants	62	59	65	37	61	72	56	45
Choosing Dishes That Are In Season	59	60	45	42	64	72	44	44
Eating Plant-Based Dishes	57	48	38	55	31	69	36	35
Buying Food Local Farmers Produce	52	44	33	26	33	58	34	26
Checking Of Food Labels That Indicates Eco-Friendly Practices	57	41	29	24	34	43	28	28
Segregating Waste Properly	34	38	35	21	26	37	21	28
Bringing Your Own Reusable Utensils	36	29	16	16	28	35	20	10
Opting To Use Paper Bags Instead Of Plastics	30	17	24	11	20	29	18	19

Base: Among those who are aware of SDP (n=98)

Source: Q17. Which of these attributes do you associate with or fits each words/phrases. You may choose 1 attribute, 2, all attributes, or no attributes at all. Please select all that apply and scroll to the right for more choices

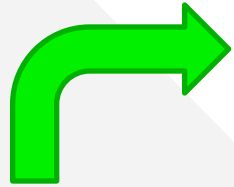
*Read figures vertically



Sustainable Dining Initiatives

SCP related initiatives seen are mostly related to the environment, waste management, and even practice of reusable utensils

With internet as the main source of awareness

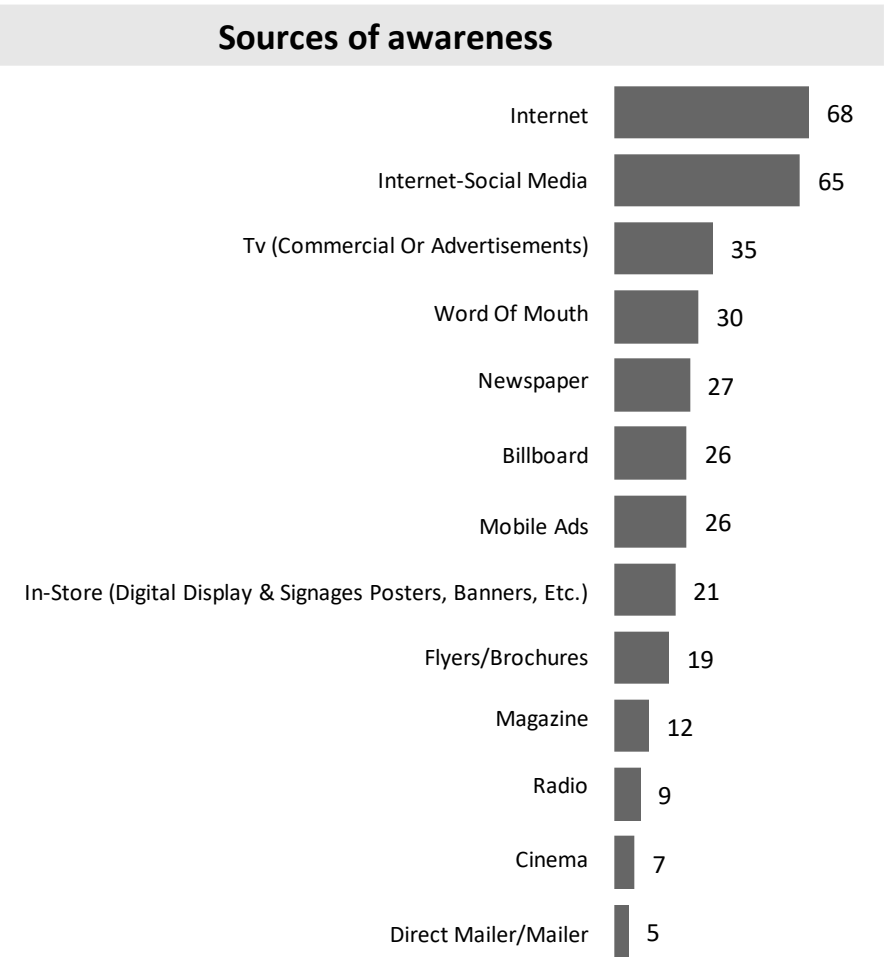


33% Aware

The Sustainable Diner

A Key Ingredient For Sustainable Tourism

Initiatives Seen	
ENVIRONMENTAL PROJECTS/INITIATIVES (NET)	47
Eco-friendly	7
Expanded healthy and environment-friendly dining options	5
WASTE MANAGEMENT (NET)	33
Avoid food waste	17
Waste segregation	7
Proper management of food waste	6
MATERIALS USED (NET)	29
Bring your own reusable utensils	7
FOOD CONSUMPTION (NET)	28
Order only what can you finish	14
SUSTAINABLE DINING INITIATIVES (NET)	27
Dine in sustainable restaurants often	6
PLANT-BASED INITIATIVES (NET)	18
Cook and eat plant-based dishes	16
GENERAL (NET)	12
LOCAL PRODUCE (NET)	12
Local farm plants and food	11
INGREDIENTS USED (NET)	11
Choose dishes made of ingredients that are in season	8
Ask about the dish and its ingredients	5
SERVICE (NET)	6
Food service businesses	5
OTHERS (NET)	14



Base: Ask among those who have seen SCP related initiatives

Source: Q24. You mentioned that you are aware of The Sustainable Diner Project of WWF Philippines. Can you name initiatives or activities being done in relation to The Sustainable Diner Project that you are aware of? Q25. And where have you seen/heard of these initiatives? Please select all that apply.

...which claim to also be observed in some of the fast food chains, casual dining and cafés – not necessarily the SCP partners



Jollibee
Fast food chains (55%)

McDonald's

Mang INASAL

Chowking 超群



Max's RESTAURANT
since 1945

KUYAJ RESTAURANT

EARTH KITCHEN

Casual Dining (32%)



Starbucks TM

Café (4%)

Base: Ask all
Source: Q19. Can you tell me the name of ONE restaurant comes to your mind that practices sustainability or sustainable dining? When we say sustainable dining/restaurants, these are those that strive to integrate environment-friendly practices in their operations.

Awareness of The Sustainable Diner do not seem to make consumers more aware of restaurants practicing SCP, given same top mentions across segments including Earth Kitchen

TOP 20 RESTAURANTS		
	Total (n=300)	Aware of The Sustainable Diner (n=98)
Jollibee	32	33
McDonalds	12	15
Mang Inasal	5	4
Max's Restaurant	5	6
Kuya J	4	5
Chowking	3	0
Earth Kitchen	3	2
Starbucks	3	3
Kfc	2	2
Hukad	1	0
Jerry' S Grill	1	4
Lantaw Floating Native Restaurant	1	1
Shakeys	1	1
Vikings	1	3
Barrio Fiesta	1	2
Cabalen	1	1
Pizza Hut	1	0
The Farm Organics	1	1
Cafe Laguna	1	1
7-Eleven	1	0

OTHER MENTIONS		
	Total (n=300)	Aware of The Sustainable Diner (n=98)
Subway	0	1
Greenwich	0	1
S& R	0	0
Wendy's	0	0
Yellow cab	0	0
Binalot	0	0
Circa	0	1
Jovens	0	0
Kenny Roger	0	0
Lighthouse	0	0
Maya Mexican Restaurant	0	0
Sugbo Mercado	0	1
Banapple	0	0
Burgoo	0	0
Ching	0	0
Choobi-Choobi	0	1
Circa 1900	0	0
Crisostomo	0	0
Dampa Restaurant	0	0
Ding Hao	0	0
Earth Aloha Eats	0	0
Green Dining	0	1
Mesa	0	1
Mis En Place	0	1
Olio Restaurant	0	1
Peri Peri	0	0
Pizza Hut	0	1

OTHER MENTIONS		
	Total (n=300)	Aware of The Sustainable Diner (n=98)
Salut	0	0
Spatzle	0	0
The Lady & Sons	0	0
Mary Grace	0	0
Abuhan Restaurant	0	0
Bareburger	0	0
Bob Marlin	0	0
Casa Verde	0	0
Dessert Factory & Restaurant Bakery	0	0
Golden Cowrie	0	0
Kamay-Kainan	0	0
Kkd Resto And Bar	0	0
Lolo Claro	0	0
Lumpia House	0	0
Manila Foodshop	0	0
Salt Restaurant	0	0
Savory	0	0
Uno Cha	0	0
Kkk	0	0
Kogi-Q	0	1
Garden Cafe	0	1
Gourmet Cafe	0	0
Corner Tree Cafe	0	1
Wolfgangs	0	1
Echostore	0	0
Aliyah Eatery	0	0
Mellet Tapsilogan	0	0

Base: Ask all
Source: Q19. Can you tell me the name of ONE restaurant comes to your mind that practices sustainability or sustainable dining? When we say sustainable dining/restaurants, these are those that strive to integrate environment-friendly practices in their operations.





A fourth claiming they have seen Sustainable Diner campaigns

SOCIAL MEDIA POSTS

	<p>DYNAMIC (Video) 1</p> <p>Make the most out of our food resources and savor their many benefits—save time and money, reduce market trips and carbon footprint, conserve energy and resources, contribute to our health and wellness, and support the community by promoting healthy well-being and environment for all. Read the full article bit.ly/tsdathome</p>
	<p>DYNAMIC (Video) 2</p> <p>Ngayong may #COVID19, tangkilikin ang mga katutubong gulay para</p> <ul style="list-style-type: none"> May sapat na pagkain Maging malusog Magluto at kumain ng masustansiyang pagkain Magtanim ng gulayan sa bakuran at Maalagaan ang kalikasan <p>Basahin para mas matuto: bit.ly/localcrops Check out the benefits of each local crop: bit.ly/localcrops</p>

31

20

	
<p>Doing My Part for COVID-19: Together Possible! 15 Photos</p> <p>STATIC (Photo Album) 3</p>	<p>#TheSustainableDiner's 9-Step Restaurant Guide 10 Photos</p> <p>STATIC (Photo Album) 4</p>
	<p>Our "old normal" was destroying our environment at a rate faster than it could recover. The future is still in our hands – we can still create a "better normal" to save our planet and ourselves!</p> <p>Watch out for the next part of this comic strip series to learn more!</p> <p>#TheSustainableDiner</p>
	<p>STATIC (Comics) 5</p>

21

20

8

WEBINAR / LIVE SHOWS

		
<p>DYNAMIC (Video) 6</p>	<p>DYNAMIC (Video) 7</p>	<p>STATIC (Photo) 8</p>
		
<p>DYNAMIC (Video) 9</p>	<p>DYNAMIC (Video) 10</p>	<p>STATIC (Photo) 10</p>

37

18

20

18

7

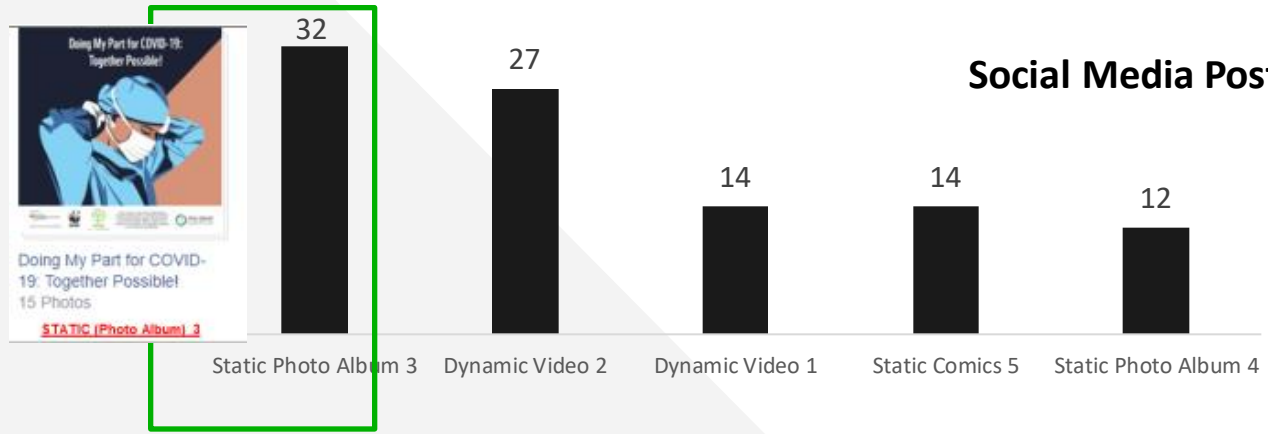
Definitely Haven't Seen It Don't Think I've Seen It Unsure Whether I've Seen It Yes I Think I've Seen It Yes Definitely Seen It

But preferring the more relevant ads about Covid and healthy eating / food consumption

Most preferred specific ad

Social Media Posts

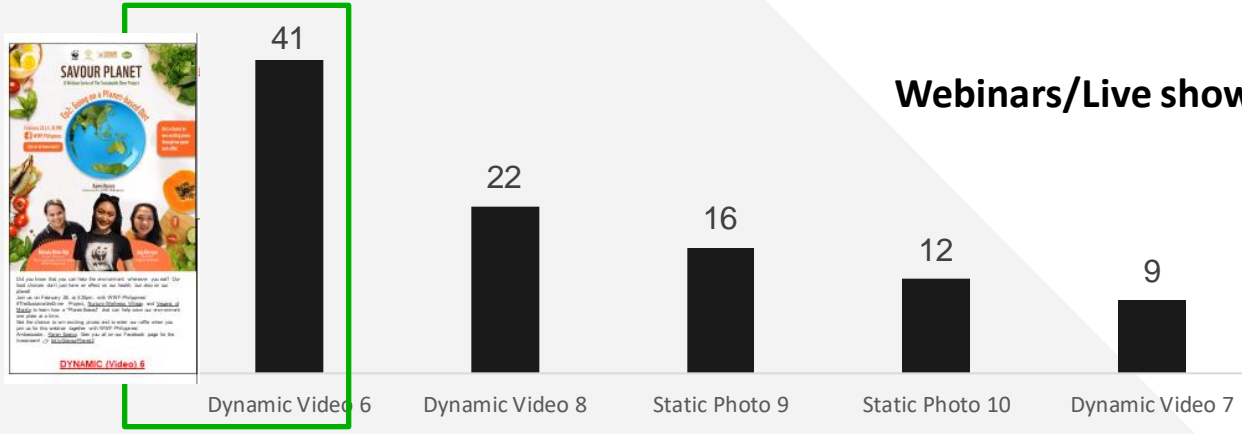
Reasons for preference – social media posts



MESSAGE (NET)	32
AD ELEMENT (NET)	30
COVID 19 (NET)	13
VISUAL AND GRAPHIC (NET)	10
OTHERS (NET)	11
None	7

Webinars/Live shows

Reasons for preference – webinar or live shows



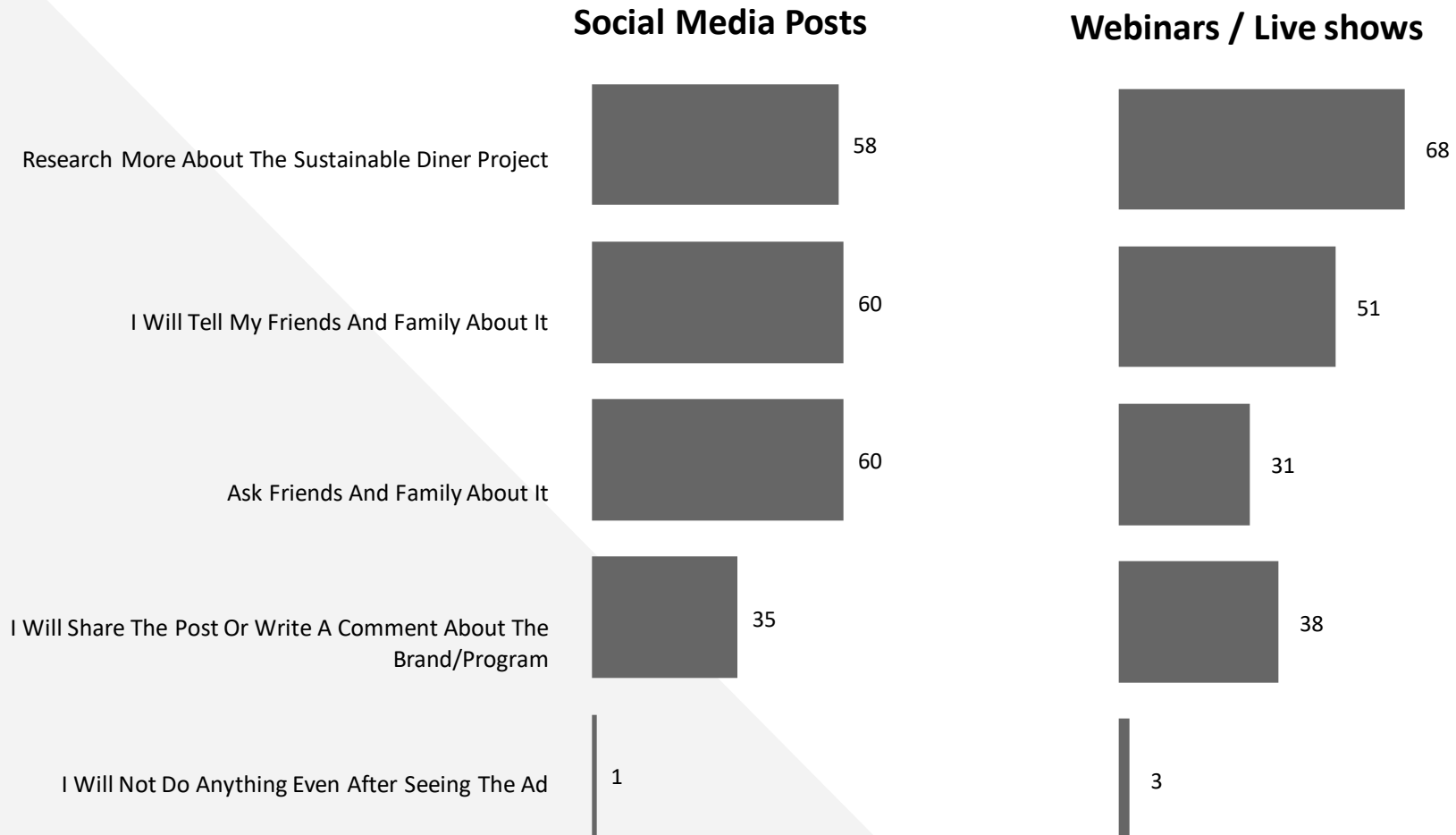
MESSAGE (NET)	34
AD ELEMENT (NET)	32
ENDORSER (NET)	11
VISUAL AND GRAPHIC (NET)	11
OTHERS (NET)	9
None	11

Base: Those who have seen ads social media posts

Source: Q39. Look at the ads again. Which among these did you specifically seen online? Q40.

Which among these do you like the most? Q41. May I ask why you prefer <answer in Q40> the most? What else?

Ads making them curious and interested to make them research more and/or talk about it



Base: Those who have seen ads social media posts (n=84), webinars/live shows (n=74)
Source: Q38. Which of these will you do after seeing the ad?

Social Media Posts



Be a Sustainable Diner
At Home

[DYNAMIC \(Video\) 1](#)

Make the most out of our food resources and savor their many benefits—save time and money, reduce market trips and carbon footprint, conserve energy and resources, contribute to our health and wellness, and support the community by promoting healthy well-being and environment for all. Read the full article bit.ly/tsdathome

[DYNAMIC \(Video\) 2](#)

Ngayong may #COVID19, tangkilikin ang mga katutubong gulay para

- 📱 May sapat na pagkain
- ❤️ Maging malusog
- 🍷 Magluto at kumain ng masustansiyang pagkain
- 🌿 Magtanim ng gulayan sa bakuran at
- 🌍 Maalagaan ang kalikasan
- 👉 Basahin para mas matuto: bit.ly/localcrops

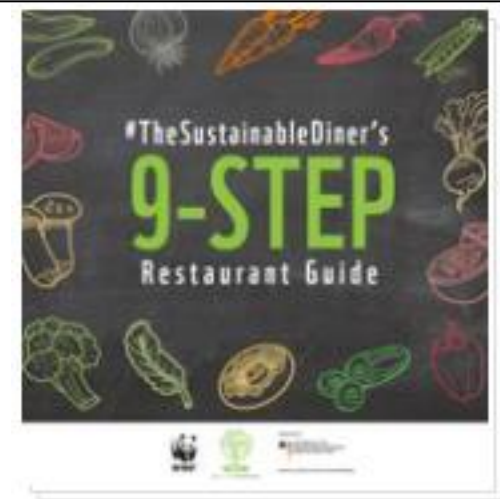
Check out the benefits of each local crop: bit.ly/fblocalcrops

Why Local Crop Diversity Matters



Doing My Part for COVID-19: Together Possible!
15 Photos

[STATIC \(Photo Album\) 3](#)



#TheSustainableDiner's 9-Step Restaurant Guide
10 Photos

[STATIC \(Photo Album\) 4](#)

A Cry for Help
The Sustainable Comics #2



"I feel sick."



"I'm dirty."



"I cry all the time."



"It's getting harder to breathe."



"I feel like I'm choking."



"Doesn't anyone notice that I need help?"

Our "old normal" was destroying our environment at a rate faster than it could recover. The future is still in our hands – we can still create a "better normal" to save our planet and ourselves!

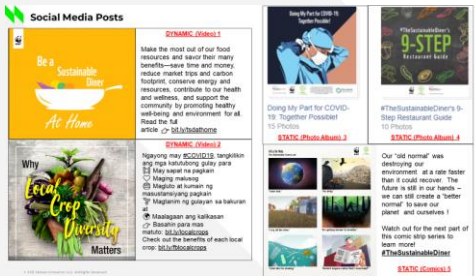
Watch out for the next part of this comic strip series to learn more!

[#TheSustainableDiner](#)

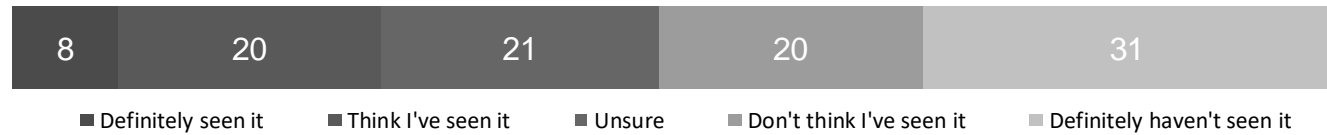
[STATIC \(Comics\) 5](#)

Ads for social media posts are deemed as unique despite low visibility

Social Media Posts



Initiative Visibility



Differentiation / Uniqueness



Base: Among all respondents (n=300), Among those who have seen ad (n=84)

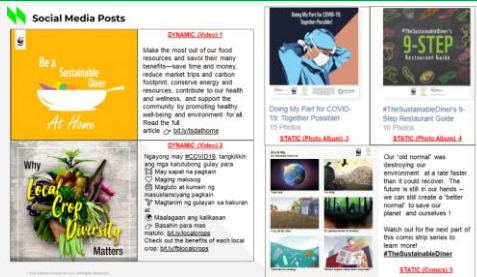
Source: Q27. Please select the statement that best describes whether you have seen this or not? Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that is different to other ads of environmental topics

Social responsibility and environmental protections were the main take-outs in the ad

85% TB Comprehension

"Most people would find the ad easy to follow"

Social Media Posts



Spontaneous Message Take-outs	
Social Responsibility	19
Environmental Protection	11
Benefits	10
Saving the Earth	7
Eco-friendly	7
Food supply/food management/food consumption	7
Supporting Local Produce	6
Buy from local farmers	5
Sustainability	6
Others	18
None	12

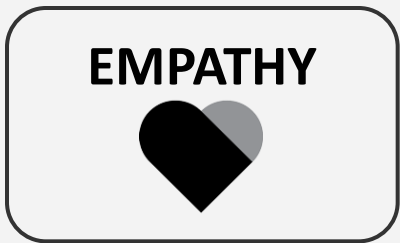
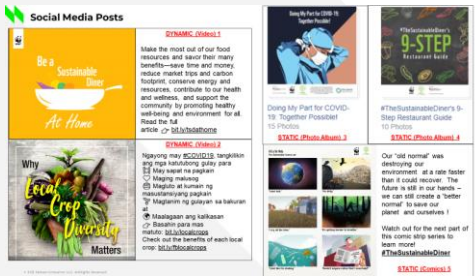
New information	
Environment	36
Save the earth	6
Food supply/food management/food consumption	17
Sustainability/Sustainable Dining	15
Sustainable dining	13
Social Responsibility	13
Eco-friendly	9
Supporting Local Produce	9
Others	9

Base: Those who have seen ad (n=84)

Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that most people would find the ad easy to follow. Q36. Apart from convincing you to buy their product, what do you think were the main messages and benefits the commercial was trying to communicate to you? What else? Anything else? Q30. Did you find something new or have gained new information from the Ad? Q31. What new information did you know of or gain from the ad? What else?

Though deemed relevant, more push can still be done to make it more likeable

Social Media Posts

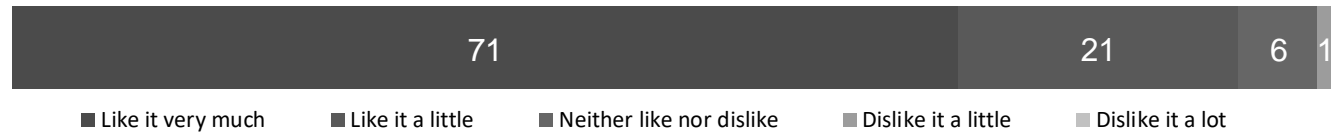


Base: Those who have seen ad (n=84)
 Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that is relevant to me. Q32. Which of these statements best describe your overall feeling about this advertisement? Would you say you... Q33. Now thinking about all the other similar ads you have seen about environmental campaigns, would you say that you... Q34. What elements do you want the ad to repeat again in the next ad? What else? Anything else? Q35. What elements did you dislike and don't want the ad to repeat again in the next ad? What else? Anything else?

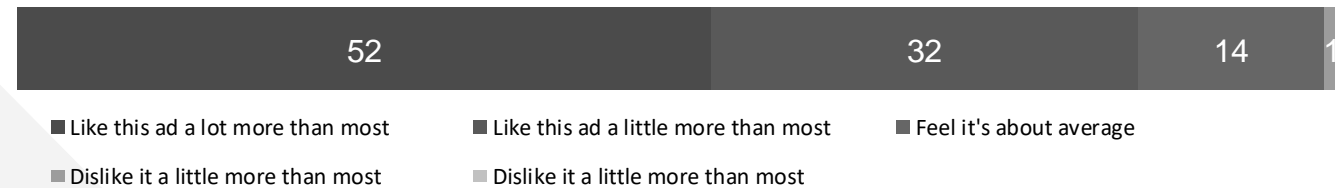
Personal Relevance



Absolute Likeability



Relative Likeability

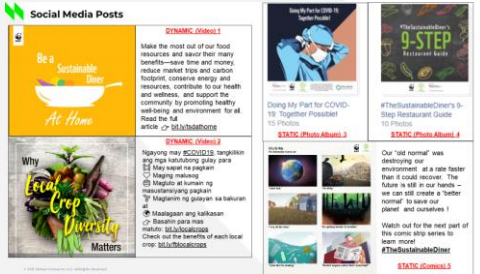


LIKES (%)	
MESSAGE (NET)	52
AD ELEMENT (NET)	17
VISUAL AND GRAPHIC (NET)	8
None	18
OTHERS (NET)	12
All of it	6

DISLIKES (%)	
None	63
AD ELEMENT (NET)	17
POSITIVE (NET)	7
OTHERS (NET)	13
Eco-friendly	5

But overall, ad likely linking to their desire to be more active in their sustainable dining related actions

Social Media Posts



Persuasion

"Makes me feel happier or more comfortable about participating..."



Base: Those who have seen ad (n=84)
 Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that makes me feel happier or more comfortable about participating in the project

Webinar / Live shows



Did you know that you can help the environment whenever you eat? Our food choices don't just have an effect on our health, but also on our planet!

Join us on February 26, at 4:30pm, with WWF-Philippines' #TheSustainableDiner Project, Nurture Wellness Village, and Vegans of Manila to learn how a "Planet-Based" diet can help save our environment one plate at a time.

Get the chance to win exciting prizes and to enter our raffle when you join us for this webinar together with WWF-Philippines' Ambassador, Karen Ibasco. See you all on our Facebook page for the livestream! bit.ly/SavourPlanet2

DYNAMIC (Video) 6



DYNAMIC (Video) 7

Did you know that Filipinos throw away around 40,000 TONS of waste every single day? That much waste can fill 100 Olympic-sized swimming pools! There are so many things we can do to lessen our waste, and we can start with the food and plastic we throw away!

Join us on January 29, at 4:30pm, as we wrap up #ZeroWasteMonth, with WWF-Philippines' #TheSustainableDiner Project and No Plastics in Nature Initiative, Pico de Loro Beach and Country Club, Buhay Zero-Waste, and The Low Impact Filipina! Let's learn how to reduce our own waste, and be inspired by how ordinary individuals and an established hotel successfully reduced theirs.

Get the chance to win exciting prizes and to enter our raffle when you join us for this webinar. See you all on our Facebook page for the livestream! bit.ly/ThinkOutsideTheTrash



DYNAMIC (Video) 8

How is wasted food connected to our environment? How can we reduce food waste at home and how can we start composting?

Join us on September 29, at 5:00pm, as we celebrate the first ever International Day of Awareness on Food Loss and Waste Reduction together with Janine Gutierrez, WWF Philippines National Youth Ambassador, Rayne Roque, WWF-Philippines Sustainable Consumer Specialist for The Sustainable Diner Project, and Rina Papiro, Green Space President. Let's learn how to divert food waste at home and how composting benefits our soil!

Get the chance to win Grab Food vouchers when you join us for this exciting webinar. See you all on our Facebook page for the livestream! bit.ly/savefoodssaveplanet



STATIC (Photo) 9

Heirloom recipes are often the richest, in terms of both history and flavor, and we can't wait to show you how these recipes can promote #sustainable dining!

Catch this week's episode of Kitchen Collabs and Kawali-Kasan: A Sustainable Home Cooking Series as KC Concepcion learns how to make a slow food dish, using ingredients that are delicious and locally-sourced! Watch it LIVE on her IG on Oct. 24, at 11am!



STATIC (Photo) 10

Can #COVID19 be transmitted through the food we eat? How can we protect ourselves without wasting food?

Find out on June 19, at 5:00pm, as Melody Melo-Rijk, Project Manager of WWF-Philippines' The Sustainable Diner Project, talks about food safety for consumers and food businesses alike! Learn how you can ensure that the food we eat or sell is safe to consume and of best quality.

Get the chance to win WWF merchandise sets when you join us for this exciting #PandaTalks webisode with Janine Gutierrez, WWF-Philippines' National Youth Ambassador!

See you all on our Facebook page for the livestream! bit.ly/pandataalkscp

Although deemed as new, ads for webinars or live shows still have low visibility

Webinar / Live shows



IMPACT



Initiative Visibility



Differentiation / Uniqueness



Base: Among all respondents (n=300), Among those who have seen ad (n=74)

Source: Q27. Please select the statement that best describes whether you have seen this or not? Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that is different to other ads of environmental topics

With main message mostly on environment and earth protection

80% TB COMPREHENSION

"Most people would find the ad easy to follow"

Webinar / Live shows



Spontaneous Message Take-Outs		New Information	
ENVIRONMENTAL PROTECTION (NET)	18	ENVIRONMENT (NET)	28
Take care of the environment	8	Care about nature	9
SAVING THE EARTH (NET)	12	Save the earth	9
Save Mother Earth	11	SUSTAINABILITY/SUSTAINABLE DINING (NET)	15
BENEFITS (NET)	12	Sustainability on food produce and consumption	6
Good for our health	5	FOOD SUPPLY/FOOD MANAGEMENT/FOOD CONSUMPTION (NET)	15
SOCIAL RESPONSIBILITY (NET)	9	INITIATIVES (NET)	9
FOOD SUPPLY/FOOD MANAGEMENT/FOOD CONSUMPTION (NET)	9	SOCIAL RESPONSIBILITY (NET)	9
SUSTAINABILITY (NET)	7	ECO-FRIENDLY (NET)	6
ECO-FRIENDLY (NET)	7	Eco-friendly	6
OTHERS (NET)	18	HEALTHY LIVING (NET)	6
None	9	OTHERS (NET)	6
		None	9

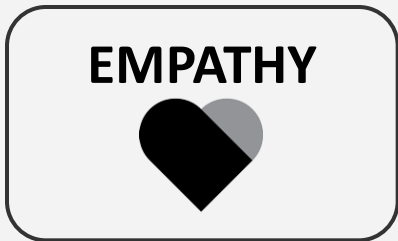
Base: Those who have seen ad (n=74)

Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that most people would find the ad easy to follow. Q36.

Apart from convincing you to buy their product, what do you think were the main messages and benefits the commercial was trying to communicate to you? What else? Anything else? Q30. Did you find something new or have gained new information from the Ad? Q31. What new information did you know of or gain from the ad? What else?

Likeability compared to other ads may also still be improved

Webinar / Live shows

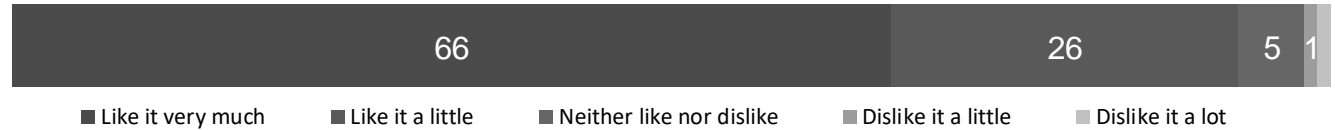


Base: Those who have seen ad (n=74)
 Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that is relevant to me. Q32. Which of these statements best describe your overall feeling about this advertisement? Would you say you... Q33. Now thinking about all the other similar ads you have seen about environmental campaigns, would you say that you... Q34. What elements do you want the ad to repeat again in the next ad? What else? Anything else? Q35. What elements did you dislike and don't want the ad to repeat again in the next ad? What else? Anything else?

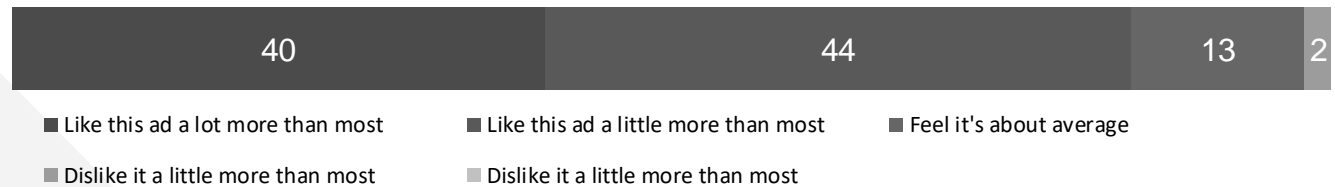
Personal Relevance



Absolute Likeability



Relative Likeability

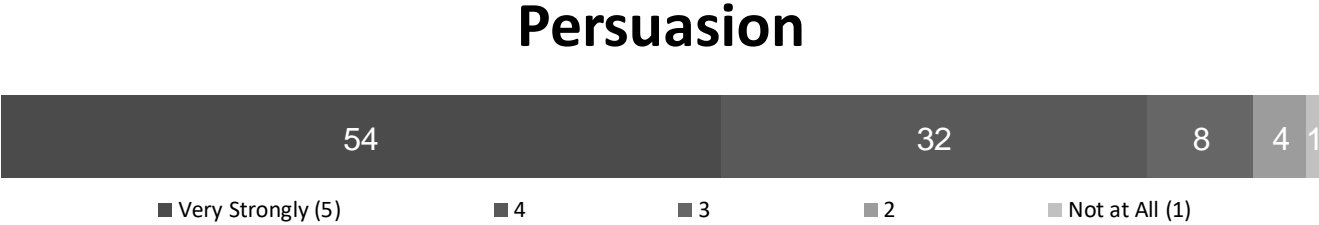


LIKES (%)	
MESSAGE (NET)	57
Save Mother Earth	8
Eco-friendly	5
AD ELEMENT (NET)	12
OTHERS (NET)	11
None	18

DISLIKES (%)	
None	68
AD ELEMENT (NET)	11
POSITIVE (NET)	7
OTHERS (NET)	12

But overall, the relevance of the topic still makes them want to participate in the projects

Webinar / Live shows



Base: Those who have seen ad (n=84)
 Source: Q37. How strongly do you agree or disagree with these statements, using the scale from 1 to 5, where 1 means Not At All and 5 means Very Strongly indeed. This is an ad that makes me feel happier or more comfortable about participating in the project

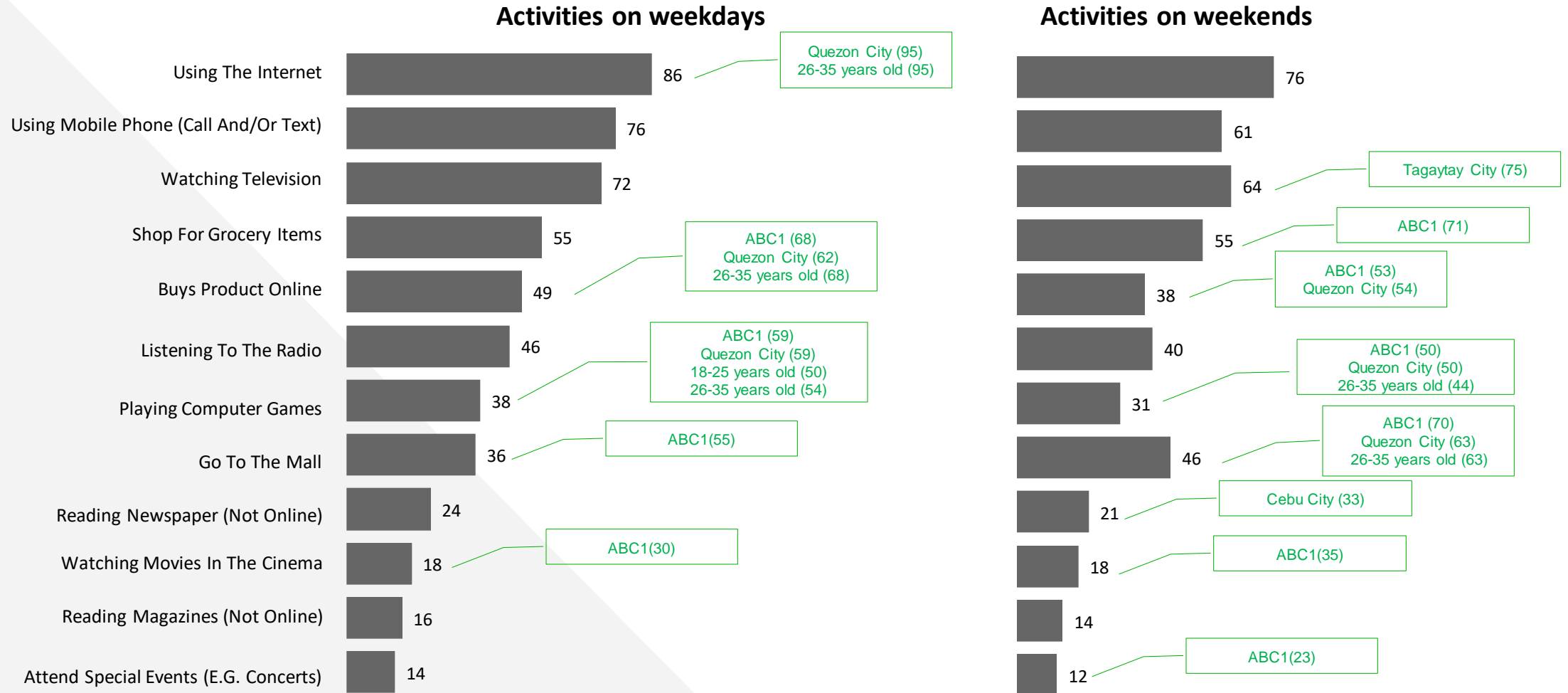
Thus, opportunity to still capitalize on using the digital space moving forward within the SCP program

	Sustainable Consumption	Sustainable Dining	Sustainable Production	Carbon Footprint	Food Waste	Environment-friendly	Greenhouse Gas Emissions	Climate Change
<i>Total aware</i>	136	125	115	82	221	253	140	235
Internet	71	70	66	74	62	69	76	71
Internet – Social Media	65	66	63	70	58	64	65	65
Word Of Mouth	44	46	44	41	56	64	49	60
Tv (Commercial Or Advertisements)	43	43	37	38	53	58	48	59
Newspaper	39	36	37	27	38	48	43	42
Radio	38	36	30	27	30	41	35	41
Flyers/ Brochures	35	34	29	26	29	40	29	31
In-Store (Digital Display And Signages Ie. Posters, Banners, Etc.)	31	33	28	22	29	40	28	27
Magazine	31	30	28	21	26	39	26	26
Mobile Ads	28	26	27	21	26	38	22	25
Cinema	27	23	23	20	24	33	16	24
Billboards	26	22	20	20	16	30	16	22
Direct Mailer/ Mailer	26	17	17	11	11	20	15	17

Base: Ask among those who are aware

Source: Q15. And, where have you seen or heard these words advertised? Please select all that apply and scroll to the right for more choices

Reaching out to the market in platforms they engage in most often (internet, connecting with others, and TV)



Base: All Respondents (n=300)

Source: Q42a. Which of these do you usually do at least once a month during weekdays? Please select all that apply. Q42b. Which of these do you usually do at least once a month during weekends? Please select all that apply.

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□ Sig higher/lower vs Total

But crucial to continue to build on word-of-mouth as it cannot be discredited as top influencers

Social media platforms and YouTube having best potentials to reach the target online



98%
Ave. visit: 6.42



90%
Ave. visit: 6.35



56%
Ave. visit: 5.72



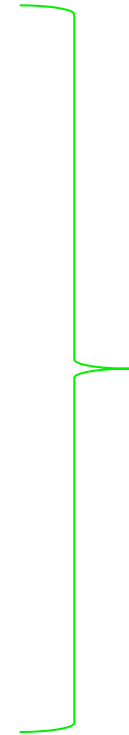
46%
Ave. visit: 5.6



39%
Ave. visit: 5.85



18%
Ave. visit: 3.95



Influencers they follow on social media	
Friends	82
Family	77
Vloggers/bloggers (NET)	38
Alex Gonzaga	7
Cong Tv	7
Ivana Alawi	6
Celebrities (NET)	11

Base: among those who use the internet

Source: Q43. Which of the following social networking sites are you currently using? Please select all that apply. Q44. And how often do you visit these sites? Q45. Who are the influencers you follow on social media?

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Sig higher/lower vs Total

SUMMARY



KEY FINDINGS

- ❑ Target market are more from the **younger and working segment** – with **more non-home cooked meals** consumed due to pandemic
- ❑ Balance of **good customer service, cleanliness, taste and price** are crucial considerations for patronage, but can be influenced by **peers** too – not yet necessarily based on SCP-related attributes
- ❑ **Nearly all are aware** of SCP-related terms, with improvements seen in **broader understanding of the phrases** – not just on volume of food ordered or leaving food behind, but also about **segregation, plastics**, and even reading **food labels**
- ❑ Top SCP practiced and willing to adopt are not just limited to those inculcated to them during younger years but influenced by what they see/learn as well – **reusable utensils, plant-based dishes, local produce**
- ❑ The same knowledge and practices are seen among those who are aware of any of the ff terms: food waste + sustainable consumption + sustainable dining
- ❑ But “The Sustainable Diner” still **not reaching 50%** awareness
 - Related more to **environment** and **waste management** initiatives
 - Curiosity and interest seem stirred if ads are more **relatable** (i.e. Covid, food consumption, local crops)
 - Main takeout on ads are **social responsibility** and **environmental protection**, but may not be as likeable as other ads



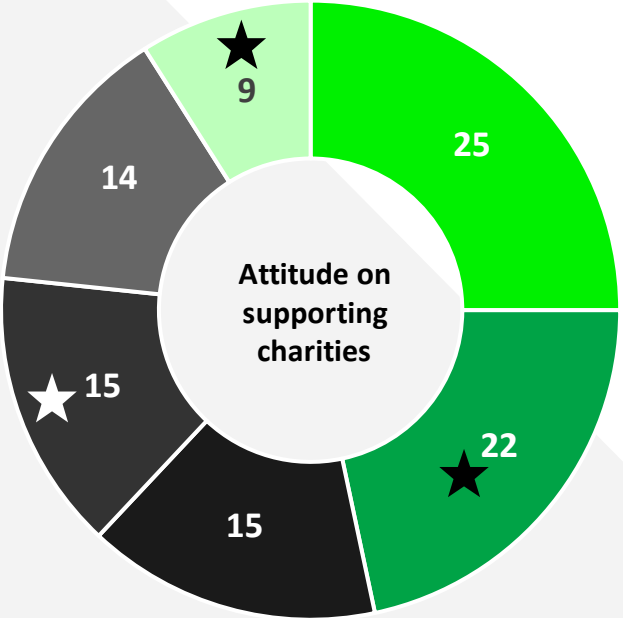
RECOMMENDATIONS

- ❑ **Continue to create noise** in different platforms, especially via **internet** to further increase knowledge of the different laymanized SCP principles/terms
- ❑ More than in-depth awareness of the overarching SCP terms/phrases, giving more **actionable and simple practices** can be highlighted to influence **more frequent participation**
- ❑ **Word-of-mouth** may also be considered as a powerful tool in building importance of these principles – taking into consideration value given to one’s family and peers
 - May look into having **ambassadors** among those who are currently practicing SCP principles
- ❑ Regardless if actual program name/logo is recalled, more important is how it was able to **instill active participation of the SCP practices** (e.g. reusable utensils, local produce, etc.) to their daily habits
 - **Relevance** of social media initiatives important to create **curiosity** (research more, talk about it with peers)
 - Make topics **easy to understand or easily applicable** at home (e.g. food intake, food preparations, relate SCP principles to health effects, etc.)
 - Possible highlight how absence of social responsibility and environmental protection **can affect their day-to-day activities** to increase importance/relevance



Appendix On Supporting Charities

Interestingly, support on charities also observed among the target market – with even higher potential to increase involvement of a fourth



45%
Currently supporting charities

Charities Currently Supporting

Red Cross Philippines	71
UNICEF	36
Gawad Kalinga	29
Save The Children	26
World Wide Fund For Nature (WWF)	13
Greenpeace	11
SOS Children's Village	7
HARIBON Foundation	4
Others	10

- ★ I don't currently support any charities or NGO but would consider doing so in the future
- ★ I currently support charities or NGOs with donations only
- ★ I have supported charities or NGOs in the past but don't support any at the moment
- ★ I currently support charities or NGOs with both donations and my time
- ★ I don't currently support charities or NGOs and don't think I ever would
- ★ I currently support charities or NGOs with my time only

Base: All Respondents (n=300), Among those who currently support charities (n=136)
 Source: Q21. Thinking about your attitude towards charities and non-governmental organizations (NGOs), which of the statements below would you say best describes you? Q22. Which of the following charities or non-governmental organizations do you currently support?

Seen more so among the upper class and those from QC, but with potential seem among the SEC D to participate

	TOTAL	SEC			AREA			AGE				
		ABC1	C2	D	QUEZON CITY	TAGAYTAY CITY	CEBU CITY	18-25	26-35	36-45	46-55	56-65
	300	66	138	96	100	100	100	80	87	61	42	30
I don't currently support any charities or NGO but would consider doing so in the future	25	11	21	41	21	30	24	26	17	23	43	23
I currently support charities or NGOs with donations only	22	30	25	10	36	9	20	26	29	23	10	3
I have supported charities or NGOs in the past but don't support any at the moment	15	17	17	13	12	13	21	10	21	18	14	10
I currently support charities or NGOs with both donations and my time	15	29	14	6	20	4	20	16	21	11	7	10
I don't currently support charities or NGOs and don't think I ever would	14	3	13	24	3	36	4	13	2	20	17	40
I currently support charities or NGOs with my time only	9	11	10	6	8	8	11	9	10	5	10	13

Base: All Respondents (n=300), Among those who currently support charities (n=136)
 Source: Q21. Thinking about your attitude towards charities and non-governmental organizations (NGOs), which of the statements below would you say best describes you? Q22. Which of the following charities or non-governmental organizations do you currently support?

Sig higher/lower vs Total



Thank you.

Dea Ubaldo / Alex Sanchez
Customized Intelligence