



FIG.1



FIG.2



FIG.3



FIG.4

Section 1

EBSC6021: Final Degree Project



FIG.10



FIG.11



FIG.12



FIG.5



FIG.9

Carlotta Barletta-Fairhead
Student Number: 2301561



FIG.8



FIG.7



FIG.6





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1. Introduction

9.52
MT

of food discarded every year
(Close, 2024).

And most of it is edible.

To tackle this problem, we're teaming up to create Lidl Boxes - affordable meal kits made from surplus or near-date expiry food. Designed with students in mind, Lidl Boxes make it easier to cook simple, delicious meals, all whilst saving money and saving food from going to waste.



FIG.29 Paper Packaging Design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)





2. Positioning Statement

With our innovative concept of Lidl Boxes, we tackle food waste by giving near-date expiry food a second life, transforming it into easy, delicious meals. Unlike expensive, high commitment meal kits, Lidl Boxes are flexible and budget-friendly, so you don't need to worry about your wallet, or what's for dinner. Designed with students in mind, they make cooking more accessible for those living away from home for the first time.





3. Market Opportunity

28%

Of people still can't cook after graduating university

47%

Said their culinary skills improved whilst at university

68%

Had to prioritise price over quality and nutritinal value

59%

Budget was the biggest factor impacting their diet

(Shaw, 2022)



With cost of living crisis and food prices continuing to rise, students are the ones who feel the pressure the most. Additionally, this target demographic continue to care the most about the being sustainable, so Lidl Boxes has an opportunity to be successful in this current and future climate.





3. Market Gap

Features	Lidl Boxes	Other Meal Kit Boxes
Sustainability	Uses near-date expiry food	Uses pre-portioned ingredients
Affordability	Affordable with no subscriptions	Expensive (with added delivery charges) and subscription

- While existing recipe box competitors emphasise sustainability through pre-portioned ingredients, they largely overlook the use of near-date expiry food, leaving a clear gap in waste reduction.
- Lidl Boxes address this by repurposing surplus stock into affordable meal kits, eliminating production and delivery costs while strengthening both sustainability and value for cost-conscious consumers like students.





4. Background Research





4. Market Overview

9.52 million tonnes
of food discarded annually
(Close, 2024).
**UK Food Waste
Insights**

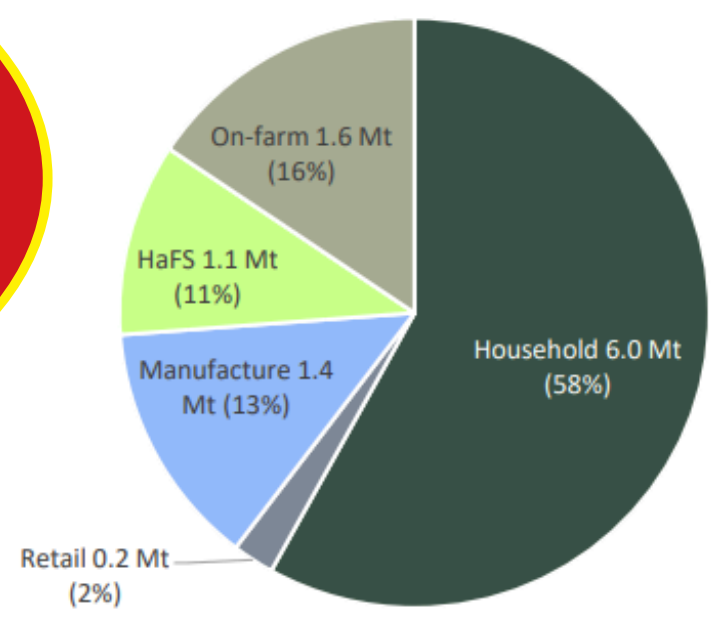


Figure 1. Total UK food waste, using data for 2021 and 2022, by sector, total = ca. 10.2 million tonnes (Mt). Apparent discrepancy between total and sum of parts due to rounding.

FIG.26 Total UK Food Waste for 2021 and 2022 by WRAP

- Consumer food waste is rarely caused by lack of concern, but rather a lack of knowledge around planning, storage and labelling (Young, 2017).

This suggests that reducing food waste requires behavioural nudges such as:

- Colour-coded storage icons
- Shelf-life prompts
- Meal planning guidance, rather than post-purchase guilt messaging.



9.4% CAGR

UK meal kit market growth 2025-2033
(Gunther, 2025)

4.4% UK revenue

Global meal kit delivery services market in 2024
(Gunther, 2025)

- This growth indicates a strong consumer demand for convenient, home-cooked meal solutions.
- However, Lidl Boxes aim to disrupt the market, positioning itself around value and waste prevention, not convenience like its competitors.

**Meal Kit Market
Insights**

43%

Hello Fresh market share
(Gunther, 2025)

34%

Guosto market share
(Gunther, 2025)



See Appendix A for Food Redistribution Insights and Inflation.



4. Macro Trends

Surplus Food Platforms

- Consumer attitudes towards surplus food have shifted from stigma to normalisation.
- Growth in food poverty and environmental awareness has driven increased engagement with redistribution platforms. (Nguyen, 2021)
- Too Good To Go transformed the challenges of the COVID-19 pandemic into an opportunity to save surplus food, with 3.7 million meals being saved, and over 5.7 million users in the UK alone. (Nguyen, 2021).
- Rescuing food is no longer a shameful activity, but rather a scalable business opportunity.
- Lidl Boxes aim to be positioned as a mainstream retail product, rather than a discount or charity initiative.



Sustainability and Ethical Consumption

- Sustainability remains a key driver of UK consumer purchasing decisions, spanning sourcing, packaging, and food waste. (Food Council, 2025).
- Therefore, packaging must align authentically with sustainability values to build trust, not appear as disingenuous.
- Lidl Boxes packaging communicate commitment to sustainable practices while educating consumers on safe consumption, reinforcing trust and differentiating from its competitors.





4. Micro Trends

Simpler Meal Choices



- Consumers are shifting towards simpler, faster meals. Prep time has declined from almost 34 minutes in 2020 to 31 minutes in 2024 (Ball, 2025).
- This signals a behavioural shift away from experimental cooking towards efficiency driven cooking routines.

Meal Prep Trend

- Busy lifestyles and cost-conscious behaviour have accelerated the rise of meal prepping. (Hickey, 2024).
- Social media has amplified meal prep as a mainstream and aspirational trend (Hickey, 2024).
- Longer or complex recipes pose a threat to Lidl Recipe Boxes by deterring time-sensitive consumers.
- Therefore, Lidl Recipe Boxes focus on minimal ingredients, quick recipes, and batch-cook friendly to align with these behaviours.





4. Consumer Behaviour

Food and Cooking Habits Through Different Life Stages

As a person goes through the stages of childhood, adolescence, parenthood and retirement, their cooking habits change throughout. A matter of class also influences different behaviours amongst middle and working class people.

See Appendix B for Food and Cooking Habits Through Different Life Stages.





4. PESTELE

Due to the current climate, the Economic and Environmental factors are the most relevant for this proposal. See Appendix C for the rest of the factors.

Economic

- Grocery inflation has risen 'to 5.4% in the three months to August 2025 from 4.6% in May and 4.1% in February', increasing overall price sensitivity. (Simmonds, 2025).
- Low-income consumers are disproportionately affected, as they spend a greater share of income on food and are more sensitive to price rises. (Lalitha Try, 2025).
- Lidl Boxes must be priced under £5 to be perceived as a genuine cost-saving solution aligned with their sustainability mission.
- Maintaining perceived value is essential, requiring a balance between affordability and quality, including the use of near-date expiry ingredients.



Environmental

- Misinterpretation of date labels contributes significantly to food waste, with 28% of consumers misinterpreting "Best Before" dates, and 46% misinterpreting "Use By" dates (WRAP, 2023 a).
- This confusion leads to premature disposal, as some consumers treat "Best Before" as expiry dates, particularly for dairy products. (WRAP, 2023 b).
- Packaging must prioritise consumer education and clearer labelling to reduce waste and support the collaboration's sustainability goals.



See Appendix C for P, S, T, L and E Factors.





4. SWOT Analysis

Strengths:

- Strong Brand Partnership: Combines Lidl's affordability with Too Good To Go's sustainability mission - creating awareness of wider social issues
- Clear Social Impact: Tackles food waste in an innovative and engaging way
- Affordability & Accessibility: Appeals to budget conscious students and families, especially in the cost of living crisis
- Creative Product Concept: Themed boxes such as Italian Week, Sweet Treats that make the campaign fun, culturally diverse and shareable on social media

Weaknesses:

- Food Waste Risk: Boxes might not always sell everyday, so there could be food waste
- Perceived Quality Concerns: Some customers might associate 'near expiry' or 'surplus' with lower quality or safety
- Limited Product Availability: Boxes depend on amount and type of surplus food which may lead to inconsistent supply

Opportunities:

- Growing Sustainability Trend: Growing demand for sustainability, especially among Gen Z and Millennials
- Product Expansion: Could expand into new product ranges such as seasonal boxes or vegan boxes for example
- Social Media Virality: The concept is highly shareable and has potential to go viral
- Educational Value: Opportunity to position both brands as market leaders in sustainable retail through transparency and digital engagement

Threats:

- Competition: Competitors such as Hello Fresh and Gousto could offer attractive deals or other sustainability initiatives
- Supply Chain Issues: Seasonal shortages and logistics issues could disrupt availability
- Food Laws: Food safety laws might limit how surplus food can be sold





5. Key Insights & Supporting Evidence





5. Key Insights Summary

- 18-34 year-olds generate the highest levels of food waste due to meal changes and overbuying (WRAP, 2025). This indicates a clear and relevant target audience for Lidl Boxes.
- Too Good To Go's 5.7 million UK users (Nguyen, 2021), demonstrate strong existing demand and normalisation of surplus food consumption.
- Grocery inflation has risen to 5.4% (Simmonds, 2025), increasing price sensitivity and reinforcing the need for affordable solutions.
- Together, these insights show a clear opportunity to target high-waste, cost-conscious consumers with a solution that is both economical and sustainable, and possibly making Lidl Boxes a regular purchase for consumers, rather than one offs.





5. Key Insights Summary

Evaluating PESTELE

- Economic and Environmental factors create a strategic tension for the launch of Lidl Boxes.
- While sustainability is valued, price sensitivity, particularly among students, limits willingness to pay a premium.
- Therefore, Lidl Boxes are positioned as a cost-saving behaviour, reframing it around food waste reduction and value to maintain both affordability and environmental credibility.

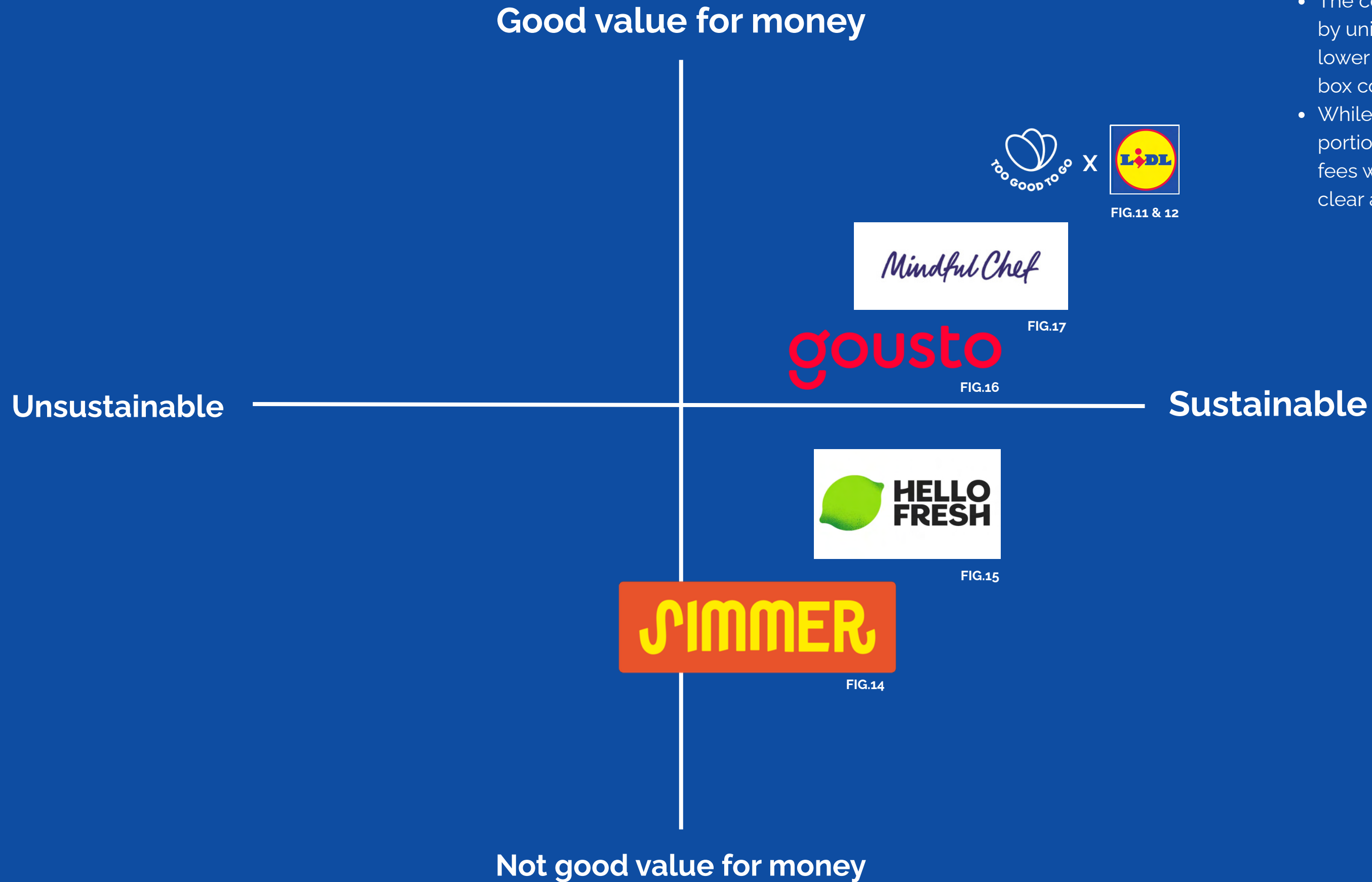


Evaluating SWOT

- The collaboration aligns strongly with both brands' values and presents clear potential to engage budget-conscious consumers through affordable, sustainable consumption.
- However, challenges such as inconsistent supply, perceived quality concerns, and food safety risks may undermine trust and repeat purchase if not carefully managed.
- To address this, Lidl Boxes will be limited through the Too Good To Go app and transparency through clear labelling and guidance will be prioritised, reframing near-expiry products as curated to strengthen credibility and market positioning.



5. Competitor Map



Evaluation

- The collaboration holds a strong competitive position by uniquely combining surplus food with significantly lower pricing, differentiating it from traditional recipe box competitors.
- While competitors promote sustainability through pre-portioned ingredients, their higher costs and delivery fees weaken their value proposition, giving Lidl Boxes a clear advantage among cost-conscious consumers.





5. Target Audience

- Students and young people are the key target segment due to limited cooking skills, irregular routines, and higher likelihood of overbuying, leading to increased food waste.
- Their lower disposable income makes affordable alternatives like Lidl Boxes more appealing than traditional recipe kits.
- Despite strong environmental awareness, 18-34 year olds generate higher levels of food waste, highlighting a gap between attitudes and behaviour. (WRAP, 2025 a). People that use fruit and veg box schemes or subscription delivery are also driving the increase in food waste (WRAP, 2025 b).
- Lidl Boxes can capitalise on this gap by offering a solution that aligns sustainability with affordability, helping reduce household food waste while meeting consumer needs.



See Appendix B for Consumer Persona





6. Product Lines





6. Product Lines



Ingredients for Chilli Con Carne



FIG.20

Italian Week Boxes



FIG.18

Lidl Sweet Treat Boxes



FIG.22

Ingredients to make your own pizza



FIG.21

Asian Week Boxes



FIG.19

Lidl Suprises



FIG.23

HERO PRODUCT

Recipe Boxes



Culture of the Week Boxes



Surprise Boxes





7. Primary Research

See Appendix E for Participant Outreach, Ethics form, Participant Consent form, transcript and focus group questions

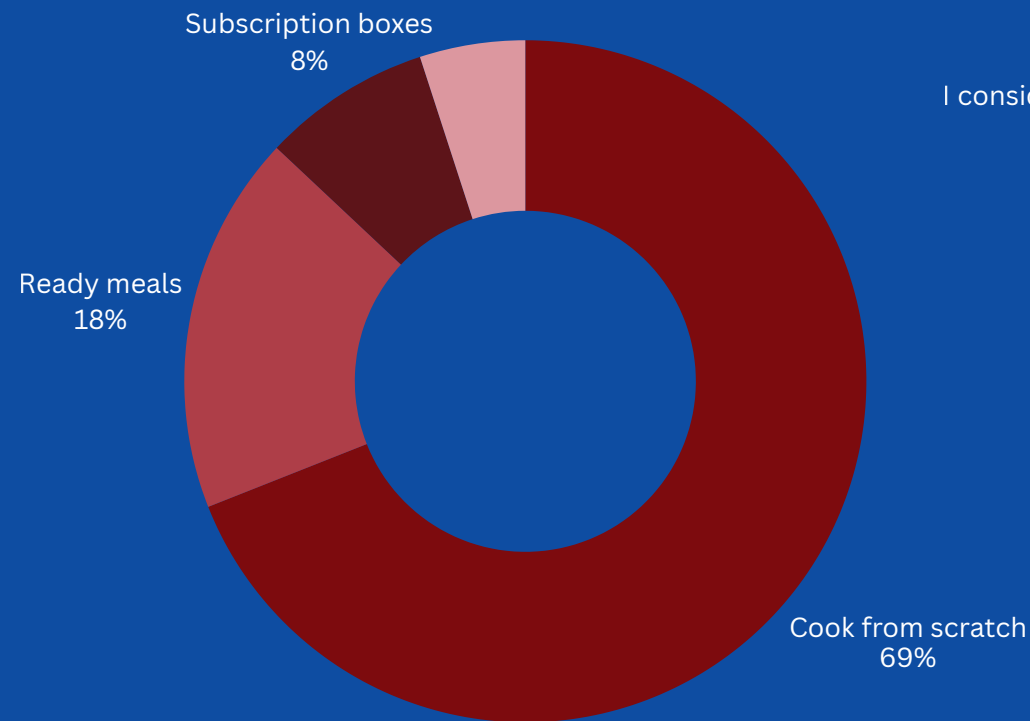




7. Primary Research - Survey

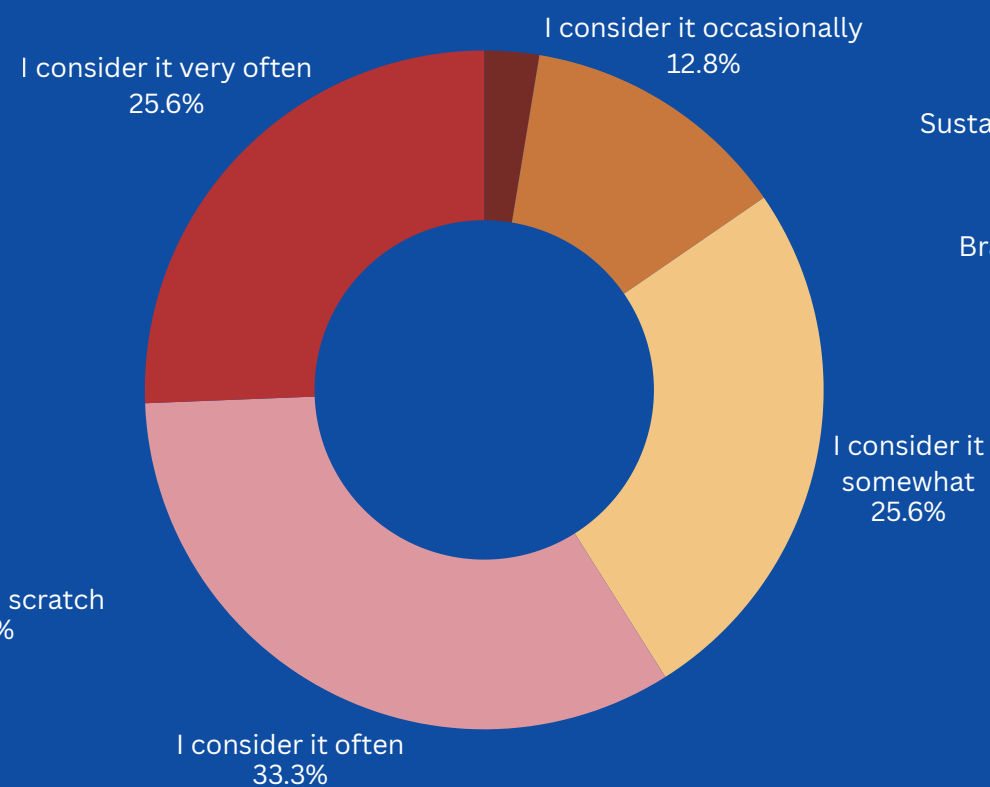
I conducted a questionnaire to find out the feelings and opinions of 18-30 year olds when considering sustainability and food waste. Based on the data found, it suggests that my target audience care about both of these topics, and may be interested in Lidl Boxes.

Which method do you rely on most for your meals in a typical week?



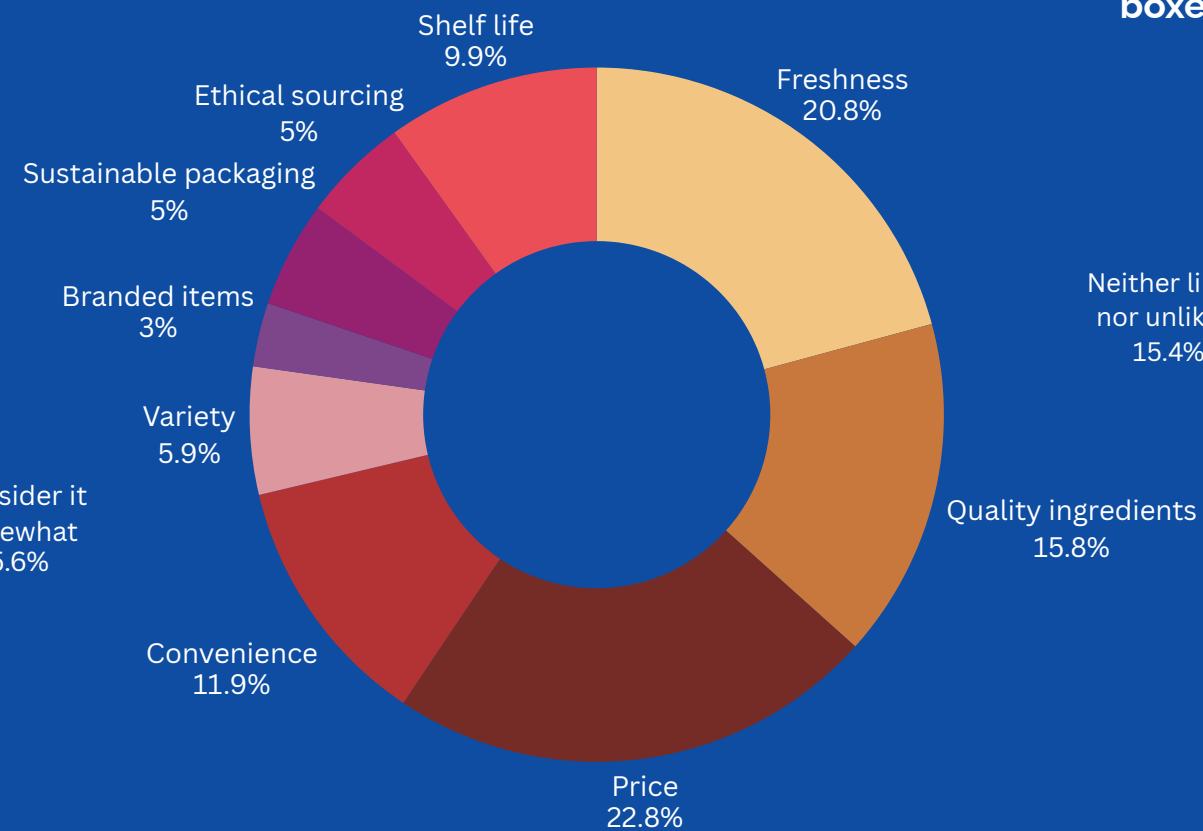
This suggests that cooking from scratch is an existing behaviour among 18-30 year olds, meaning Lidl Boxes may appeal to them.

To what extent do you consider reducing food waste in your daily life?



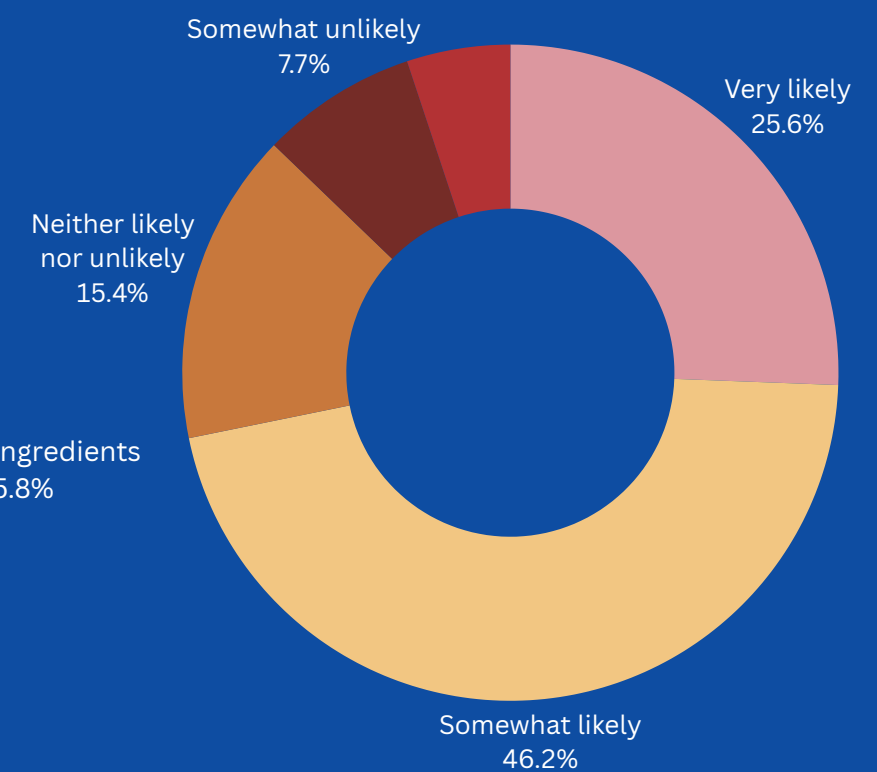
Majority of respondents consider food waste often, meaning this issue is important to them and they are likely to get on board with the collaboration.

Pick 3 or more factors of importance when doing your food shopping



The top 3 factors were freshness, quality ingredients, and price, suggesting that there is an opportunity for Lidl Boxes to win over students for affordability, but freshness of ingredients may not always be guaranteed if items are near to their expiry date.

If Lidl offered discounted surplus-food boxes, how likely would you be to buy one?



This demonstrates that respondents would be quite likely to purchase Lidl Boxes.

Data based on 40 respondents, released on 1st December 2025.
For full questionnaire data, follow this link: bit.ly/4suru1l



7. Focus Group

FIG.27



“As a international student, we keep on looking for stuff which might be tasty and cheaper also. So we might think that, oh, this box might have something good for us at a cheaper rate.”
~ Participant 7

FIG.29



“I think the overall design is very effective, especially with the handle on top, so you can carry it everywhere, and the colours make you instantly notice that it is from Lidl.”
~ Participant 4

FIG.28

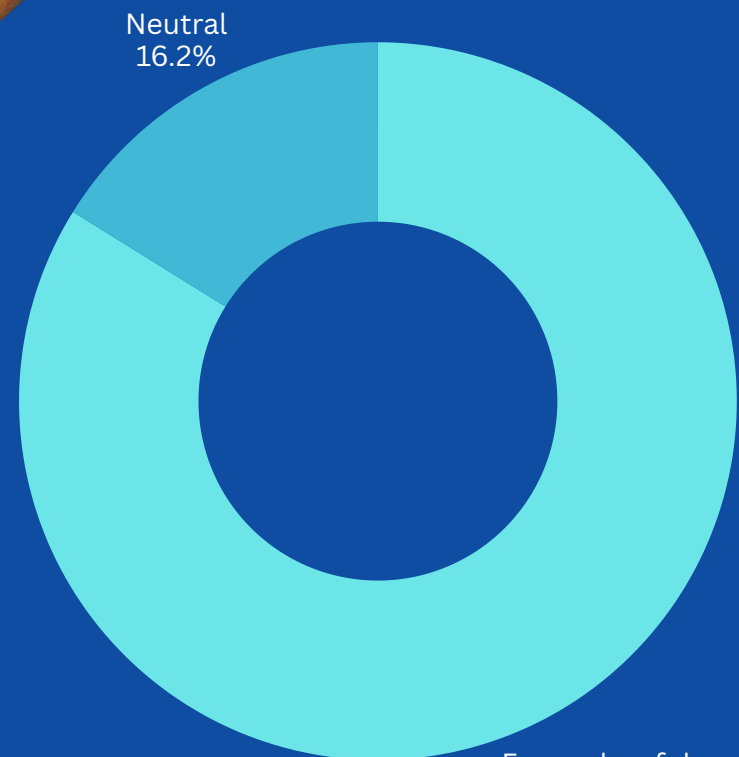


FIG. 27-30 Paper Packaging Design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)

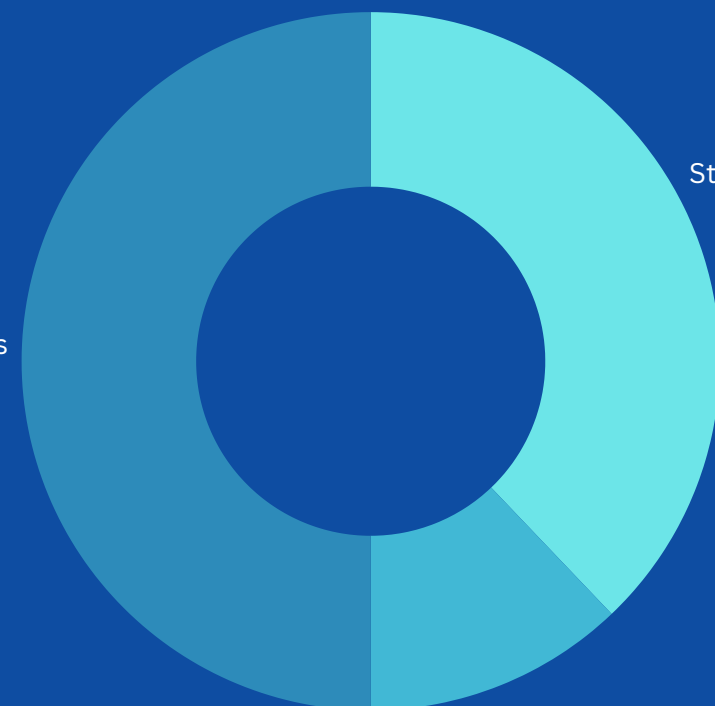


7. Primary Research - Focus Group

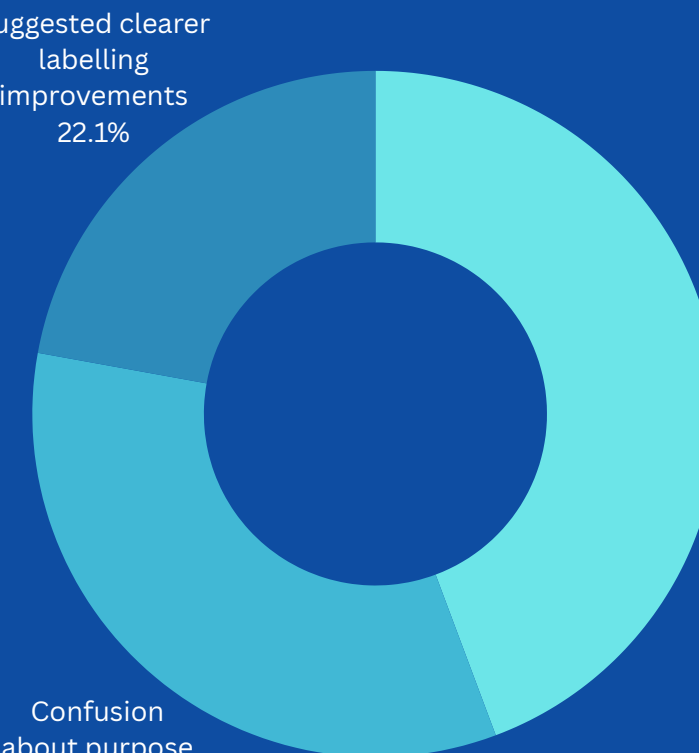
Focus Group answers gathered from 6 students



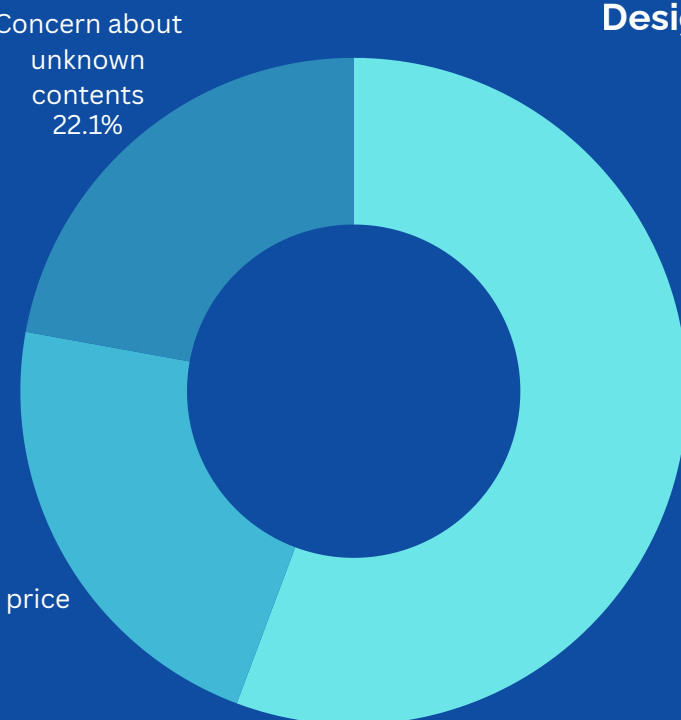
First impressions of the Lidl Box



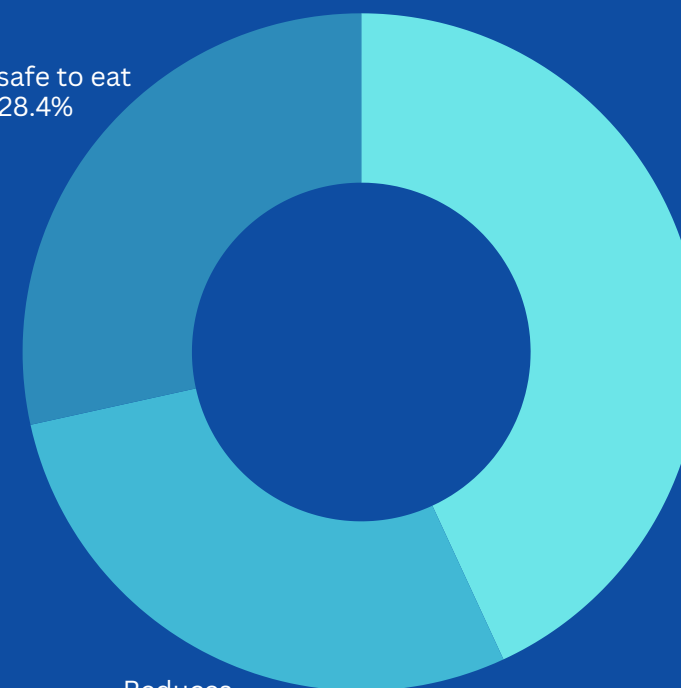
Design opinions



QR Code thoughts



Would they consider buying a Lidl Box if they saw it in-store



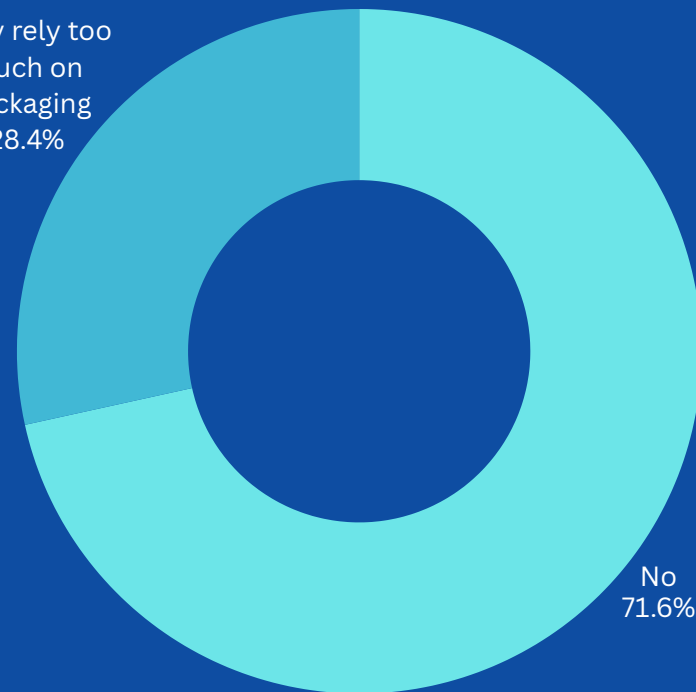
Views on using near-date expiry food



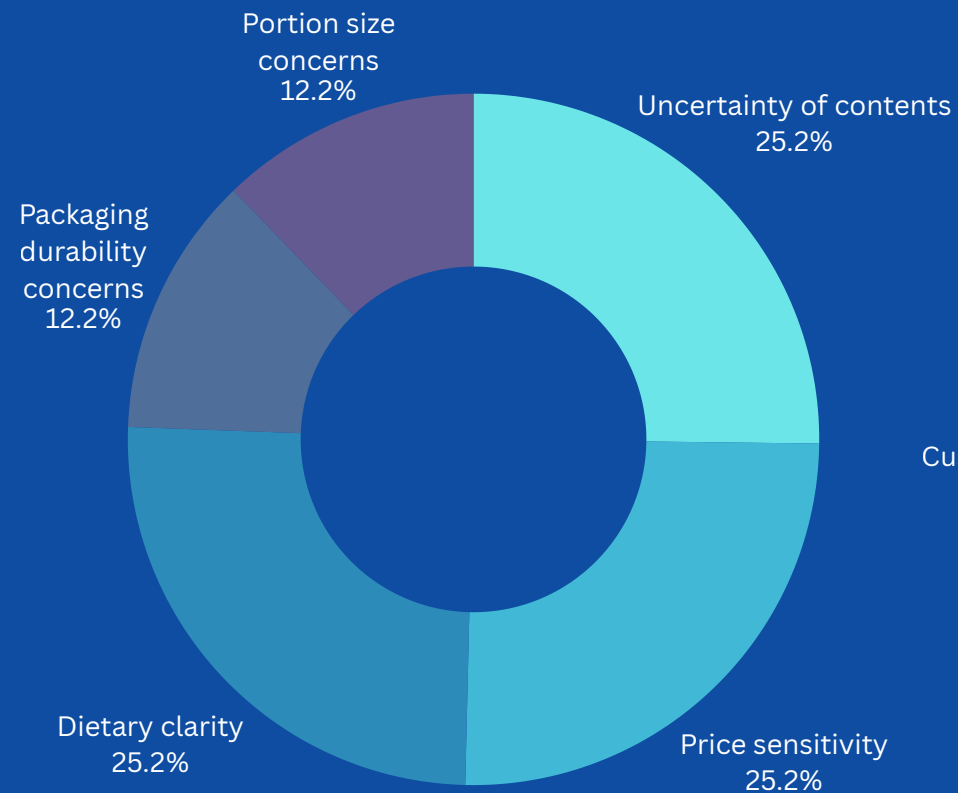
7. Primary Research - Focus Group

Focus Group answers gathered from 6 students

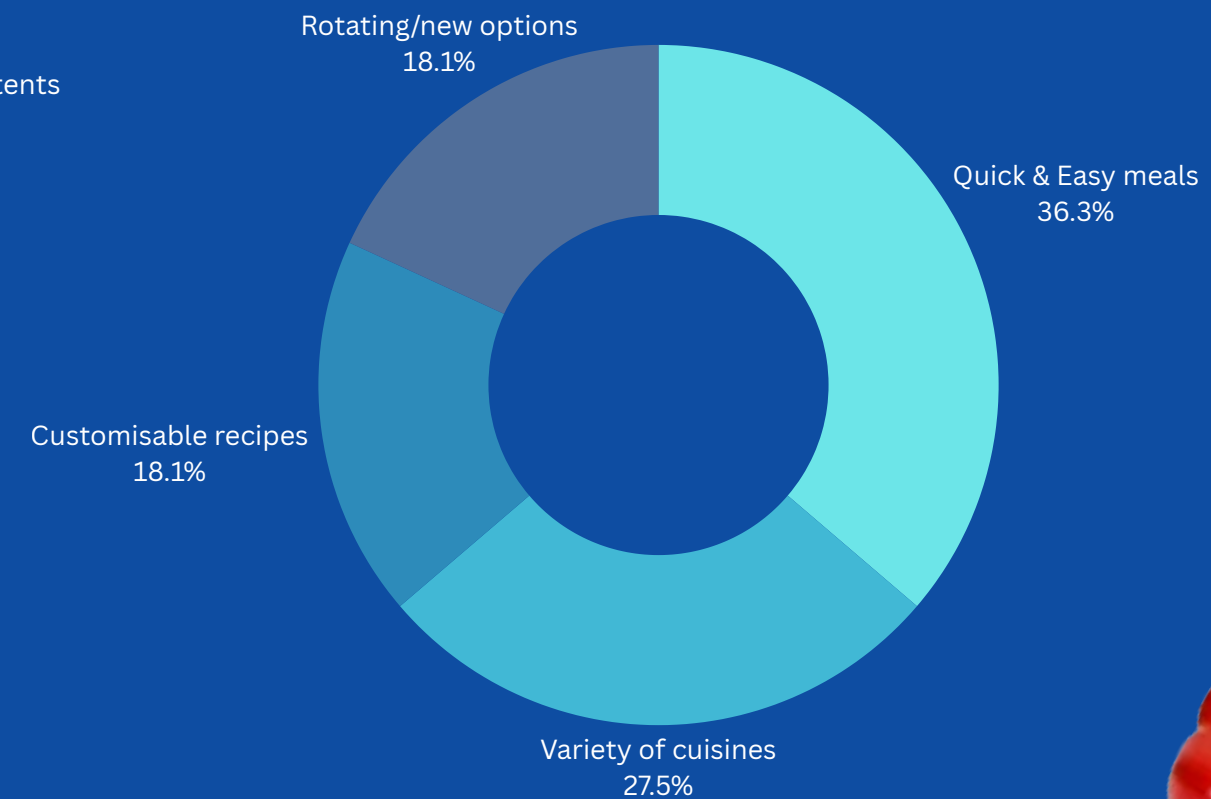
They rely too much on packaging 28.4%



Do supermarkets make storage guidance clear?



Issues or concerns with Lidl Boxes



What kind of recipes they would like to see

Design Questions:

- 83% of participants had positive first impressions regarding the bold use of colours, messaging and strong branding, suggesting that the packaging alone would be effective in attracting attention in retail stores.
- Again 83% stated they would pick up the box if they saw it on the shelf, demonstrating strong consumer interest and consideration.
- However, they expressed some potential improvements. 50% of participants were confused on the purpose of one of the QR codes, indicating that clearer labelling may be needed to enhance usability.

Sustainability Questions:

- As for the sustainability aspect, the concept aligns well with consumer behaviour and attitudes, with 83% of participants regularly cooking with near-date expiry food.
- 100% expressed positive views towards the concept, primarily due to cost savings and reducing food waste, demonstrating strong market relevance, particularly among students and budget-conscious consumers.





8. Marketing Strategy





8. Marketing Strategy

Aim: To successfully launch Lidl Boxes targeting students between the ages of 18-30 and become their N.1 supermarket for sustainability and price.

SMART Objectives:

- Reduce wastage of near-date expiry products by 20% by December 2026
- Increase the number of Too Good To Go app active users by 30% by December 2026
- Increase Lidl's sales by 30% by January 2027





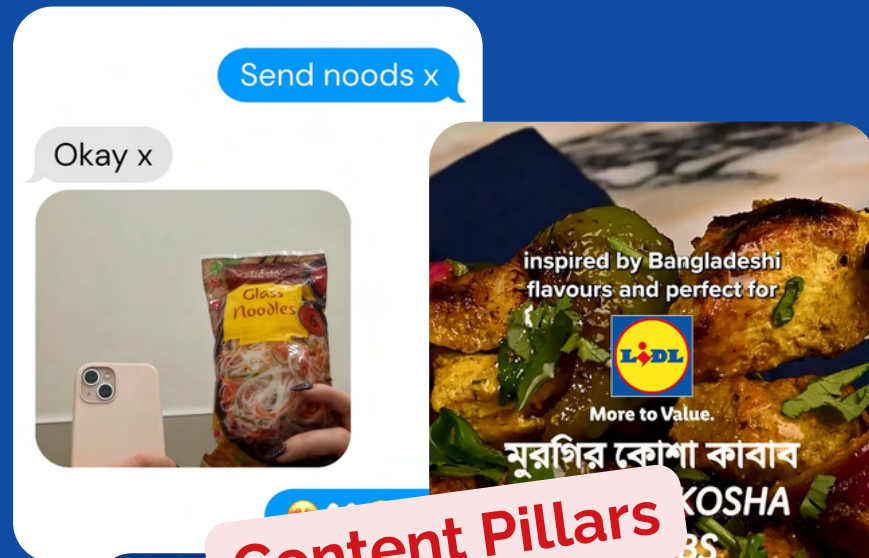
Marketing Strategy



8. Marketing Channels:

Entertainment

FIG.31 Meme from Lidl's Instagram



Content Pillars



Educational

Main Channels:

- Social Media (Instagram, TikTok, X, Snapchat, Facebook)
- Food Influencers, student influencers and Student Ambassador Programmes
- Lidl and Too Good To Go app promotion
- In-store display promotions and QR codes



Promotional

FIG.32 Partnership with Lidl and a creator

See Appendix D for Content Marketing Ideas.

FIG.33 Promotional banner for Batch From Scratch By Lidl





Marketing Strategy



8. Collaborations

Appearing on Channel 4's Batch From Scratch: Cooking For Less (by Lidl), Suzanne Mulholland is a keen advocate for batch cooking as a way to save time and money.




**A Lidl
batching
saves a lot!**



Stream on 

FIG.34 Promotional banner for Batch from Scratch

Batch cooking is also the perfect way to waste less food, so it's even better when using near-date expiry food, making Suzanne the perfect collaboration for Lidl Boxes.



BATCH FROM SCRATCH
COOKING FOR LESS
BROUGHT TO YOU BY 

WATCH
MONDAY AT 8PM
STREAM


FIG.33





Marketing Strategy

8. Influencer Collaborations:

FIG.35



Macro Influencers

Angelina Certified
TikTok 1 million followers
Instagram 269K followers

Student creator, pop culture and food reviews

FIG.36



Shivani Khosla
TikTok 855K followers
Instagram 145K followers

Student creator, food reviews and pop culture

FIG.37

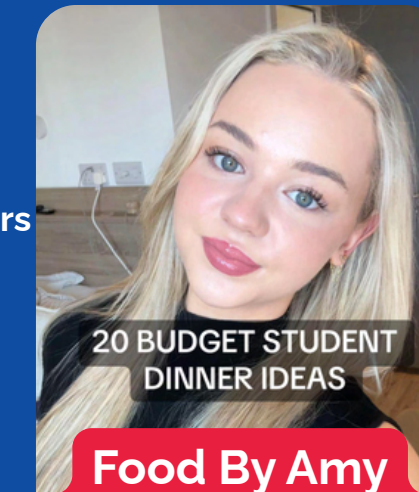


Micro Influencers

Shondelle Elise
TikTok 43.3K followers
Instagram 3,614 followers

Too Good To Go advocate, changing the views on Croydon

FIG.38



Food By Amy
TikTok 95.7K followers
Instagram 32.5K followers

Student food creator, budget friend meal ideas



Macro influencers are good for larger reach and mass awareness.



FIG.39



Food Influencers/Experts

Louise's Kitchen Garden
TikTok 879.2K followers
Instagram 624K followers

Cooking from her garden, advocate for zero waste and sustainable eating

FIG.40



Gavin Wren
TikTok 56.7K followers
Instagram 67.5K followers

Food policy expert, Too Good To Go challenges

Food influencers and experts have more authority, building trust with their audience.



Micro influencers have a close and loyal community, with their audience more likely to trust their recommendations.





Marketing Strategy



8. Community Engagement



Customer Recipe Development

Let customers vote on their favourite recipes or suggest new ones

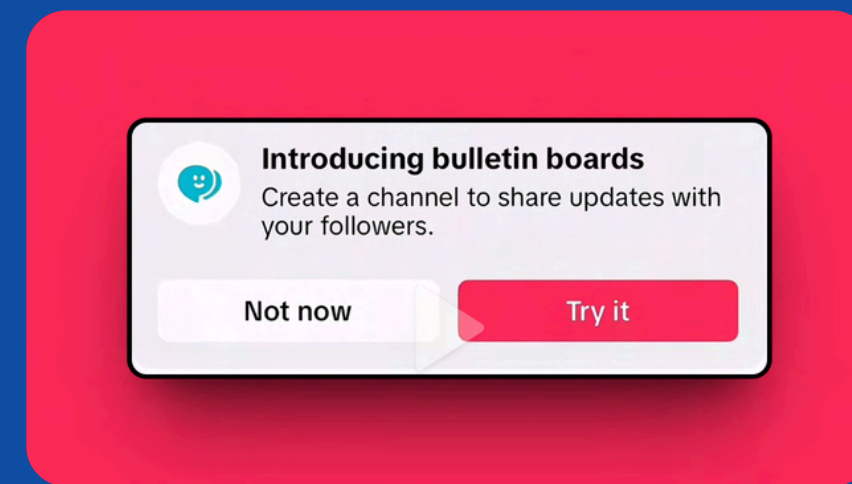
FIG.41 Lidl Recipe Box (Barletta-Fairhead, 2026)



Pop-Up Events

Let the public taste test meals cooked by chefs using Lidl Recipe Boxes

FIG.42 Tesco Christmas Market



Exclusive Brand Bulletin Boards

Exclusive content for followers such as updates, new products or events

FIG.43 TikTok Update Bulletin Boards



Lidl Less Lonely

Come alone, leave with friends





9. Marketing Campaign

Lidl Less Lonely

Come alone, leave with friends





9. Background Research: Lidl Less Lonely Marketing Campaign

40% of young people feel lonely, despite being digitally connected

(Office for National Statistics, 2025)

From this chart, it's clear that 16-29 year olds are more likely to experience loneliness often, always or some of the time compared to all other age groups - making this a suitable catalyst for the marketing campaign Lidl Less Lonely.

We make sharing food and finding friendship possible.

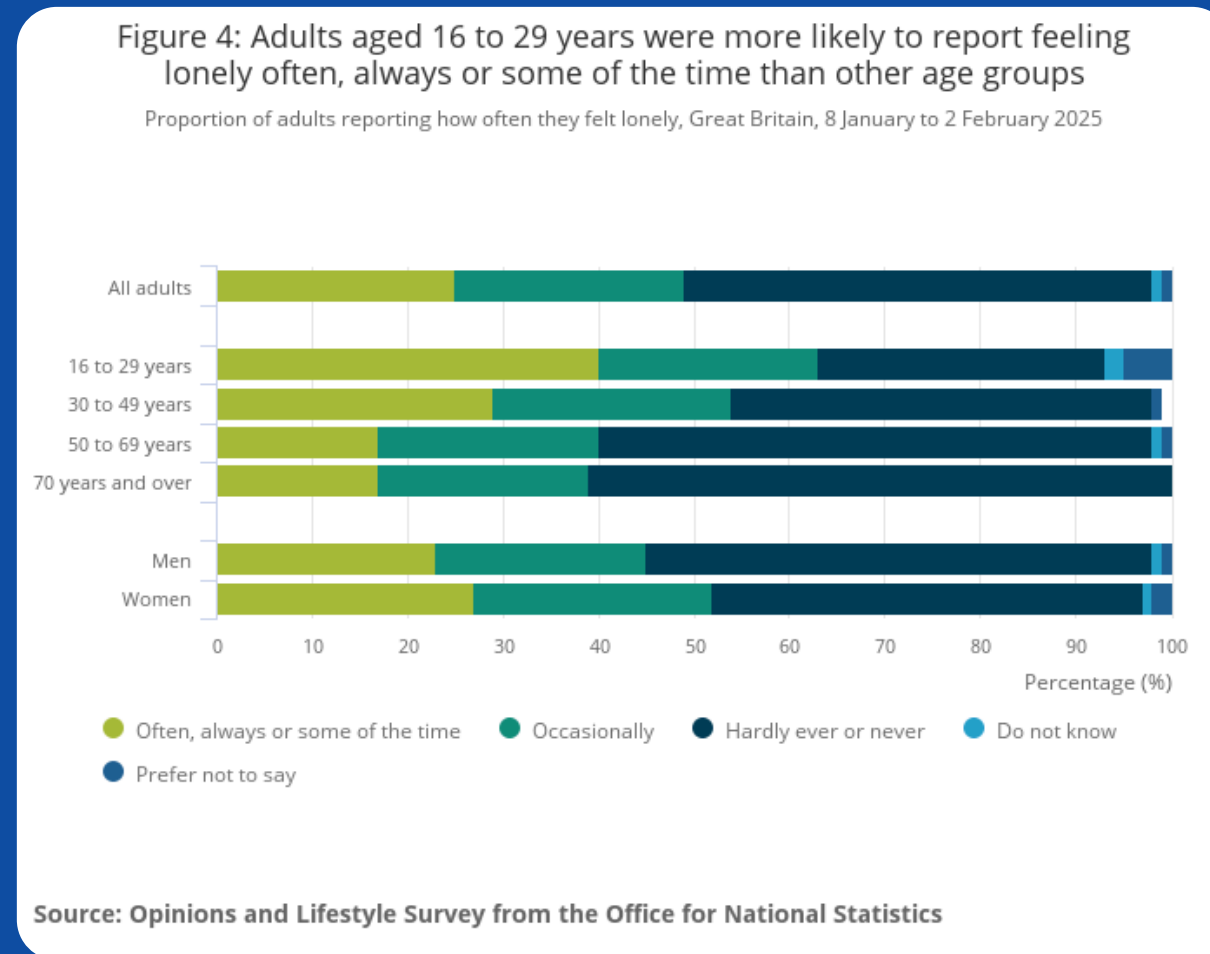


FIG.44

Lidl Less Lonely

Come alone, leave with friends





9. SMART Objectives: Lidl Less Lonely Marketing Campaign

Aim: To create emotional connections between students through shared dinner parties using Lidl Recipe Boxes and encourage digital engagement through this.

SMART Objectives:

- Reduce students' feelings of loneliness after attending Lidl Less Lonely campus dinner parties by 20%, measured through pre and post-event surveys, by November 2026
- Activate 50 of 200 Student Ambassadors across selected UK universities each hosting a Lidl Less Lonely dinner party with friends and creating 2 pieces of user-generated content each by October 2026
- Sell 500 Lidl Boxes to students within a month of launch date from September 5th - October 5th 2026 through campaign driven promotion
- Increase Too Good To Go's social media reach (total views across TikTok and Instagram) by 20% by December 2026 through campaign-related content
- Achieve 1000 uses of the campaign hashtag #lidlesslonely across TikTok and Instagram by December 2026



Lidl Less Lonely

Come alone, leave with friends





9. Ideal Target Audience: Lidl Less Lonely Marketing Campaign

Students and young professionals between the ages of 18-30

Often eat alone

Need help cooking quick and simple meals



Ideal Target Audience

Budget-conscious

Care about reducing food waste and sustainability

Social but digitally fatigued



Lidl Less Lonely

Come alone, leave with friends





9. Campaign Concept: Lidl Less Lonely

Think dinner parties, making connections, and community spirit

Bringing students together through food

Partnering with university Student Unions across the UK to host on-campus dinner parties to bring students together



Come alone, leave with friends

Opportunity for student UGC content



FIG.45 Group of friends sharing a meal made with a Lidl Box (Barletta-Fairhead, 2026)

See Appendix D for Customer Journey Map.





9. Lidl Less Lonely Marketing Campaign

Campaign Hashtags:

#LidlLessLonely

#ComeAloneLeaveWithFriends

Campaign Specific Content Ideas:

- Cook with me for a dinner party with my friends
- Challenge: "No phones at the dinner table"
- "I invited 5 strangers for dinner..."
- From strangers to friends



FIG.45



Lidl Less Lonely

Come alone, leave with friends





9. University Activations: Campus Dinner Parties

Lidl Less Lonely

Come alone, leave with friends



Aim: To challenge students to put their phones down and make connections

- Offer special discounts and vouchers when students download Too Good To Go and buy their first Lidl Box.

Campus Activation Locations:

London:

- University for the Creative Arts, Epsom - 10 minute walk
- Kingston University (Partner with Lidl) - 25 minute walk
- Queen Mary University of London

England:

- University of Salford - 20 minute walk
- University of Sheffield - 11 minute walk

Wales:

- Cardiff University - 10 minute walk



FIG.46 Campus activation dinner party (Barletta-Fairhead, 2026)





9. Student Ambassador Programme

Rather than just relying on traditional influencers, the Lidl Less Lonely Marketing Campaign prioritises authentic content, best marketed by student ambassadors. This is because Gen Z trust recommendations from peers rather than traditional advertising and aligns better with this student-led campaign (Media, 2025).

£14.08 per hour (Indeed, 2026)

This is the average base salary for a student ambassador. Based on how long a piece of content takes to plan, shoot and edit, they will be paid accordingly.

73% of Gen Z consumers trust recommendations from peers rather than traditional advertising

(Media, 2025)



200 Student Ambassadors

Across Selected Universities



Lidl Less Lonely

Come alone, leave with friends





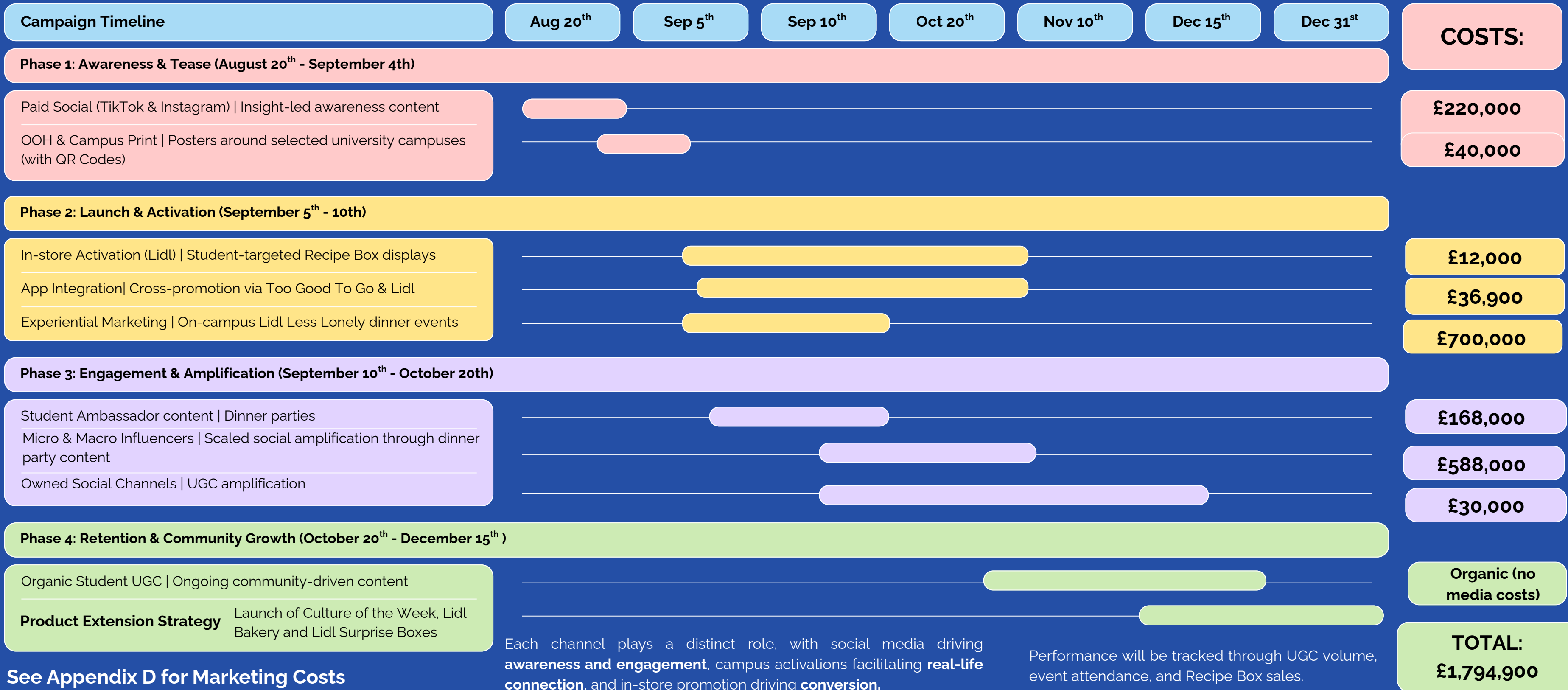
Lidl Less Lonely Media Plan

Marketing Budget:

£2,000,000

Launch Date: September 5th 2026

Real students, real experiences.



See Appendix D for Marketing Costs



Lidl Less Lonely Media Plan



9. Social Influence Strategy

Micro Influencers



FIG.37

FIG.38

Content Amplifiers

Micro Influencers

- Scale campaign visibility by sharing authentic, relatable content from real dinner party experiences
- Drive higher engagement than traditional influencers due to close-knit online communities that trust their recommendations (Kolsquare, 2024)

Community Drivers



FIG.47 Student Ambassadors

Student Ambassadors

Student Ambassadors

- Host Lidl Less Lonely dinner parties, creating meaningful in-person connections between students
- Drive in-person participation at a local level, with authenticity translating into high trust amongst peers despite smaller social reach (Shopify, 2025a&b)



The Lidl Less Lonely Campaign uses student voices, not celebrity influencers, to ensure authenticity and relatability, where real-life experiences generate content that drives further participation.





10. The Main Deliverables





10. Main Deliverables

- 3 Lidl Box designs including Lidl Recipe Box, Italamo Range Box and Lidl Bakery Box
- Printed prototype of one Lidl Recipe Box (Chilli con Carne)
- Marketing Strategy (26-31) and Marketing Campaign (32-41)



FIG.29



10. Final Prototype of Lidl Recipe Box



QR codes on Lidl Boxes to follow recipes



QR codes on Lidl Boxes for storage guidance

FIG.48 Packaging Design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)



10. Printed Version - Lidl Recipe Box



FIG. 27-30 Paper Packaging Design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)

10. Lidl Bakery Box: Packaging Design



FIG.24

Lidl Bakery Box



FIG.49 Packaging Design of Lidl Bakery Box (Barletta-Fairhead, 2026)



10. Lidl Italiamo Range Box: Packaging Design



FIG.25

Lidl Italiamo Range Box



FIG.50 Packaging Design of Lidl Italiamo Range Box (Barletta-Fairhead, 2026)



11. Sustainability Mission

Lidl Boxes are made out of cardboard but cannot be composted due to coloured coatings, highlighting the need for more sustainable packaging solutions. With nearly 300 million tonnes of plastic waste is produced annually, this collaboration prioritises reducing packaging and promoting environmentally responsible choices (ABC Packaging, 2026).



FIG.29



FIG.48



FIG.30



To minimise waste, Lidl Boxes use QR codes instead of paper recipe cards, providing recipes and storage guidance while reducing unnecessary production costs and appealing to a digital-savvy audience.

Sustainability Reward Scheme:

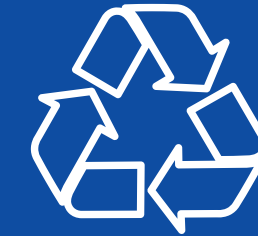
- After purchasing a Lidl Box, customers can bring the box back to reuse and get 10% off their next Lidl shop
- Or receive £2 Too Good To Go voucher towards their next Lidl Box

See Appendix D for Partnership details.





12. Key Project Challenges



Build trust through transparency:
Reframe quality concerns by educating consumers on 'Best Before' vs 'Use By', positioning Lidl Boxes as a leader in reducing food waste.

Leverage scarcity as a strength:
Use a limited 'drop-style' model based on real-time inventory to create urgency, demand, and repeat purchases.

Make sustainability affordable:
Prioritise loose produce and low-cost packaging to prove that sustainable choices can be accessible, not premium.



PROJECT TIMELINE

20 20
25 26

WEEK	JANUARY 8 TH - 31 ST	FEBRUARY 1 ST - 29 TH	MARCH 1 ST - 31 ST	APRIL 1 ST - 25 TH	APRIL 26 TH - MAY 13 TH
WEEK 1	Hand in Component 2	Develop Marketing Campaign	Start writing up project	Finish Marketing Campaign	Writing critical self reflection
WEEK 2	Collect primary research (survey) (at least 50 respondents)	Finish collecting primary research (survey)	Print Lidl Recipe Box	Start collecting evidence for R&D Log	Editing and proofreading
WEEK 3	Ideate Lidl Boxes design	Complete Lidl Boxes mock ups	Conduct Focus Group	Finish all deliverables	
WEEK 4	Complete first draft Lidl Boxes mock ups	Get Lidl Recipe Box ready to print	Evaluating primary research data	Finish writing R&D Log	





14. Conclusion

Lidl Boxes are not just your typical recipe kits. They are a step towards a more sustainable future in cooking, offering a helping hand to students living away from home and budgeting for the first time.



Ready to become a hero?



15. List of Illustrations:

Image references also include images used for mock up designs of Lidl Boxes

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16. Appendices A - E





Appendix A: Market Overview

Food Redistribution Insights

- Too Good To Go has saved 40 million Surprise Bags from going to waste (Too Good To Go, 2024).
- In fact, saving just one meal (1kg of food) avoids 2.7kg CO2e emissions, 810 litres of waster use and 2.8m2 of land use per year. (Too Good To Go, 2024).
- In 2022, almost 170,000 tonnes of surplus food was redistributed in the UK through redistribution organisations, with 82% of it sourced from retail and manufacture. 70% was redistributed through charities and 30% through commercial channels. (WRAP, 2023)
- In total, this is worth approximately £590 million, which is nearly 404 million meals. (WRAP, 2023)



Inflation

- Grocery inflation has risen to 5.4% in the three months to the end of August 2025. (Simmonds, 2024)
- This has greatly intensified cost of living pressures, particularly young adults and families.
- As a result, consumers are increasingly embracing a circular economy, including food redistribution services.
- A circular food economy aims to reduce food waste, reuse edible food, recycle nutrients and by-products and close material and nutrients loops (Social Ecology and Sustainability, 2016)





Appendices B

Consumer Behaviour & Persona





Appendix B: Consumer Behaviour

Adolescence

When an individual reaches the adolescence stage and may have moved out of the family home, they may reassess their eating habits such as cooking skills, budgeting, food acquisition and taste exploration, resulting in often not cooking healthy meals (Vasco Ramos, 2025). This could be due to time constraints or lack of motivation as they have to cook a meal themselves. For many men, living alone often leads to less cooking and more social eating (Vasco Ramos, 2025). Working class individuals change habits too, but often because of health concerns, budgeting and practical adjustments, rather than culinary discovery. (Vasco Ramos, 2025).

Parenthood

Once they reach parenthood, they often have established their tastes and habits, but cooking becomes more structured, planned, and child-centred, and are likely to prefer quick and simple meals due to lack of time from full time employment and childcare (Vasco Ramos, 2025). However, cooking healthy meals is important to them and for their children. They adopt practices such as efficiency and time management using lists, batch cooking and kitchen technologies (Vasco Ramos, 2025). Middle class parents favour variety, experimentation, subscription food services and sustainability- orientated choices. Whereas work class parents prioritise budgeting, routine, predictability and avoiding waste; meaning they are less inclined to experiment (Vasco Ramos, 2025).





Appendix B: Consumer Behaviour

Retirement

As a person retires and spends more time at home, their eating habits change due to changes in health, household set up and daily routines (Vasco Ramos, 2025). They may have more motivation and time to cook more, however, they may live alone, so prefer to cook low involvement meals.



Analysis of Life Stages Impacting Lidl Boxes

Based on this research, Lidl Boxes can appeal to people from all different life stages, but for different reasons. Adolescence/students seem to be the most appealing as they are exciting, budget-friendly, social and beginner-friendly. For parenthood/parents they are quite appealing, as they save time, reduces waste, and provides structured meal planning. They are the least appealing for retirement, but they are simple, budget-friendly and are manageable portions.





FIG.13 Gen Z stylish girl

Appendix B: Consumer Persona

Demographics:

Caitlin Wright
22 years old
Just finished university 2 months ago - studied politics
Looking for a job but hasn't found one yet
Living with flatmates in East London

Behaviours & Habits

- Likes charity shopping and Vinted
- Uses Too Good To Go every Saturday
- Loves cooking and regularly batch cooks meals
- Eats out only once a month

Pain Points & Frustrations:

- She's trying to find a job while living in London which is expensive
- Wants to cook healthier meals, on a budget
- Wishes her weekly food shop wasn't as expensive

Needs & Goals:

- To save money on food, especially whilst finding a job
- Have a healthier diet
- Find a good job and move out of her flatshare





Appendix C: PESTELE Continued

Political

- In February 2024, the UK government pledged £15 million "to redirect food surplus to those who need it" (George Wright, 2024).
- This creates an opportunity for Lidl and Too Good To Go to collaborate with redistribution charities, supporting their mission of reducing food waste.
- Therefore, Lidl Boxes should be positioned not only as a retail product but as a CSR led initiative aligned with government food redistribution agendas.

Legal

- According to the Food and Drink Waste Hierarchy report from [GOV.UK](https://www.gov.uk), businesses 'must not use, sell or donate food that is past its 'use-by' date, and must be treated as waste' ([GOV.UK](https://www.gov.uk), 2024).
- Best-before dates instead are about food quality, rather than safety. It may have started to change colour, flavour or texture, but it's not immediately unsafe to it ([GOV.UK](https://www.gov.uk), 2024).
- Best-before date items can be sold and redistributed to charities, schools, commercial redistributors and food banks ([GOV.UK](https://www.gov.uk), 2024).
- It is essential that the contents inside Lidl Boxes are compliant with regulations if Lidl want to sell and redistribute to charities, otherwise they may face legal battles. This means that clear food safety labelling and storage guidance is essential, and should be embedded within the buying process.

Social

- Consumer behaviour is shifting, with a 6% drop in fast food and casual dining over the three months to mid July compared to last summer, and replacing it with smaller treats like coffee or a bar of chocolate.' (Moreau, 2025).
- This could be an opportunity for Lidl Bakery Boxes to tap into the 'treat culture', offering excitement through surprise contents at a lower cost than eating out.

Ethical

- There are some risks for consumers when purchasing near-date expiry food, particularly if consumers are unable to use items before expiry or store them correctly.
- Confusion around date labels and food safety may increase the likelihood of unsafe consumption or unnecessary waste.
- Lidl and Too Good To Go will need to ensure that the packaging of the boxes include guidance on food safety, labelling and storage of food items.

Technological

- AI advancements and digital platforms provide exciting opportunities to reduce food waste across supermarkets and other FMCG companies.
- An AI tool called Zest, currently being trialled in the UK, including Nestle, saves millions of meals worth of wasted food and helps to redistribute it (Hickey, 2025). By using real-time monitoring and tracking, it "designs out" food waste.' (Hickey, 2025).
- 'Nestle says that up to 700 tonnes of quality surplus food, equivalent to 1.5 million meals, could be saved' (Hickey, 2025).
- This initiative could provide an opportunity for Lidl to tackle food waste from the root cause, and avoid perfectly good food from being wasted.
- Integrating AI-powered waste tracking into Lidl's supply chain would strengthen surplus monitoring and redistribution, enhancing both efficiency and sustainability impact.

PESTELE





Appendices D - Marketing Campaign & Partnership

Content Marketing, Customer Journey, brainstorming and Media Plan Costs and Partnership.



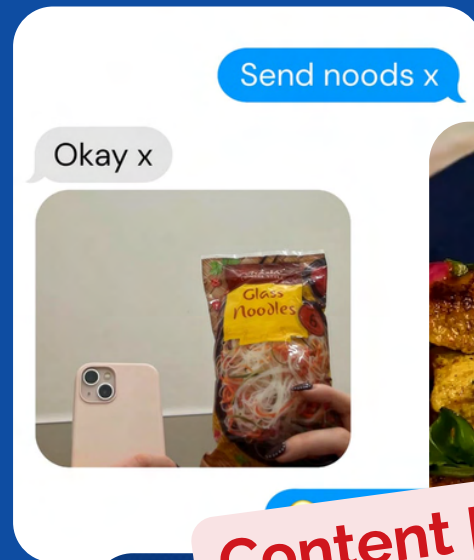


Marketing Strategy



Appendix D: Content Marketing

Entertainment



Content Pillars



Educational



Promotional

Entertainment:

- Budget friendly meal vs Expensive meal: which tastes best
- Hello Fresh vs Gousto vs Lidl taste test
- Surprise! Challenge chefs to make a meal using a Lidl Surprise Box

Educational:

- How to make 3 easy recipes using one Lidl Box
- Too Good To Go: How to store your near-date expiry ingredients/food safely
- Batch cooking made simple: no more waste - The Batch Lady

Promotional:

- Lidl Boxes Unboxing





Appendix D: Customer Journey Map

See campaign on social media/in-store promotion



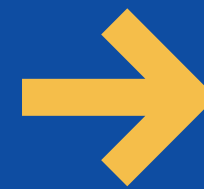
Download Too Good To app



Reserve a Lidl Box from the app and collect it from participating Lidl stores



Host a dinner party with friends



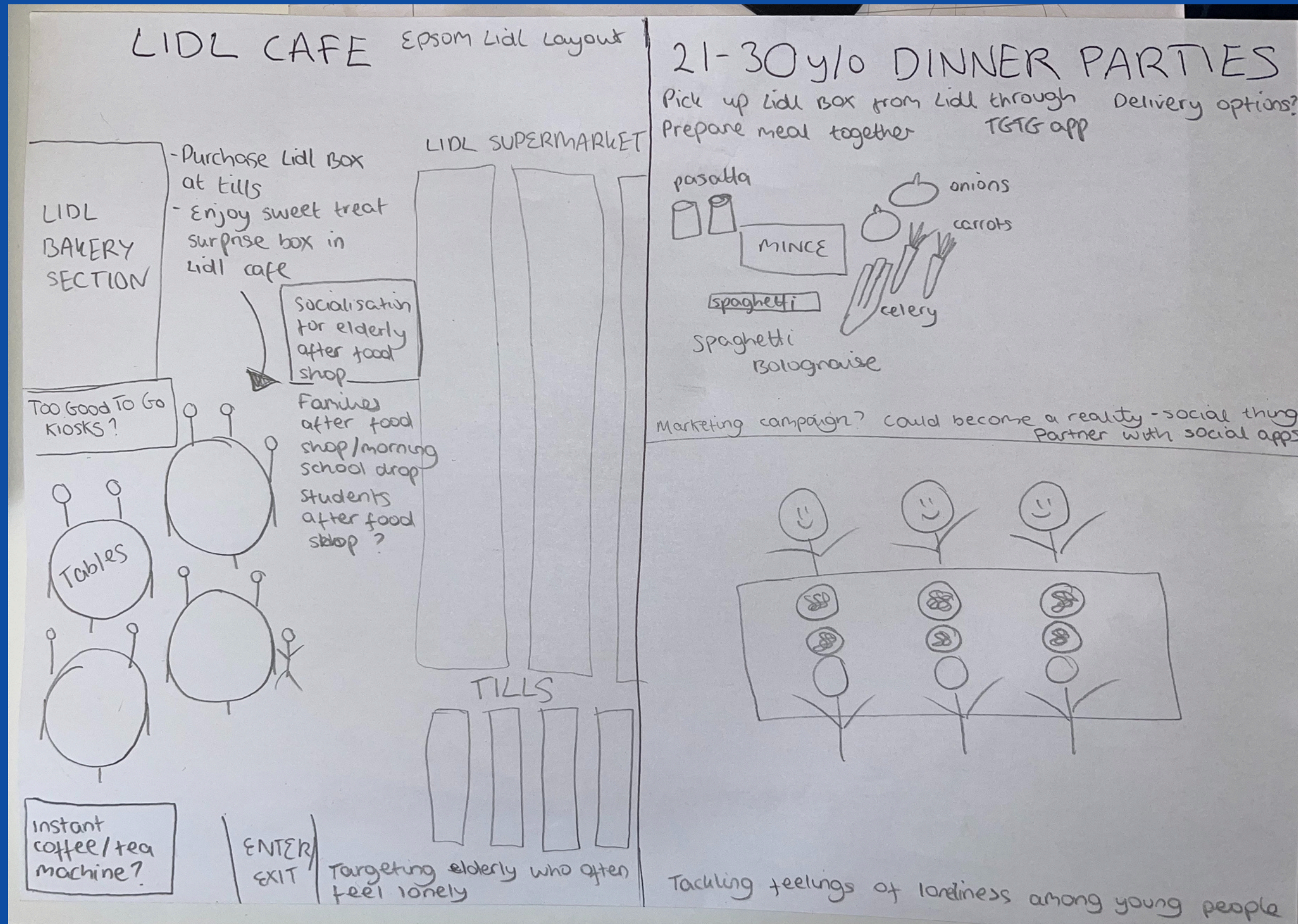
Share on social media using hashtag #LidlLessLonely

Lidl Less Lonely

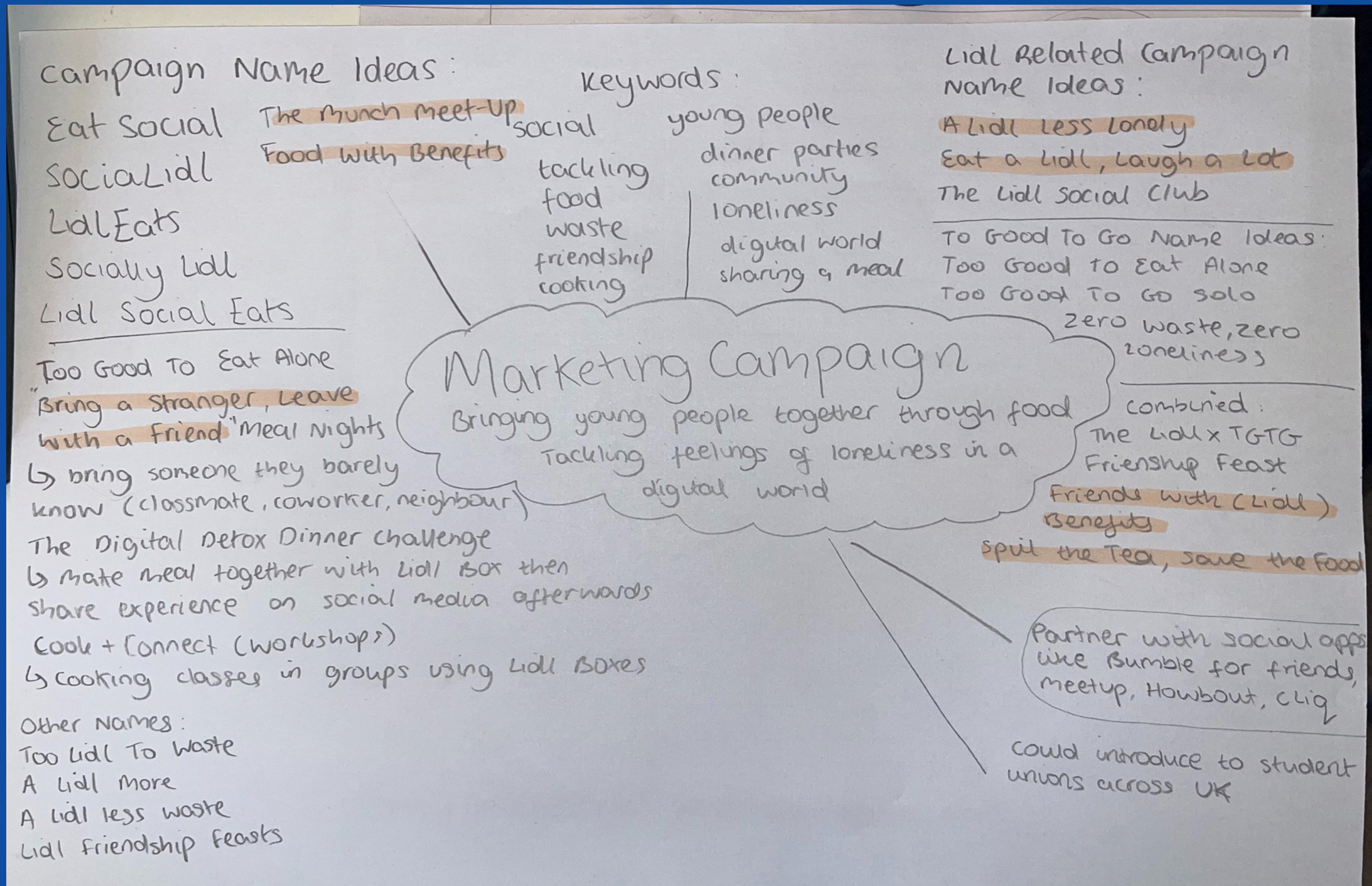
Come alone, leave with friends



Appendix D: Marketing Campaign Ideation



Appendix D: Marketing Campaign Ideation



Appendix D: Media Plan Budget Calculations

/ Platform Cost Overview for 2025

Platform	Cost per Click	Cost per 1,000 Impressions
Facebook	£0.26 - £0.50	£3 - £14
Instagram	£0.50 - £2.00	£5 - £12
TikTok	£0.85 - £6.00	£6.30 - £10
LinkedIn	£2.00 - £6.25	£5 - £8
YouTube	£0.20 - £1.50	£4 - £23

FIG.51 Costs for ads on social media for 2025

Marketing Campaign Budget

Launch date: September 5th 2026

Social media Platforms

- Facebook Instagram: £12 per 1000 impressions
TikTok: £10 per 1000 impressions

Aim = 50,000 impressions

£12 x 1000 = £12,000

£10 x 1000 = £10,000

£22,000

macro influencers

Approx £2000 for one video
x 2 per month
for 4 months = £16,000 x 3 influencers
= £48,000

micro influencers

Approx £300 for one video
x 3 per month
for 4 months = £3600 x 3 influencers
= £10,800

Student Ambassadors

£14 an hour x 6 hours = £84 x 200 ambassadors
= £16,800

Print

£700 for ad space
£200 for printing x 20 = £4000

£97,600
so far

£58,800

100k

Marketing Campaign Budget

In-store display

cardboard free standing: £200 per unit
→ 6 local stores
= £1,200

App promotion + push notification
Approx £3,690 (£5,000)

Activations

Approx £50,000

Reposting UGC / SSM

£3,000



Appendix D: Partnership

Too Good To Go bridges the gap between Lidl and potential customers. Too Good To Go Surprise Bags are one third of the contents original price (Too Good To Go, 2024).

Too Good To Go's Pricing Structure:

- Surprise Bags under £4.40 - Fixed fee of £1.09 +VAT per bag sold
- Surprise Bags above £4.40 - Fee of 25% +VAT of the price per bag sold
- £39 +VAT Admin Fee - deducted after 3 months (no upfront costs to joining)
- Payment on Quarterly basis within the first 7-10 working days

(Too Good To Go, 2024).

For each sale of any Lidl Recipe Box, Too Good To Go receives 15%. Any other Lidl Box including Culture of the Week, Bakery, and Lidl Surprises, Too Good To Go receives 5%.





Appendices E - Primary Research

Participant Outreach, Ethics form, Participant Consent form, transcript and focus group questions



Appendix E: Participant Outreach

MAR 10

Carlotta Barletta-Fairhead • 1:28 PM

Hi Viktorija,
Your opinion matters! 🍷

I'm reaching out to you because I think you'd be perfect for my degree project focus group! To back up my research further, I'm conducting additional in depth primary research and I need 6 participants for a focus group.

I'm proposing a new collaboration between Too Good To Go x Lidl: Tackling Food Waste. It's a collaboration between Too Good To Go and Lidl to launch Lidl Boxes - boxes filled with surplus or near-date expiry food that can be saved and made into a meal. Each one comes with ingredients to cook delicious recipes from around the world, at an affordable price. 🍷

I'm now looking for focus group participants to discuss my new and improved packaging design and get your views on cooking with near-date expiry food! There is some criteria to ensure that my research is ethical and provides useful data, so please only volunteer if:

- You are over the age of 18
- You are a current UCA student (will take place on campus)
- You are comfortable being recorded on camera
- You care about reducing food waste

I have two dates in mind:

- Tuesday 17th March from OR
- Tuesday 24th March

The time isn't confirmed yet, but I will choose based on what works best for everyone.

Message template for all outreach messages

The time isn't confirmed yet, but I will choose based on what works best for everyone.

Let me know which date works best for you and I'll send over a consent form shortly after. If you wish, I can send you my questions to look over before the focus group.

Your support is really appreciated! Thank you 😊

Carlotta

MAR 12

Viktorija Petunova (She/Her) • 9:11 AM

I'm not sure if I'm the best person for the focus group to be honest, but if you send me over your questions I can have a look and let you know if I think I would be of any help x

Carlotta Barletta-Fairhead • 2:37 PM

Sure, here they are :)

PDF Focus Group Questions - ...
46 KB

MAR 14

Viktorija Petunova (She/Her) • 11:14 AM

Will the focus group be online or in-person?

Carlotta Barletta-Fairhead • 11:54 AM

In person in the cafeteria on Tuesday 17th March at 4pm!

Focus Group was conducted on March 17th at 4pm

MAR 17

Pranavi Nath (She/Her) • 11:25 PM

Yesss I would love to help

MAR 18

Carlotta Barletta-Fairhead • 9:18 AM

Sorry I've already done my focus group 😊 but thank you for offering!

1 🍷

Didn't attend the focus group

MAR 6

Brandon Levy • 9:29 AM

I'll definitely do it on Tuesday for you 17th March from 2-3pm :)

Carlotta Barletta-Fairhead • 4:37 PM

Amazing, thank you Brandon! I'll let you know further details once I have confirmation from more students 😊

1 🍷

MAR 11

Carlotta Barletta-Fairhead • 4:25 PM

Hey! I'm slowly but surely attracting more students for my focus group but the timing is a little bit early as a few of them have lectures until 3/4pm. Would 4/4:15pm starting time work for you rather than 2-3pm? Let me know!

Attended the focus group

MAR 17

Brandon Levy • 12:10 PM

good afternoon carlotta. hope you're okay, is it still on for 4/4:15? today :)

Carlotta Barletta-Fairhead • 12:30 PM

Yes! See you later

Brandon Levy • 1:17 PM

is it possible to send the questions to look over before the focus group :)

Carlotta Barletta-Fairhead • 1:24 PM

PDF Focus Group Questions - ...
46 KB

Didn't attend the focus group

Brandon Levy • 2:39 PM

Hey, I'm really sorry for the late notice, I should've said something earlier. This has all just come up really suddenly — my grandad passed away and I've had to cancel my meeting with Mark Brill as well.

I need to head home urgently to be with my family, so I won't be able to make the focus group today. I know this is last minute and I really appreciate you organising it — I owe you one for this. 💜

Carlotta Barletta-Fairhead • 2:44 PM

Oh I'm so sorry to hear that, I hope you and your family are doing okay 💜

1 🍷



Appendix E: Participant Outreach

MAR 16
 Carlotta Barletta-Fairhead ✓ • 11:31 AM
 Hey Cal, did you have a think about the focus group? Would be great to know by EOD today. Thank you so much 😊

Didn't attend the focus group

Sumedha Srinivasa Raghavan ✓ (She/Her) • 11:29 PM
 Hi Carlotta, I can do the 17th March if that is ok with you x
 Your idea sounds interesting.

MAR 11
 Carlotta Barletta-Fairhead ✓ • 11:26 AM
 Hi Sumedha,
 That's great! Thank you so much, I really appreciate it. What time would work best for you?

MAR 16
 Carlotta Barletta-Fairhead ✓ • 11:30 AM
 Hi Sumedha, does 4pm tomorrow work for you? If you can't make it let me know asap please. Thank you!

Didn't attend the focus group

MAR 9
 Jazz Alamo ✓ • 5:30 PM
 Hi Carlotta!
 This sounds great! But I'm in classes till 4 pm on Tuesdays, so I can't attend.
 I hope the focus group goes well!
 Jazz :)
 Carlotta Barletta-Fairhead ✓ • 5:33 PM
 Hey Jazz,
 Thanks for getting back to me! 2-3pm isn't fixed, I just wanted to suggest a timing. Is there a time that would suit you better? I'd really love your input :)

Jazz Alamo ✓ • 9:37 PM
 Anytime after 4!x

MAR 11
 Carlotta Barletta-Fairhead ✓ • 11:27 AM
 I will try and push for 4! Thank you :)
 1 🗨️

Carlotta Barletta-Fairhead ✓ • 4:22 PM
 Hey! If you wouldn't mind completing this consent form and sending it back to me by Monday that would be fab! thanks 😊

📎 Degree Project - Focus G...
 319 KB

MAR 16
 Carlotta Barletta-Fairhead ✓ • 11:29 AM
 Hi Jazz, were you able to sign the consent form?

Didn't attend the focus group

Ellie Austin (She/Her) • 7:00 PM
 Hi Carlotta, I love your idea and would be excited to participate but im really awkward in front of a camera so not sure if that would help you haha

MAR 11
 Carlotta Barletta-Fairhead ✓ • 11:30 AM
 It's not like a formal interview at all! I will be asking questions probably from behind the camera and then with the other participants you can discuss your thoughts. Imagine like chatting with your friends!

Ellie Austin (She/Her) • 1:25 PM
 I completely understand how you would like to approach the focus group.
 Unfortunately, the camera aspect of it isn't in my comfort space for personal reasons. I do apologise, however I can find somebody else out of respect for asking 😞!


Didn't attend the focus group

Focus Group was conducted on March 17th at 4pm

Tomisin Iyere (She/Her) • 12:59 PM
 24th is okay
 Carlotta Barletta-Fairhead ✓ • 4:14 PM
 Are you not available on the 17th?
 Tomisin Iyere (She/Her) • 4:48 PM
 no i am not in uni
 Carlotta Barletta-Fairhead ✓ • 5:03 PM
 Oh okay, no worries!
 1 ❤️ 🗨️
 Tomisin Iyere (She/Her) • 8:03 PM
 sorry i didnt mean to sound rude
 MAR 12
 Carlotta Barletta-Fairhead ✓ • 2:37 PM
 don't worry 😊

Didn't attend the focus group


Appendix E: Participant Outreach

 **Stefania Di Federico** (She/Her) • 6:09 PM
Ciao Carlotta,

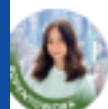
Thank you so much for reaching out — your project sounds really interesting, and I'd love to take part in the focus group! I'm very supportive of sustainability in all areas, including when it comes to reducing food waste.


I'm comfortable being recorded, but if possible, I'd prefer if it wasn't in front of too many people. I'd also really appreciate receiving the questions beforehand so I can prepare my answers — English is not my first language and I'd like to make sure I express my thoughts clearly.



Both dates work for me; I finish classes at 4:30 pm on Tuesdays, though I might be available a bit earlier as well.


 **Carlotta Barletta-Fairhead** • 11:37 AM
Ciao Stefania,
That is so great to hear, your passion will be very valuable to my research and I'm very interested to hear your thoughts! The focus group will be a maximum of 6 people, so hopefully a small group will make you more comfortable in expressing your views :)

Of course, I will send over the questions shortly. Great, more people have said that Tuesday 17th works best so it will most likely be then. And as for the time would 4/4:15pm work as a starting time?


 **Stefania Di Federico** (She/Her) • 12:07 PM
That sounds perfect, thank you for letting me know! Tuesday 17th works well for me, and 4/4:15pm is absolutely fine.
Looking forward to receiving the questions and joining the focus group!


 **Carlotta Barletta-Fairhead** • 4:19 PM
These are the focus group questions for you to have a look at :)
I will also send over the consent form - if you could complete it and send it back to me by Monday that would be fantastic! Grazie mille 😊



 1 

 **Degree Project - Focus G...**
319 KB

MAR 15

 **Stefania Di Federico** (She/Her) • 1:34 PM
Ciao Carlotta,
here's the signed document

 **Degree Project - Focus G...**
189 KB

 1 

Attended the focus group

Focus Group was conducted on March 17th at 4pm

4 more participants were recruited on the day of the focus group, as seen in the paper signed documents.

Research Ethics – Tier 1 Checklist (to be completed for all research proposals)

This Tier 1 Checklist must be completed for all research projects and approved at supervisor/school level.

Name of researcher	Carlotta Barletta-Fairhead
Title of proposed project:	DegreeProject - TooGoodToGox Lidl:Tackling Food Waste
Student identification number	2301561 2301561@students.ucreative.ac.uk.
Email	Mark Brill
Line Manager/Supervisor/Tutor	

Brief outline of the project (250 words maximum):

I'm proposing a new collaboration between Too Good To Go x Lidl; Tackling Food Waste. It's a collaboration between Too Good To Go and Lidl to launch Lidl Boxes - boxes filled with surplus or near-date expiry food that can be saved and made into a meal. Each one comes with ingredients to cook delicious recipes from around the world, at an affordable price.

Does the study involve human participants, directly or virtually (i.e., interviews or survey)?

Yes

If **Yes**, continue to Question 1.

If **No**, continue to question 12.

Issues that may indicate mitigation measures and/or ethical approval by Research Committee are necessary			
1	Does the study involve participants who are unable to give informed consent? (see 17.2a below)	Yes	No
2	Does the research involve sensitive topics? (see 17.2b)	Yes	No
3	Does the research involve groups where the permission of a gatekeeper is normally required for initial access? (see 17.2c)	Yes	No
4	Is the research to be conducted without the full and informed consent of the participant? (17.2d)	Yes	No
5	Does the research involve access to records of personal or confidential information concerning identifiable individuals? (17.2e)	Yes	No
6	Does the research induce, or have the potential to induce, psychological stress, anxiety or humiliation or to cause more than minimal pain? (17.2f)	Yes	No
7	Does the research involve, or have the potential to involve, intrusive interventions that participants would not normally encounter, or which may cause them to reveal information that could cause concern in the course of their everyday life? (17.2g)	Yes	No
8	Will the research take place outside the UK?	Yes	No
9	Will the research involve respondents to the internet or other visual/vocal methods where respondents may be identified?	Yes	No
10	Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?	Yes	No





Research Ethics – Tier 1 Checklist (to be completed for all research proposals)

11	Will the study involve NHS patients or staff? (17.8)	Yes	No
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If you have answered **Yes** to any of the questions above, you should submit further details of measures to mitigate ethical risks and a formal application for ethics approval using the UCA **Research Ethics Tier 2 Application for Approval** form. The form should be submitted to the Research Committee via the Research Office.

If you answered **No** to all the above questions, then you do not need to submit your project for formal ethics approval. You will need to complete the questions below and include **a signed copy as an appendix in your proposal and final project.**

Further issues that require consideration in research good practice			
12	Have the topic and any ethical implications been addressed with your supervisor/line manager?	Yes	No
13	Does the topic merit further research of the kind being proposed and is it appropriate to the level of study?	Yes	No
14	Do you, as the researcher, have the skills to carry out this research?	Yes	No
15	Are the participant information sheet or leaflet and consent forms appropriate?	Yes	NA No
16	Are the procedures for recruitment of participants and obtaining informed consent appropriate?	Yes	NA No
17	Are the procedures for ensuring confidentiality/anonymity of respondent data appropriate?	Yes	NA No
18	Has a risk assessment been carried out and the form completed, where necessary?	Yes	NA No
19	If your work involves more than one participant, or a public facing research practice (eg., a participant performance in a public place, work with vulnerable groups) have you included a detailed work and contingency plan, according to regional and national variations on health conditions as advised by the UK Govt.	Yes	NA NO

<p>I have read the UCA Research Ethics Code of Practice</p> <p>Signature Applicant: </p> <p>Date: 12/03/26</p>	<p>This project complies with the UCA Research Ethics Code of Practice</p> <p>Signature Supervisor/Tutor: </p> <p>Date: 12/03/2026</p>
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Research Ethics – Tier 1 Checklist (to be completed for all research proposals)

Below are extracts from the key areas of the UCA Research Ethics Code of Practice:

17. Consideration of Ethical Issues

17.1 As outlined under 3.1, all research is subject to ethical consideration and requires an assessment of ethical risk, taking into account professional codes of practice where these exist, as well as subject specificity.

17.2 The following research would normally be considered as involving more than minimal risk and therefore **requires documented measures to mitigate potential risks, and consideration by the University Research Committee:**

- a. Research involving vulnerable groups or individuals, for example children and young people under 18, those with a learning disability or cognitive impairment, or individuals in a dependent or unequal relationship.
- b. Research involving sensitive topics such as:
 - Sexual behaviour
 - Illegal, political or religious behaviour
 - Experience of violence, abuse, exploitation and/or other racist or sexist behaviour
 - Mental health
 - Physical health and treatment.
- c. Research involving groups where the permission of a gatekeeper is normally required for initial access to members e.g. ethnic or cultural groups, native peoples or indigenous communities.
- d. Research involving deception or which is conducted without participants' full and informed consent at the time
- e. the study is carried out.
- f. Research involving access to records of personal or confidential information concerning identifiable individuals.
- g. Research that would induce psychological stress, anxiety or humiliation or cause more than minimal pain.
Research involving intrusive interventions such as vigorous physical exercise, where participants would not normally encounter such interventions, or which may cause them to reveal information that causes concern in the course of their everyday life.

17.3 Vulnerable groups include any person(s) who may be precluded from giving informed consent. Note that this does not necessarily include all groups whose consent is given by parents or by those *in loco parentis*. It should additionally be noted that even in those circumstances the 'real' consent of those individuals under study should also be sought wherever possible (sample consent forms are available from the Research Office).

17.4 Deceptive research is that which is undertaken when the investigator deliberately conceals or significantly misrepresents his or herself, the true nature of the research or any other significant aspect of the research: examples may include covert observation, the stating of a misleading research purpose or providing a misleading professional identity or institutional affiliation on part of the researcher(s).

17.5 No specific approval is needed for research not covered within the categories detailed in Section 17.2, although all projects must adhere to the principles laid out in this Code and the University requires all staff or students undertaking research to ensure that at each stage of the process, research is undertaken in a professional and ethical manner.

17.6 In particular all researchers will ensure that:

- Respect for Intellectual Property Rights and Copyright law is maintained in compliance with University guidelines.
- Researchers will be open and transparent regarding the purpose, methods and possible uses of research.
- Researchers will maintain the right to anonymity of any research respondents/subjects, and highlight any possible risks to staff or subjects arising from the research.
- Researchers will act within the law regarding the sourcing and use of research information and respect the obligation to acknowledge support and collaboration.
- Researchers will at all times act within the law of the UK and the law of any other country within the research being undertaken.

17.7 Research involving animals/animal tissue requires a license under the Animals (Scientific Procedures) Act 1986.

Research involving human tissue including its display requires a license under the Human Tissue Act (2004).

Experimentation / anatomical examination in human morbid anatomy requires a license under the 1984 Anatomy Act.

17.8 Research involving NHS patients or staff must be approved by NRES; see the NRES website for further information (www.nres.npsa.nhs.uk). Research involving patients or staff of other medical providers must be ethically approved by these institutions.

17.9 If there is any doubt as to whether a particular research project needs approval, advice should be sought, for staff, from the Research Manager or Head of School, and for PGR students, from the Research Degrees Leader or supervisors.



Appendix E: Participant Consent Forms

Degree Project Primary Research - Focus Group Consent Form

Project Title - Too Good To Go x Lidl: Tackling Food Waste

Researcher: Carlotta Barletta-Fairhead
Course: Digital Marketing & Social Media student at UCA Epsom
Email: 2301561@students.ucreative.ac.uk

Purpose of the Research:

The purpose of this focus group is to gather students' in-depth thoughts and opinions about a new proposed collaboration between Too Good To Go x Lidl GB: Tackling Food Waste. The project introduced Lidl Boxes, which contain surplus or near-date expiry food that can be saved and made into a meal. Each one comes with ingredients to cook delicious recipes from around the world, at an affordable price.

The aim of this focus group is to gather feedback on packaging design of the Lidl Box and to discuss attitudes towards cooking with near-date expiry ingredients.

What Participation Involves:

If you agree to participate, you will take part in a **focus group discussion with other UCA students lasting approximately 30-45 minutes** on campus in the cafeteria. During the session you will:

- View and discuss proposed packaging designs
- Share your opinions on the Lidl Boxes concept
- Discuss your thoughts on reducing food waste and cooking with near-date expiry ingredients

There are no right or wrong answers - the research is focused on gathering honest opinions.

Recording:

The focus group will be recorded on video for research and analysis purposes, and will also be edited as social media content as part of my degree project proposal. Only myself and my supervisor will view this content, and it will not be posted anywhere on social media. This is just to support my degree project.

Voluntary Participation:

Participation in this research is completely voluntary. You may choose not to answer any questions and you are free to withdraw from the session at any time without giving a reason.

Confidentiality and Data Use:

All information shared during the focus group will be treated confidentially. Your name will not be used in the final research project if you do not wish. The data collected will only be used for academic purposes related to this project.

Participation Criteria:

By signing this form, you confirm that:

- You are **over the age of 18**
- You are a **current UCA student** (will take place on campus)
- You are **comfortable being recorded on camera** during the focus group
- You are willing to discuss **food waste and cooking habits**

Consent:

Please tick the boxes below to indicate your agreement:

- I have read and understood the information provided above.
- I understand that the focus group will be video recorded.
- I understand that my participation is voluntary and that I can withdraw at any time.
- I agree to take part in this research study.

Participant Name: *Esha Barah Saha*

Date: *17/3/26*

Signature: *Esha Barah saha*

Degree Project Primary Research - Focus Group Consent Form

Project Title - Too Good To Go x Lidl: Tackling Food Waste

Researcher: Carlotta Barletta-Fairhead
Course: Digital Marketing & Social Media student at UCA Epsom
Email: 2301561@students.ucreative.ac.uk

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All information shared during the focus group will be treated confidentially. Your name will not be used in the final research project if you do not wish. The data collected will only be used for academic purposes related to this project.

Participation Criteria:

By signing this form, you confirm that:

- You are **over the age of 18**
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- I agree to take part in this research study.

Participant Name:

Date: *17.03.2026*

Signature: *alo Saha*

Appendix E: Participant Consent Forms

Degree Project Primary Research - Focus Group Consent Form

Project Title - Too Good To Go x Lidl: Tackling Food Waste

Researcher: Carlotta Barletta-Fairhead
Course: Digital Marketing & Social Media student at UCA Epsom
Email: 2301561@students.ucreative.ac.uk

Purpose of the Research:

The purpose of this focus group is to gather students' in-depth thoughts and opinions about a new proposed collaboration between Too Good To Go x Lidl GB: Tackling Food Waste. The project introduced Lidl Boxes, which contain surplus or near-date expiry food that can be saved and made into a meal. Each one comes with ingredients to cook delicious recipes from around the world, at an affordable price.

The aim of this focus group is to gather feedback on packaging design of the Lidl Box and to discuss attitudes towards cooking with near-date expiry ingredients.

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There are no right or wrong answers - the research is focused on gathering honest opinions.

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Participant Name:

Jorrie Pen

Date:

17/03/2026

Signature:

Jorrie Pen

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Participant Name:

Saimila Laiba

Date:

17 March, 2026

Signature:

Saimila Laiba

Degree Project Primary Research - Focus Group Consent Form

Project Title - Too Good To Go x Lidl: Tackling Food Waste

Researcher: Carlotta Barletta-Fairhead

Course: Digital Marketing & Social Media student at UCA Epsom

Email: 2301561@students.ucreative.ac.uk

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Participant Name: Viktorija Petunova

Date: 17/3/2026

Signature:

Degree Project Primary Research - Focus Group Consent Form

ProjectTitle - TooGoodToGoXLidl:TacklingFoodWaste

Researcher: Carlotta Barletta-Fairhead

Course: Digital Marketing & Social Media student at UCA Epsom

Email: 2301561@students.ucreative.ac.uk

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Participant Name: Stefania Di Federico

Date: 15/03/2026

Signature: 

Appendix E: Focus Group Questions - Lidl Boxes

Design Questions:

1. What are your first impressions of the Lidl Recipe Box?
2. What do you think of the design? (colours, images, feel)
3. What do you think of the interactive elements with the use of QR codes?
4. If you saw this on the shelves in Lidl, would you pick it up to have a look?

Sustainability Questions

1. Do you cook recipes using near-date expiry food?
2. What is your view on using near-date expiry food when cooking?
3. How often do you purchase near-date expiry food with the intent to make a meal from it?
4. If you do cook with near-date expiry food, do you batch cook a meal to save time and money?
5. Do you think supermarkets make it clear on how to store near-date expiry food?
6. Can you think of any issues or concerns with Lidl Boxes?
7. What recipes would you like to see in Lidl Recipe Boxes?

Appendix E: Focus Group Transcript (pages 1-10)

Focus Group Transcript - Otter.ai

Summary by Otter.ai:

The meeting discussed the design and functionality of Lidl's recipe box collaboration with Too Good To Go. Participants praised the box's colors, handle, and QR codes, which direct to food storage instructions and recipes. Concerns were raised about the durability of the cardboard material and the need for clear labeling of vegan and vegetarian options. The group also debated the effectiveness of using near-date expiry food, with some batch cooking for convenience. Suggestions included offering easy, adjustable recipes and exploring different cultural themes for the boxes. The meeting concluded with a discussion on sustainability and the importance of clear communication from supermarkets about food storage.

Unknown Speaker 0:17

Still quiet, I need to say something when it's quiet.

Speaker 1 0:28

Hey everyone, thank you so much for coming. I'm going to ask you a few questions regarding my little box collaboration between little one two weeks ago. So I'd like to hear your thoughts on the design and your thoughts on cooking with near date expiry food. So let's get into the questions. Firstly, what are your first impressions of the Lidl recipe box?

Unknown Speaker 0:59

Honestly, I've not seen the recipe book three yet.

Unknown Speaker 1:08

I think it's fun.

Unknown Speaker 1:12

Actually, I like the colors.

Speaker 2 1:17

I think it's quite interesting because this box, they have this big little sign, and this blue just make me, reminded me of little and also they have vegetables and vegetable cans on it. And also at the side, they have a QR code. Think this quite thoughtful. I think

Speaker 3 1:40

it's got a good brand, and you can tell that it's meant to be like a club of Lidl especially.

Speaker 1 1:49

So what do you think of the other design aspects, such as the colors, the images, the look and the feel of the box?

Speaker 4 2:02

I think the overall design is very effective, especially with the handle on top, so you can carry it everywhere, and the colors make you instantly notice that it is from little it's really good. Actually.

Speaker 1 2:21

I pretty good. Actually. Do you like the use of the QR codes text that's on it? Do you think it's helpful? Do you think it's

Unknown Speaker 2:32

not helpful? What's the QR code for?

Speaker 1 2:35

So one of the QR codes is to direct you to the to go website, which is telling you how to store your food safely. The other one is a QR code to Digital's website for different recipes that will link to the to in TO GO app. So whichever box you choose, there will be a specific QR code.

Unknown Speaker 3:00

I think that's quite helpful.

Unknown Speaker 3:06

So the QR code will depend on the food which it has

Unknown Speaker 3:08

inside. Yes,

Speaker 4 3:13

wait, so one QR code leads to the app and one to the website, or

Speaker 1 3:19

one leads to little website for different recipes. Okay, one place to two integrals, website instructing you

Unknown Speaker 3:30

store the food in the box safely.

Speaker 5 3:34

Like, why isn't it even in the same box? Like, at the same

Unknown Speaker 3:42

like, in the same boat.

Unknown Speaker 3:45

It's not in the same box,

Unknown Speaker 3:49

maybe on one list. This item number isn't on the next

Speaker 1 3:59

side. So would you?

Unknown Speaker 4:02

Would you want to ask is, like, why they have to separate?

Yeah,

Speaker 2 4:08

well, I think it's clear because one is for recipe, one is for

Speaker 6 4:22

you. It's interesting. I think it's very easy for someone

Unknown Speaker 4:30

to just like, open the box, follow the

Speaker 6 4:33

instruction on the cure code and just cook.

Speaker 4 4:39

I think this one is quite effective, but I'm not really sure if

people would actually scan that one, because this one's very bold. You instantly know what the QR code is about. But for that one, you have that's a really nice description, and also with the little images, and I'm not sure if people will if they read that, if they would actually use that QR. Code and has people got more information? Is the same?

Speaker 3 5:03

Yeah, I should provide, like, a different label undervalued QR code, just to make it clear, but they're both different, obviously,

Speaker 4 5:12

yeah, or maybe that you can find even more information when you go to the small QR code, because for that one, you instantly know everything, what it is about. But for the other one, we had to ask what it was about.

Speaker 1 5:27

So if you saw these on the shelves in little, would you pick it up and have a look?

Speaker 2 5:35

Yeah, it just looks interesting, and it's quite new, like I've never seen something like that before in Lido, exactly.

Speaker 6 5:44

I also, as I said before, I like the bright colors, and also I don't want to waste food, and it's just easy so,

Speaker 7 5:58

and also, like as a international student, we keep on looking

for stuff which might be tasty and cheaper also. So we might think that, oh, this box might have something good for us at a cheaper rate. So I think because of that also, I will check the

Unknown Speaker 6:17

audio. Sorry. I

Unknown Speaker 6:26

Yeah.

Speaker 4 6:33

I mean, overall, I like it teacher and student, but doesn't

Speaker 8 6:42

I actually will not make it up.

Speaker 4 6:52

It would depend on the price. Honestly, yeah, exactly. If the price is already, like 10 quid, I'm like, I don't even need to look

Speaker 2 7:01

at that. I have, like, a discount. I probably will, yeah,

Speaker 5 7:06

I was just talking about the box right inside the apparently, what's inside it,

Speaker 4 7:11

you never know. That's the thing about too good to go. Yeah, you get food on a discounted price from all different kinds of that's an actual app. You can download it, and it works in a lot

of countries, and you can get food from different stores on a cheaper rate, especially like when the stores are closing, like bakeries and stuff, but you never know what's inside. So you pay a cheaper price, but you have no idea what you get. And it can be really good, or it can be, yeah,

Speaker 6 7:38
one day, went to Costa, just sweets, that's it was very good. Was too much.

Speaker 4 7:46
I mean, if you like everything that they sell, then it's great. But, like, if you get something from little you have no idea what's gonna be exactly like if it's a miracle,

Speaker 6 7:57
yeah, I would not want that, honestly, just men's love. Oh,

Unknown Speaker 8:11
is that why they have QR code? What?

Speaker 4 8:14
Like, what's inside the box? No, it's just how to store the stuff.

Unknown Speaker 8:19
And they look like there's

Unknown Speaker 8:21
a recipe for the what's inside the box, right?

Speaker 4 8:23

I don't think so. I think it leads you to a website with different

Unknown Speaker 8:28
recipes. One is for the recipe, actually,

Speaker 7 8:30
yeah, she said, like the objects that will be inside the box. So basically recipes for how to use that, but

Unknown Speaker 8:39
then we can scan it and know what's inside I tired?

Unknown Speaker 8:45
No, no, I think you're right. But like,

Speaker 7 8:50
again, that would be a good thing, right? For the vegans.

Unknown Speaker 8:53
Maybe want a big cure.

Speaker 4 8:59
I mean, I think too good to go on the app, you can see if it's vegan or not before you buy it.

Speaker 7 9:05
Actually, what happens in India? The vegetarians, they don't even eat egg, right? But here, even a vegetarian person eats egg, yeah, the Indian vegetarian has a problem with that.

Speaker 2 9:17

Oh, that's very interesting. Isn't vegan the same as vegetarian? No, it's not.

Speaker 4 9:23

It's like, vegan means that you don't eat any products coming from an animal, for example, milk. But like vegetarians just don't eat meat, but they eat egg and milk.

Speaker 2 9:33

That's the first time I thought, like vegans, I don't eat anything. Don't eat anything.

Unknown Speaker 9:40

They're just drinking water, tired of air.

Speaker 9 9:51

Any notes, guys with sound is just, if you're not wearing a mic, just project a little bit more. Okay, because obviously you don't have one directly after you. But other than that, it. You're wearing a mic. You were

Unknown Speaker 10:01

talking fine, okay, Victoria, could you like pound

Unknown Speaker 10:04

yourself a little bit in your

Unknown Speaker 10:11

chair? Come to me.

Speaker 1 10:20

No. Thank you so much for your answers. So far, really good. We'll get into the next part, which is about sustainability and cooking with near date expiry foods, and your opinions on that. So we'll get into it. So do you cook recipes using near the expiry food?

Unknown Speaker 10:44

Yes, I do. Yeah, definitely, me

Speaker 2 10:46

too, because it saves a lot of money. Yeah, because if it's gonna be expired, it's gonna be cheaper in the in the store. And if I'm gonna cook it soon, why wouldn't I buy it?

Speaker 3 10:59

Well, I get, hello, fresh boxes. So everything is kind of like it's got a six day limit. So by the end of, like the six days, everything's kind of gone off. So kind of,

Speaker 1 11:14

so you think that using a day expiry food is good, or do you have some preconceptions of using the expiry food.

Speaker 2 11:25

I think it is fine, because I heard that in the UK they have like, the expiring date is like best before. It's a best before date. So even if it's like close to the date, it's still like, edible. It's still quite fresh.

Speaker 1 11:40

Yeah, best before is still going to be safe to eat, but the texture

might be a bit different. Used by, which often people get confused. Used by is regarding to the safety of it. So if it says used by, you have to use it before, then otherwise, it could be

Unknown Speaker 12:00
dangerous. Any other thoughts use on using?

Speaker 3 12:07
I think it's just for students. I think we can't be too picky, so the cheaper, the better.

Speaker 6 12:13
Yeah, and it's a smart, sustainable choice. And I think also what I'm doing sometimes just put something in the freezer.

Speaker 7 12:29
And even if, like today is the expiry date, I would still buy it, and I would keep it in the freezer, and I will use it whenever I want until and then this I feel like it's bad.

Speaker 1 12:39
So how often would you say that you purchase new day expiry foods with the intent to make a meal from it? Very often.

Unknown Speaker 12:48
Yeah, definitely. You say once a week, once every two weeks.

Speaker 7 12:56
Whenever I Google, if I find something expiry like which I eat, that I would definitely get

Speaker 6 13:02
it same. I'm, I think I'm going to the store, like twice a month. So every time I go there, actually, if I see a good option, definitely.

Speaker 1 13:17
So if you, if those those of you who do cook when they expiry food? Do you usually batch cook a meal to save time and money? Yes. So batch cooking, as in, you make a large amount and then you freeze some of it and then have another day.

Unknown Speaker 13:32
Yes, I did last week. Yeah. What did you cook?

Speaker 6 13:40
Chicken? Just a lot of chicken, because I don't, I don't like to cook. I really don't. So if I'm there, I'm just like cooking put in the freezer. That's it. Yeah, it's easier.

Speaker 4 13:53
Yeah, no, I don't do that. Actually. I don't like food from the freezer, like a ready to eat meal, because I feel like it doesn't. It's not for every product, but for a lot of things, it takes the taste away when you freeze it and then unfreeze it again. And I cook a lot with vegetables, and especially there I can taste it, and that's why I usually make portions, like for three days and just keep it in the fridge. And in the fridge, it's fine, but I don't like putting it in the freezer. That's my opinion.

Speaker 7 14:26

Yeah, that's true. Actually, after putting in freezer, it tastes very different, like, it depends. Like, I was unemployed last month, so I used to cook on time, like I was my batch cooking. But now, since I've started working, I've started batch cooking, so so that it saves time. But, yeah, I feel like cooking every day is not feasible for everyone, and like it depends on an individual, actually, but I prefer cooking fresh. Yeah, same me too, but I don't want to cook, yeah.

Speaker 1 14:59

Okay. Yeah. So do you think the supermarkets make it clear on how to store near the expiry food?

Speaker 7 15:08

No, I feel like most of the time they expect us to just throw it away. If, like, we are not throwing it away, they are themselves throwing it away. So I think so that's the main idea, that just throw it away after it expires.

Unknown Speaker 15:22

Yeah. I think they rely

Speaker 6 15:25

more on the pre printed

Unknown Speaker 15:30

of the packaging, but that's it.

Speaker 3 15:36

I think they use buy dates and everything for them. They just do to save themselves. So they tell you when you should

throw it away by and then, that way, nobody can obviously say anything to them. Someone gets, like, food poisoning or something. So I don't think they really care about what you do with it after as long as it's off their shelves. I

Speaker 7 16:01

agree with that, because I think so these big companies, they don't want to get in legal problems. That's why they feel like it's best to throw it away, because, in case, someone's immune system can't take it, it will have a major problem.

Speaker 4 16:14

Yeah, I also feel like, especially the little that's here in Epsom has, like, at the end of the week, a lot of nearly expired food, and they don't make it very clear. Because usually, where I'm from, our supermarkets had a big label and discounts and everything very clear. And the supermarkets here don't do that. They don't have it that clear. So you have to really take a look at what you buy and what's the best before order the expiry days.

Speaker 2 16:42

Yeah, that's quite annoying, because sometimes on the on the same fridge, they will have, like, the same products, but they have like, different expiry day. They have to actually, like, have a look on the on the stickers. It's really annoying. That's true.

Speaker 7 16:57

I don't know how many of you have seen in the little there's a small section where they keep the clear inside them like nobody can see it. It's very small, like, I don't know why they

have done it like that.

Speaker 1 17:10

So can you think of any issues or concerns you might have with these little vessel boxes, or my other little boxes that may be seen.

Speaker 3 17:22

I think there's durability. Like, with the hell of fresh boxes I get, there's like, two separate sections in them. So one is for like, stuff that will go in the fridge, and then stuff for the cupboard. And like, they have to separate them, and then you have to have like, ice packs in them to, obviously, keep the food cold and everything to try and make it last a bit longer. And like, they're quite heavy duty boxes, and also with, like, not condensation, like perspiration, whereas, so it's like, because it's like cardboard, and what if something leaks inside the box? Or if it's like a packet of chicken and it leaks, then a feedback that could obviously damage the box, and then it'll wear quicker.

Unknown Speaker 18:05

This wouldn't be the fine product.

Speaker 1 18:09

This is just a prototype to visualize it, but it probably it would be made of sustainable materials, like cardboard, thicker cardboard.

Unknown Speaker 18:17

But that's just to show you what it could look like.

Speaker 6 18:23

I would also say about the portions, because they should like, also work for one singular person, and also like basic seasonings like oil and salt.

Unknown Speaker 18:37

They should include that.

Speaker 4 18:39

I think they should also very clearly label what kind of food is in there. Like, is it vegan? Is it vegetarian? Is it with meat? You would really clearly have to label that so everyone can see because you have meat over here. So people could assume, okay, there's meat going to be in there. So vegans and vegetarians will not even pick it up, because they could assume that that's in there. So maybe have different versions of the box with different things on there. Yeah, there will be different versions.

Speaker 1 19:11

This is my chili con carne box, just an example, but there will be different little boxes on the too good to go up. So whatever is available on there, there'll be packages, package in the specific box, whether it be little bakery box, which I've done, might have seen, or it could be a culture of the week box, so you don't have any Spanish week, Italian week, Mexican, all sorts. So there'd be specific books for those things, and I'm exploring vegan and vegetarian options as well.

Unknown Speaker 19:49

So that's really nice.

Speaker 1 19:55

So finally, what recipes would you like to see in little recipe book?

Speaker 2 20:00

Says, I will say recipes that are easy to make quicker to cook, because I think people who purchase this too good to go boxes are like people that doesn't have much time to cook and don't want to spend too much time and like to to in the kitchen. You know what I mean, like? So I think it should be like more, maybe like something that last seasoning, or something that you don't have to spend two hours in the kitchen.

Speaker 4 20:36

Yeah, I agree it should be very easy, but it should also be a bit adjustable, like, especially with seasoning. And maybe when you have the link to a recipe have written down somewhere, the different options, like, say, if you want to eat it spicy, add so much more to make it even spicy, and you get what I mean, right?

Speaker 6 21:00

And I would say, I cook Italian all the time, so I would like to try something else from other countries. So, yeah, easier, easy recipes. I would say, feel

Speaker 3 21:14

like it would be nice to keep getting new versions of it, like as the time goes on. Because I feel like if you buy them quite

frequently, you'll get sick of the same meals again and again. So I feel like you need a bit of variety and you need just new things. Anyone

Speaker 7 21:42

else. I anyone else, like, yeah, as you said, like, in little they have this different country thing.

Unknown Speaker 21:50

What was it? Different cultures

Speaker 7 21:53

of the week, yeah, cultures of the week, yeah, so maybe boxes for that as well. Yeah, it would be bad the recipe. Yeah. I

Unknown Speaker 22:05

think that's everything. Those are the questions.

Speaker 1 22:09

Thank you so much for participating, especially on such short notice, but I would like to question your answers. It's nice to hear everyone's different opinions as well. Yeah, so thank you so much. Thank you.

Unknown Speaker 22:32

Thank you. My hands are sweating.

Unknown Speaker 22:39

You didn't answer anything.

Unknown Speaker 22:48

Is this Bull's name to get together. It's

Unknown Speaker 22:58
a collaboration

Unknown Speaker 23:02
between maybe I need to pee. Do you want to wait here for
me to pee? Or do waiting? Do

Speaker 8 23:19
you Want to sit sit

Speaker 8 23:42
here? Sorry,

Unknown Speaker 24:10
oh, really operates.

Unknown Speaker 24:34
Searching up for

Unknown Speaker 24:41
Easter years ago, it was easy to chat. Civil

Speaker 10 24:46
rights. The element was recorded and very nonchalant, but
then the actual puts a glass of like

Speaker 3 24:54
an arm, so obviously trying to transcribe it. So good luck. I'll.

Unknown Speaker 25:10
Oh, yeah, I

Speaker 8 25:20
think I like this more. Thank you.

Unknown Speaker 25:42
Yeah, yeah, and

Speaker 4 25:48
they want to go for a walk after lunch, stay in the classroom,
walking around.

Unknown Speaker 25:56
So it was

Speaker 4 26:00
quite a quiet I don't know if it's white. Same as always. Yeah, I
had the feeling that she doesn't like it at all. Sorry.

Speaker 4 26:21
So and then I think it was a bit better from her side, because
then we were sitting at lunch and we had a chat about Carlotta
and everything, so I think it was a bit better. Let's see

Unknown Speaker 26:42
how asking, let's see how Thursday goes.

Speaker 8 26:45
Fine if everyone starts sitting on the random other side.

Unknown Speaker 26:57
Just last week, I need to send you over your stuff.

Speaker 1 27:05
Did you want to do? Like I didn't stop that thing? Oh, yeah. So.

Transcribed by <https://otter.ai>



Section 2

Research & Development Log





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Primary Research: December 2025 - March 2026

➤ 3 Minute Online Questionnaire Survey

➤ 30 Minute Focus Group with 6 Students

Prototypes - General design, Bakery Box & Chilli con Carne Box Draft

Finished Packaging Design of Lidl Recipe Box - Chilli con Carne

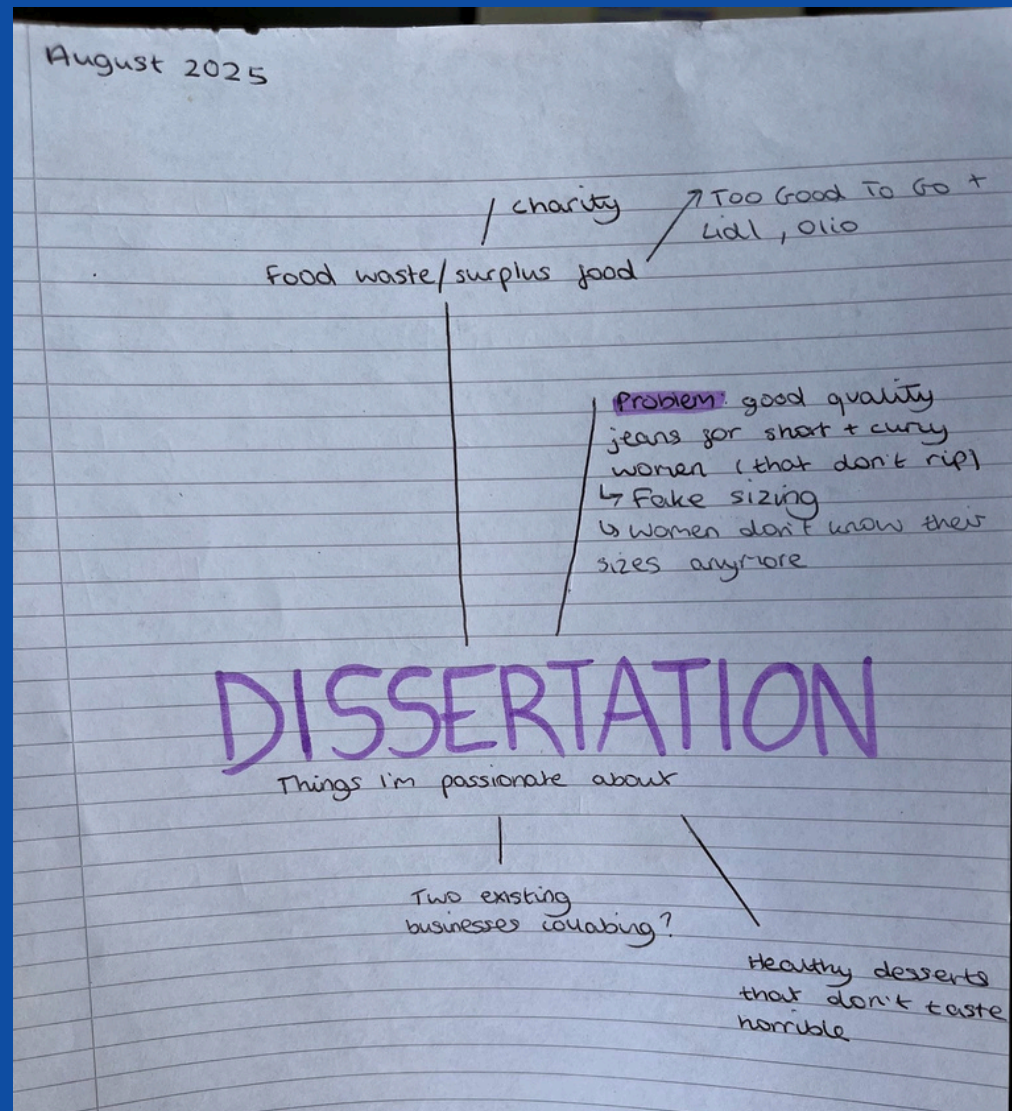
Conclusion

List of Illustrations and References





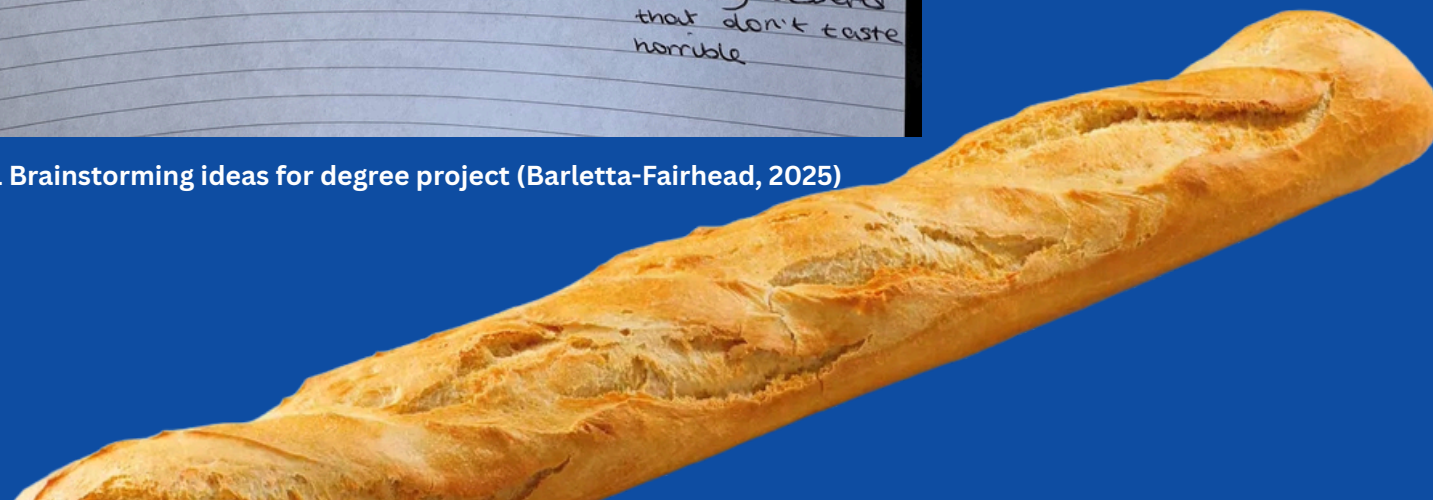
Ideation: September 2025



When thinking about ideas for my degree project, I knew I wanted to either create something innovative or solve a real problem. Initially, I considered building a completely new brand, but I quickly realised that a new collaboration with existing brands excited me more. I've always enjoyed cooking and finding good deals, so I was drawn to the idea of helping people cook on a budget in a more accessible way.



FIG.1 Brainstorming ideas for degree project (Barletta-Fairhead, 2025)





Concept Development: September - October 2025

The Inspiration

Joining a community group that redistributes near-date expiry food made me realise how big of a problem food waste actually is. Without these initiatives, large amounts of perfectly edible food will go to landfill. In fact, 191,000 tonnes of food was redistributed in 2023, thanks to food waste charities. ([GOV.UK](https://www.gov.uk), WRAP, 2023)



FIG.2-4 Pictures of surplus food saved from community group (Barletta-Fairhead, 2025)





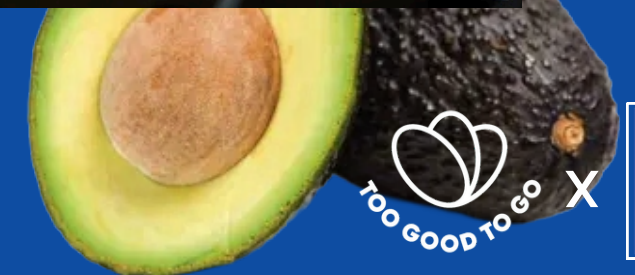
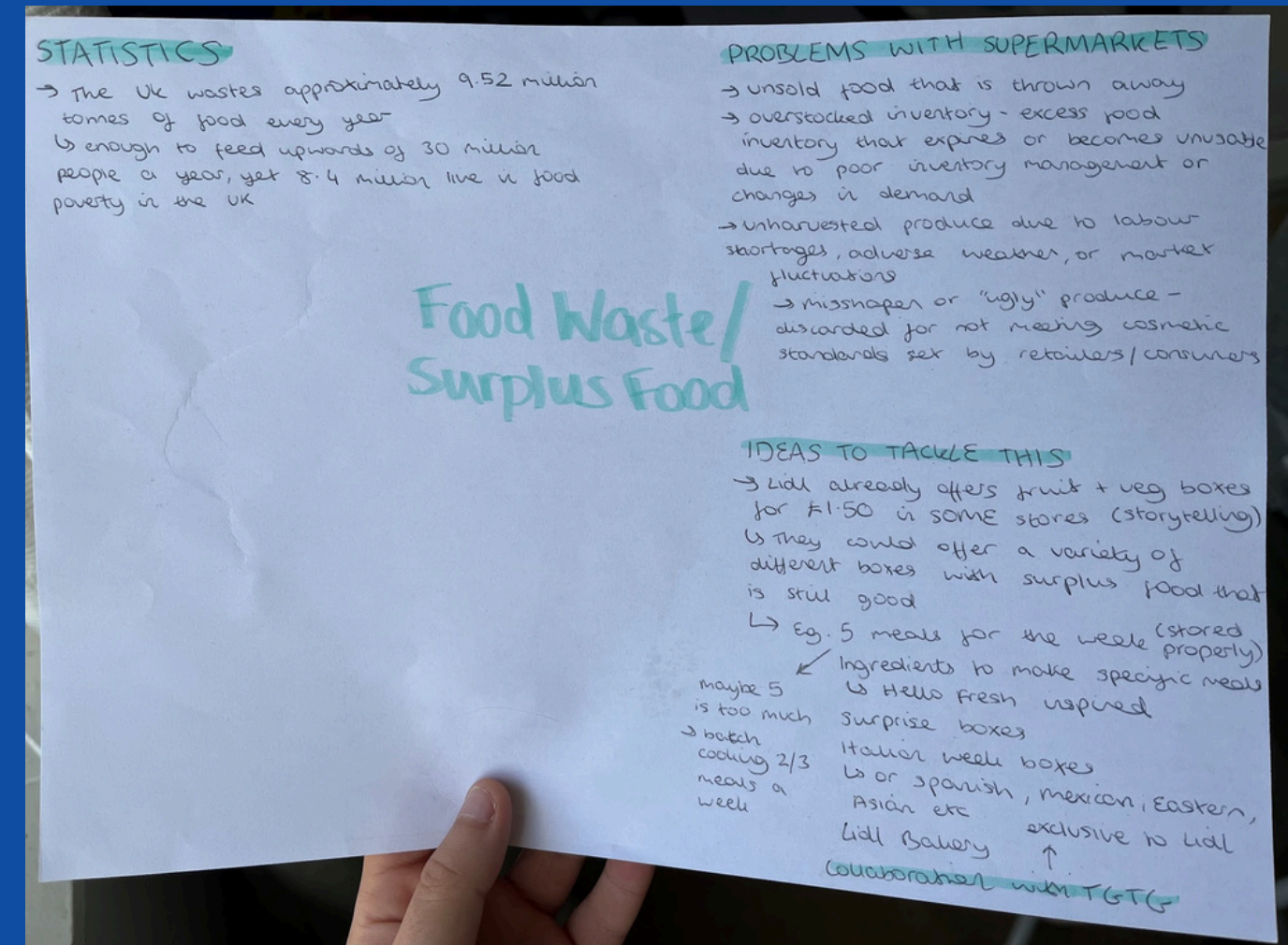
Concept Development: September - October 2025

FIG.5 Further research into food waste (Barletta-Fairhead, 2025)

Initial Research

Further research showed that 9.52 million tonnes of food is discarded every year (Close, 2024). I came across a number of problems with how supermarkets managed their inventory and the strict laws and guidelines they need to follow. Some produce is thrown away simply because it doesn't meet cosmetic standards (Close, 2024).

This led me to think about Lidl's fruit and vegetable boxes for £1.50 that I saw in-store one day. I began developing the idea of expanding this into different surplus food boxes. To make it more engaging and useful, I explored the idea of meal kit boxes, similar to Hello Fresh. With the idea of saving food, Too Good To Go then came to mind, and I realised this could be the perfect collaboration. Too Good To Go already works with a number of supermarkets like M&S, Waitrose, Morrisons, Asda and Aldi, so a collaboration like this seems commercially viable (Too Good To Go, 2026)





Concept Development: September - October 2025

FIG.6 Packaging design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)

Development

My core concept stayed consistent, but I adapted how it would be delivered. I initially planned to include printed recipe cards so that consumers could keep and reuse them. However, considering my digitally savvy target audience, I replaced these with QR codes. QR codes are convenient and simple to use, as well cost-effective and less wasteful - key to this collaboration (Adobe, 2025). Utilising QR codes also provide more opportunities to merge physical and digital spaces, which links back to my Lidl Less Lonely Marketing Campaign of student dinner parties (Adobe, 2025).





Alternative Ideas Explored: September 2025

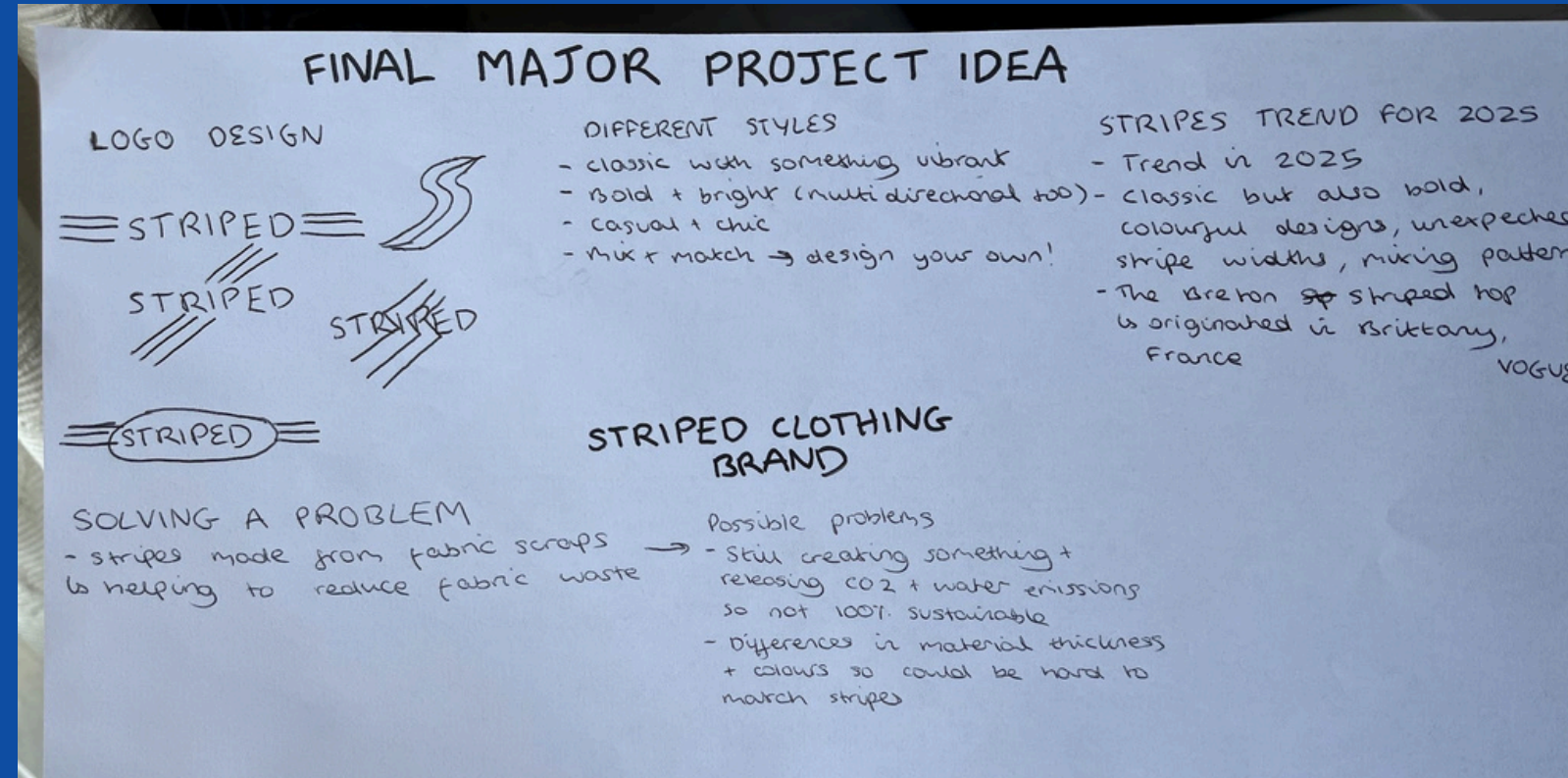
FIG.7 Alternative degree project ideas (Barletta-Fairhead, 2026)

I began brainstorming ideas before even starting third year, following advice from a third year student to start early. By mid-September I had already decided on my current concept.

Other ideas I explored:

- Good quality jeans for short, curvy women that don't rip - Useful idea, but most likely exists
- Striped clothing brand made from fabric scraps - Strong sustainability focus, but didn't excite me enough.

Ultimately, my love of food and cooking beat all my other options.





Marketing Campaign Ideation: December 2025

campaign Name Ideas:

- Eat Social
- SocialLidl
- LidlEats
- Socially Lidl
- Lidl Social Eats
- Too Good To Eat Alone
- Bring a Stranger, Leave with a Friend
- Meal nights
- The Digital Detox Dinner challenge
- Cook + Connect (workshops)
- Other Names:
- Too Lidl To Waste
- A Lidl more
- A Lidl less waste
- Lidl Friendship Feasts

keywords:

- social
- young people
- dinner parties
- community
- loneliness
- digital world
- sharing a meal
- tackling food waste
- friendship
- cooking

Lidl Related Campaign Name Ideas:

- A Lidl Less Lonely
- Eat a Lidl, Laugh a Lot
- The Lidl Social Club
- To Good To Go Name Ideas:
- Too Good To Eat Alone
- Too Good To Go solo
- Zero waste, zero loneliness

Marketing Campaign

Bringing young people together through food
Tackling feelings of loneliness in a digital world

combined:

- The Lidl x TGTG Friendship Feast
- Friends with (Lidl) Benefits
- spit the Tea, save the Food

Partner with social apps like Bumble for friends, meetup, Howabout, Cliq

could introduce to student unions across UK

LIDL CAFE Epsom Lidl layout

LIDL SUPERMARKET

LIDL BAKERY SECTION

- Purchase Lidl box at tills
- Enjoy sweet treat surprise box in Lidl cafe
- Socialisation for elderly after food shop
- Families after food shop/morning school drop
- Students after food shop?
- Instant coffee/tea machine?

TILLS

Targeting elderly who often feel lonely

21-30 y/o DINNER PARTIES

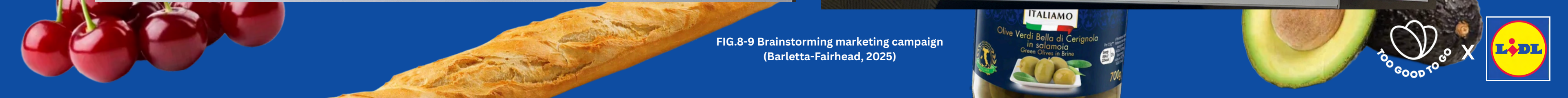
Pick up Lidl box from Lidl through Delivery options? Prepare meal together TGTG app

pasatta, mince, spaghetti, Bolognaise, onions, carrots, celery

Marketing campaign? could become a reality - social thing Partner with social apps

Tackling feelings of loneliness among young people

FIG.8-9 Brainstorming marketing campaign (Barletta-Fairhead, 2025)





Adaptation: November - December 2025

Here's a few thing I've done within the last year using Illustrator, Procreate, Photoshop etc.
I've also attached a pdf of one of the catalogues I've made for a company I'm working with
Let me know what you think !

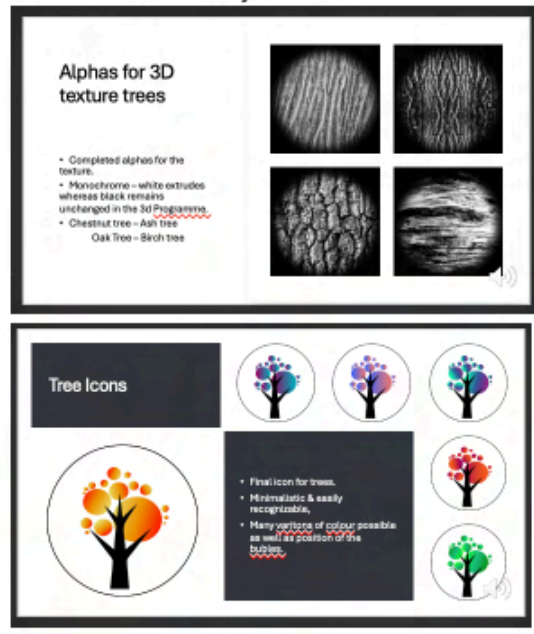


FIG.10-11 Failed recruitment of creative team member (Barletta-Fairhead, 2025)

Although I knew what my project was going to be early on, I changed my deliverables many times, as well as how I was going to there. Initially, I wanted to get a creative team together to create my deliverables, and even created a call-out poster which was printed across the Farnham campus.

However, I struggled to find the right people with the necessary skills. In hindsight, I could have used social media more effectively to recruit. In the end I decided to scale back my deliverables and create everything myself, which gave me more control over the final outcome.

Hi Tesla,

Thanks for sending these over. These illustrations are great, however it's not the sort of thing I'm looking for.

Thanks for reaching out!

Kind regards,
Carlotta

LOOKING FOR A GRAPHIC DESIGNER AND AN ANIMATOR

Carlotta Barletta-Fairhead
3rd Year Digital Marketing & Social Media Student at Epsom

For my Degree Project, I am doing a collaboration between Too Good To Go and Lidl to launch Lidl Boxes - filled with surplus and near-date expiry food that otherwise would've gone to waste.



Tackling Food Waste



Budget Friendly

I am looking for a creative Graphic Designer and an Animator to create 4 things for the launch campaign:

- 1 Instagram post
- 1 billboard mock-up in a location that aligns with Lidl
- 3 recipe card designs
- 1 animated 7 - 10 second TikTok video/Snapchat AD of the Lidl Boxes

All the work you create will be fully credited in my project and will likely be featured on my LinkedIn page. If you don't have a LinkedIn account, I can help you start one!

Get in touch for more info!



My Email



My LinkedIn

Contact me by 31st January
Deadline by 30th March

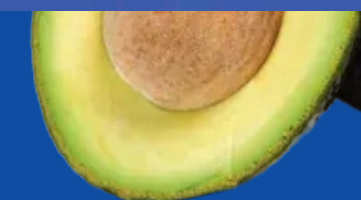


FIG.12 Creative team call out (Barletta-Fairhead, 2025)





Primary Research: December 2025 - March 2026

3 Minute Online Questionnaire Survey

I found this stage quite challenging, particularly deciding on which methods to use. I created my survey early to maximise responses, focusing on student attitudes towards food waste and my concept. While surveys are good for standardized data collection and analysis, they can have low response rates and limited opportunity to obtain more detailed responses (Dalitso, 2024). Starting early helped me get ahead in other areas of my project, as I still hadn't finalised my second research method by February, which my supervisor Mark really encouraged me to do, to validate my concept.



Degree Project - Too Good To Go x Lidl: Tackling Food Waste

My name is Carlotta Barletta-Fairhead, and I am doing this survey as part of my degree project for my final year of study as a Digital Marketing & Social Media student at UCA Epsom.

The purpose of this survey is to gather research about whether students and young people would get on board with my proposed solution in tackling food waste. This survey should take approximately 3 minutes to complete.

You have been selected to take part in this survey because you meet the criteria of being a young adult and you care about reducing food waste. Your participation in the survey is entirely voluntary, and you can opt out at any stage by closing and exiting the browser.

This survey is anonymous and all information submitted will be treated confidentially. In line with GDPR, there will be no personal identifying information in any research outputs or publications, data is securely stored and will be deleted once the project has been completed. If you have any questions about the storage and use of the data provided, please contact me via my student email 2301561@students.ucreative.ac.uk.

If at any time you wish to withdraw your data, please just contact me. Thank you for taking the time to participate in this survey. Your help is very much appreciated, and will hopefully help me to secure a good grade ☺

Please note: you must be 18 or over to complete this survey.

By clicking 'start survey', you are agreeing that:

- You are a young adult and you care about reducing food waste
- You have read and understood the above information.
- You are aged 18 or over.
- You agree to take part in this questionnaire survey.

FIG.13 Degree project primary research survey (Barletta-Fairhead, 2025)



Primary Research: December 2025 - March 2026

30 Minute Focus Group with 6 Students

Around December time, I decided that in January I wanted to reach out to Lidl Graduates to get their views and opinions on my proposal. However after planning my questions and thinking about the purpose of my research, I realised that it wouldn't really help me. So I pivoted and decided to do an in-person focus group with the actual target group: students. Focus groups are a great way to gather deeper insights and opinions from a group of people with similar shared experiences, but it is harder to organise and requires time to plan effectively - which I did have trouble with ([GOV.UK](https://www.gov.uk), 2025).

I wanted to get 6 participants, but the day before I only had 4 confirmed with 2 others not confirmed.



**6 PARTICIPANTS NEEDED FOR
A FOCUS GROUP**

Carlotta Barletta-Fairhead
3rd Year Digital Marketing & Social Media Student at Epsom

I'm proposing a new collaboration between Too Good To Go and Lidl to launch Lidl Boxes - affordable boxes of surplus and near-expiry food that can be saved and turned into delicious meals from around the world, at an affordable price.

Tackling Food Waste **Budget Friendly**

I am looking for 6 students to discuss my new and improved **packaging design** and get **your views on cooking sustainably**.

- You must be **over the age of 18**
- You are a **current UCA student** (will take place on campus)
- You are comfortable being **recorded on camera**
- You care about **reducing food waste**

Get in touch for more info!

The focus group will take place on either:
**Tuesday 17th or
Tuesday 24th March**

My Email My LinkedIn

FIG.14 Focus group call out (Barletta-Fairhead, 2026)





6 PARTICIPANTS NEEDED FOR A FOCUS GROUP

Carlotta Barletta-Fairhead
3rd Year Digital Marketing & Social Media Student at Epsom

I'm proposing a new collaboration between Too Good To Go and Lidl to launch Lidl Boxes - affordable boxes of surplus and near-expiry food that can be saved and turned into delicious meals from around the world, at an affordable price.



Tackling Food Waste

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- You must be **over the age of 18**
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- You are comfortable being **recorded on camera**
- You care about **reducing food waste**

Get in touch for more info!

The focus group will take place on either:

**Tuesday 17th or
Tuesday 24th March**



My Email



My LinkedIn

Primary Research: December 2025 - March 2026

The day of, 2 confirmed students couldn't make it and the other 2 unconfirmed couldn't make it. My supervisor Mark helped me to gather a few more students, but I was still 3 short. I had to recruit 3 more students 5 minutes before, which thankfully I did. To help them visualise my concept, I printed a prototype of the Lidl Recipe Box - Chilli con Carne, utilising QR codes for the recipe and storage guidance to ensure nothing goes to waste. I believe it helped them to understand my concept more and get them thinking more deeply about their cooking habits.



FIG.14 Focus group call out (Barletta-Fairhead, 2026)





Prototypes: General design, Bakery Box & Chilli con Carne Box Draft

FIG.20-21 Planning printed Lidl Recipe Box (Barletta-Fairhead, 2026)



FIG.15-19 Packaging design draft prototypes (Barletta-Fairhead, 2026)





Finished Packaging Design of Lidl Recipe Box - Chilli con Carne



FIG.22-25 Printed Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)





Finished Packaging Design of Lidl Recipe Box - Chilli con Carne



FIG.6 Final packaging design of Lidl Recipe Box Chilli con Carne (Barletta-Fairhead, 2026)





Conclusion

Overall, I have evolved my project through research, testing and adaptation. While my core idea remained strong, I adapted to challenges and pivoted many times to achieve my final proposal. I faced many challenges, particularly in collaboration and primary research planning, but it pushed me to be flexible and resourceful. This project has strengthened both my creative thinking and problem-solving skills, resulting in a concept that is practical, relevant and aligned with the current economic climate.





List of Illustrations:

FIG.1 - Barletta-Fairhead, C. (2025) Brainstorming ideas for degree project [Photograph] in possession of: the author: Epsom.

FIG.2-4 - Barletta-Fairhead, C. (2025) Pictures of surplus food saved from community group [Photograph] in possession of: the author: Epsom.

FIG.5 - Barletta-Fairhead, C. (2025) Further research into food waste [Photograph] in possession of: the author: Epsom.

FIG.6 - Barletta-Fairhead, C. (2026) Final Packaging Design of Lidl Recipe Box Chilli con Carne [Screenshot Mock-Up Design] in possession of: the author: Epsom.



FIG.7 - Barletta-Fairhead, C. (2025) Alternative degree project ideas [Photograph] in possession of: the author: Epsom.

FIG.8-9 - Barletta-Fairhead, C. (2025) Brainstorming marketing campaign [Photograph] in possession of: the author: Epsom.

FIG.10-11 - Barletta-Fairhead, C. (2025) Failed recruitment of creative team member [Screenshot] in possession of: the author: Epsom.

FIG.12 - Barletta-Fairhead, C. (2025) Creative team call out [Print Flyer] in possession of: the author: Epsom.

FIG.13 - Barletta-Fairhead, C. (2025) Degree project primary research survey [Screenshot] in possession of: the author: Epsom.





List of Illustrations:

FIG.14 - Barletta-Fairhead, C. (2025) Focus group call out (Print Flyer) in possession of: the author: Epsom.

FIG.15-19 - Barletta-Fairhead, C. (2026) Packaging design draft prototypes (Screenshot Mock-Up Design) in possession of: the author: Epsom.

FIG.20-21 - Barletta-Fairhead, C. (2026) Planning printed Lidl Recipe Box (Photograph) in possession of: the author: Epsom.

FIG.22-25 - Barletta-Fairhead, C. (2026) Printed Lidl Recipe Box Chilli con Carne (Photograph) in possession of: the author: Epsom.





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Adobe (2025) Effective QR Codes At: <https://www.adobe.com/express/learn/blog/effective-qr-code-campaign#:~:text=long%2Dform%2Dblog-,Generate%20success%20with%20Adobe%20Express.,code%20and%20marketing%20campaign%20needs> (Accessed 06/05/2026b).





Section 3

Critical Self-Reflection on Personal & Professional Development

This critical reflection uses Kolb's Reflective Model to evaluate how Component 2 of my Degree Project challenged and developed my personal and professional skills.





Critical Self-Reflection on Personal & Professional Development

1. Overexplaining and Communication

During Component, I found it challenging to present my ideas and research concisely. I often overexplained my points in an attempt to demonstrate critical analysis, but my supervisor highlighted that this approach weakened my arguments, as key points become unclear and less impactful. It made me realise that effective communication, especially when I'll have to pitch to clients in the future, relies on clarity and precision, rather than excessive detail. Perhaps I tend to overexplain from a lack of confidence in whether my ideas are strong enough on their own, leading me to justify them excessively. In the final few weeks of the project, I focused on taking on his feedback, and I will continue to practice summarising key points, which will support my professional development in client facing roles.





Critical Self-Reflection on Personal & Professional Development

2. Indecisiveness and Self Doubt

I was very indecisive with what my deliverables were going to be, partially influenced by not getting a creative team together, but mostly because I thought I had to do what was expected from a Digital Marketing student, and not what was relevant to my project. For example, I was going to do a short promotional video and OOH billboard mockup and a few packaging designs. I realised that being indecisive led to a lack of focus on the bigger picture and delayed my progress. Ultimately, I learned that producing fewer, higher-quality deliverables that aligned with my project was more effective than trying to do too much. In the end I decided on three packaging designs (with one of them printed for the focus group) and a full marketing strategy and campaign. Moving forward, I will aim to establish a clearer direction earlier in the project and trust my creative judgement.





Critical Self-Reflection on Personal & Professional Development

3. Building and Nurturing Connections for Professional Development

Lastly, I found talking about my project with friends and family extremely helpful, whether it was making bold decisions, or ideating a new idea that I had. I also stayed consistent with posting about my experience on linkedin, with many of my peers and connections commenting their thoughts on my idea. Thanks to their interest in my project, I was able to reach out to them for support, especially when collecting primary research. I believe that sharing my project on social media has given me greater confidence in my ability to be creative, as well as exposure to future employers. I can see my project living on for a while, such as adding it to my portfolio and using it for job applications. Once I've graduated, I plan on sending it to Lidl, even if they don't have any roles on offer, as I believe they would be impressed with my commitment and thought process.





Critical Self-Reflection on Personal & Professional Development

Conclusion

Overall, Component 2 has significantly contributed to my personal and professional development by challenging my communication skills, decision-making, and the ability to network effectively. Through using Kolb's Reflective Model, I have identified key areas for improvement and developed strategies to help me in my personal and professional development.

