



Module Title: Social Marketing

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Assignment Title:

Social Marketing Campaign Plan for Food Waste Management in Hotels

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1. Introduction:

Many hotels in Egypt and the world have begun to reduce the phenomenon of food waste, especially in open buffets, due to the wrong behavior of some of the pioneers, a phenomenon that leads to the waste of hundreds of kilograms of food (Kilibarda et al., 2019), which is enough to feed thousands. International estimates indicate that about a third of the food produced worldwide (approximately 1.5 billion tons of food) is lost and wasted annually, amounting to about one trillion US dollars annually, at a time when last year witnessed the suffering of approximately one third of the world's population From food insecurity, and more than 800 million people have been exposed to hunger, in addition to the affliction of more than one fifth of the world's children under the age of five with malnutrition diseases such as stunting and wasting, according to the latest report on the state of food security and nutrition around the world 2020, issued recently by a number of United Nations organizations . Hence, a social marketing plane for food waste management in hotels in Egypt is being conducted, that is sponsored by united nations for world food program WFP (HLPE, 2014).

1-the campaign focus options may include:

- Prevention food waste and overeating
- Prevention the tradition of open buffet
- Change in the youth eating behavior

1-b the purpose of a campaign on food waste management, with the focus on preventing the open buffet traditions include reaching:

- New hotel regulation regarding the food management
- New behavior at the Egyptian society during feasts and ceremonies

2. Environmental scan:

2-a Old campaign in Egypt:

Food and Agriculture Organization of the United Nations "FAO" and Egyptian Food Bank had previously launched the "Food Waste Awareness Campaign" in Egypt in 2018 (FAO, 2018). The campaign's target is to reduce hunger and food insecurity in Egypt through preserving the food quantities used at restaurants, hotels, wedding avenues etc. This campaign is contributing through displaying the social, economic, and environmental benefits of such new habit, where Egyptians start to reduce their food portions and obtain new food habits.

2-b & c Laws and policies in Egypt:

There are no legal texts in the Arab world and Egypt to combat food and food waste or to reduce it at the very least, and despite the existence of charitable and humanitarian institutions and societies that seek to benefit from food leftovers in restaurants and food products that are about to expire in order to distribute them to the needy and the poor (Abiad & Meho, 2018), these initiatives have not yet risen to the point of enacting laws that support and facilitate their work, to eventually be part of an integrated plan supervised by Arab governments, including Egypt.

2- d Practices and lessons learned:

The old campaign in Egypt shows the lack of specified campaigns that might concentrate the efforts and make actual change. Also, there are no campaigns in Egypt regarding managing food waste in hotels what cause lack of awareness of this problem, however, there were many research papers conducted regarding this specific issue, yet no social marketing campaign to change the behavior.

3. PEST analysis

3.a Political

- New regulations regarding tourism etiquette in Egypt that include less gatherings and more individualistic services because of COVID-19 (Egyptembassy, 2020).
- There are no laws or regulations regarding food waste management in hotels in Egypt.

3.b Economic

- The Egyptian economic average is increasing by 2025 what causes more food consumption and more domestic tourism (Stohy, 2021).
- The Egyptian pound inflation affected the social classes in Egypt, regarding their salaries and consumption behavior (tradingeconomics, 2021).

3.c Social

- The culture depends on the more food that is more than needed reflects generosity and good social class image (El Dorry, 2011), (Wassef, 2004).
- Although the fact that Egyptians should adhere to the religion contexts that include preserving and managing food waste, yet this is not the case in Egypt nor the society's interest (Nosseir, 2015).

3.d Technological

- There are many technologies in Egypt that helps in good preservation for food, good transportation, good food recycling methods (Enterprise, 2021).
- The internet infrastructure in Egypt is enhancing (Enterprise, 2021), and around 57.3% of Egyptians have access to the internet and social media platforms devices according to the latest data at January 2021 (Kemp, 2021).

4. Stakeholders' analysis:

Stakeholders involved at this campaign are divided into the following:

- 4.a Key Stakeholder:

(State- Ministry of Tourism, Egyptian Ministry of Supply)

The ministries will work hand in hand with the campaign to produce the proper awareness of this issue, displaying the effects of such a behavior and how can the normal citizen contribute in fixing and resolving this issue. Not to mention that the ministries will help in funding the needed educational seminars and conferences.

- 4.b Primary Stakeholder:

(Food and agricultural organization of the United Nations "FAO", the United Nations for world food program "WFP")

The international organization will help in collecting funds for the campaign. Also, it will help in providing the campaign the proper attention internationally what will bring extra help and resources from outside the country.

- 4.c Secondary Stakeholder:

(The Ministry of Mass Communication & Information Technology, in relation with Faculty of Communication and Mass Media Cairo University. And for Private Universities the Faculty of Communication and Mass Media, The British University in Egypt.)

These will have a heavy impact over the campaign, where they will play an important role at publishing this issue to the people and the targeted hotels, to convince the society with the economic, societal, and environmental effects of such an issue.

The state institutions include the ministries, and the civil society institutions include the private universities, WHO, WFP.

5. SWOT:

<p>a Strength.5</p> <ul style="list-style-type: none"> ● The first initiative directed towards reducing food waste in hotels as it is the largest source of food waste ● Conducting very detailed research to assess the food waste problem in Egypt. ● Positive and proper image regarding the social responsibility sector for the institution obtaining the new behavior 	<p>b Weaknesses.5</p> <ul style="list-style-type: none"> ● The initiative requires commitment and participation, and there may be loss, lack of capabilities and lack of time ● Conducting research, implementing the initiative, and launching an advertisement for it requires a budget, and this is not available without funding from outside the team ● Unfamiliar issue ● No usage of influencers or trusted figures ● poor and limited channels of marketing to be used
<p>5.c Opportunity</p> <ul style="list-style-type: none"> ● Technological advancement helps to reach the audience correctly through the different media\ communication channels ● Egypt's interest in reducing water and planet resources waste 	<p>5.d Threatens</p> <ul style="list-style-type: none"> ● There are no conducted statistics to be used as evidence ● The over feeding represents social class and generosity ● Lack of storage space at donations houses\ food banks

<ul style="list-style-type: none">● Egypt's interest to have a better international image by supporting and achieving the sustainability goals● Ability to collaborate with ministries, donations institutions and food banks● There are no competitors in this direction who have taken the same initiative	<ul style="list-style-type: none">● Lack of public awareness regarding the bio-based products● <u>Lack</u> of strong governmental implementations
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6. Target audience

6.a Target audience segmentations based on geographic distribution:

1-Wedding avenues and restaurants in hotels in touristic borders on the shores

2-Wedding avenues and restaurants in hotels in Cairo and new cities

3-Wedding avenues and restaurants in hotels in touristic places in upper Egypt

Segments	T	AR	P	A	R	E
hotels in tourist borders on the shores	Total number of hotels are around 4,000 hotels covering all the Egyptian shores. Estimated from 'Booking' website.	Number of high-risk hotels of food waste are around 90% of the total shore hotels (Elnasr et al., 2021) as those hotels are mostly ranking the highest with over three stars, what make them the hotels with the most attitude of open buffets, to obtain the luxurious image.	Percentage of hotels able to be persuaded and change the behavior is around 85%. Where the luxurious hotels usually try to obtain an updated image, especially that they work directly with foreigners more than other hotels. So, they tend to change to obtain the best image always (Soliman, 2020)	Percentage of hotels needing the least efforts to be convinced with the message is around 60% Based on their media habits (Elnasr et al., 2021), those hotels are very interactive with their audience on social media, and they care a lot about their digital reputation. Also, they tend to participate in the TV commercials not only digital ones.	Percentage of hotels needing the least resources based on their preferences analysis is around 50%, where their media channels are easily reached, and they pay attention to the social responsibility sector of their business. Yet, transpirations difficulties might be faced during the needed direct contact with the hotels.	The need to target the least popular hotels and hotels with low rank is around: 30%, where they are obtaining already the needed behavior due to their low budget and capital.
hotels in Cairo and new cities	Total number of hotels are around 500 hotels covering all the Cairo and new cities. Estimated from 'Booking' website.	Number of high-risk hotels of food waste are around 50% of the hotels at Cairo and new cities, as hotels at the capital consider themselves the image of the country, so they obtain the luxurious behaviors even if they are lower than three stars. (Elnasr et al., 2021)	Percentage of hotels able to be persuaded and change the behavior is around 90%. Scoring: 9 (Soliman, 2020), where they have a high rank and perceived as the country's image what makes the hotels interested in	Percentage of hotels needing the least efforts to be convinced with the message is around 75% where they care about their media appearance, and usually updated to trends, not to mention caring about the social	Percentage of hotels needing the least resources based on their preferences analysis is around 60%, where they are easy to access geographically, and easy to access because of their advanced media and	The need to target the least popular hotels and hotels with low rank is around: 40% where they are obtaining already the needed behavior due to their low budget and capital.

			new trends and in "change for better" work.	responsibility sector.	communication channels.	
Hotels in upper Egypt	Total number of hotels are around 100 hotels covering all upper Egypt cities. Estimated from 'Booking' website.	Number of high-risk hotels of food waste are around 80% of the hotels at upper Egypt. Where many of those hotels are ranking less than 3 stars as according to 'Booking' website. With the lowest attention to the luxury image, but in opposite they display the image of simplicity.	Percentage of hotels able to be persuaded and change the behavior is around 40%. (Soliman, 2020), where the act of buffets is fundamentally connected to generosity at this culture, what might be difficult to change.	Percentage of hotels needing the least efforts to be convinced with the message is around 45% Scoring: 4.5 Based on their media habits (Elnasr et al., 2021), where they typically sell the image of generosity, and already have plans for extra food waste through charity and other works. And they don't have a proper media activity to be updated to trends.	Percentage of hotels needing the least resources based on their preferences analysis is around 40%, where the hotels are difficult to reach geographically if a direct connection needed, also they are not attached to the media in a proper way.	The need to target the least popular hotels and hotels with low rank is around: 60% as they have the habit of generosity as part of the culture, so they prefer to sell themselves with this image.

Segment	T	AR	P	A	R	E	Total
hotels in touristic borders on the shores	8	9	8.5	6	5	3	39.5
hotels in Cairo and new cities	4	5	9	7.5	6	4	35.5
Hotels in upper Egypt	3	8	4	4.5	4	6	29.5

6.b Link for the TARPARE implementation:

<https://docs.google.com/document/d/1sHNKmhCCgBDwwfk1UHxqwCfyinpvvLUo/edit?usp=sharing&oid=115393042193296252060&rtpof=true&sd=true>

6.c Hence, the primary target audience is:

Hotels in touristic borders on the shores, where they are selected due to the heavy behavior of open buffets as a trademark of their luxury characteristic, and their high ability to obtain a new behavior through their media habits with the lowest resources needed.

6.d The secondary target audience is:

Hotels in Cairo and new cities, where the hotels have the second highest possibility to practice the undesired behavior yet have a high percentage in changing their attitude due to their flexibility and their social media habits, with their intention to present the country and hold proper social responsibility.

7. Theories

Exchange theory:

Where the hotels in touristic borders on the shores will weigh the costs and benefits regarding obtaining the new behavior.

Social norms and behavior

change barriers

- Lack of awareness among the public about the proper food habits and the healthy dieting.
- Reliance on the traditional food habits as a reference instead of gaining new information.
- Social pressure on adhering the over feeding and big food portions as an indication of generosity and health.

Injunctive norms

- People should eat moderate food portions
- Healthy food dieting includes fresh small portions

Descriptive norms

- Egyptian society encourages big food portions as indication for generosity
- Egyptian families believe in eating till being full instead of moderate eating, especially for youth and children.
- Overeating is not societal shame, but a habit of culture.

8. Objectives

- Knowledge objective: Raise awareness percentage by 20 % of the hotels in touristic borders on the shores regarding the crisis of hunger in Egypt, that could be solved by food waste management applies in hotels during the first 3 months of the campaign.
- Behavior objective: The campaign aims to change the behavior of preferring the open buffets in hotels instead of plated meals by 20 % of the targeted hotels in touristic borders on the shores during the 3 months of the campaign.
- Belief objective: Decreasing the percentage of who believe that open buffets in hotels are more luxurious and sufficient over than the plated meals by 20 % of the hotels in touristic borders on the shores during the six months of the campaign.

9. Marketing mix:

9.a Positioning statement

I want the hotels in touristic borders on the shores in Egypt and hotels in Cairo and new cities to view the plated meals as healthy lifestyle, a good implementation for covid-19 precautions, and social responsibility action.

9.b 4Ps

Product:

Actual behavior: A new behavior which is preferring the plated dishes over the open buffet

The augmented product: promotional tactics like ads etc. the official website of the campaign on social media, food waste management in Egypt guide, social media ads

The core products: the health, financial and social benefits received after the individual replaces the open buffets with plated meals.

Price:

Monetary cost that target will pay

- Hotels will lose customers and guests who prefer open buffets
- Hotels will need extra staff to serve.

Non-monetary cost

- Hotels will spend more time in the process
- Psychologically the hotel name might appear as a cheap place among the Egyptian society
- Hotels will lose the energy of relaxed and casual atmosphere.

Place:

Hotels' managers at the shores (Alexandria, Hurghada, Ain El Sokhna)	<ul style="list-style-type: none">- Booths- Restaurants \ Coffee shops- Beach- Official websites- Tourism ministry database- Clubs- Social media
Hotels' managers at upper Egypt (Aswan, Luxor)	<ul style="list-style-type: none">- Booths- Train stations- Restaurants \ Coffee shops- Tourism ministry database- Clubs- Social media
Hotels' managers at great Cairo and new cities (New Cairo, Sheraton, Giza)	<ul style="list-style-type: none">- Booths- Restaurants \ Coffee shops- Official websites- Tourism ministry database- Clubs- Social media

Promotion:

Primary target groups

(Hotels in touristic borders on the shores)

- Key Messages

Providing plated meals rather than open buffets for the benefits of the society and the hotel itself.

- Tactics

Email marketing, to improve the sense of urgency of the topic and the importance of the client (Ellis-Chadwick & Doherty, 2012).

Online guide for further information if needed.

Social media, as a powerful tool for two communication process (Si, 2015).

Internal stakeholders

(Managers and board of employees)

- Key Messages

Plated meals will provide better work quality and benefits.

- Tactics

Phone marketing to reach the best feedback and give the client clear information (Ellis-Chadwick & Doherty, 2012).

Social media, to be as visible as possible to cause a change through familiarity (Si, 2015).

Online guide for further information if needed.

External stakeholders

(Ministry of Tourism, Egyptian ministry of supply, The Ministry Of Mass Communication & Information Technology, World Health Organizations (WHO), the united nations for world food program (WFP))

- Key Messages

Plated meals provide societal benefits better than the open buffets, it helps in reducing hunger, preserving the environment, and preserving the overall tourists' and Egyptians' health and wellness

- Tactics

Social media to provide a proper coverage and publicity for the issue (Si, 2015).

Online guide for further information if needed.

10. Social Marketing Tactics:

a- The Ministries of Planning and Tourism are the most suitable parties for a strategic alliance with them for two reasons:

1- Obtaining the necessary support and credibility for the advertising campaign, because this will add something from the fact that the trend towards less food waste is a trend at national level with the support of its sovereign institutions, not just as a social initiative only.

2- Cooperation with these authorities will facilitate access to important information and statistics such as the number of hotels, their addresses, contacts, the percentage of visitors, the percentage of their expenditures on kitchen and food, and other information necessary to complete pre-marketing campaign research.

b- The appropriate face-to-face activities for marketing initiatives will be conferences/seminars, in addition to organizing them through national events. For example, organizing conferences to promote tourism in Egypt during the celebration of the sun's perpendicular to the face of Ramses, with the inclusion of speech on the initiative to reduce food waste, considering such events would be appropriate, as the attendance matches our target destinations. Also, the initiative's participation in huge events and events organized by all parties concerned with the match or otherwise in order to support the initiative will contribute to spreading the idea and increasing its supporters and followers.

c- Press release & newsletter are the most promising proactive PR activities suitable for marketing the match. This comes within the framework of being the appropriate tools for

our target parties, such as hotels and ministries. Also, these tools allow the inclusion of several types of content, whether read, audio, or visual, which opens the way to send the message of the initiative in many forms.

d- Social Media tools/Applications: Facebook & Twitter

TYPE OF social media	SPECIFIC APPLICATION	REASON FOR USING IT	POTENTIAL BARRIERS	RISK MITIGATION
Social Networks	Facebook	<ol style="list-style-type: none"> 1. According to Egyptian government statistics, 53.6 million citizens use Facebook in Egypt. 2. Diversity of media used in it such as images, videos, and texts. 	<p>Our target audience may not have enough time to use Facebook</p>	<ol style="list-style-type: none"> 1. The selection of appropriate dates such as vacations will be considered to direct messages and paid advertisements

				<p>2. Work on creating Facebook groups and chat rooms in order to stay in touch and ensure the delivery of initiative messages.</p>
Social Networks	Twitter	<p>1- As it is a fast way that aims to mention the ideas in a specific number of characters 140 characters, which makes the delivery of the initiative's message through it more accurate and specific.</p> <p>2 - Twitter is a very active application in Egypt, as according to the latest</p>	<p>Teens use Twitter a lot, and they tweet a lot, which may threaten the success of the initiative's messages reaching its</p>	<p>Publishing instructions through the initiative's account on how to reach you with all new and educating the recipient to activate notifications for</p>

		statistics, 2.9 million tweets are issued daily in Egypt.	concerned authorities.	the initiative's account.
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E- Since our main target group is hotels in the tourist borders on the beaches, both educational products & public service announcements will be more suitable as low-cost promotional tactics to promote the initiative and encourage turnout for them believing in the principles based on them.

11. Social Marketing Research Brief:

Background:

Within the framework of the World Food Program of the United Nations, this social marketing campaign aims to bring a new methodology in the way food is served in hotels in Egypt to reduce the phenomenon of food waste. It is worth noting that food waste is an issue that affects about a third of the world's population, as it is estimated that 1.5 billion tons of food are wasted, equivalent to 2 trillion US dollars each year. The conducted research aims to include previous campaigns on food waste in Egypt, the laws and steps taken towards confronting this

phenomenon, starting with hotels (as the most common place where this phenomenon is spread) and even individuals and homes. The research will also present percentages about the actual food wastage in Egypt and the methods used, whether in its redistribution or recycling, in addition to the concerned parties such as the food bank, charitable institutions and others. Gathering information on these details will contribute to determining the steps to be taken, as well as ignoring procedures that have proven to be unsuccessful in previous campaigns. In addition, it contributes to achieving the objectives of the research and campaign, which will be mentioned below.

Social Marketing Objectives:

The social marketing campaign to reduce food waste aims to spread the culture of packaged meals with specific quantities, with the aim of saving the amount of surplus food waste, and this also reflects on the country's economy. This comes within the framework of raising awareness of the issues of poverty, famine, lack of crops, and others. From this standpoint, the objectives of the campaign are the following:

- **Knowledge:** During the first month of the campaign, there was a 35% interaction on advertising materials on campaign accounts.
- **Behavior:** 20% of the hotels included in our target destinations responded and implemented the packaged meal system as a trial version during the first 3 months of the campaign.
- **Belief:** Legislation and enactment of laws by the Ministry of Tourism to support the direction of reducing food waste by the end of the 6 months of the campaign.

Research Objectives:

1- Ascertain whether there were any previous initiatives or campaigns related to combating food waste in Egypt

2- Collecting percentages and statistics on the amounts spent on food, hotels, and the amount of food waste.

3- Current methods of dealing with wasted food.

Research Audience:

-Primary target audience is:

- Hotels in touristic borders on the shores
- heavy behavior of open buffets
- luxury characteristic
- ability to obtain a new behavior through their media habits with the lowest resources needed.

-Secondary target audience is:

- Hotels in Cairo and new cities

- the second highest possibility to heavy use to open buffets
- flexibility to change an attitude
- present the country and hold proper social responsibility

12. Evaluation and Monitoring

Objectives to measure:

Through the monitoring phase (through the phase of telling the hotels about the issue at the first quarter of the campaign)

- Measuring the level of awareness of the problem of hunger in Egypt among the target audience.
- Measuring the positive and negative opinions of plated meals as an option instead of the open buffets

Through the evaluation phase

- Measuring the acceptance of the plated meals as a healthy and effective alternative for the open buffets.
- Measuring the application of changing the open buffet into serving plated meals.

Techniques and mechanisms:

Through the monitoring phase

- Survey to measure the level of awareness
- Interviews with the target audience to measure their opinions

Through the evaluation phase

- Focus groups to measure the acceptance of plated meals
- Field interviews to measure the application of the new behavior

How to use the results?

The results will be published at the online guide created for the campaign, due to the lack of information of this issue specially at the chosen target audience.

13. Budgeting

Budget- hypothetical Funding Sources

Based on the method of the objective and task method, the budget will be 120,000 EGP to be spent as follows:

30,000 EGP for field research

5000 EGP for an online search

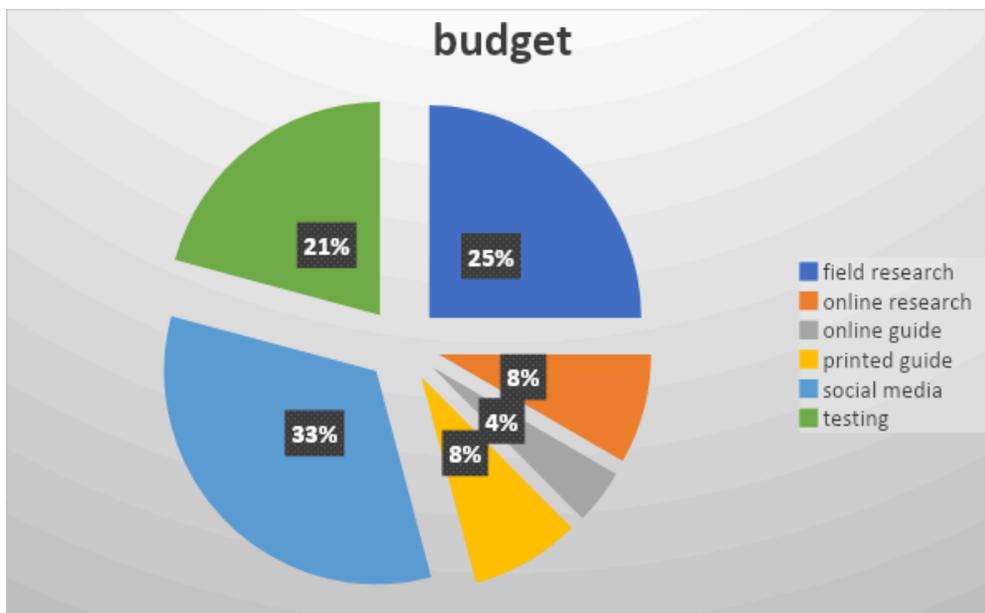
5000 EGP Online Guide

15,000 EGP as a contribution to conferences

40,000 EGP social media player for marketing

25,000 EGP assessments and tests

It is worth noting that there is support and funding from the concerned authorities, such as the Ministry of Tourism and FAO, with all possible resources, whether material, financial and other, in addition to supporting the Ministry of Planning in researching the initiative and providing facilities.



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15. Contribution form:

Salma Samir 189789:

- Background
- Environmental scan
- Stakeholders' analysis
- PEST
- SWOT
- Monitoring and Evaluation Plan

Ghader Mohamed 163220 (Leader):

- Segmenting the Market
- Social Norms and Social Change Theories
- Marketing Campaign Objectives
- Marketing Mix/ Marketing Strategy Development
- PowerPoint
- Submitting

Mariam Hany 188512:

- SWOT
- Social Marketing Tactics
- Social Marketing Research Brief
- Budgeting