

Behaviour Change, Changing Minds, Changing Systems

Tessa Clarke shares how Olio grew from a simple idea to a global movement tackling food waste and overconsumption. What began as a personal frustration with throwing away perfectly good food has evolved into a platform empowering millions to share surplus items with their neighbours, fostering stronger, more sustainable communities. Through the power of community, technology, and purpose, Olio has mobilised over 100,000 Food Waste Heroes, partnered with major retailers, and saved more than 125 million meals from going to waste proving that small, everyday actions can drive massive environmental and social change.

Key Themes:

- Models of behaviour change and real-world application
- The power of hope, ease, and belonging in driving action
- How collective purpose can transform both people and systems

This session will ask:

- How can communities inspire large-scale behavioural change?
- What motivates people to act sustainably?
- How can small actions lead to systemic transformation?

° 09:00 - 09:45 °

° Monday, October 19, 2025 °

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Moderator: Monica D.Ellis (GETF)

Tessa Clarke (Olio)