

Influencing behaviour to reduce food waste — a design-based approach

Odile Le Bolloch, EPA, Ireland

EU FLW Platform subgroup on Action & Implementation

Brussels, 18 Mar 2019

o.lebolloch@epa.ie



**Community-based
interventions &
capacity building**



Direct engagement



**Communication &
awareness-raising**



**Business
engagement &
support**

- Behaviour change – knowledge-deficit model
 - Lack of knowledge can be a barrier, but knowledge alone is not a motive to take action!

Do any of these statements relate to you?

Planning

"I never bother with a shopping list. Even if I buy stuff I already have, I'm sure I'll use it at some stage."



Shopping

"I would rather purchase a bag of six apples for €2, than four for 50c each. Even if I don't eat all six apples I prefer to get value for money."

Cooking

"When cooking, I prefer to make too much than risk having too little."



Storage

"I'm forever throwing out leftovers. They end up at the back of the fridge and I forget about them."

? What are your food waste habits?


**STOP
FOOD
WASTE.IE**

We hope you have enjoyed the Stop Food Waste Pocket Guide. If you are finished with this little book please don't bin it! Pass it on to someone else and help spread the word. For more information, including how to take part in a Stop Food Waste Challenge, contact us on Facebook, Twitter or at info@stopfoodwaste.ie.

Planning

Planning meals is one of the most effective ways to reduce food waste and save on food bills. Take a look at these planning profiles to see which approach might suit you best.

I love planning

"I almost always cook at home and I like to be organised."

Know what you have

Keep a running tally of what you need to pick up as it runs out. A blackboard in the kitchen or a shopping list on the fridge is a handy way of doing this.

Make a meal plan

Make a weekly or monthly meal plan. Try to choose recipes so that ingredients for one meal can be used in another. Need half a carton of cream on Monday? Use up the other

I'll give it a try

"I cook at home most of the time but plans sometimes change."

Know what you have

Check your fridge and cupboards to see what you do and don't have.

Make a meal plan

Make a rough meal plan before you shop but leave some wiggle room. Only plan meals for 3 or 4 days, don't be too ambitious!

I don't like planning

"I go with the flow and shop for food as I need it."

Know what you have

Take a photo of what you have in your fridge, freezer or cupboard before you leave. Make a note of what needs to be used up quickly.

Make a meal plan

Plan your meals one or two days at a time. Try to include food you have already. Use a recipe app to find new ideas.

Make a shopping list

When shopping, use the photos you took to see what you have and remind you of your plan.

Food for one, waste for none

It can seem hard to avoid food waste when shopping and preparing food for one person. Here are some tips to help you fight food waste, solo!

Start a dinner exchange

Organise with friends or family to share dinner duties. Cooking group meals can reduce food waste, save time and money, and creates a nice chance to catch up.

Think about where you shop

Find out where you can buy loose or bulk food. Shopping at your local butcher, greengrocer or fishmonger lets you buy exactly what you need. Although it may be more expensive per item, it can reduce the amount of food you buy and end up throwing away.

Frozen veg

Buying frozen means you can have single portions of great quality veggies without any going to waste. Try veg like broccoli, spinach and squash that, when fresh, can be hard to use up.



Please eat me!

If you're in a houseshare, create a 'Please Eat Me' spot in the kitchen to make it easy to share food that may not be eaten.

Shop online

Get together with friends to order groceries online. This way you can divide up larger packs to get the best value and split the delivery charge.

Grow your greens

It can seem impossible to use up a bag of salad before it goes brown. Growing your own herbs and salads is a cheap alternative and all you need is a windowsill. You can pick a few leaves when you need them, giving you super-fresh greens, waste-free.

Shop frequently

If you have an unpredictable schedule, try doing small, quick shops more often. This way you can buy just what you need for a couple of days and avoid those wishful thinking buys.

Make a plan

Having a plan is even more useful when you've only one mouth to feed. Before you shop, look at what you have and write a meal-plan and shopping list.

Befriend the freezer

If you have freezer space, make the most of it by batch cooking meals and freezing ingredients. Buy large packs of meat, butter and other freezable items and take some time to portion and freeze food as you unpack the shopping.

ng list
plan with
is your

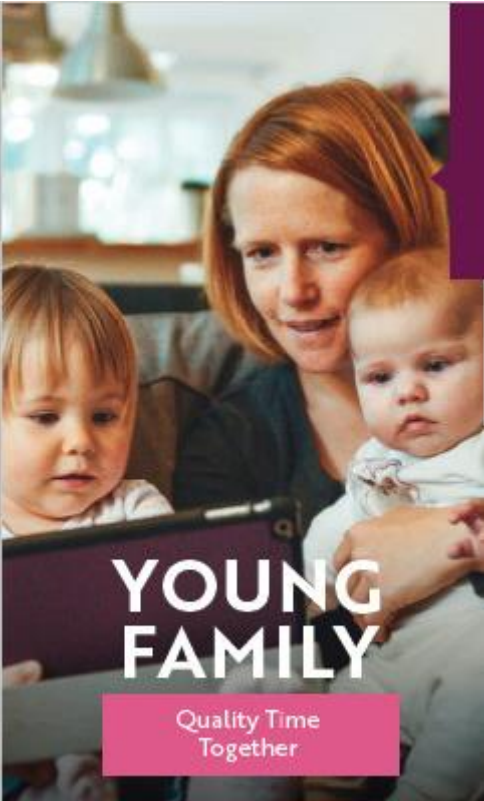
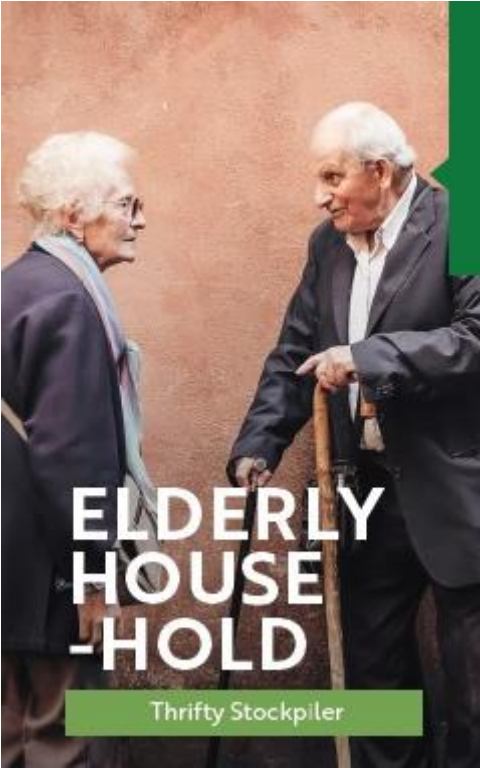
the overall environmental impact of the food
out our Seasonal Calendar at stopfoodwaste.ie.

‘Waste Not Want Not - Tackling Food Waste Through Design’

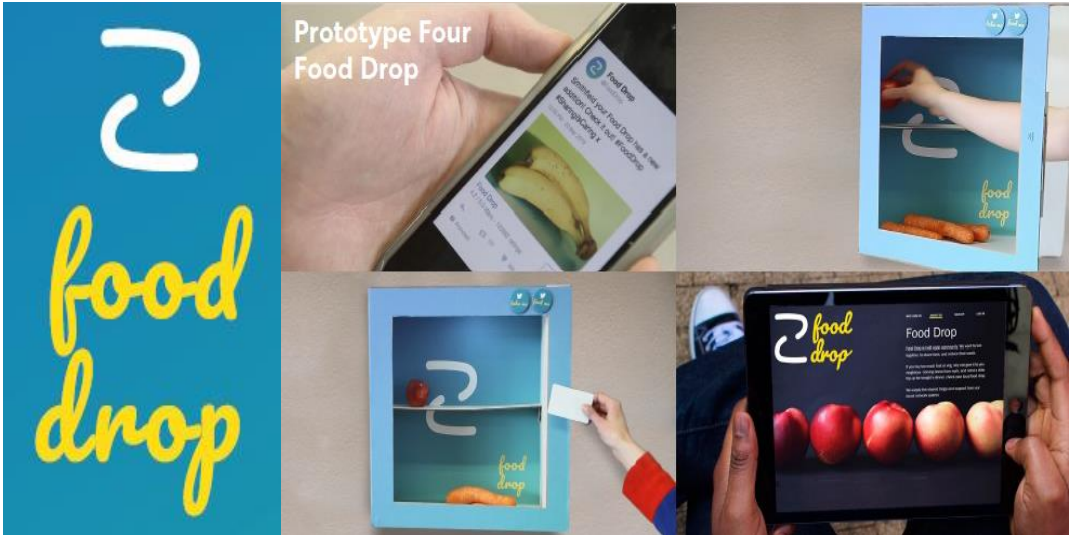
- National College of Art & Design – MA in Interaction Design
- **Project brief:** Design solutions for tackling food waste
- Householder/consumer focus
- Reduce food waste NOT waste management



Personas



Solutions



Some observations:

- Behaviour change is about people not science!
- Innovation - working with different disciplines to create solutions
- 'Personas' – who are we talking to and trying to influence?
- Participating students also engaged on topic and were talking about food waste with their peers!

- Final project video: <https://vimeo.com/273860455>
- Stop Food Waste pocket book: <https://stopfoodwaste.ie/resources/>