



European
Commission



TIME'S UP FOR FOOD WASTE!

**SETTING THE
EU ACTION AGENDA
TOWARDS 2030**

CONFERENCE
BRUSSELS | 12.12.2019

EU2019 FI

Health and
Food Safety

RECOMMENDATIONS FOR ACTION (CONSUMERS & CITIZENS)

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Zero Waste Scotland exists to lead Scotland to use products and resources responsibly, focusing on where we can have the greatest impact on climate change.

Using evidence and insight, our goal is to inform policy, and motivate individuals and businesses to embrace the environmental, economic, and social benefits of a circular economy.



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FIGHTING SCOTLAND'S FOOD WASTE

Zero Waste Scotland is supporting the Scottish Government to reach our national target of 33% reduction in food waste by 2025.

With 61% of Scotland's food waste coming from households, consumers and citizens are a key target for action.



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CHANGING BEHAVIOUR

Providing information alone won't change behaviour, we need to influence societal norms.

We can provide positive solutions, showcase how we want people to behave and highlight the benefits of saving food should be favoured over messages highlighting the negative impacts of food waste.



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EXAMPLE: LESSONS IN REDUCING FOOD WASTE

- Empowering pupils from primary to senior school with knowledge and skills
- Designed to fit into the Scottish National School Curriculum
- Literacy, Science, Maths, Religious & Moral Education, Home Economics specific lessons
- School food waste monitoring toolkit & how to work with the school dinner hall



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EXAMPLE: WORKPLACE & COMMUNITY TRAINING

- 104 sessions, 1054 attendees
- For every 1 person trained, 38 are reached = ca 40,000 people / year
- Engaging the hard to reach
- 98% said they shared what they learned with others
- 88% said they changed their behaviour



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EXAMPLE: WORKPLACE & COMMUNITY TRAINING

- Ensuring we reach those facing barriers to access to information
- Partnership approach, peer to peer learning
- Additional resources, such as in Sign Language



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KNOWING OUR AUDIENCE

We need to increase our understanding of the barriers for our target audiences (cultural, infrastructure, access to information, resources, geography).



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EXAMPLE: FOOD WASTE BEHAVIOURAL INSIGHTS

- What drives food waste?
- What informs citizens' behaviours?
- What messages resonate, how should they be communicated?



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EXAMPLE: THE LOVE FOOD HATE WASTE CAMPAIGN



178 stories secured	326.8m total reach	99.5% <small>inc. spokesperson quote</small>	
229k print circulation	311.8m online circulation	97% <small>inc. campaign imagery</small>	
100% positive coverage	14.8m broadcast listeners	100% <small>inc. key messages</small>	
557k page reach	646.8k impressions	33.1k video views	268k ad reach
1470 clicks	3422 engagements	1559 new fans	



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EXAMPLE: GOOD TO GO – OVERCOMING CULTURAL BARRIERS

- Two fifths said they were “too embarrassed” to ask for a doggy bag
- Double reassurance needed
- Food safety upfront
- 83% with leftover food took it home
- 92% who took food home ate it
- Average restaurant food waste reduction 42%



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KEY RECOMMENDATIONS

1. Individual and community behaviour change
2. Develop and use a wider range of methods to better understand consumer behaviour as regards food waste and design effective solutions
3. Increase use and development of audience segmentation



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