

Insights gained from consumer-facing interventions in Germany

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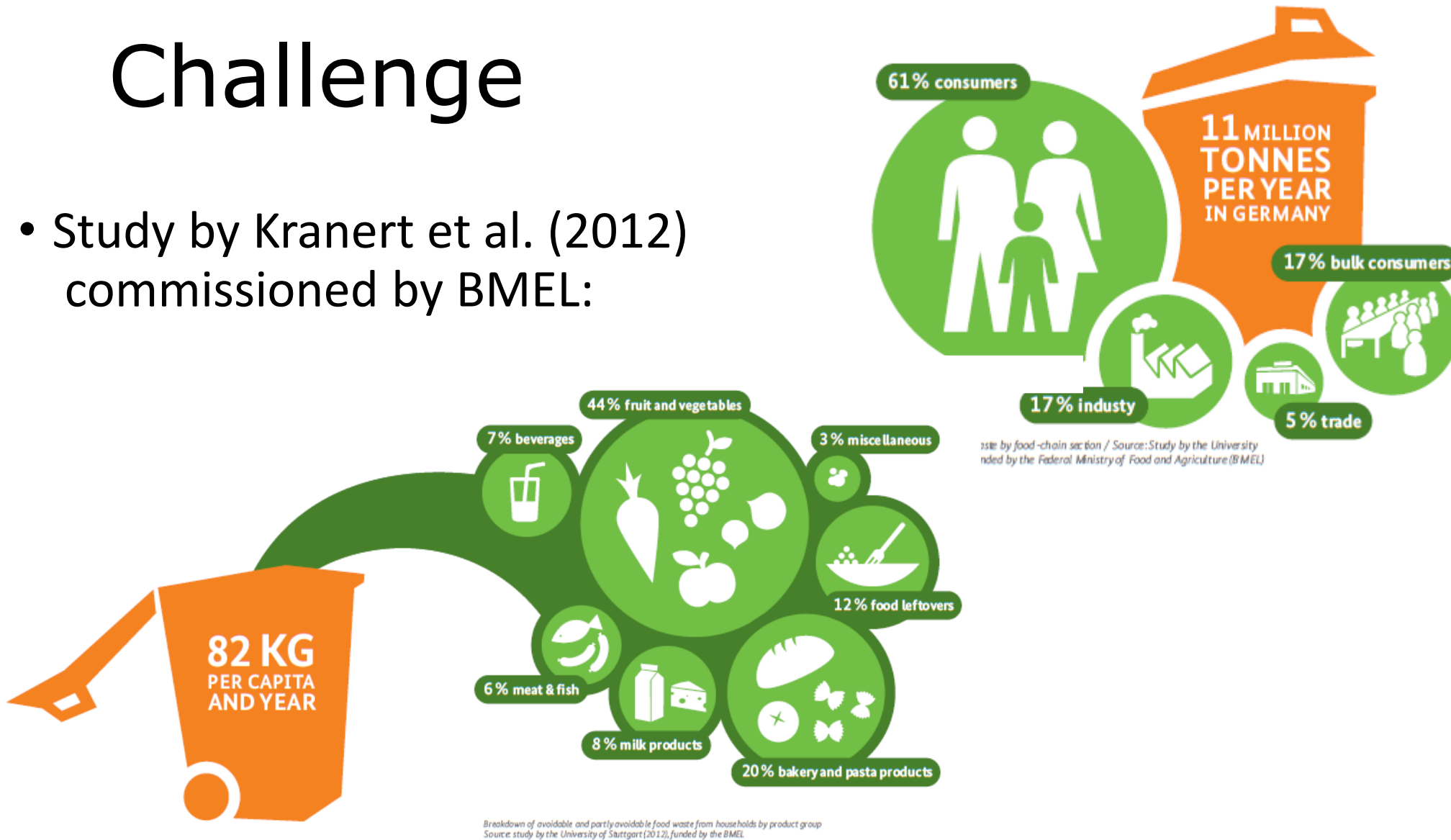
Federal Ministry
of Food
and Agriculture

Meeting of the EU Platform on Food Losses and Food Waste
Vilnius, 24 May, 2018



Challenge

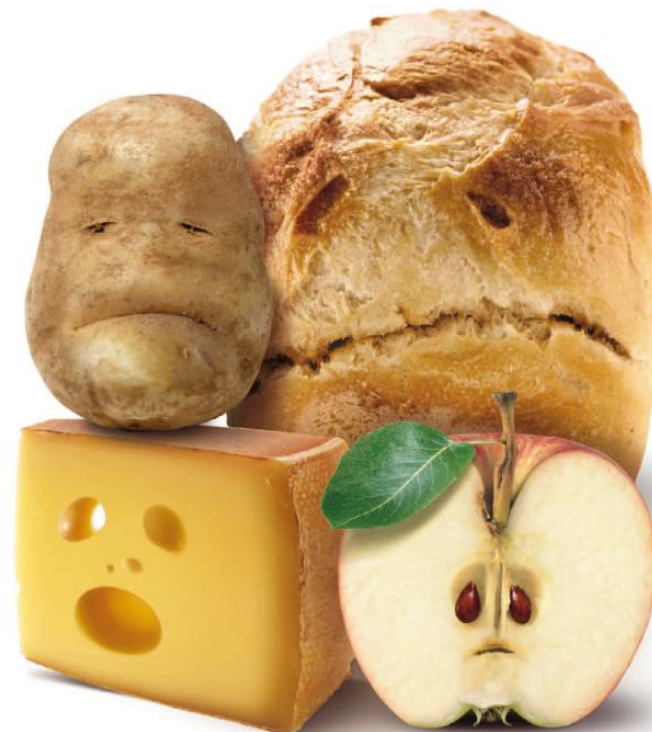
- Study by Kranert et al. (2012) commissioned by BMEL:



The intervention

Too good for the bin! initiative:

- Digital measures
- Different dialogue formats
- Information materials



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Why this was successful

- Raising awareness without finger wagging
- Educational work
- Evoking emotions
- Encouraging action.



We throw away every eighth item of food we buy.
You can make a real difference.



10 GOLDEN RULES FOR
PREVENTING FOOD
FROM BEING WASTED >

TOO
GOOD
FOR THE
BIN!
!

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Main insights gained

- A campaign is not a sure-fire success.
- A stable network of co-operation partners is helpful.
- It is beneficial to pursue a target group-specific approach to the action to be taken



Other learnings

First results on waste generation in private households

- 4.4 million t of food waste in German private households per year
- around 55 /kg per person
- about 50 % is avoidable



Outlook

Too good for the bin! will be continued and is an essential component of a national strategy



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