

International Day of Awareness of Food Loss and Waste 2023 communication kit

The United Nations General Assembly (UNGA) designated **29 September** as the **International Day of Awareness of Food Loss and Waste (IDAFLW)**, recognising that the observance of such a day will contribute significantly to raising awareness of the importance of the problem and its possible solutions at all levels and to promote global efforts and collective action towards meeting SDG target 12.3 - halving per-capita global food waste at the retail and consumer levels and reducing food losses along production and supply chains. The Commission has prepared **communication materials for social media** that anyone can use to help us raise awareness about the issue.

Messages and visuals for X (former Twitter) and other social media channels:

1. Reducing food loss and waste will help transform our food system by:
 - 🗑️ reducing its environmental and climate impact
 - 🗑️ increasing food availability, contributing to food security
 - 🗑️ building resilience

The proposed EU targets will help accelerate this transformation.



2. Food waste has a huge impact on the environment, accounting for about 16% of Greenhouse Gas emissions from the EU food system. In the EU, if food waste were a Member State, it would be the 5th largest emitter of Greenhouse Gas emissions.



3. If food waste is reduced in line with the food waste reduction targets proposed by the European Commission, a 4-person household would save on average about €400 per year. Find out how **you** can reduce food waste in your daily life.

👉 [link to leaflet with tips for consumers](#) *How to reduce food waste in your daily life*, available in all EU languages



4. In the EU, approximately 10% of all food supplied to retail, food services and households is wasted, while around 37 million people cannot afford a quality meal every second day.



5. Reducing consumer food waste is a shared responsibility. Actors at all levels need to be involved: governments, farmers and food businesses, non-governmental organisations, research and academic institutions and consumers. Find out what you can do to help!

👉 [link](#) to the European Consumer Food Waste Forum's compendium of tools, best practices and recommendations to reduce consumer food waste



6. EU citizens care about food waste and its impacts! Read the recommendations of the European Citizens' Panel

👉 link to the final recommendations of the European Citizens' panel, available in all EU languages [on this website](#)



Medium-length messages for other social media than X (over 280 characters):

1. Nearly 59 million tonnes of food (131 kg/inhabitant) are wasted in the EU each year with estimated market value of €132 billion. Over half of food waste (53%) is generated by households, followed by the processing and manufacturing sector (20%). In order to accelerate EU efforts in this field, the Commission proposes that, by 2030, Member States reduce food waste by 10%, in processing and manufacturing, and by 30% (per capita), jointly at retail and consumption (restaurants, food services and households). - [link to EU targets webpage](#)
2. Reducing food losses and food waste is a key element in the transition to sustainable food systems. Measures to prevent food waste support the fight against climate change, save nutritious food for human consumption and save money for companies and households. Find out more about the benefits of reducing food waste - [link to factsheet](#)
3. In the EU, approximately 10% of all food supplied to retail, food services and households is wasted. It is simply unacceptable to waste food at this scale while hunger is on the rise globally and around 37 million EU citizens cannot afford a proper meal every second day. A 4-person

household would save on average about €400 per year if food waste is reduced by 30%. Find out more about the benefits of reducing food waste [- link to factsheet](#)

4. In the EU, 62% of food is wasted at the consumption stage¹. This is responsible for more than 70% of the environmental impacts of food waste generation, stressing the need to focus on prevention efforts at household and food services level. The experts of the European Consumer Food Waste Forum put together a compendium of tools, best practices, and recommendations to help all actors address consumer food waste. Find out what you can do: [- link to compendium](#)
5. Concerted action can lead to real change: research and experience shows that a combination of interventions to alter consumer behaviour, including public awareness campaigns and effective public-private partnerships can significantly reduce food waste at the national level. The experts of the European Consumer Food Waste Forum put together a compendium of tools, best practices, and recommendations to help all actors address consumer food waste. Find out what you can do: [- link to compendium](#)
6. Currently, many of the world's agrifood systems are unsustainable, as they degrade agricultural land, contribute to greenhouse gas emissions and loss of biodiversity and consume groundwater. Food systems are also vulnerable to external climate and other shocks, partly because of the impact on the environment. Reducing food loss and waste can play a key role in the transformation of agrifood systems by increasing the availability of food, contributing to food security, healthy diets, and building resilience. [- link to FAO IDAFLW website](#)

Hashtags: #FoodWasteEU, #FLWDay

Accounts to tag: [@Food EU](#) (on X - former Twitter)

Useful resources:

- 🕒 [Factsheet on Reducing Food Waste in the EU](#)
- 🕒 [Tools, best practices and recommendations to reduce consumer food waste - A compendium](#)
- 🕒 [How to reduce food waste in your daily life](#) (available in all EU languages on [this webpage](#))
- 🕒 [Recommendations for Action in Food Waste Prevention](#) (available in all EU languages on [this webpage](#))
- 🕒 [European citizens' recommendations to prevent food waste](#) (available in all EU languages on [this webpage](#))
- 🕒 [FAO Get involved Guide for IDAFLW 2023](#)

¹ [JRC. Food consumption and waste: environmental impacts from a supply chain perspective\).](#)