

Recommendations: consumption



Action Code	WHO	WHAT	HOW	WHEN
CON 1	EU Platform	Improved action design, monitoring and evaluation	Initiate a pilot common evaluation framework, development of an evidence hierarchy, and action design guidelines.	By end of 2020
CON 2	Funding programme managers	Increasing range of behaviour change methods	Promote and facilitate the use, and development, of a wider range of behaviour change methods and active academic-practitioner collaboration.	Starting 2020
CON 3	Academia and practitioners supported by funding managers	Increased use and development of audience segmentation	Develop deeper understanding of audiences when planning interventions through collaborative working and co-creation between academic and practitioner communities.	Starting 2020

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CON 4	Funding and policy managers	Improved determination of sustainability of impact	Ensure provision of longer term funding for longitudinal studies and requirements for the assessment of sustainability of change.	Starting 2020
CON 5	EU Platform and funding programme managers	Improved data, analysis and knowledge sharing	Promote, and facilitate advancing food waste analysis, open access data sharing and collaborative action development.	By end of 2020
CON 6	Citizens	Individual and community behaviour change	Citizens can take actions within their daily lives and communities to reduce food waste in the home, when shopping, at work and in restaurants, cafes and hotels. They can also influence the actions of every other sector of the food supply chain.	Now!!



Scotland's Food Waste Reduction Action Plan

Achieving a 33% reduction will

- Reduce Scotland's food waste by 290,000 tonnes.
- Deliver a net benefit of over £2 billion to the Scottish economy.
- Reduce Scotland's total carbon impact by 3%.
- Support a dynamic Scottish bio-economy.
- Further cement Scotland as a leader in the Circular Economy worldwide

