



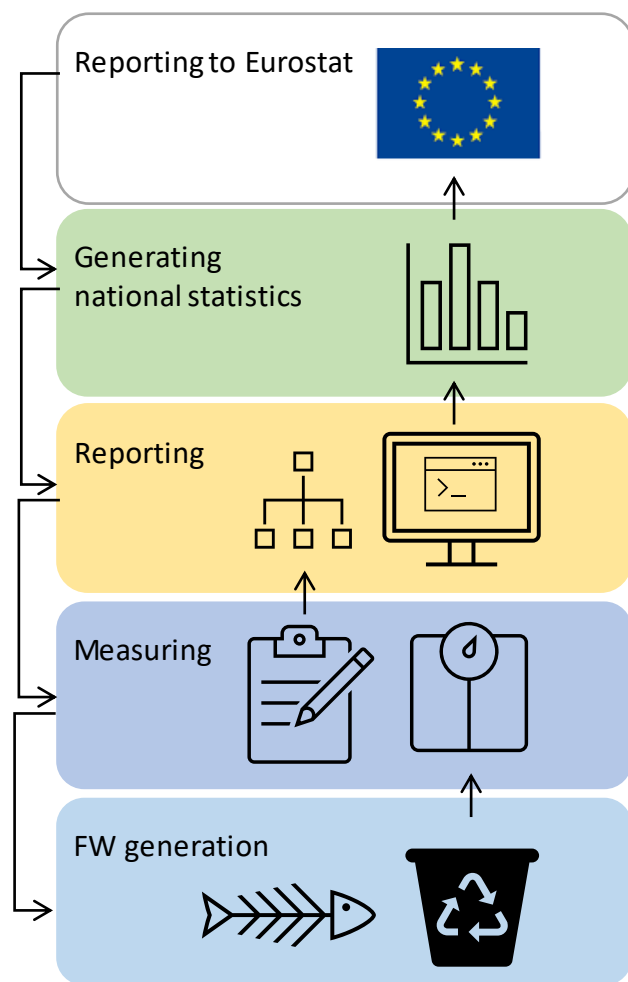
Norsk institutt for  
bærekraftsforskning

2nd meeting of the Food loss and waste monitoring sub-group

# Solutions for monitoring food waste in the hospitality and food services sector - Experiences from Norway

Aina Elstad Stensgård

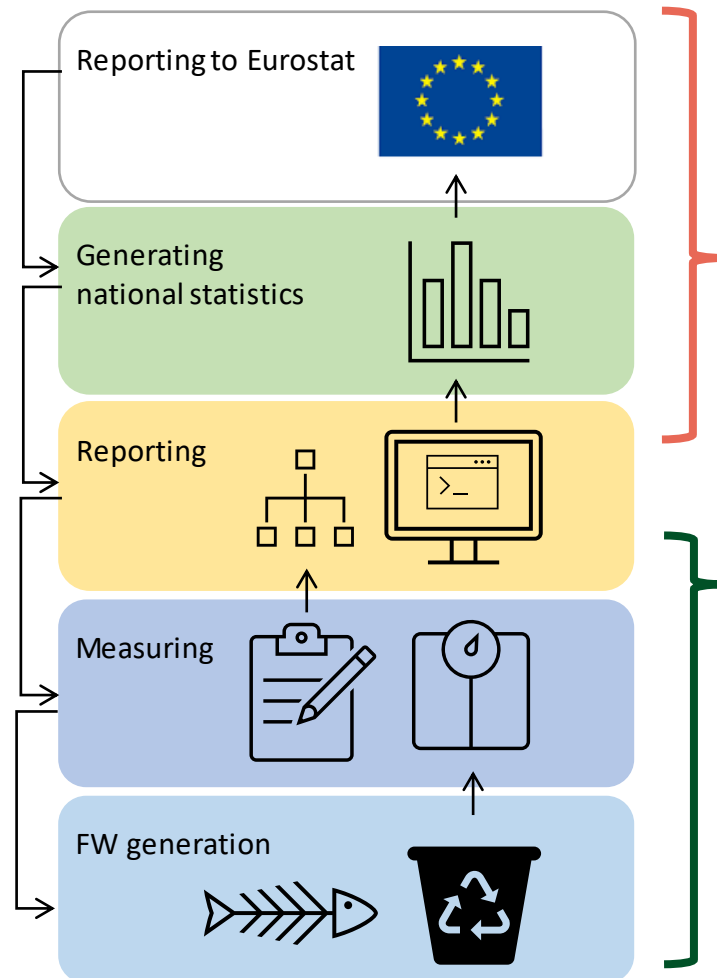




## My previous presentation

- Focused on challenges related to:
  - Data gathering
  - Generation of national statistics.
- I did not address:
  - Data quality
  - Reporting formats
  - How to get people onboard

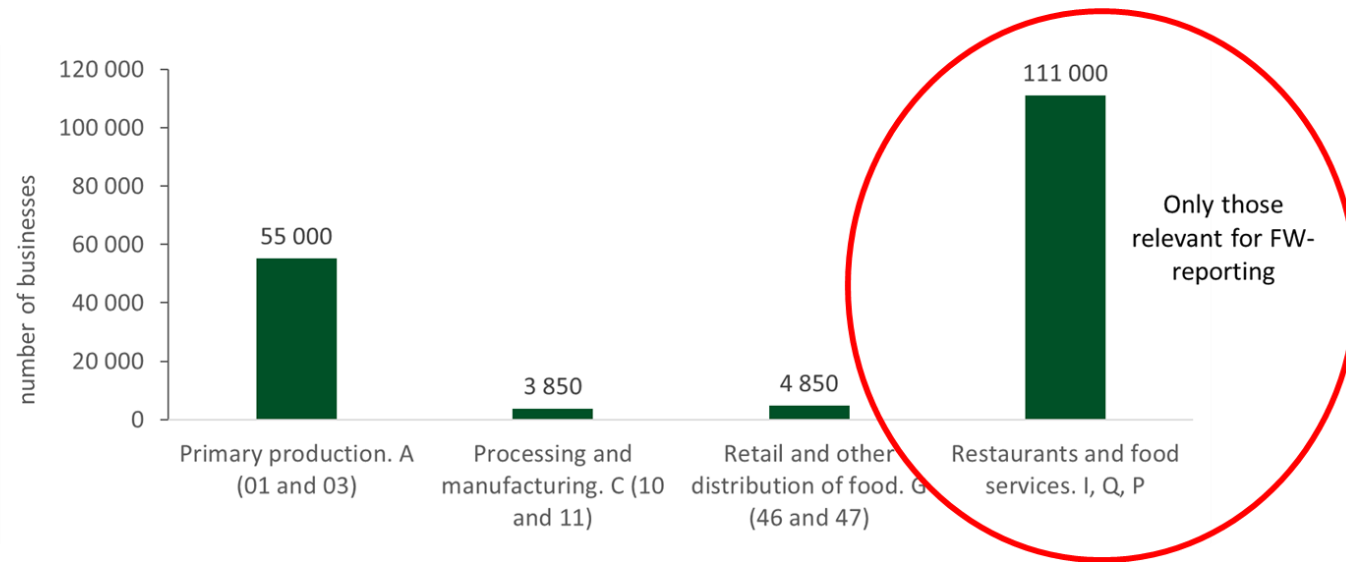
# Today's presentation



- I will focus on solutions related to:
  - Data quality
  - Reporting formats
  - How to get people onboard

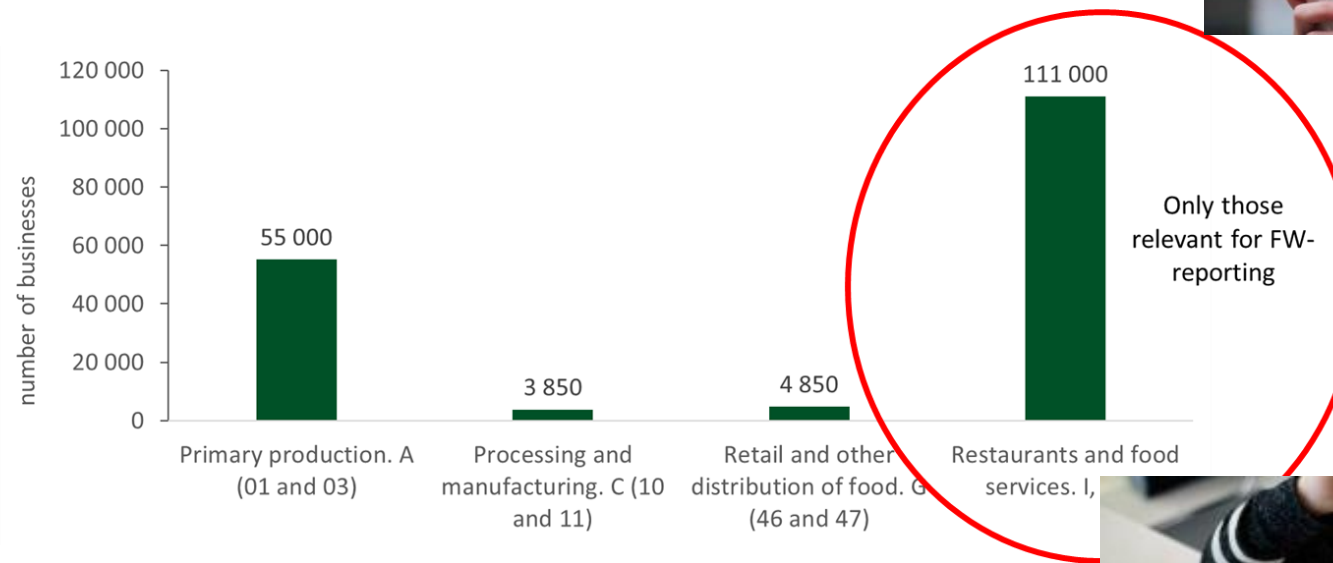
# What are the challenges?

Ca. nr of businesses per sector in Norway



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# What are the challenges?





# What are the challenges?





# Matvett





# Addressing the challenges of “many and varied”:

To ensure data quality, data completeness and correct reporting formats we have:

- Developed guidance documents for monitoring.
- Developed templates for monitoring and for reporting.
- Developed online courses for daily monitoring routines.
- Developed a tool for handling, analysis and scaling of reported data.
- Conduct yearly workshops where we present results for the sector, reporting format and deadlines, tools and guidance documents.

# Addressing the challenges of “resistance to change”:

- To recruit more businesses and increase participation we have:
  - Developed campaigns and communication materials for motivation/awareness (examples of potential savings (kg, CO2 and \$\$), SoMe-channels, food waste calculator etc.)
  - Developed a “get started-kit” for monitoring (reducing the threshold).
  - Developed product catalogue for monitoring tools (again reducing the threshold).
  - “Cut food waste”-certificate and awards for the best companies (motivate)
- To make the monitoring and measurement of food waste more meaningful and reduce barriers for monitoring we:
  - Made online courses and materials to raise employee awareness.
  - Made online games and portal for employees.

# Get started-kit

1. Kom igang    2. Kutt    3. Verktøy    4. Måltidsansett    5. Måltidsgjøt

Kom i gang med KuttMatsvinn Servering    KUTT Matsvinn

Kom i gang med arbeidet mot matsvinn  
Veileder for bedrifter i serveringsbransjen

→ Kom igang med Kutt Matsvinn Servering!    → Veileder til arbeid med matsvinn

# Courses and materials to increase employee awareness

1. Konseptgang 2. Kurs 3. Verktøy 4. Materieil ansatte 5. Materieil gjest

→ Div plakater i A4, på norsk og engelsk

→ Oversikt materieil

**KUTT MATSVINN**  
Materieil og trykksaker mot ansatte

**MATVETTREGLER TIL KJØKKENET**  
**FOOD WASTE RULES FOR THE KITCHEN:**  
Norway will reduce food waste by 50% within 2030

**TEN RECOMMENDED FOOD WASTE MEASURES FOR THE FOOD SERVING INDUSTRY**

**TI AND EFTALTE MATSVINNTILTAK FOR SERVERINGSBRANSJEN**

**JEG ER MED!**

**WE WILL REDUCE OUR FOOD WASTE BY \_\_\_% WITHIN THE YEAR**

**INNEN SKAL VI KUTTE MATSVINNET MED \_\_\_%**

**WE ARE REDUCING FOOD WAST BY 50% WITHIN 2030**

**VI KUTTER MATSVINNET MED 50% INNEN 2030!**

**DID YOU KNOW ...**

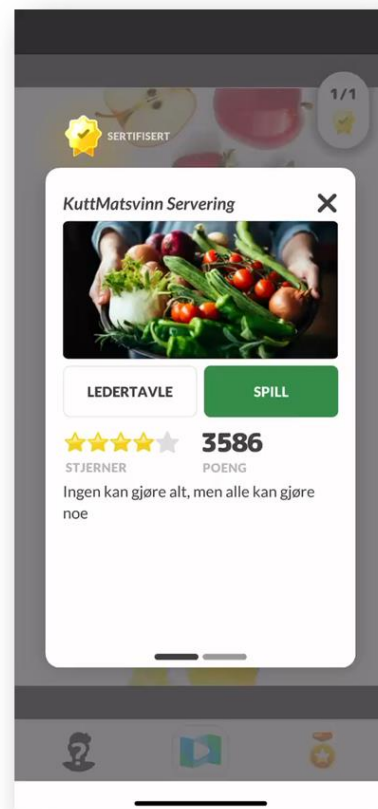
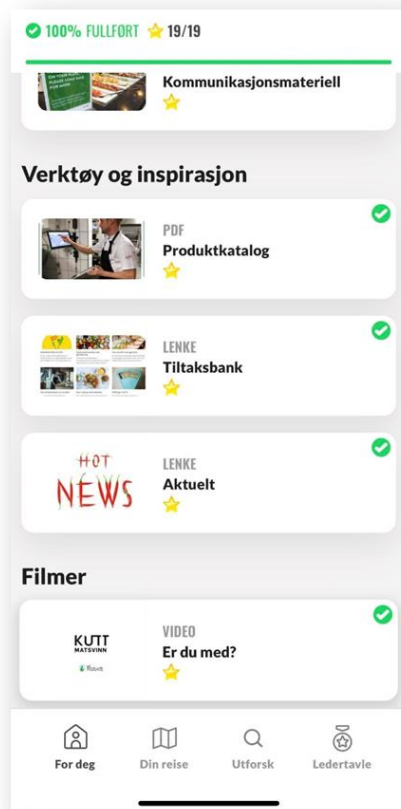
- Norway has set a target to reduce food waste by 50 % within 2030?
- food valued to almost 20 billions is wasted in Norway every year?
- more than half of the food serving participating in the KuttMatvinn2030 project reached the goal of 20% reduction

**VISSTE DU AT...**

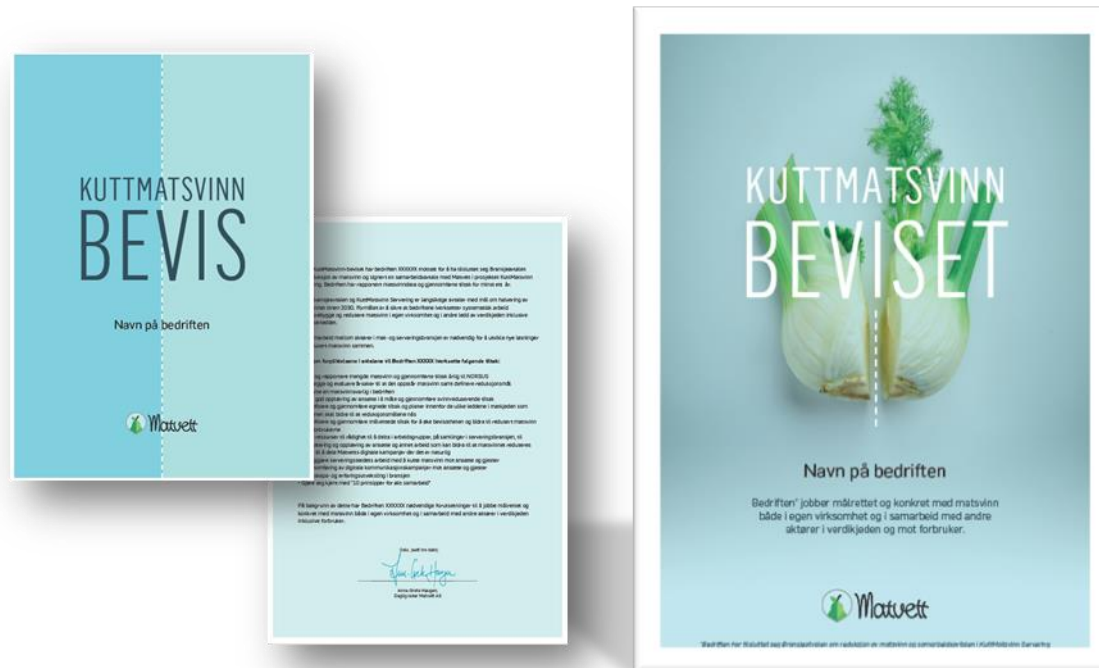
- vi skal halvere matsvinn i Norge innen 2030?
- det kastes mat for minst tjuemilliarder kroner i året i Norge?
- over halvparten av serveringsstedene i KuttMatvinn2020-prosjektet nådde målet om 20 % reduksjon.



# Games and portal for employees



# The CutFoodWaste certificate



# Awards



# How can we promote further uptake of monitoring solutions by food business operators in this sector?

- Reduce the threshold
  - Communication (it's not as difficult as it may seem), help to define routines, help to find tools etc.
- Make food waste measurements meaningful!
  - Dashboard, communication of results (let's not send data into a black box), benchmarking, motivation and incentives etc.
- Standardize monitoring
  - No more apples and pears.



# NORSUS

Norsk institutt for  
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Thank you!

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