



# Citizens' food waste – Scotland's story

Ylva Haglund  
Food Systems Partner

[zerowastescotland.org.uk](http://zerowastescotland.org.uk)

 [@zerowastescot](https://twitter.com/zerowastescot)

 [@ylva\\_haglund](https://twitter.com/ylva_haglund)



# 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

# Until recently...

- Focus on awareness raising campaigns, including retail- and other partnerships
- Workplace and community training
- Teaching resources





# Retailer partnership campaign

- “Great taste, no waste”
- Partner campaign in 100 Scottish stores

**The offer:** four weeks of waste-free shopping lists to make three meals a day for less than £40 a week

**The target audience:** families of four seeking convenience and value



## TOP TIPS TO PREVENT FOOD GOING TO WASTE:

1. Plan your meals in advance and make a shopping list
2. Check your fridge and cupboards before you go shopping
3. Storing food in the right way helps it stay fresh for longer. Did you know your fruit and veg lasts longer in the fridge, in a bag that's tightly tied?
4. Using your freezer to store ingredients and leftovers is a great way to make your food go further
5. Plan your portions – use the handy portion calculator at [www.scotland.lovefoodhatewaste.com](http://www.scotland.lovefoodhatewaste.com) to make the right amount of pasta and other foods
6. Know your dates – never eat food after the “use by” date, but “best before” is an indication of quality only. Use your judgement to check it's still good to eat

Your Great Taste, No Waste meal plan

Meal	Ingredients	Recipe
Breakfast	2 slices of bread, 1 egg, 1 slice of cheese	Butter and toast with fried egg and cheese
Lunch	100g mince, 1 onion, 1 carrot, 1 tin of tomatoes, 1 tin of lentils	Mince and vegetable bolognese with lentils
Dinner	100g mince, 1 onion, 1 carrot, 1 tin of tomatoes, 1 tin of lentils, 100g pasta	Mince and vegetable bolognese with pasta





# 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

# Lessons in 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

# Next on the journey



**Evidence-focused approach, exploring what works**



- **Local authority & academia collaboration**
- Behaviour change intervention – nudge and nudge plus to boost people’s meal planning capacities



# Learner-led school food waste project

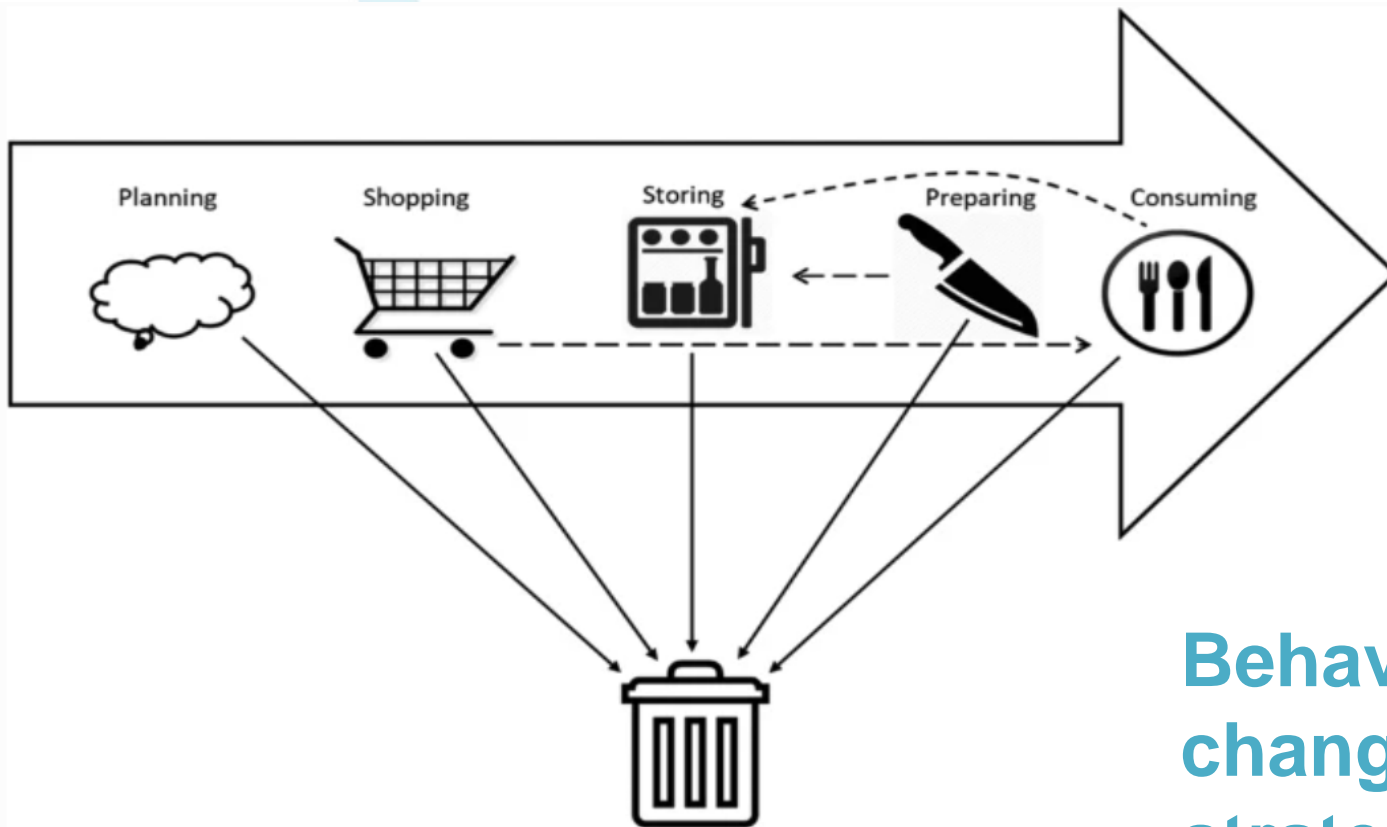






## Highland Community Waste Partnership

- Testing behaviour change interventions in community settings



**Behaviour  
change  
strategy and  
expert panel**

# Thank you.



ylva\_haglund



<https://www.linkedin.com/in/ylva-haglund-01902643/>

zerowastescotland.org.uk



@ZeroWasteScot