

# Diminishing household food waste

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

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# Agree or disagree?

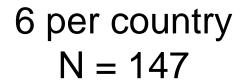
Throw-away society:

The main reason for the high amount of household food waste is that consumers simply do not care

### Focus groups



























### What consumers say:

"I believe that everybody cares but it's not like... but... as I have too many problems, I don't care now"

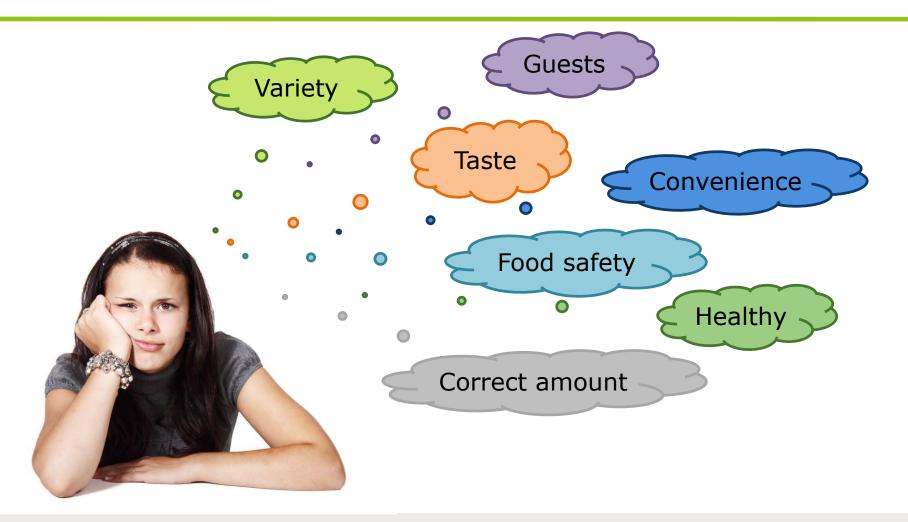


"Wasting is not acceptable to me at all. But if it happens from time to time then it happens"

"Doesn't hurt my pocket. It hurts my soul"

"Every time I throw something in the trash, I feel like I'm throwing away a 5 EURO note"

# Priorities: conflicting goals



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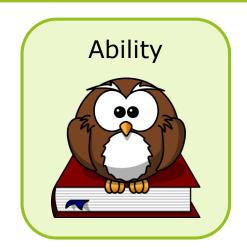
# So: Food waste prevention is not a main goal

#### Thus...

- Target household practices surrounding food
- Integrated with other goals

#### Behaviour model







Household food practices

Food waste level

# Survey

- NL, Hungary, Germany, Spain
- 3354 households
- REFRESH measure of HH food waste
  - Pre-announced survey about food wasted in specific categories in the past week
    - Correlates highly with other methods
    - Underestimation

#### Motivation: what matters most?

- Awareness of consequences of waste
- Social norm: the idea that others waste

Motivation



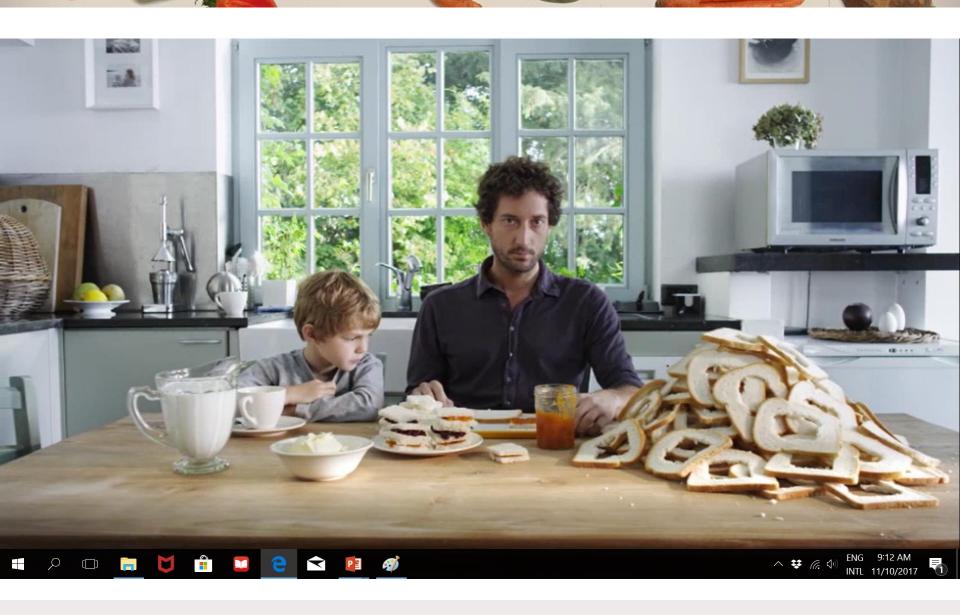
# Survey results

Construct	Effect on HH food waste
Attitude (negative thoughts and feelings) towards wasting food	-
Descriptive norm: what do others do	++
Awareness of consequences	ns
Injunctive norm: do others disapprove	ns
Importance of having sufficient food	+
Importance of having tasty food	+
Importance of price of food	-
Importance of healthiness of food	ns

# So: Existing campaigns...

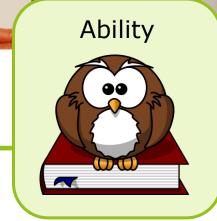


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Construct	Effect on HH food waste
Perceived skills to plan accurately	-
Perceived skills to cook creatively with leftovers	-
Perceived skills on prolonging shelf life of products	-
Perceived difficulties in assessing food safety	ns





Construct	Effect on HH food waste
Perceived prevalence of unforeseen events	+
Perceived supply in stores (quality and quantity of products)	-
Perceived accessibility of stores	ns
Perceived availability of equipment in home	ns

# So: Practical help



#### The Organized Fridge

How to store food in the smartest spots





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# What do consumers say they want

- Information and awareness campaigns
- Provide practical tools and apply social norms

#### Let's set the norm!

#### Thanks!

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