

How the EU Platform can support Member States in reaching the food waste reduction targets

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Mandate of the EU Platform (I)

Second mandate (2022-2026)

Tasks:

- *to assist the Commission in the **preparation of legislative proposals and policy initiatives** in the field of food loss and food waste prevention (such as the different actions announced in the Farm to Fork Strategy, for example to establish EU-wide food waste reduction targets or to improve consumer understanding of ‘use-by’ and ‘best before’ dates in order to reduce food waste);*
- *to assist the Commission in **facilitating the implementation of Union legislation, programmes and policies** with an impact on food loss and waste prevention by providing input on technical and scientific issues as well as practical experience in this area (e.g. food redistribution);*
- *to bring about an **exchange of information on the latest developments** in food loss and waste prevention, experience, good practice and lessons learned, providing a forum for exchange on effective interventions, innovative solutions, and notably on national food waste prevention programmes, monitoring of food waste levels and progress made towards the SDG Target 12.3;*



Mandate of the EU Platform (II)

- *to support the Commission to **identify and prioritise actions to be taken at EU level** in order to prevent food losses and food waste (including policy areas which can impact on food loss and waste) as well as support all actors in identifying and implementing appropriate actions to be taken at national, regional and local levels (e.g. through the follow-up and the wide dissemination and implementation of the Platform's key recommendations for action);*
- *to contribute to the co-ordinated development by relevant actors of **guidance and/or joint communications initiatives in selected priority areas** (e.g. communications for the International Day of Awareness of Food Loss and Waste on 29 September);*
- *to contribute to and **facilitate synergies with the global food loss and waste agenda** (e.g. contribute to activities put forward by relevant international organisations such as the Food and Agriculture Organisation or the United Nations Environment Programme, among others);*
- *to contribute to **strengthening the evidence base** for food loss and waste prevention (e.g. consumer food waste, losses in primary production) and evaluate the effectiveness of actions.*



Upcoming measures from the revised Waste Framework Directive

Two years after the entry into force of the revised Waste Framework Directive, Member States are required to evaluate and adapt their national food waste prevention programmes to contain the following measures:

- *developing and supporting **behavioural change interventions** to reduce food waste, and **information campaigns** to raise awareness about food waste prevention;*
- *identifying and addressing **inefficiencies in the functioning of the food supply chain** and **support cooperation amongst all actors**, [...] and **tackling market practices that cause food waste**;*
- *encouraging **food donation and other redistribution for human consumption**, ensuring the **prioritisation of human use over animal feed** and the **reprocessing into non-food products**;*
- *supporting **training and skills development** as well as **facilitating access to funding opportunities**, in particular for **small and medium sized enterprises and social economy entities**.*
- *[...] encouraging and promoting **innovation and technological solutions** which contribute to the **prevention of food waste**.*



Reinforcing food donation

*‘Member States shall, after consulting with food banks and other food redistribution organisations, take measures, where appropriate on the basis of any existing national food donation system, to ensure that **economic operators** having a significant role in the prevention and generation of food waste as identified by the Member States **propose donation agreements to food banks and other food redistribution organisations so as to facilitate the donation of unsold food that is safe for human consumption, and at reasonable costs for the economic operators.**’*

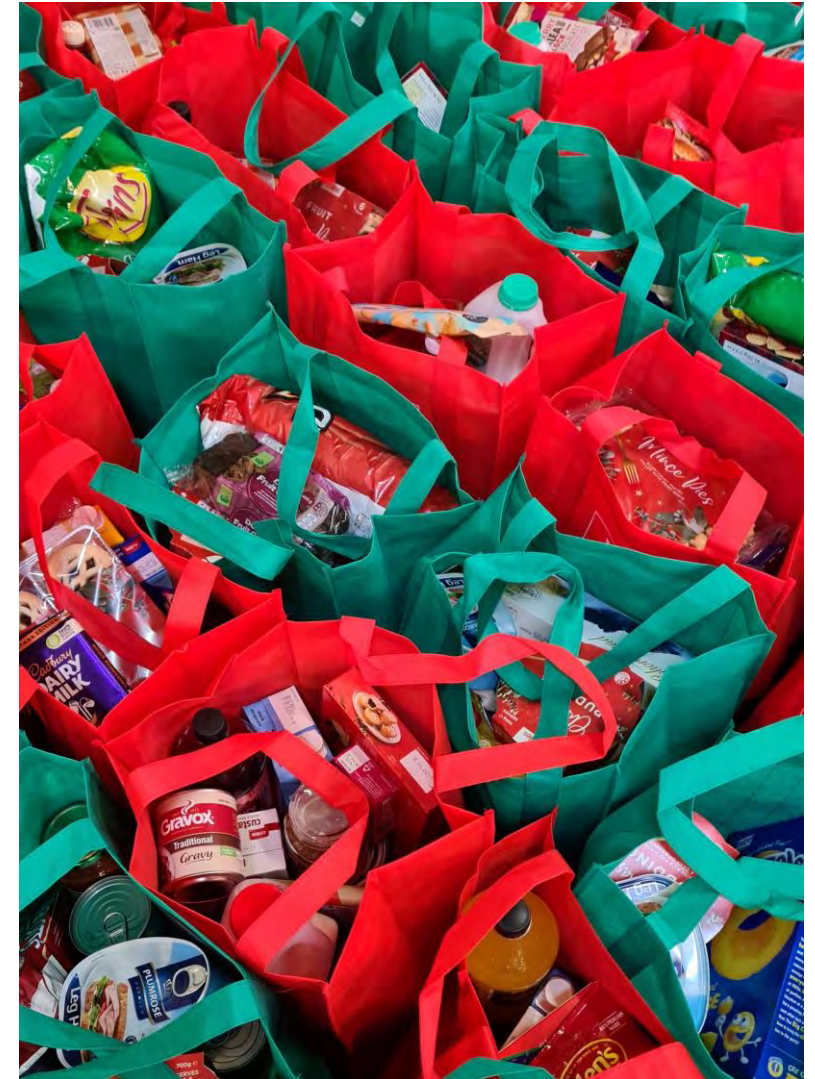


Photo by Joel Muniz on Unsplash

Behavioural change interventions and information campaigns (I)

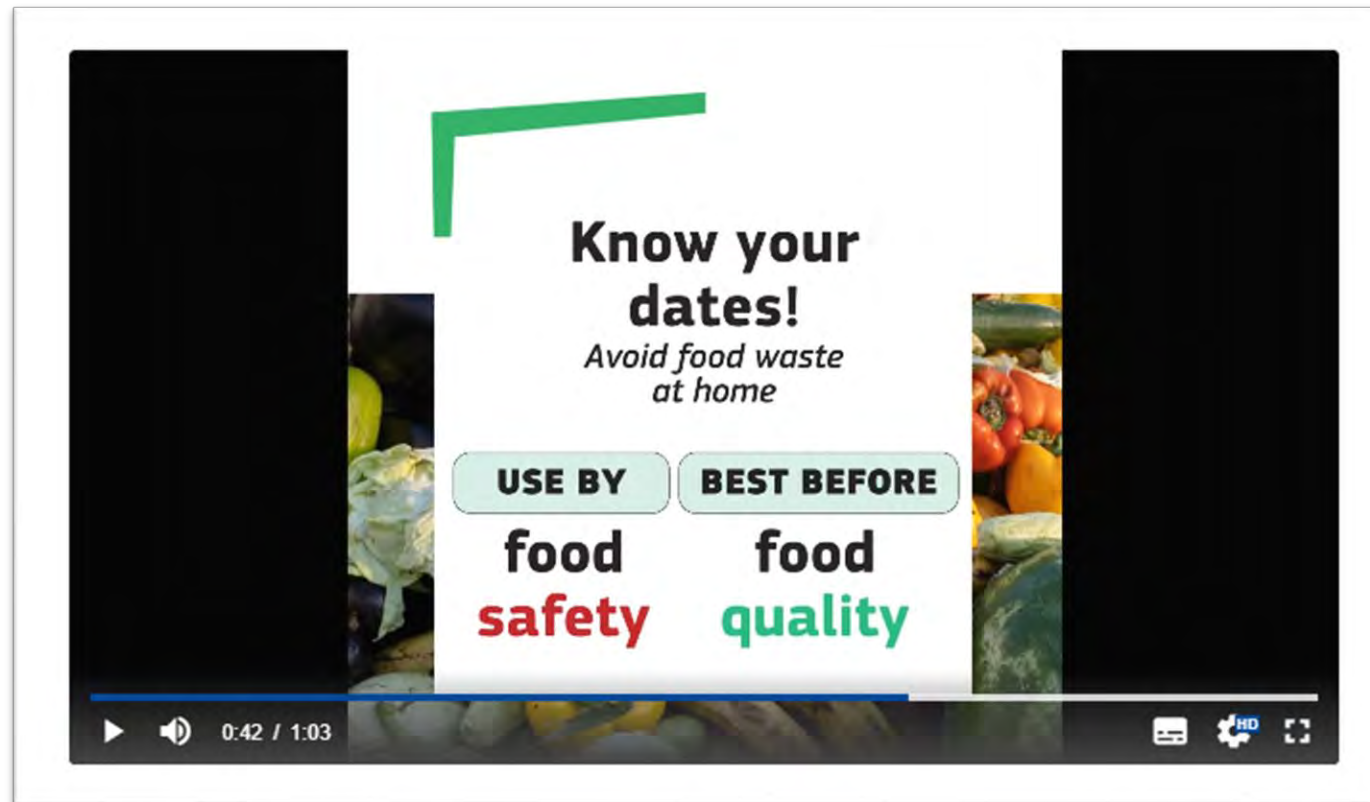
Toolkit to reduce consumer food waste from the European Consumer Food Waste Forum

- Learn how to design, implement and evaluate an action -> **video tutorials** (with subtitles in: EN, FR, DE, IT, ES, PL, RO)
- See what type of actions you can take -> **action planner**
- Calculate the impacts of your action -> **food waste prevention calculator**
- Read the recommendations of the experts -> **leaflets** (in all EU languages)



Behavioural change interventions and information campaigns (II)

Consumer segmentation study on food waste prevention and date marking
European Commission, March 2025



Understanding consumer food waste behaviours Findings from Cyprus

March 2025

The Commission carried out a study to look at consumer behaviours concerning food waste and date marking. The study covered over 25000 participants from across all 27 EU Member States, who were asked to report on how they manage food in their daily lives through a survey.

Based on their responses, the study developed three consumer types, which can benefit from different types of actions to help them reduce food waste.

The three types of consumers

Unconcerned food wasters

People who *frequently waste food*, mainly motivated by personal interest and convenience

51% of consumers in Cyprus

How often do you throw away food?



Pragmatic food wasters

People who *waste food occasionally*, mainly motivated by practical considerations

28% of consumers in Cyprus

How often do you throw away food?



Aware food wasters

People who *waste food occasionally*, motivated by holistic considerations

21% of consumers in Cyprus

How often do you throw away food?



Cyprus has a large proportion of **unconcerned food wasters**. Targeted actions should aim to change motivations before providing practical advice.

Behavioural change interventions and information campaigns (III)

Zero Waste, More Taste!
EU campaign

**ZERO WASTE
MORE TASTE!**
27 chefs' secrets to reduce food waste

GOAT CHEESE, BEETROOT AND PUMPKIN (10 PORTIONS)

EGGPLANT PIE WITH FRESH HERBS (4 PORTIONS)

BEETROOT LEAVES, PUMPKIN, WALNUTS, GOAT CHEESE SALAD

16

29 September
International Day of Awareness
of Food Loss and Waste

**STOP FOOD LOSS
AND WASTE.
FOR THE PEOPLE.
FOR THE PLANET.**

#FLWDay

Tackling inefficiencies across the food supply chain



EU Platform's recommendations for action



Examples of voluntary agreements, 2024



Recommendations from EU citizens, 2023



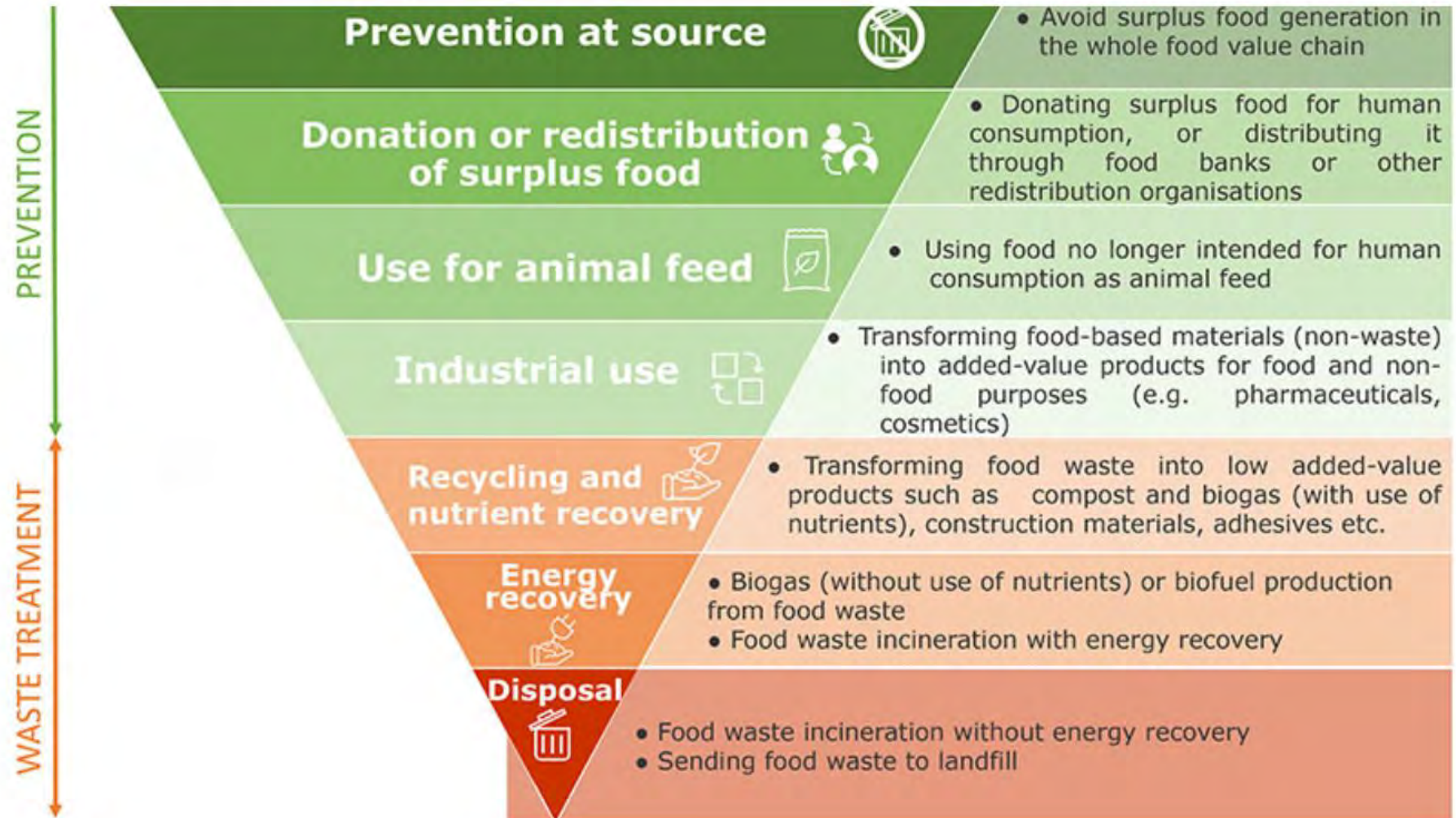
Encouraging food donation and other redistribution for human consumption

- EU Food donation guidelines, 2017
- Commission guidance on simpler but safe hygiene rules for small retailers, also when donating food, 2020
- Amendments to EU food hygiene rules to facilitate food donation, 2021
- On-going work to identify and assess barriers to food donation and opportunities to facilitate this practice as well as priority areas for action (including both regulatory and non-regulatory initiatives) -> **report with recommendations for action to be published by 2026**



Prioritising human use over animal feed and the reprocessing into non-food products

The food use and waste hierarchy



- EU guidelines on feed use of food no longer intended for human consumption, 2018
- Clarification of the EU food use and waste hierarchy, 2024

Access to funding opportunities



Single Market Programme action grants (2022-2027)



Encouraging and promoting innovation and technological solutions



FOODGUARD



How can the EU Platform support Member States in reaching the food waste reduction targets?

- Any key topics or areas that the Platform has not considered?
- Any missing players who should be involved in the work of the Platform?
- How can the Platform work better in practice? Digital tools, communication etc.



Thank you



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