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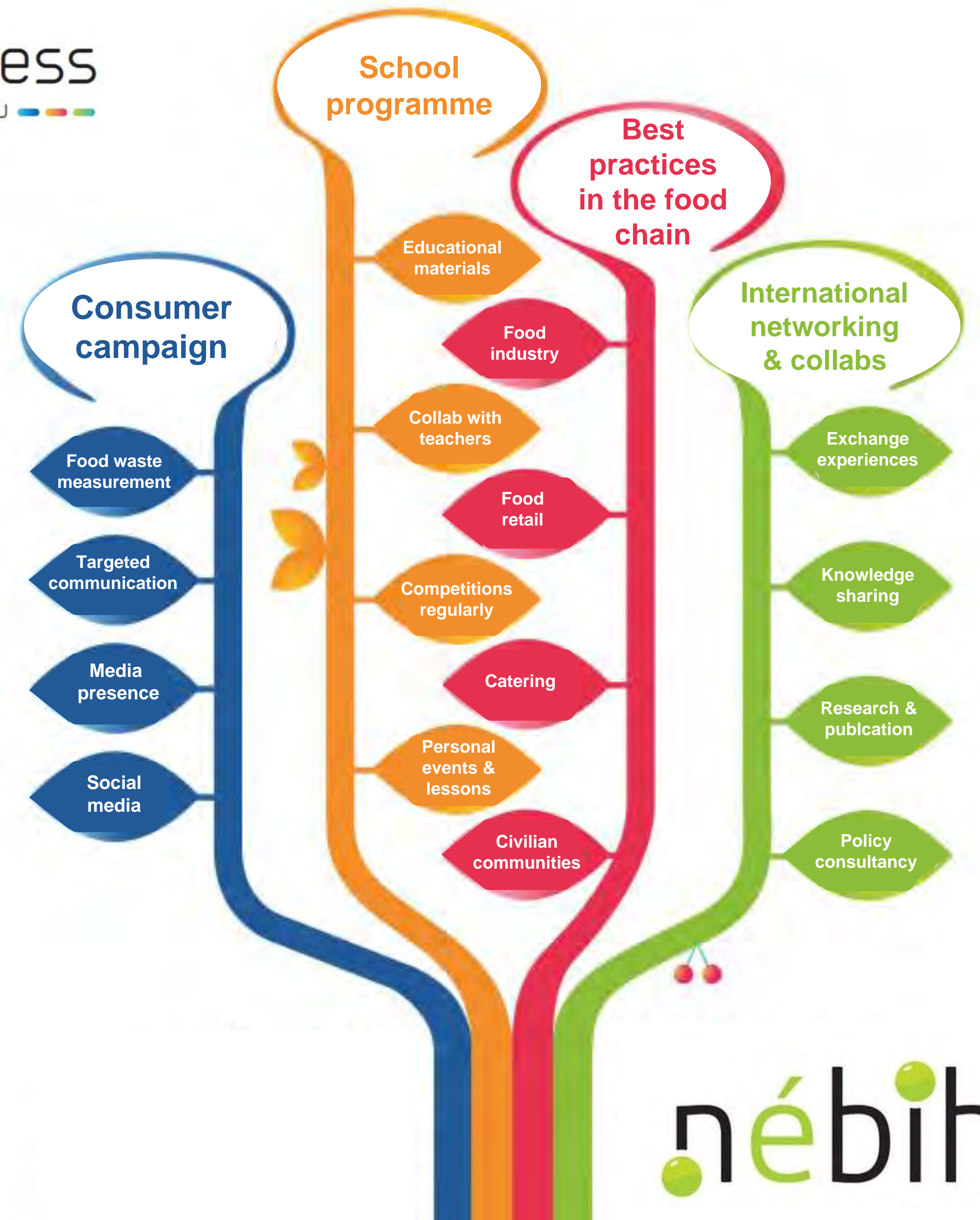


Wasteless
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Progress of Project Wasteless

the national food waste prevention programme of Hungary

Gyula Kasza
programme coordinator



The beginning and highlights

2015

- National Food Chain Safety Office of Hungary: **Idea and project development**
- Proposal for the EU LIFE Programme

2016

- Co-funding awarded from the **EU LIFE Programme**
- **Awareness campaign** launched
- Webpage launched
- The **first household food waste measurement study** was conducted

2017

- The **School Programme** launched
- Project Wasteless became the most important reference point in the Hungarian media

2018

- International visibility
- Cooperation with other EU programmes and organisations
- We were invited to **host the EU LIFE FOOD WASTE Platform Meeting!**

2023

- Project Wasteless identified as a **European good practice** by the European Consumer Food Waste Forum
- Project Wasteless made to the top 3 environmental programmes in Europe by the **EU Life Awards** Committee

What we do currently?



Awareness programme

School programme

Household food waste measurement

Consumer surveys

Academic publications based on the research results

International and national networking and collaboration

Policy consultancy

Aim

- 1) Raising **awareness**
- 2) Shaping social **norms, values**
- 3) Sharing good **practices**

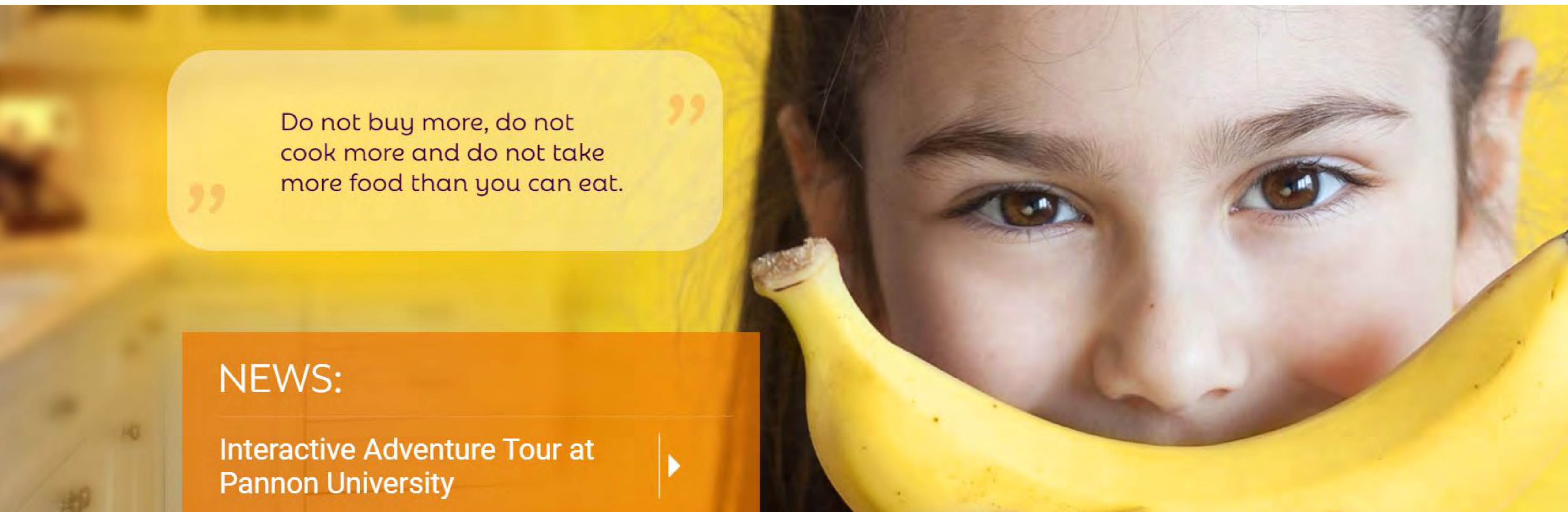
Target audiences

- 1) General population: **awareness**
- 2) Specific target groups: **actions**
 - Teachers, children & parents: School Programme
 - Young adults
 - „Household managers”

Do not buy more, do not cook more and do not take more food than you can eat.

NEWS:

Interactive Adventure Tour at Pannon University



Key elements of awareness raising

Raising awareness with **actual** food waste related news and hints in an **informative** & **interesting** way

- Covid-19 – food stockpiling & storage at home - guide
- Wasteless Christmas / Easter - infographics
- Summer holidays – how to treat your fridge before vacations?
- Festivals, events
- Start of school period – reminder for teachers and school managers
- International days/weeks (Food Waste Prevention Day, World Food Day, Earth Day) – global and national data; what can you do?
- Sharing actual research findings – translated to everyday figures



Most recent actions

Campaign against bread waste on 20th of August

- Feast of New Bread, Foundation of the State and celebration of King St. Stephan
- Publication of **zero waste recipe book – Second life for bread** – developed within the **FoodRUs** Project
- Publication of infographics highlighting **best practices for reducing bread waste**
- Social media prize draw



Most recent actions

International Day of Awareness of Food Loss and Waste

- **Video interviews** with prominent persons about their food related habits and food waste prevention tips
- Interviewees:

Fruzi Viszkok

*Online content creator
Influencer with more than
500.000 followers*



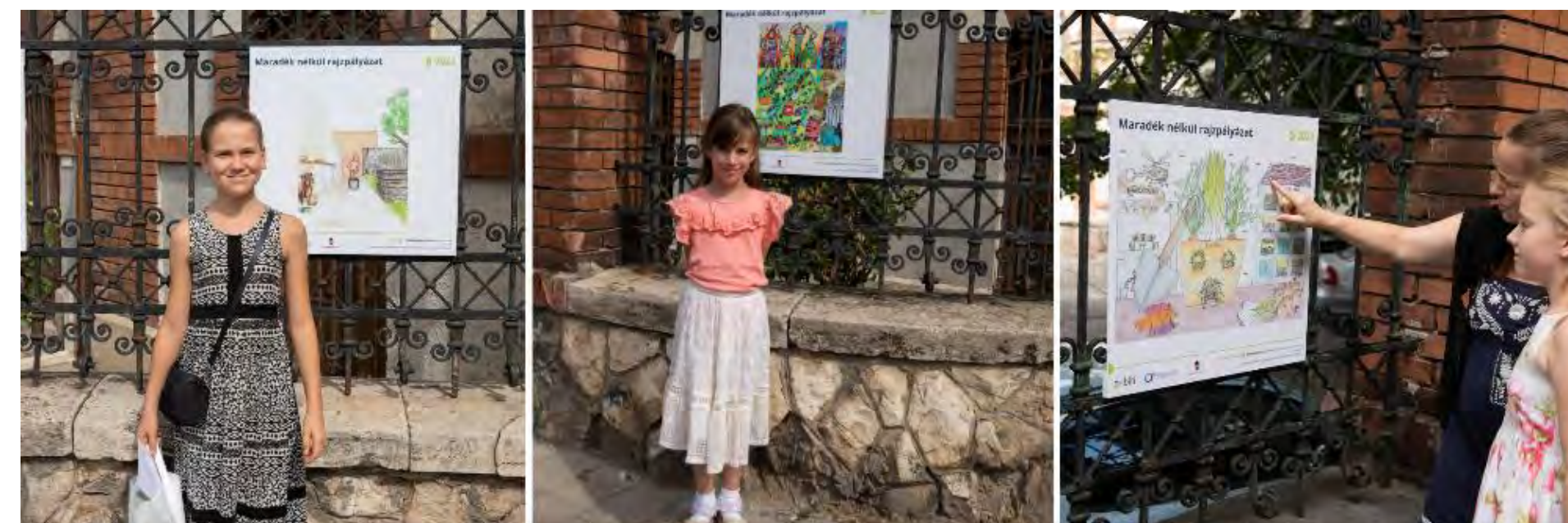
Tamás Széll

*Michelin-starred chef,
Winner of the European
final of the Bocuse d'Or,
TV star*



School Programme

- Educational materials:
 - ✓ Developed together with teachers
 - ✓ Easy-to-find, easy-to-understand, easy-to-use
 - ✓ No registration needed
 - ✓ Editable versions
 - ✓ Short cartoons for each chapter
- Demonstrational classes
- Online classes, pre-recorded classes
- Annual competitions for children
- Educational ambassadors
- Training for teachers



Most recent educational actions

„Granny says” painting competition and street exhibition

- 111 paintings from 78 schools





Total reach of the School Programme since 2017

Direct reach to more than **25,000 children** and students (classes, school events, camps)

Over **1,800 teachers** involved

More than **500,000 children** received a copy of the food waste education booklet

More than **8,000 university students** have been reached



Media performance since 2016



43 original press releases were published



more than **330 TV and radio interviews** were given



more than **3000 online and print articles** about the programme

200 million reach in the general population
= 20 times per average citizen

Social media presence



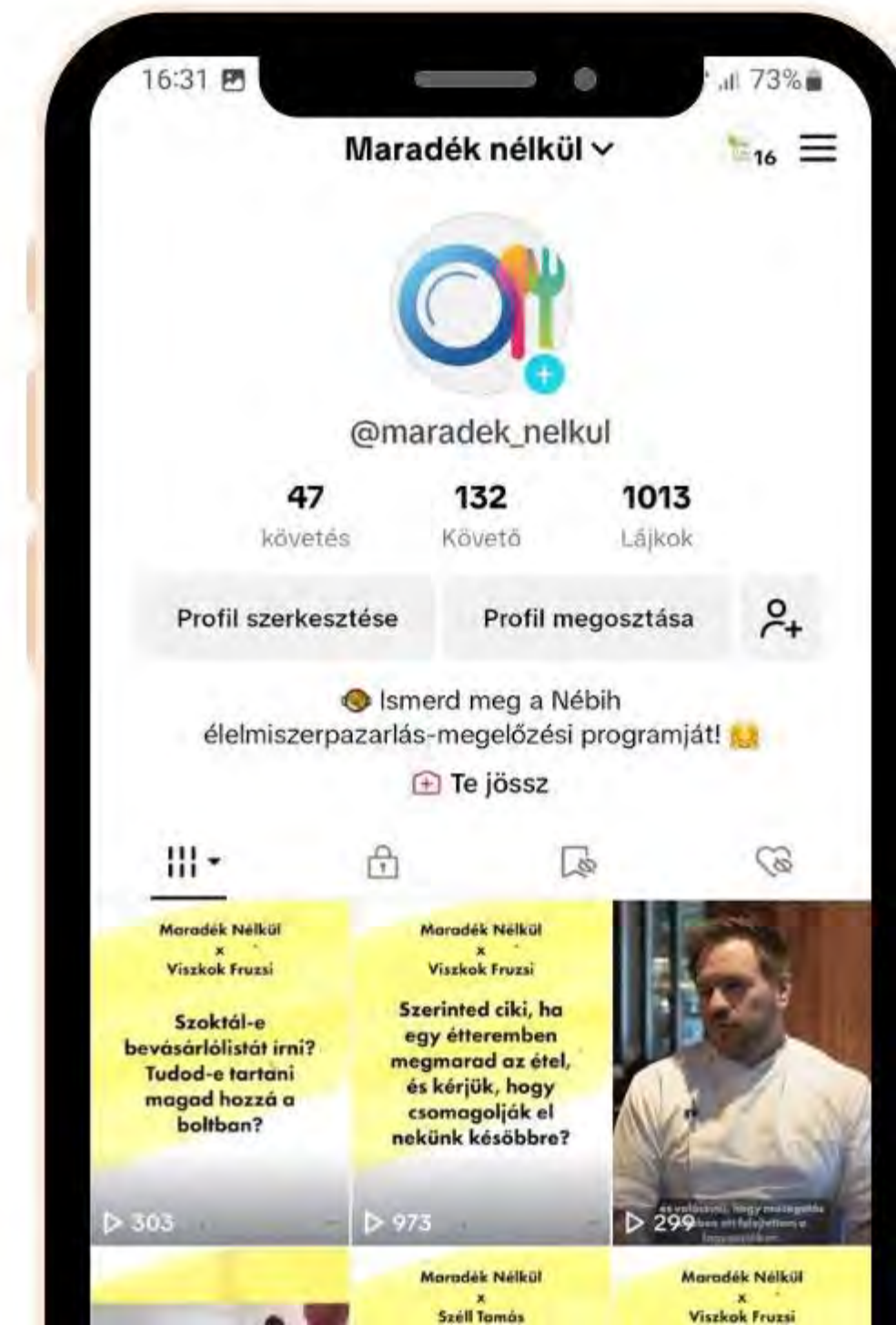
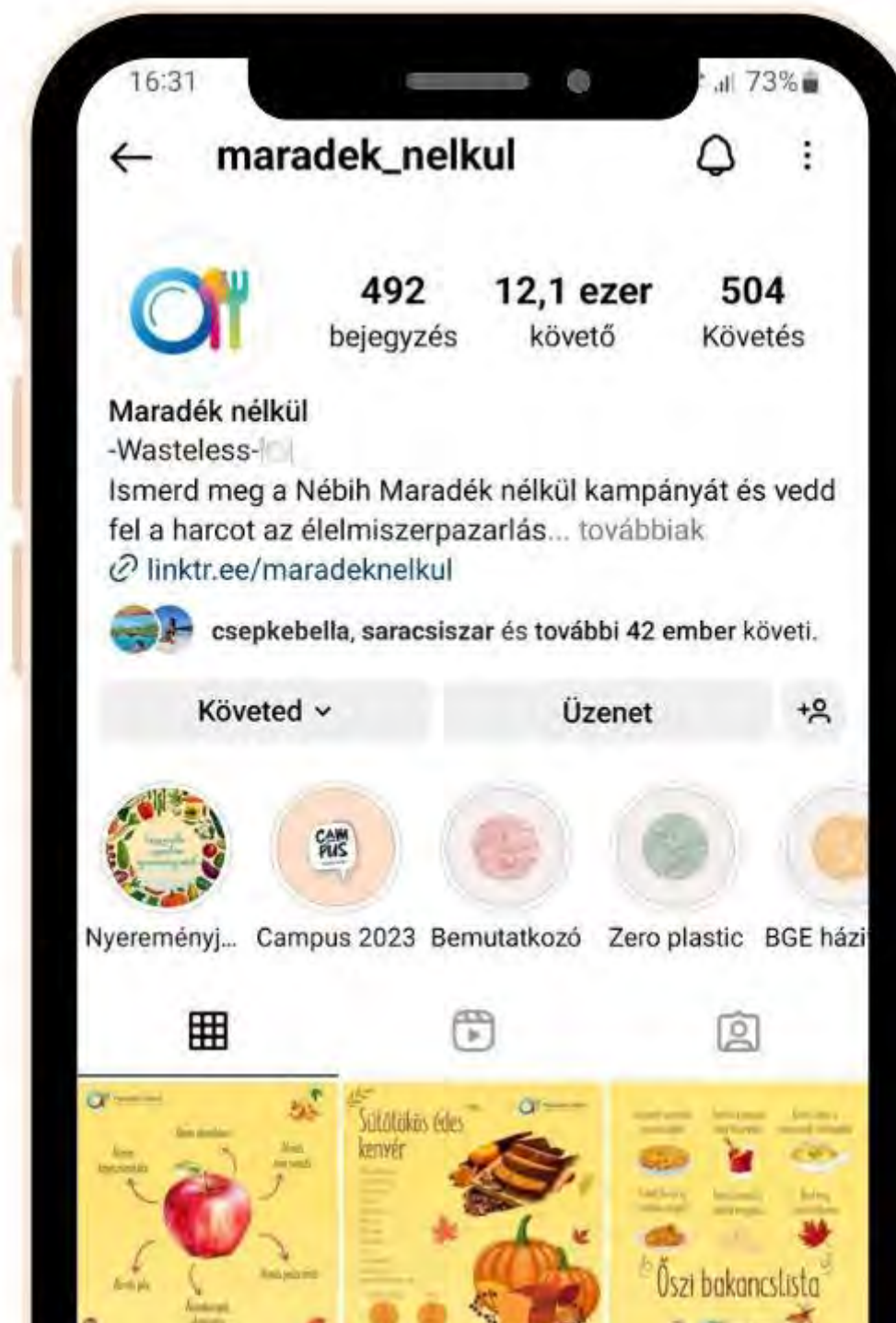
10.000 followers
1.992 posts
on [Facebook](#)
since 2016



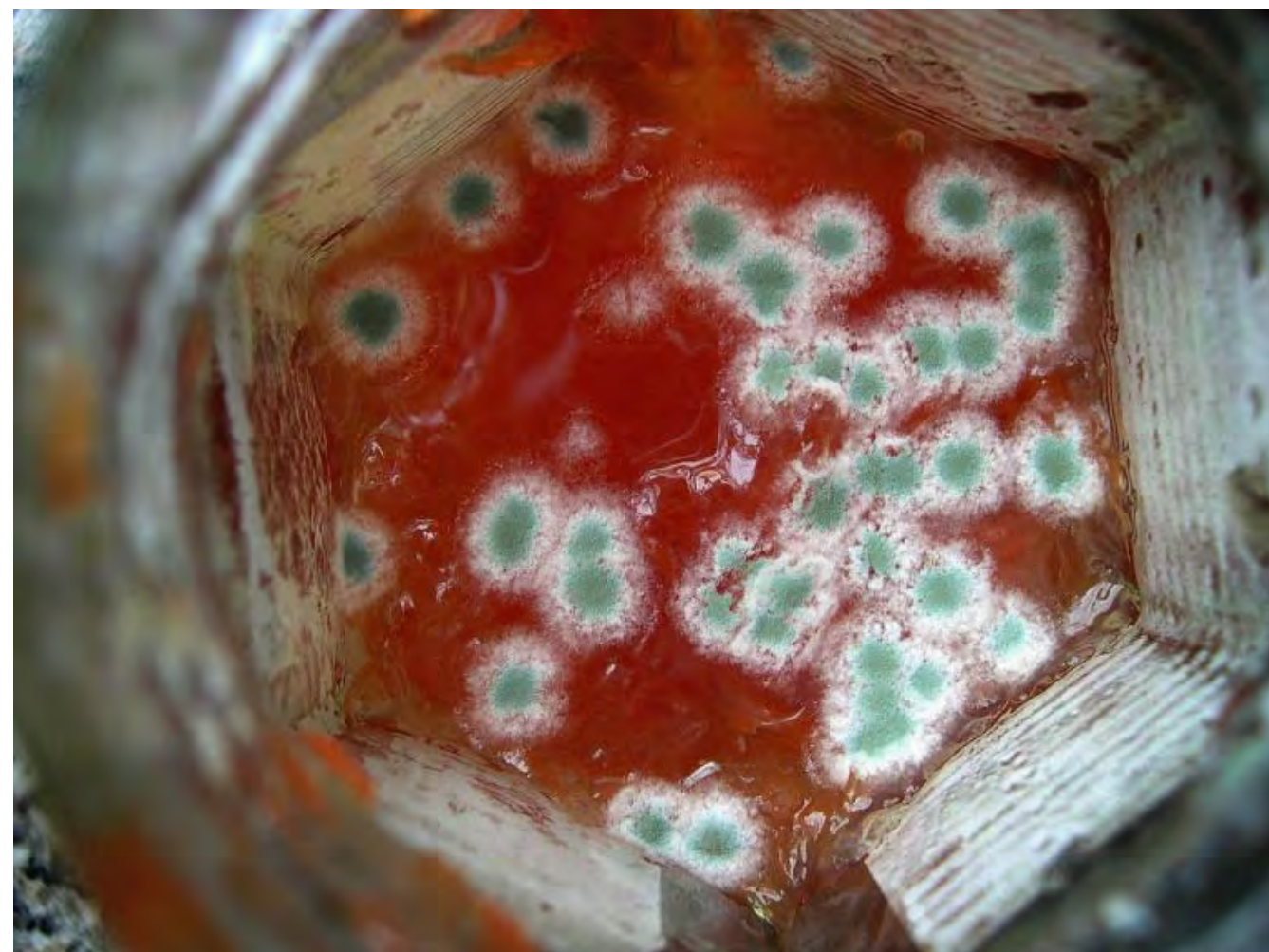
12.100 followers
492 posts
on [Instagram](#)
since 2016



132 followers
21 posts
on [TikTok](#)
since 2023



We measure the Hungarian household food waste since 2016 – amongst the first countries in the EU

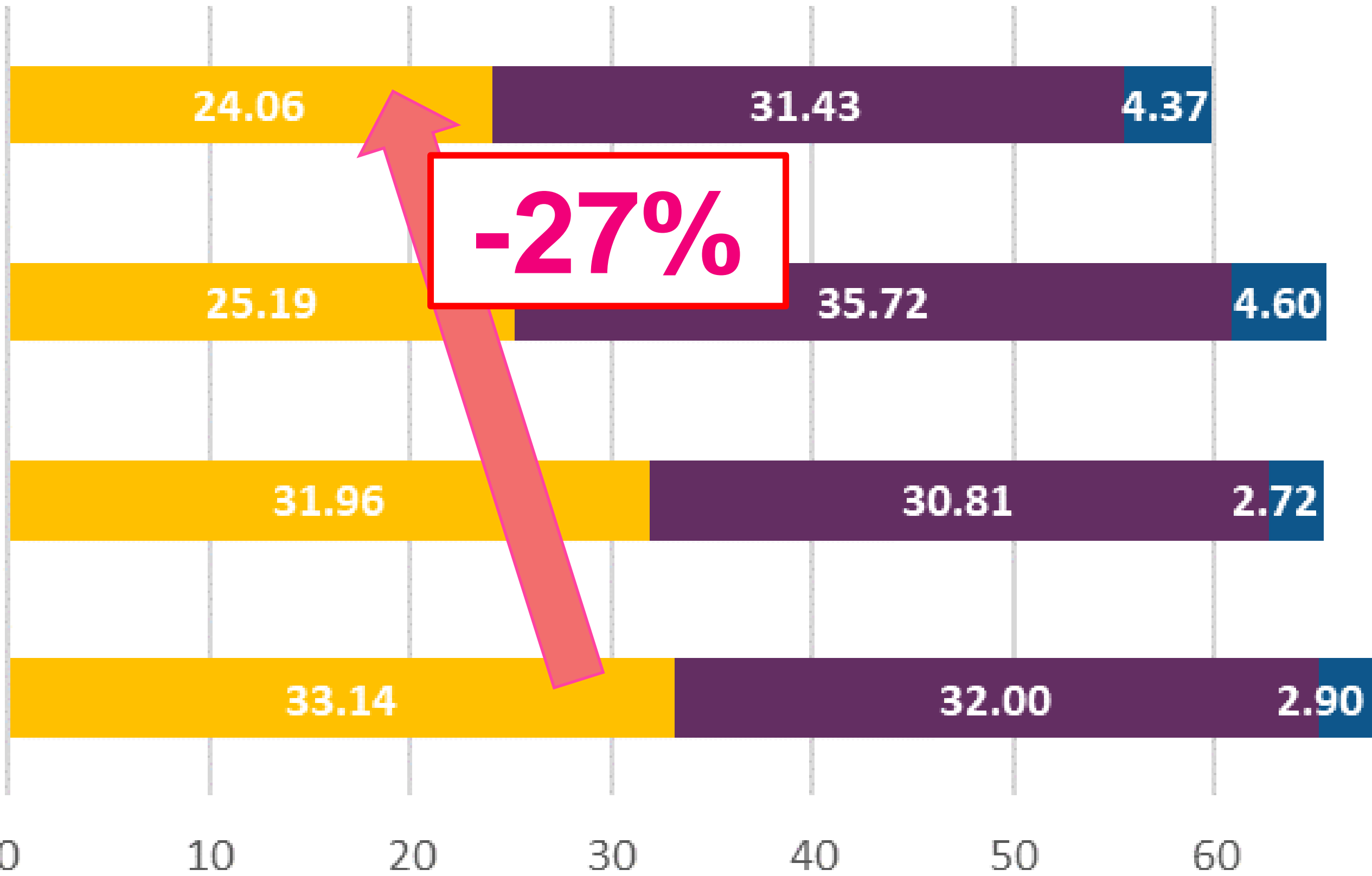


Direct measurement with food waste logs, FUSIONS methodology, compliance with Commission Delegated Decision (EU) 2019/1597)

Household food waste in Hungary (2016-2022)



2022 (508 households)
2021 (282 households)
2019 (165 households)
2016 (100 households)



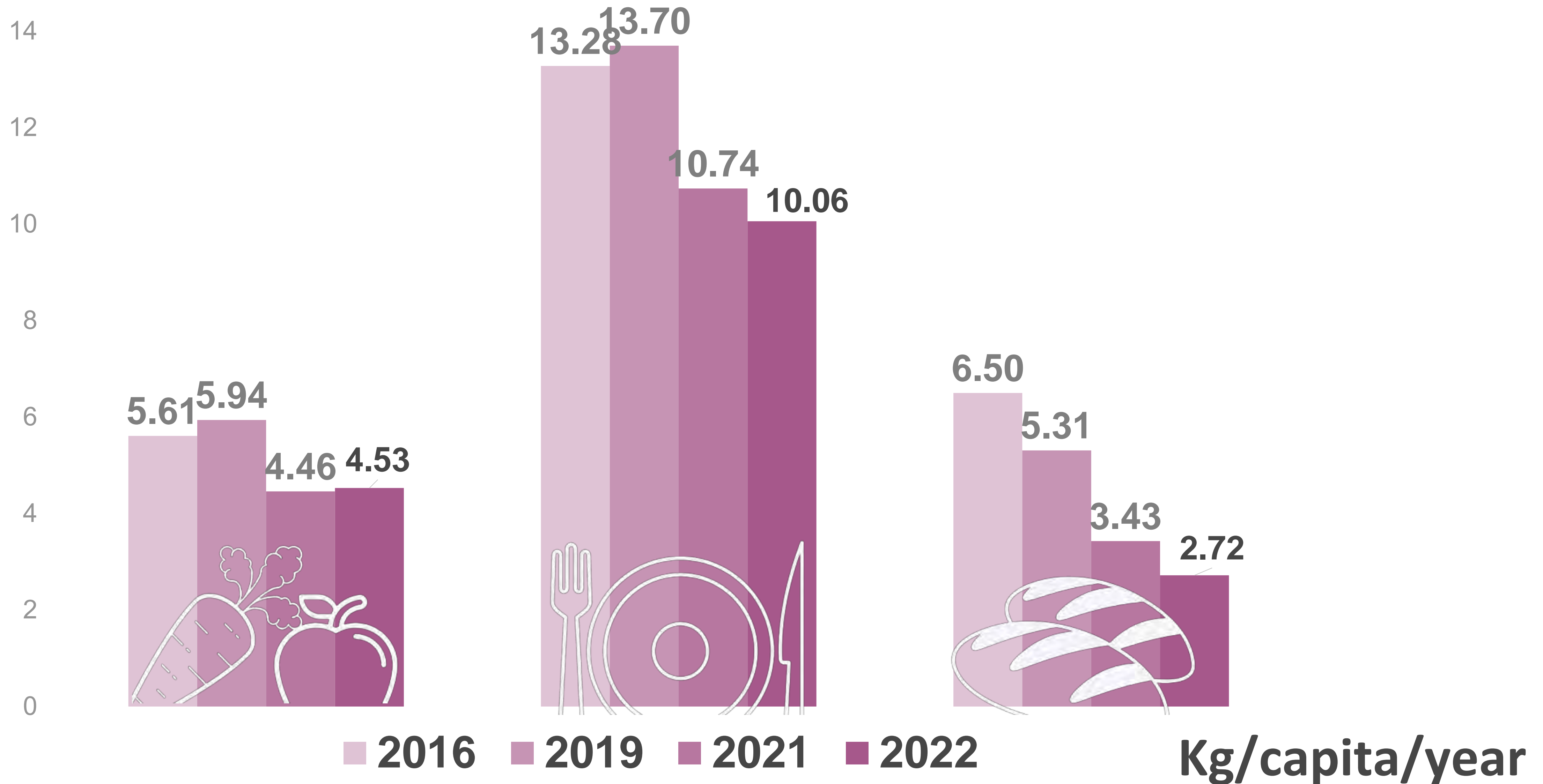
-27%

Σ

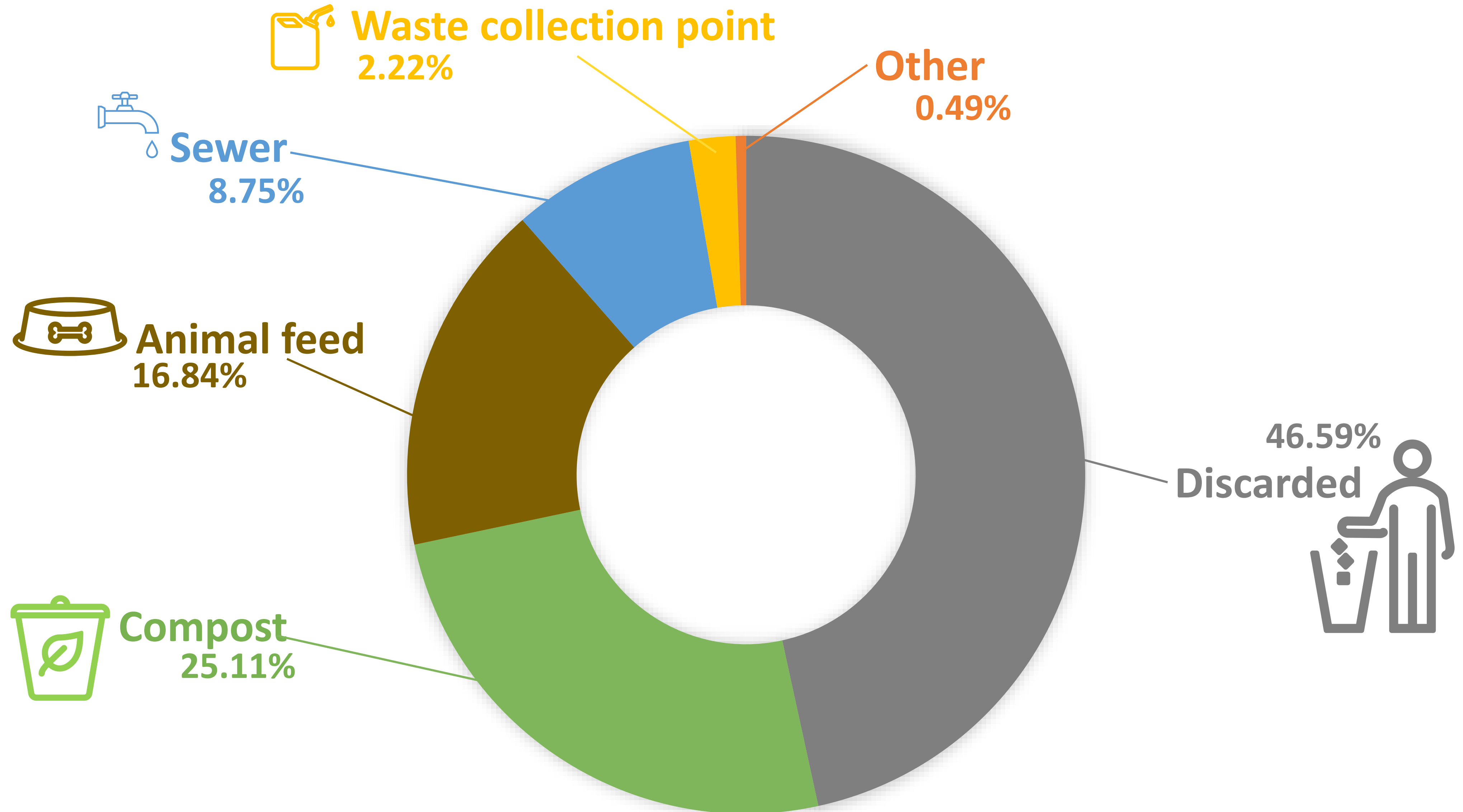
59.85 kg **2022**
65.50 kg **2021**
65.49 kg **2019**
68.04 kg **2016**

Amount of food waste (kg/capita/year)

Quantity of edible foods wasted – The top 3



Distribution of household food waste treatment (2022)



Global targets

- Avoidable food waste **dropped from 33.1 to 24.0 kg/capita/year: 27% decrease** since 2016
- Just **23% more to go** to meet the 50% decrease set by SDG 12.3 until 2030 – seems realistic!



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



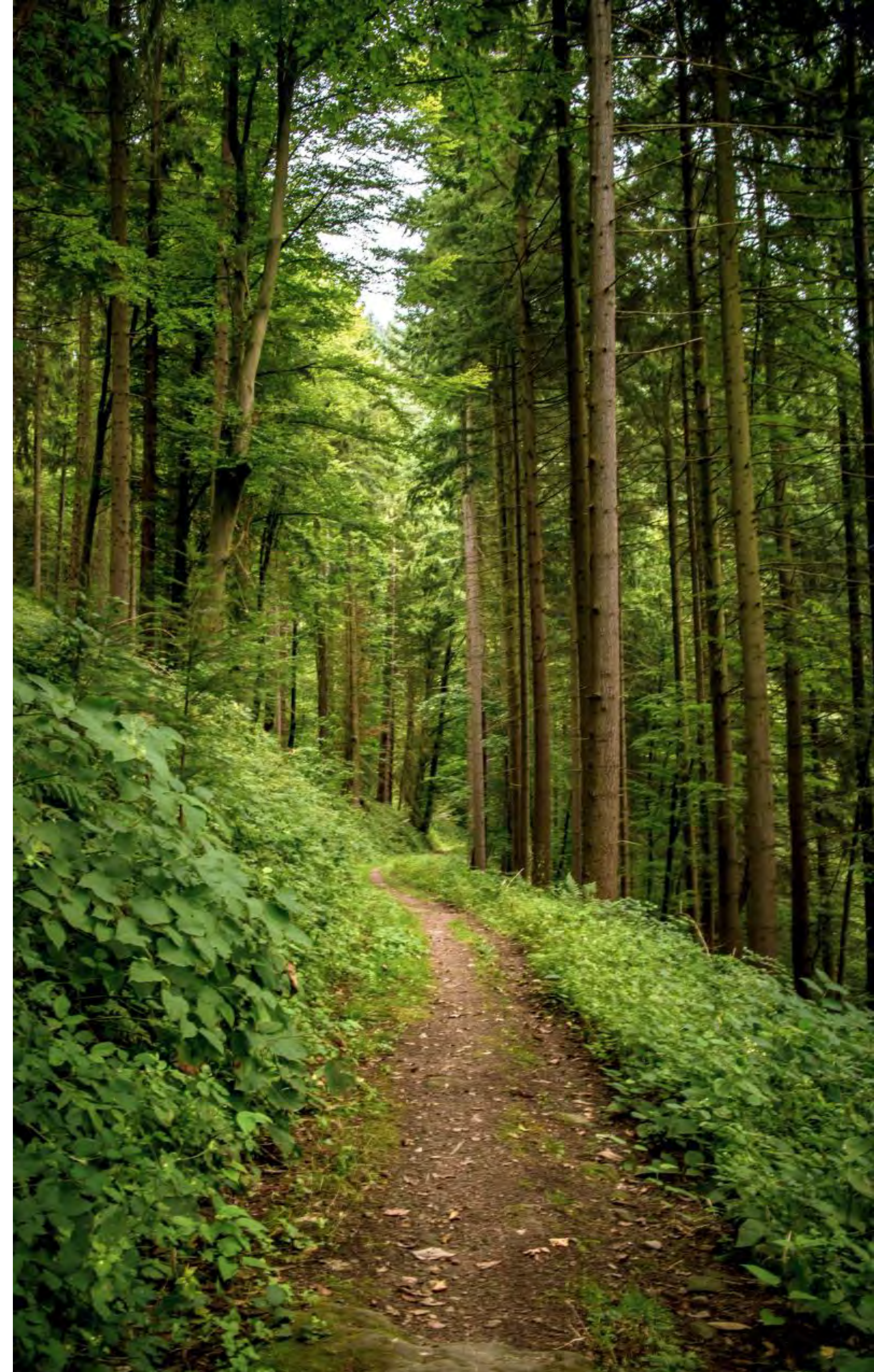
Lessons learnt

Serving **media** &
serving **teachers**
are essential



Challenges

- The 30% decrease in the EU proposal for food waste reduction targets refers to **total food waste instead of avoidable/edible** – a challenge (currently: 12%)
- Working together with stakeholders: hospitality, retail and food industry – pilot projects
- Accredited post-grad training for teachers
- Food waste prevention will be a leading theme of the Hungarian EU Presidency
- Funding



Thank you for your attention!



Contacts



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