

International Day of Awareness of Food Loss and Waste 2024 communication kit

The United Nations General Assembly (UNGA) designated **29 September** as the **International Day of Awareness of Food Loss and Waste (IDAFLW)**. The fifth observance of the International Day of Awareness of Food Loss and Waste will be observed on 27 September and will highlight the critical need for financing to bolster efforts to reduce food loss and waste, contribute to achieving climate goals and advancing the 2030 Agenda for Sustainable Development. The Commission has prepared **communication materials for social media** that anyone can use to help us raise awareness about the issue.

Messages and visuals for X and other social media channels:

1. While the world produces enough food, 735M people go hungry globally. Reducing food loss and waste is vital for food security, healthier diets, and a more resilient & sustainable food system #FoodWasteEU #FLWDay



2. Reducing food loss and waste will help transform our food system by:

- 👉 reducing its environmental and climate impact
- 👉 increasing food availability, contributing to food security
- 👉 building resilience

The proposed EU targets will help accelerate this transformation.



3. Food waste has a huge impact on the environment, accounting for about 16% of Greenhouse Gas emissions from the EU food system. Investing in the circular economy to reduce food loss and waste can help mitigate GHG emissions and build resilience #FoodWasteEU #FLWDay



4. The largest share of food waste takes place in households. Targeted actions are needed if we want to reduce consumer food waste. Start today - explore our toolkit for guidance and practical tips! #FoodWasteEU #FLWDay

Link : <https://shorturl.at/3OYIC>



5. Food loss and waste leads to important economic losses, impacting companies and consumers. By reducing food waste we can improve food security, lower GHG emissions and save money and resources that would otherwise have gone to waste #FoodWasteEU #FLWDay



6. Investing in reducing food loss and waste is essential for improving food security, lowering GHG emissions, and ensuring a sustainable future. Funding can drive significant impacts and drive food waste out of our food systems, benefiting the economy, businesses, investors, and the environment. #FoodWasteEU #FLWDay



Medium-length messages for other social media than X (over 280 characters):

1. On this International Day of Awareness of Food Loss and Waste, it is vital to highlight that while the world produces enough food, 735M people go hungry globally. In the EU in 2023, 42.5M people are unable to afford a meal containing meat, fish or a vegetarian equivalent every second day. Reducing food loss and waste is vital for food security, healthier diets, and a more resilient and sustainable food system. Visit the [EU](#) website to learn more about the impact of food waste and the actions needed to reduce it #FoodWasteEU #FLWDay
2. In 2022, 1.05B tonnes of food were wasted in EU households, food services, and retail. Food waste depletes natural resources, costs the EU €132B annually, and is an economic and ethical issue. In order to accelerate EU efforts in this field, the Commission proposes that by 2030 Member States take actions to reduce food waste by 10% in processing and manufacturing, and by 30% jointly at retail and consumption (restaurants, food services and households). The proposed EU targets aim to significantly reduce food waste, supporting livelihoods and the environment. #FoodWasteEU #FLWDay
3. Food waste has a huge impact on the environment, with food waste generated in the EU in 2020 estimated to be responsible for 252 Mt of CO₂, accounting for about 16 % of the total greenhouse gas emissions (GHG) from the EU food system. In the EU, if food waste were a Member State, it would be the 5th largest emitter of Greenhouse Gas emissions. Investing in the circular economy to reduce food loss and waste can contribute to achieving significant incremental impacts in mitigating GHG emissions and building resilience. #FoodWasteEU #FLWDay
4. In the EU, the largest share of food waste takes place in households (53% of total food waste), followed by the processing and manufacturing sector (20%). Food businesses and other organisations, schools, universities and educational institutions play a pivotal role in shaping consumer behaviours to reduce food waste. Explore our toolkit for guidance, practical tips and strategies to reduce consumer food waste – [link to toolkit](#) #FoodWasteEU #FLWDay

5. Food loss and waste leads to important economic losses, impacting companies and consumers. By reducing food waste we can improve food security, lower GHG emissions and save money and resources that would otherwise have gone to waste. For example, a 4-person household in the EU would save on average about €400 per year if food waste is reduced by 30%. Find out more about the benefits of reducing food waste – [link to factsheet](#)
#FoodWasteEU #FLWDay

6. Investing in reducing food loss and waste is essential for improving food security, lowering GHG emissions, and ensuring a sustainable future. Climate-smart funding can drive significant impacts, benefiting both the economy and the environment. At a global scale, opportunities to finance food loss and waste reduction and low-carbon diets remain untapped, with only USD 0.1 billion invested annually in 2019/20. This represents a minor fraction of annual needs, estimated at USD 48 to 50 billion. Countries must act now to build the capacity needed for this transformation from production to consumption. #FoodWasteEU #FLWDay

Hashtags: #FoodWasteEU, #FLWDay

Accounts to tag: [@EU_Health](#) (on X – former Twitter)

Useful resources:

- [Factsheet on Reducing Food Waste in the EU](#)
- [Toolkit to reduce consumer food waste](#)
- [Tools, best practices and recommendations to reduce consumer food waste - A compendium](#)
- [How to reduce food waste in your daily life](#) (tips for consumers, leaflet available in all EU languages on [this webpage](#))
- [Recommendations for Action in Food Waste Prevention](#) (available in all EU languages on [this webpage](#))
- [European citizens' recommendations to prevent food waste](#) (available in all EU languages on [this webpage](#))
- [FAO and UNEP Get involved Guide for IDAFLW 2024](#)