



SUMMARY REPORT

EU PLATFORM ON FOOD LOSSES AND FOOD WASTE SUB-GROUP ON CONSUMER FOOD WASTE PREVENTION

DG HEALTH AND FOOD SAFETY (SANTE)

Microsoft Teams

08 July 2022 – From 09:30 to 12:40

Chair: Ms. Anne-Laure-Gassin, DG SANTE

Commission (4): INTPA, JRC, RTD, SANTE

Member States represented (17): AT, BE, BG, DE, EE, ES, FI, FR, HR, HU, IE, LT, LV, NL, PT, SE, SI

Private sector organisations (11): CONSORZIO BESTACK, EURO COOP - European Community of Consumer Co-operatives, INDEPENDENT RETAIL EUROPE, MATVETT-NORSUS-NOFIMA CONSORTIUM, REGAL NORMANDIE, TOO GOOD TO GO, THÜNEN-INSTITUT - Federal Research Institute for Rural Areas, Forestry and Fisheries, VENTURIS HORECA, WRAP - Waste and Resources Action Programme, ZERO WASTE SCOTLAND

Public entities (1): FAO

1. Introduction

The Chair opened the meeting by referring to the [mandate](#) of the Consumer food waste prevention sub-group, in particular the objectives, tasks and the key topics to be discussed in this forum as well as possible deliverables. The Chair proposed that for the first year, the sub-group focus on methodologies underpinning the design of effective consumer food waste interventions (e.g. use of segmentation studies); coordinating efforts to support the 2022 edition of the International Day of Awareness of Food Loss and Waste (IDAFLW); supporting the work of the European Consumer Food Waste Forum (ECFWF) and, in context of the current challenges to food systems, discussing the impact of inflation/rising food prices on food waste behaviour and prevention messages.

2. European Consumer Food Waste Forum (ECFWF): overview of work carried out so far and collaboration with the Platform sub-group, by the Joint Research Centre

The Joint Research Centre provided an update on the ECFWF project's state-of-play and deliverables achieved so far: a literature review on the drivers of consumer food waste and the establishment of an evaluation framework for consumer food waste prevention interventions. Platform members were invited to contribute to the upcoming task to collect data on food waste prevention actions, including those supporting consumer behavioural change, which would then be analysed for their impacts, efficiency and effectiveness. [The survey](#) was launched on 18 July and will remain open until 10 October.

3. Focus on audience segmentation

3.1 Work carried out in the context of the European Consumer Food Waste Forum by the Joint Research Centre

In the context of the ECFWF, experts have carried out work on targeting and audience segmentation for consumer food waste prevention interventions. JRC distinguished between segmentation, where different groups of consumers distinct from each other are identified based on specific characteristics, and targeting, which involves matching aspects of interventions to their recipients in order to make them more effective. Multiple aspects of interventions can be matched with multiple characteristics of individuals and testing is required as, for example, audiences can react negatively if they realise that messages are tailored to the needs of their particular group. The presentation concluded with a few examples of audience segmentation taken from the scientific literature.

3.2 “What Ireland Thinks About Food Waste,” by Odile Le Bolloch, Irish Environmental Protection Agency

Ireland took the floor to explain their use of behavioural insights and population segmentation in the national campaign to raise awareness and motivate behavioural change to reduce household food waste. Several studies on consumer attitudes and food waste behaviours have been carried out in order to be able to assess any changes over time. Besides monitoring consumer awareness and behaviour concerning food waste, Ireland is also quantifying the amounts of household food waste generated over time.

In order to carry out audience segmentation, Ireland highlighted the importance of understanding target audiences' motivations, typical food behaviours, awareness of good food management behaviours and attitudes towards food waste. Ireland divided its national audience into five groups, based on how regularly they think about food waste. Targeted communications and campaigns have then been delivered to selected audience groups, through multi-channel communications. Research showed some deep-rooted food management behaviours contributing to food waste (such as lack of planning and management of food), thus the 2022 food waste campaign will focus on planning behaviours.

Zero Waste Scotland inquired whether low income or consumers facing food insecurity have been captured in the national surveys. Ireland confirmed and referred to the results of a recent survey showing a shift in values over time: while a few years ago, consumers' food choices were mainly influenced by financial considerations, in recent years, food purchases have been motivated by climate considerations and, currently, there is a shift to more 'traditional' cost-based values (due to stricter budgets, food insecurity).

3.3 Audience Segmentation for Love Food Hate Waste (LFHW) – Citizen Campaign Brand by Helen White, WRAP

WRAP shared a pre-recorded message about the Love Food Hate Waste (LFHW) initiative, including learnings from their work on audience segmentation. A quantitative survey of 4,500 adults carried out in 2015 helped WRAP define five population segments based on attitudes to food and cooking. For example, WRAP identified the group of ‘aspirational discoverers’ (the youngest, most urban and most diverse segment) as the most prone to waste food, but also to improve discarding behaviours long-term. WRAP built their consumer food waste prevention strategy based on insights gathered through the segmentation study, choosing to focus on 2 segments in particular, where impacts would have been the most significant. While audience segmentation is a useful tool that helps understand common traits of different social groups, WRAP warned that it does not allow one to identify and reach the specific groups as such (e.g. for marketing purposes). In order to measure the impacts of their strategy, WRAP highlighted the importance of capturing the levels of self-reported food waste per different population segments, over time.

The “Sustainable Lifestyles” quantitative survey of 6,244 adults carried out in 2021 used primary ‘input’ measures to determine the segments and secondary ‘profiling’ measures to describe the segments, e.g. direct questions about environmental issues, views about certain topics and human values etc. With the help of a cluster algorithm, WRAP defined an eight-segment solution, each segment representing 10-15% of the UK population. In closing, WRAP enumerated the main groups that their consumer food waste prevention strategy would focus on.

4. WRAP and LFHW International’s latest work in consumer food waste prevention by Katharine Fox, WRAP

WRAP continued with a presentation of their consumer-focused initiatives, referring to the LFHW brand and its international branch, and explained that they have established the Food waste action week in 2021 as an annual event to take place every March. After highlighting the main impacts of the 2022 edition of the action week and the actors involved, WRAP announced the date of the 2023 edition (6-12 March) and called for interested parties who wish to get involved.

5. Citizens Food Waste – Scotland’s Story by Ylva Haglund, Zero Waste Scotland

Zero Waste Scotland took the floor to introduce their actions aimed at consumers, including the retailer partnership campaign “Great taste, no waste”, the workplace and community training carried out under the LFHW umbrella and the education programme for pupils from primary to senior school. Zero Waste Scotland also referred to upcoming and ongoing projects, such as a collaboration with local authorities and academia to improve audience segmentation and targeting for food waste reduction activities (for example, to encourage effective planning and food preparation behaviours); the development of a school food waste monitoring kit to be used by children with support from teachers; a project to test behavioural change interventions in a community setting and to establish a behavioural change strategy expert panel.

6. Conclusions and wrap up

The Chair reiterated the key focus areas proposed for the sub-group in 2022/2023 and asked members to vote on those that they consider most relevant. Below are the results of this vote, listing the focus areas with the most votes first:

- Methodology design underpinning design of effective consumer food waste interventions
- Key messages review and coordinated campaign to support IDAFLW 2022

- Impact of inflation and food prices on food waste behaviour and prevention messages
- Involvement of sub-group in identifying interventions and exchange with experts to support development of best practices together with ECFWF

Venturis Horeca suggested to discuss methods of monitoring and analysis of household food waste. The Commission explained that this topic falls within the mandate of the Food loss and waste monitoring sub-group and that technical discussions on food waste monitoring could be tackled within that context. Nonetheless, the Consumer food waste prevention sub-group could consider the manner in which monitoring results are taken into account when implementing consumer interventions. Joint sub-group meetings on horizontal topics can also be envisaged.

Venturis Horeca and France expressed support for the topic of preventing food waste in collective catering, in particular in educational establishments. The Commission encouraged participants to provide information on such actions.

The Netherlands announced that results from the Dutch consumer food waste monitor would be available in the autumn of 2022, including data on different audience segments and their behaviour.

In closing, the Chair invited participants to share resources on audience segmentation via Teams, in order to build a library of useful resources. The chair announced that a communication kit with key messages and visuals would be put together by the Commission and shared with members early September, in order to support communications for IDAFLW. Members were also invited to contribute with key facts and messages for IDAFLW in Teams.

Last but not least, members were encouraged to contribute to the data collection on food waste prevention initiatives by filling out the [survey](#) and to upload news and resources to the [EU Food Lost and Waste Prevention Hub](#).