



Progress on implementing Platform recommendation for citizens/consumers

Eleanor O'Rourke

Zero Waste Scotland Food Systems Research & Policy Lead

zerowastescotland.org.uk

 [@zerowastescot](https://twitter.com/zerowastescot)



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What progress has been made

- Household and wider consumer food waste prevention remains very challenging but the Platform activities and recommendations are helping to provide guidance, frameworks, and knowledge sharing to help address this challenge.
- More and more countries are moving beyond communications and awareness raising campaigns towards influencing consumers to change food behaviours that drive food waste, supported by research and [recommendations](#) from projects like REFRESH.
- Development by JRC of an evaluation [framework](#) to assess the effectiveness and efficiency of food waste prevention actions, and associated [calculator](#), can help drive improved and more consistent monitoring of interventions and actions.
- Many countries are seeing reductions in consumer food waste and increased awareness of the climate impact of food waste.



Individual and community behaviour change

- Many member states and organisations are promoting food waste prevention through targeted communication or national campaigns aimed at providing citizens with the skills and knowledge to reduce food waste.
- A number of member states and organisations have also highlighted a specific emphasis on education (targeted at school children/young people) and training (in the workplace) programmes.
- Other sectors such as retailers are increasingly promoting efforts to help consumers to reduce their food waste.
- Surveys in some countries indicated that the earlier stages of the Covid pandemic had resulted in a drop in self reported food waste associated with positive food waste behaviours such as improved planning and more creative cooking although this appears to have been a temporary change in behaviour.



Develop and use wider range of methods for understanding behaviour change and designing effective solutions

- Citizen surveys and self reporting of food waste are regularly utilised to determine consumer attitudes, behaviour and knowledge.
- There are increasing number of examples of more in depth behaviour change programmes under development or in action where behavioural science insight and studies are being used to design more effective food waste prevention interventions.
- Some members have identified examples of targeted behavioural studies looking at issues of acceptance of reduced choice in different food environments.
- Adopting a holistic approach and aligning with messaging around wider food systems behaviours is growing.
- Establishment of European Consumer Food Waste Forum to bring together researchers and practitioners.

Increase use and development of audience segmentation

- While some member states and organisations have developed a segmentation model, or indeed models, to target audiences effectively, the responses to the survey suggest the use of segmentation is not yet widespread.
- Segmentation models are being used to inform the development of citizen facing engagement activities, behaviour change interventions, and consumer campaigns.
- This appears to be an area where further research and development is required, and particularly with regards to identifying hard to reach or high impact audiences.

Food Waste Segmentation



NATIONAL WASTE PREVENTION PROGRAMME

Preventing Waste, Driving the Circular Economy

Key learnings: challenges

Our knowledge base and practical experience continues to grow but challenges do remain including:

- The difficulty of monitoring and measuring demonstrated behaviour change, beyond awareness, as a result of an intervention such as a campaign or behaviour change interventions at scale.
- Reliance on self reported data on consumer/household food waste with waste characterisation studies being very expensive and resource intensive.
- That food waste behaviours are completely entwined with our wider food cultures and environment where there is a huge amount of messaging on health, nutrition and wider sustainability that may be reinforce or conflict with messages on food waste reduction.



Key learnings: opportunities

- We have seen progress in reducing consumer food waste in many countries across Europe and can continue to build on this success.
- The Covid-19 pandemic has shown that citizens have the ability, and demonstrated, they can change their behaviour and reduce their food waste – we can learn from this and try to recreate in the absence of such a dramatic driver!
- Awareness of the issue of food waste, and its link to climate change and wider environmental sustainability is growing, particularly amongst certain segments of society – this can be built on to influence across society.
- Potential to align messages around health, sustainability, and just transition.
- We all have the same goals and can continue to work together and learn from each other's successes and failures.

The role of the Platform and the recommendations



Provide a forum for knowledge exchange

No one country or organisation has the single solution to reducing food waste and meeting, and exceeding, the SDG 12.3 target. The Platform will continue to provide a vital forum for sharing knowledge and best practice.

Provide a common basis for action

The recommendations outline the key actions that have been identified as contributing to reducing food waste and provide a common framework to support everyone, no matter how far along the food waste prevention journey they are.

Update the recommendations as new evidence and knowledge emerges

The new mandate of the EU Platform will play an important role

Instigate further activity and research in target areas

One of the cross cutting recommendations was to 'improve action design, monitoring, evaluation and knowledge sharing regarding food waste prevention interventions' and has resulted in a pilot project that has been attributed to the Commission by the European Parliament, the European Consumer Food Waste Forum.



Future outlook: European Consumer Food Waste Forum

A forum of 16 experts has been established to support the European Commission to address the challenge of food waste at consumer level by accelerating the sharing of evidence-based best practices to reduce consumer food waste.

Key tasks will include:

- Review of drivers for consumer food waste and levers for behavioural change
- Defining the scope of the study and framework for the evaluation of consumer food waste interventions
- Food waste interventions data collection and evaluation
- Tools, best practices, and recommendations for consumer food waste prevention.
- A final event at the European Parliament to present the results of the project.

The Forum will collaborate closely with the Platform with outcomes feeding into the work of the wider Platform activities and future recommendations.

Thank you.

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