



European Consumer Food Waste Forum

Overview of work carried out so far and collaboration with the Platform sub-group

JRC D3 and I2

08/07/2022

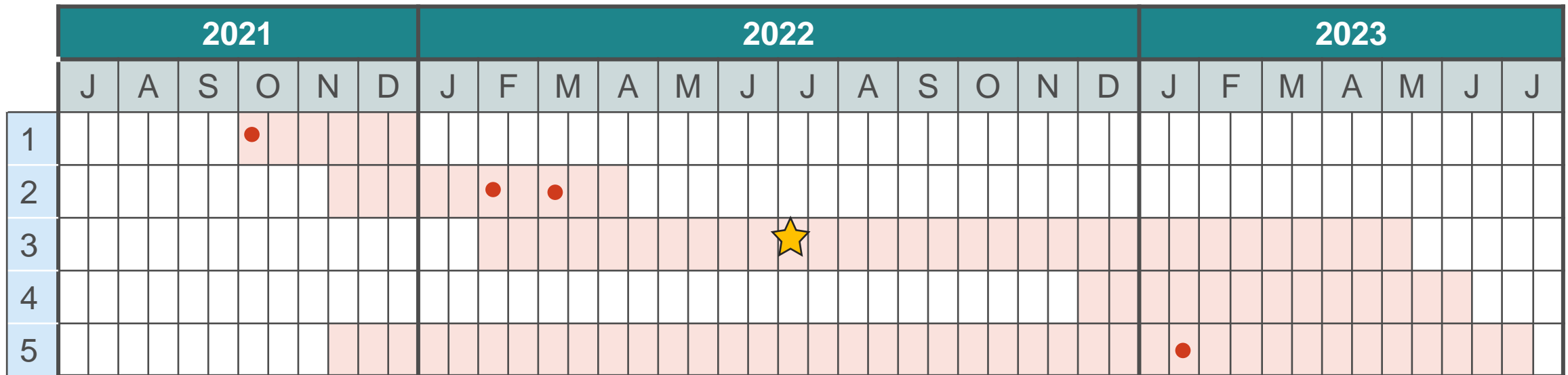
European Consumer Food Waste Forum (ECFWF)

- **Overall aim:** support all players in addressing the challenge of food waste at consumer level **by establishing a forum of experts to accelerate the sharing of evidence-based best practices to reduce consumer food waste**
- **EP pilot project:** managed by DG SANTE in collaboration with JRC (2-year project June 2021- July 2023) and 1 year extension for dissemination
- A multi-disciplinary forum of **researchers and practitioners** in the area of consumer food waste prevention
- Established in October 2021, the forum works in close cooperation with the **EU Platform on Food Losses and Food Waste**



[Web page of the project](#)

Timeframe and task overview



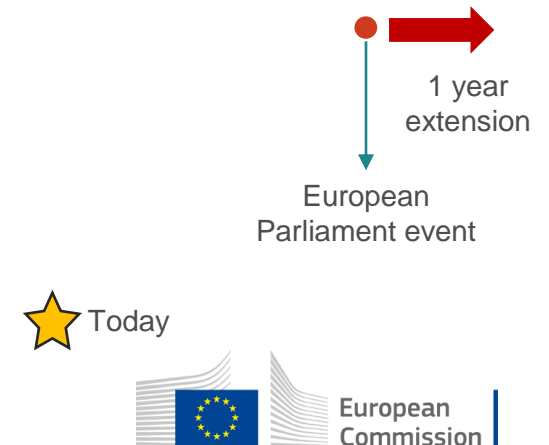
Task 1. Review of drivers for consumer food waste and levers for behavioural change

Task 2. Defining the scope of the study and framework for the evaluation of consumer food waste interventions

Task 3. Food waste interventions data collection and evaluation

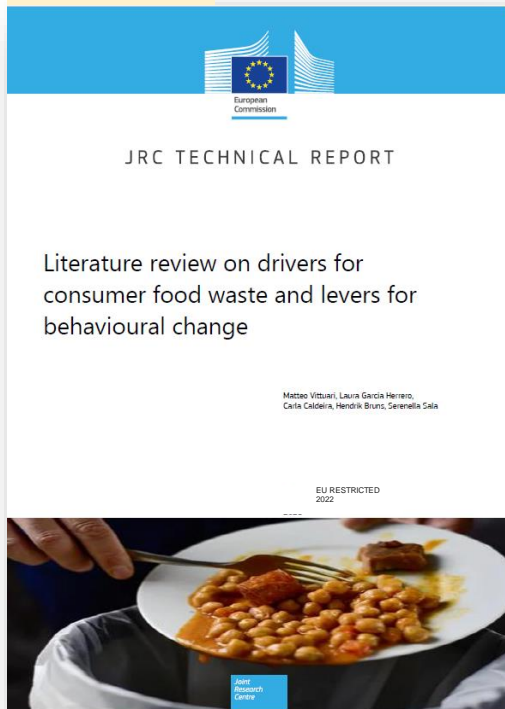
Task 4. Tools, best practices, and recommendations for consumer food waste prevention

Task 5. Dissemination



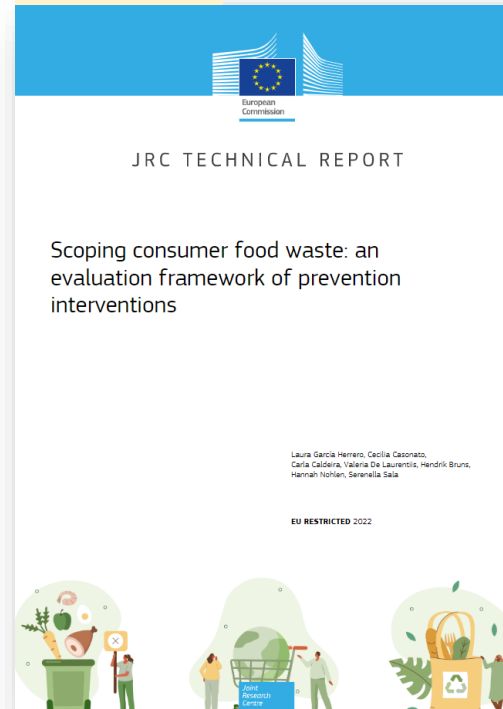
Task 1 and Task 2

Task 1



This task aimed at **reviewing scientific and grey literature on the drivers of consumer food waste**, looking into the factors that might lead to reduced consumer food waste, and identifying interventions that have shown poor performance in preventing food waste.

Task 2



Define the **scope of the activities**, develop tailored **framework for evaluating** consumer food waste prevention interventions; a protocol for the collection of information on interventions.

Provides some recommendations:

- Calculator
- Experimental settings design
- Food waste quantification
- Overview of segmentation to target audience

Task 3 – Food waste interventions data collection and evaluation

- **Type of interventions we are looking for**

- ➔ Nudges and strategies promoting a change of consumer's choice architecture.
- ➔ Education and training: mainly new generations.
- ➔ Awareness raising – communication and dissemination programs.

ECFWF

Information on existing interventions related to consumer food will be collected and evaluated by the experts, using the evaluation framework developed in Task 2.

Data on food waste interventions will be collected from



Interventions the experts are conducting/involved

Experts' networks

Literature

&...The Consumer FW prevention Sub-group

Task 3 – Data collection and evaluation

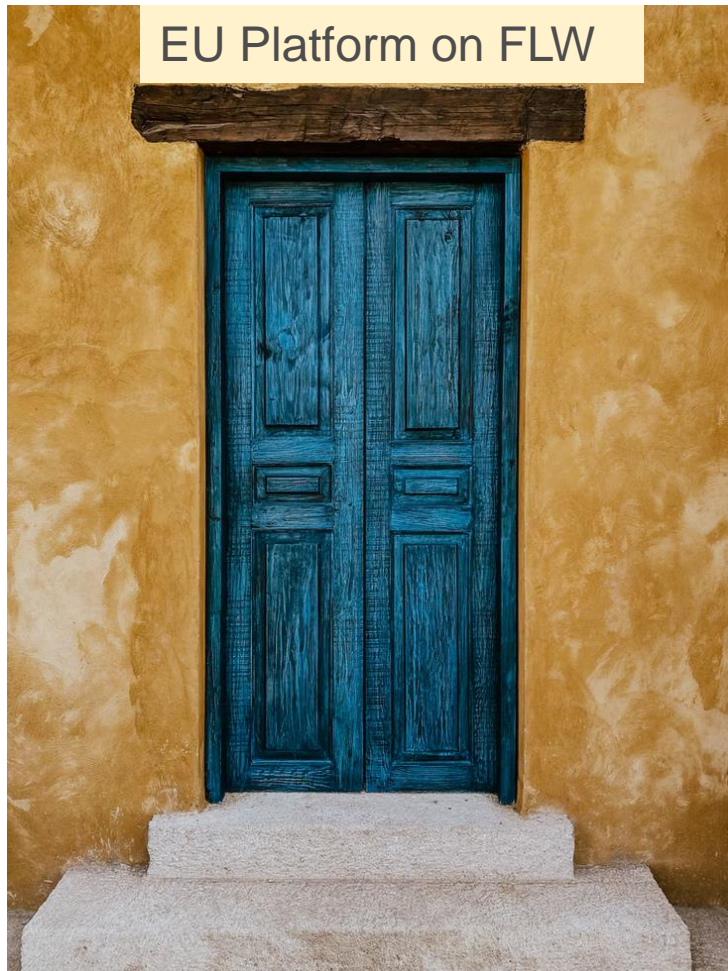


Photo by [Edgar Moran](#) on [Unsplash](#)

A **survey** will be launched to collect data on food waste prevention interventions, including consumer behaviour. The aim of this survey is to collect relevant information on both ongoing and completed food waste prevention initiatives in order to analyse their impacts, efficiency and effectiveness.

EU Platform members can support by:

- Completing the survey with relevant interventions
- Sharing the survey within their networks

ECFWF will analyse the consumer – related interventions

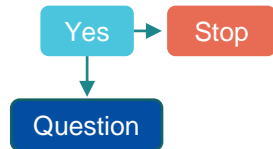
Event in 2023 to disseminate the best practices identified following the evaluation

Task 3 – Data collection and evaluation

Open from mid-**July** until **September**

S	U	M	M	E	R

Dynamic to avoid repetition of information from previous surveys



The SURVEY

Mix of qualitative and quantitative information. Keep in mind the type of interventions indicated before



Focused on **different types** of food waste prevention interventions with emphasis on **consumer** behavior interventions

