

Best interventions, gaps and multilevel aspects

ECFWF data collection



- **Focus on interventions types:**
 - **Nudges**, with a strong focus on leveraging the power of **social influence**.
 - **Education for the new generations**, especially in a multidimensional way
 - **Awareness-raising**, for data availability
- **Geographical scope:** Europe and other countries with comparable socio-economic situation
- Both **in home** and **outside of home consumption**

Process to prioritize interventions



**79 INTERVENTIONS
COLLECTED AND
EVALUATED**

- Selection of a shortlist based on:
 - 1) If it was clear how it was designed and implemented **Quality of the intervention design**
 - 2) If the Forum could understand whether it worked or not **Effectiveness**

Selection of evidence-based generic types

Awareness



Awareness campaigns

Nudges



Tools & prompts to improve skills at home



Tech aided feedback on FW quantities



Education & training



Multidimensional programs in schools and actions in canteens



Selection of evidence-based generic types

Awareness campaigns

Tools and prompts helping consumers to improve their skills in the kitchen

Multidimensional education programs & actions in school canteens

Tech aided feedback on FW quantities for communal living spaces

Personalized coaching



- Examples showing good results
- General description of the functioning/implementation
- Monitoring techniques when available
- Main drivers/levers
- Specific tools

Intervention types with a weaker evidence base

Experiments on date labeling formats

Training for food business operators



- Examples of interventions collected, but data reported inconsistently

Doggy bags and food service interventions

Mobile apps for food management at home

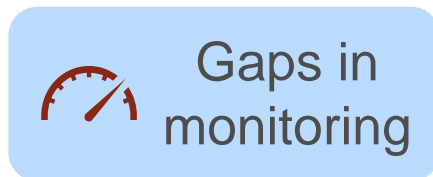
Nudges in commercial restaurants

Municipal actions on food waste measurement

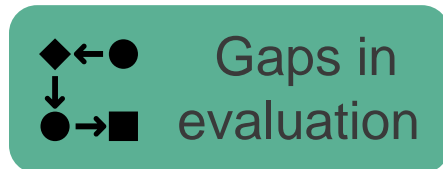
Limitations in the ECFWF sample of interventions



- Types of interventions missing
- Contexts where food waste occurs or where it can be prevented are not included
- Consumer target audiences not addressed
- Drivers and levers not in focus



- Monitoring methodologies not robust
- Providing no direct food waste quantities (only self-reported behavioural intentions)
- KPIs and targets not set



- Baseline reported but not the follow up results;
- Only post-intervention data collected (i.e. appreciation of the intervention)
- Overall effectiveness of the action hard to establish

Specific gaps and limitations



Gaps in design

- Patients in the healthcare sector
- Singles and young households (millennials/Gen Z)

Consumer types not targeted

Food system stakeholders not involved in implementation

- Retailers, food processing companies, primary producers
- Healthcare sector
- Policymakers (local and national)

- Offers (restaurants and retail) that trigger overprovision and generate food waste
- Social unacceptance of imperfect food

Drivers not addressed

Levers not addressed

- Financial incentives, regulation
- Social norms
- High food quality/taste
- Economic incentives
- Food waste monitoring app,...

Interactive discussion in groups

- Bring **new interventions/actors/targeted groups** to address current gaps in the compendium
- Discuss them in groups on site and in breakout rooms online to better populate the compendium



Organisation of groups

ON-SITE



Actions from
policy-makers

ONLINE



Actors not
activated

ONLINE



Consumers types
to target

ON-SITE



Missing drivers
and levers

- For **on-site** participants, we will divide you into groups
- For **remote** participants, you will be automatically allocated to different break-out rooms
- 1 moderator per group
- 15 min to discuss within each group
- 2 min moderators to present main findings in the plenary
- 10 min to discuss and summarise with all participants

We go to the break-out
rooms/ the different groups