

Overview of the work of the European Consumer Food Waste Forum ●



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A joint effort !

**European Parliament
support**



**European Commission
JRC DG SANTE**



Practitioners

**EU Food Losses and
Waste Platform**

From scientific evidence to practical solutions

What actions can be taken to reduce food waste at consumer level?



Understand barriers and support policy design and stakeholders' strategies by sharing best practices, tools, and recommendations

From scientific evidence to practical solutions

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A high-angle photograph of a group of people sitting around a rustic wooden dining table. The table is set with various dishes, including a large pizza, several bowls of fresh green salads, a platter of roasted vegetables, and a bowl of fruit. People's hands and arms are visible as they interact with the food and each other. The scene is brightly lit, suggesting a daytime meal in a casual dining setting.

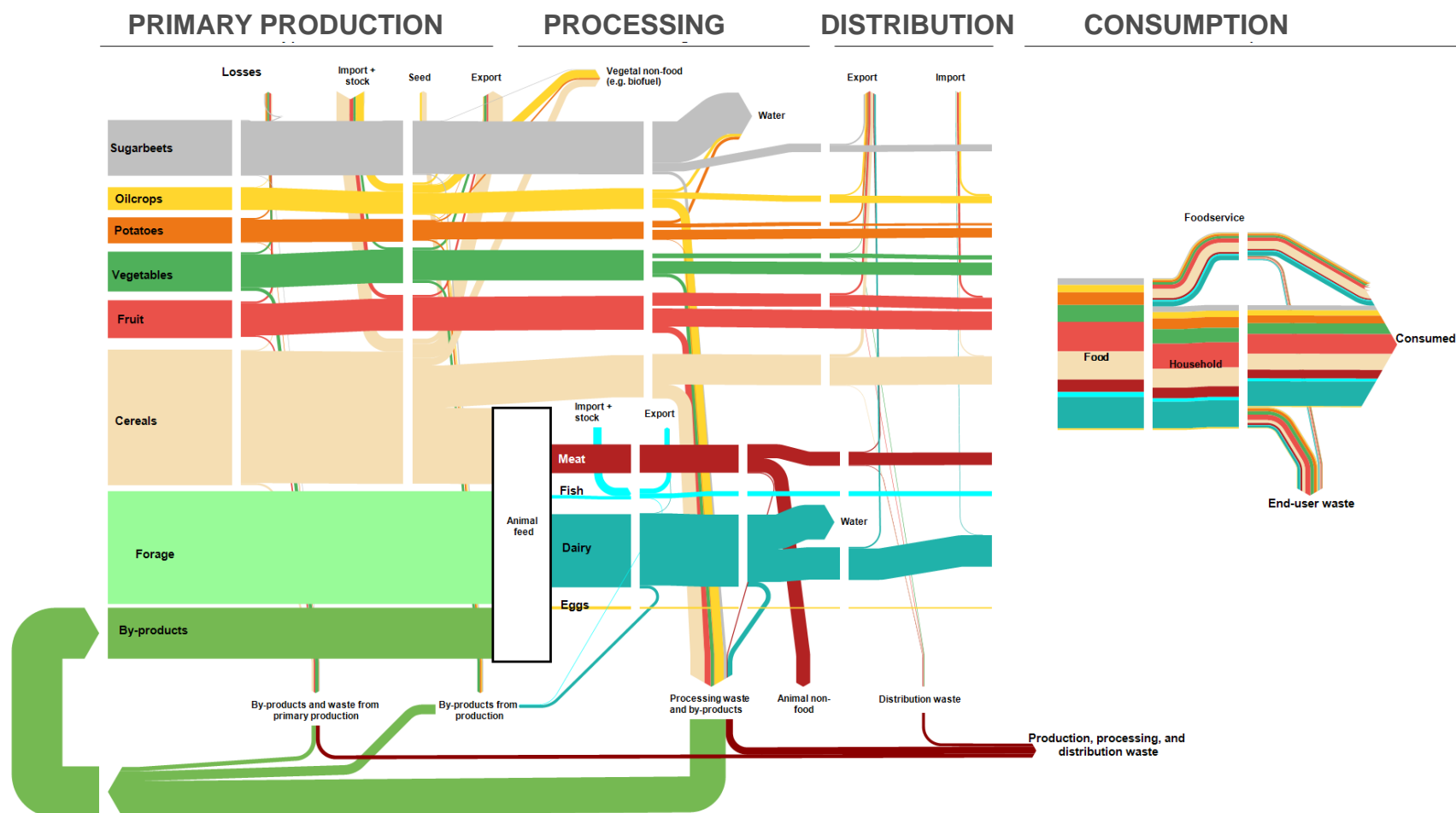
Did you know that....

- **58 million tonnes of food waste (131kg/inhabitant) are generated annually**
- **With a market value estimated at 132 billion euros**
- **Around 10% of food made available to EU consumers (at retail, food services and households) may be wasted?**

Building knowledge for policy

How much food is produced, consumed, and wasted?

EU Food flow 2018, wet mass



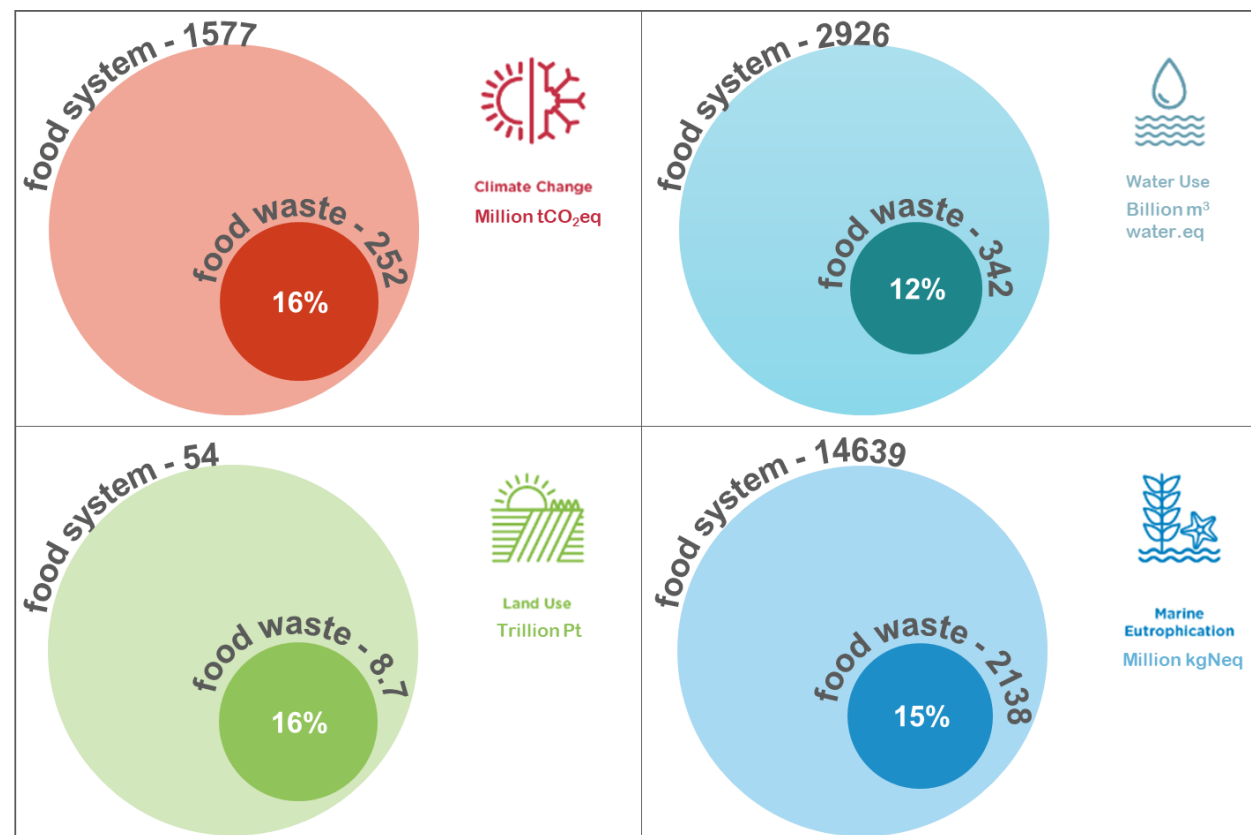
Adapted from Caldeira, C., De Laurentiis, V., Corrado, S., van Holsteijn, F., & Sala, S. (2019). Quantification of food waste per product group along the food supply chain in the European Union: a mass flow analysis. *Resources, Conservation and Recycling*, 149(June), 479–488. <https://doi.org/10.1016/j.resconrec.2019.06.011>

JRC research towards sustainable food systems

What is the environmental impact of food waste?



We assess and interpret environmental impacts, based on **life cycle assessment** and the EU recommended **Environmental Footprint method**



Call for **action** – we addressed these challenges!

1

What gets **measured** gets **managed**!

2

I want my intervention to **succeed**!

3

What are the **benefits** of my prevention action?

4

Get **inspired**! Knowing what works

1

What gets measured gets managed!



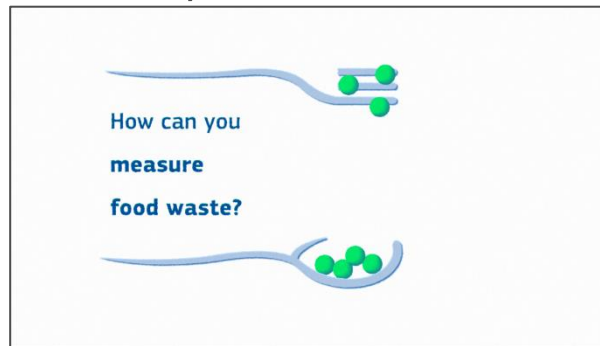
How can we effectively evaluate an action?

1

What gets measured gets managed!



TUTORIAL: How can you measure food waste?



TUTORIAL: How can you evaluate your food waste prevention actions?



2 I want my intervention to succeed!



How can I design effective actions to address consumers' behavior?

2

I want my intervention to succeed!

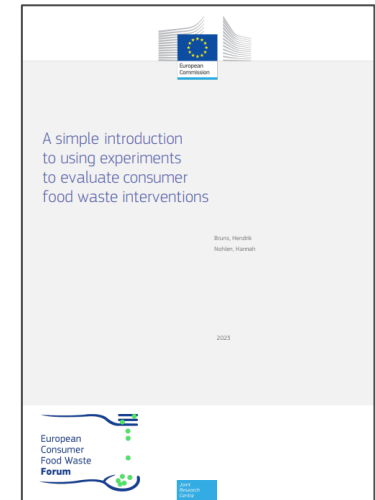
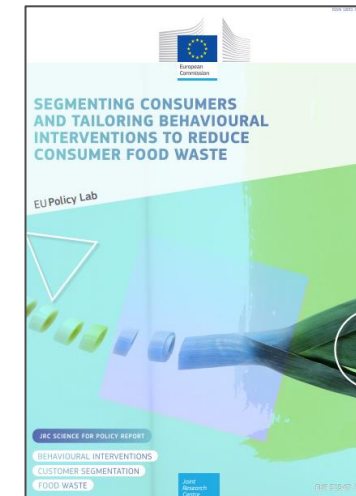


TUTORIAL: How can you tailor food waste prevention actions for specific consumer groups?



READINGS:

- A simple introduction to using experiments to evaluate consumer food waste interventions
- Segmenting consumers and tailoring behavioural interventions to reduce consumer food waste



3

What are the benefits of my prevention action?



**From an economic,
environmental, and nutritional
perspective**

3

What are the benefits of my prevention action?



Food waste prevention calculator

Q&A

Action name

Country

Action type

Action cost

Stage of the food supply chain

Waste treatment option

Food waste prevention in

▼

Type

▼

Amount

Total savings from prevented food waste in €

Resources used

Paper used

Transport distances

Calculate

☐ Autoupdate

- Great Work! You just... +
- Environmental assessment +
- Economic assessment +
- Nutritional value of saved food +



Check this out on the Knowledge Centre for Bioeconomy!

4

Get inspired!



How can I get inspired by actions that effectively reduce consumer food waste?

4

Get inspired!

Food waste action planner



Where do you want to prevent food waste?



Out-of-home



Households

← **Place**



Schools



Retail (e.g.
supermarket)



Food services (e.g.
restaurant)



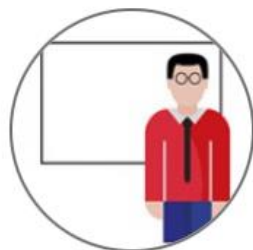
Check this out on the Knowledge Centre for Bioeconomy!

4

Get inspired!



School canteens



School staff



Students



Parents

← **Target audience**



Local



Regional



National



International

← **Geographical scale**



Check this out on the Knowledge Centre for Bioeconomy!

4

Get inspired!



Nudges (e.g. hints, prompts, incentives)



Education and training



Awareness raising



Other



Types of actions

G1 Project Wasteless

ID	Title: Project Wasteless (Maradék nélkül)
	Country: Hungary
	Implemented by National Food Chain Safety Office
	Experiment: no
	Duration: 2016 - ongoing
Intervention design	National multifaceted campaign on food waste prevention To decrease the amount of food wasted in Hungary, the following main interventions have been implemented:



Check this out on the Knowledge Centre for Bioeconomy!

Reflected in...

Scientific reports



Public events



Recommendations - all EU languages, 3 target audiences

Schools

<https://publications.jrc.ec.europa.eu/repository/handle/JRC134747>

For food businesses and other organisations

<https://publications.jrc.ec.europa.eu/repository/handle/JRC134751>

Polymakers

<https://publications.jrc.ec.europa.eu/repository/handle/JRC134750>



Check this out on the Knowledge Centre for Bioeconomy!

Check our **online toolkit** and **reduce consumer food waste** !

Video tutorials
(with subtitles in 7 languages)

Practical tools



Tailor actions to specific consumer groups



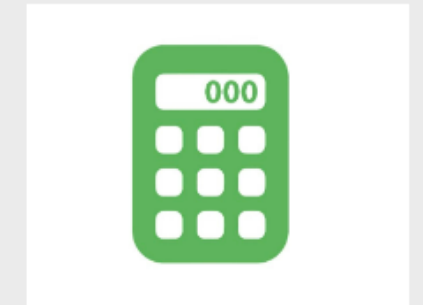
Measure consumer food waste



Evaluate the impact of your actions



Food waste action planner



Calculator of impacts



Check this out on the Knowledge Centre for Bioeconomy!

Thank you



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