



Prevention of consumer food waste in the Netherlands

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Five steps of the approach on consumer food waste prevention in the Netherlands:

Create a
scientific
framework

Focus on
impactful
strategies

Design
intervention

Implement
together

Evaluate to
optimize



Step 2: Focus on impactful strategies

- What is impactful?
- Which determinants are relevant?
- How to change?

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Step 3: Design an intervention taking divers factors into account

- Independent position
- Integrated view
- Long-term and upscaling vision
- Collaboration with partners and consumers
- Resources



Food Waste-Free Week

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Increase awareness
Positive norm and movement
Support skills and enhance knowledge

Create momentum with over 160 partners
Give tips and tools

47% of the Dutch heard about food waste prevention (6.8 million people)
35% of the Dutch say they did something extra to prevent food waste (5 million people)

Use it up tape

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Organizing your kitchen
Reminder of good intentions

Adjust to Dutch market and campaign
Spread 20,000 with partners en influencers

People who used the Dutch tape in our experiment wasted **28%** less food. **60%** of these users still use the tape after one month.



Thank you!

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