

Are you interested in this initiative? Ask the author for further information:

Contact
Erica van Herpen
erica.vanherpen@wur.nl

Let's reduce consumer food waste!
Solutions from the European Consumer Food Waste Forum

5 June 2024 ●
Brussels, BE
PUBLIC EVENT

Behaviour change tool package

TYPE OF INTERVENTION ●

Prompts and tools for households, especially for those in charge of purchasing and preparing meals.

GOAL ●

Provide households with a package that includes tools and resources for skills development aimed at reducing food waste in homes. The objective of this package is to increase individuals' skills to diminish household food waste.

IMPLEMENTATION AND EVALUATION ●

To assess the intervention, which was implemented on a national scale, three evaluation studies were conducted. These studies involved households self-reporting their food waste over a period of two weeks.

COUNTRY ●

The Netherlands

IMPLEMENTED BY ●

Tools were developed by the Netherlands Nutrition Centre, implemented in partnership with Food Waste Free United and partners such as retailers, caterers and municipalities. Wageningen University tested the intervention.

DURATION ●

2020 – ongoing (evaluation of effects until 2021)

BUDGET ●

Production costs of single units of the tools range from 0.12 to 2.50 euros excluding VAT. Since 2020 over 460.000 measuring cups (a €0.50 per piece ex VAT) and 850.000 fridge and freezer stickers (€0,20 ex VAT per piece) were distributed.

RESULTS ●

The tool package leads to higher perceived skills in food management, stimulates people to perform more waste-reducing behaviours (studies 1 and 2) and decreases self-reported food waste by 39.2 % (study 1) and 23.0 % (study 2). Effects on waste-reducing behaviours are more pronounced when people also receive a social norm message (study 1). In the third study, participants received a tool package without any stimulation to use the tools, and this had no significant effect on food waste, indicating that motivating people to start using the tools is important.

Eetmaatje voor de juiste porties pasta en rijst



The Netherlands Nutrition Centre, 2024

Voedingscentrum



Gesneden? Altijd in de koelkast!

www.voedingscentrum.nl/bewaarwijzer

The Netherlands Nutrition Centre, 2024

eerlijk over eten
Voedingscentrum



The Netherlands Nutrition Centre, 2024