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

5 June 2024 ●
Brussels, BE **PUBLIC EVENT**

Best Before - when food becomes waste

TYPE OF INTERVENTION ●

Local awareness campaign for consumers

GOAL ●

The objective is to enhance appreciation for food, share knowledge about best before dates and proper storage techniques, provide insights regarding the origin of foods and foster awareness of the food waste issue.

IMPLEMENTATION AND EVALUATION ●

To ensure a long-term and location-independent opportunity to raise awareness about food waste, a traveling exhibition for schools was developed following a special exhibition titled "Expiry Date" at the Natural History Museum in the City of Vienna. The exhibition consists of 11 interactive stations, along with accompanying materials including assembly instructions, explanatory videos, an accompanying booklet, worksheets and more. The success of the exhibition is evaluated through questionnaires completed by visitors before and after their visit, ensuring its effectiveness in educating and engaging participants.

COUNTRY ●

Austria

IMPLEMENTED BY ●

BOKU - University of Natural Resources and Life Sciences, Museum of Natural History Vienna, Die Tafel Österreich

DURATION ●

2020 - ongoing

BUDGET ●

Preparation costs
EUR 30 000

Design costs
EUR 60 000

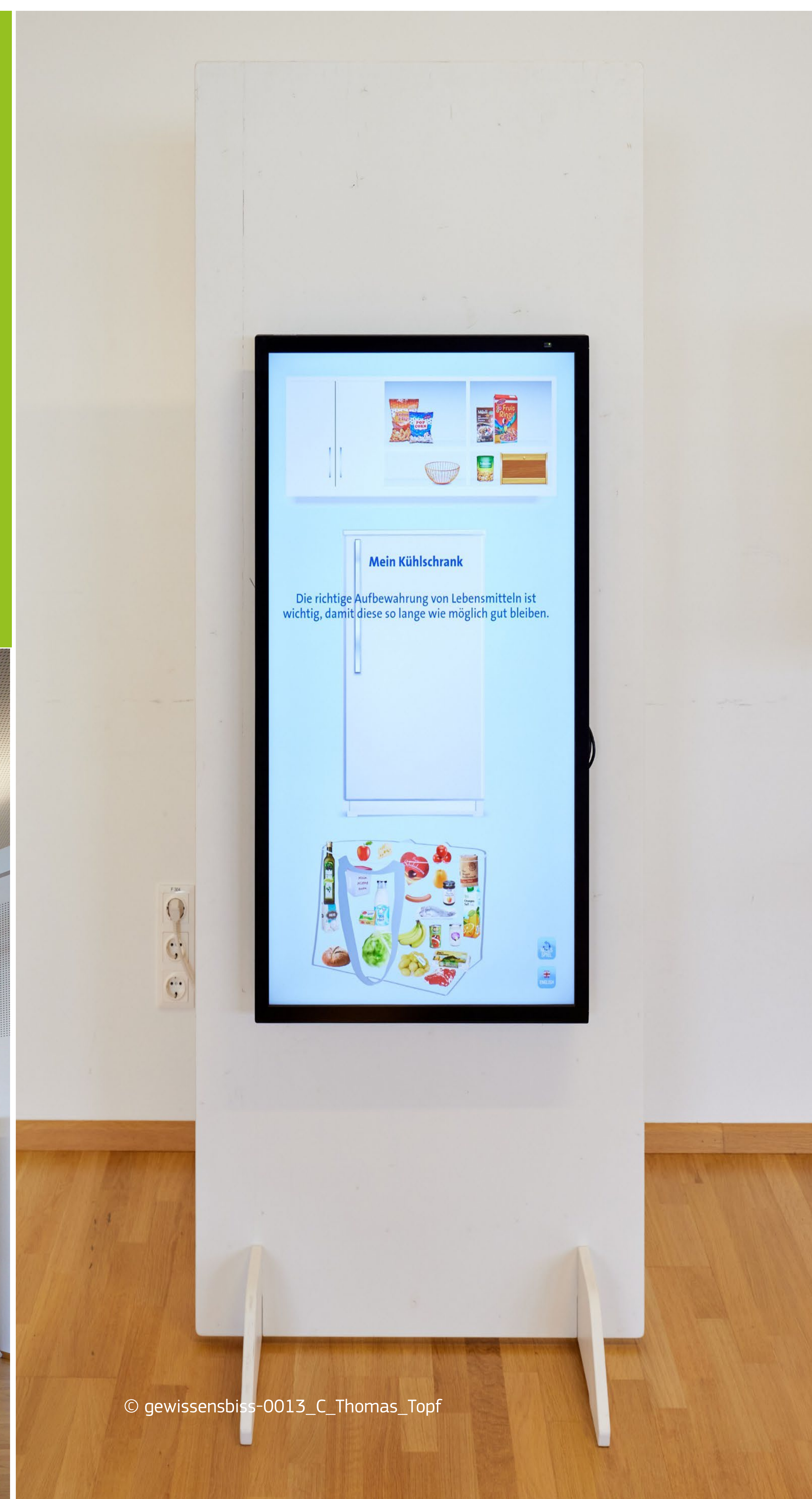
RESULTS ●

Quantitative / qualitative results:

The exhibition at the Natural History Museum showed a statistically significant increase in visitors' knowledge levels, with data collected from 1283 respondents. Similarly, the traveling exhibition also indicated a rise in knowledge among school pupils, with assessments from 1132 pupils before and 696 after visiting the exhibition. The increase in knowledge was particularly notable on the issue of food storage.



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