

# Project Wasteless

## TYPE OF INTERVENTION ●

National campaign for consumers



## GOAL ●

National campaign on food waste prevention aimed to reduce food waste in Hungarian families by changing consumer attitudes and behaviors, and by enhancing awareness and knowledge about food waste among primary school children.

## IMPLEMENTATION AND EVALUATION ●

The project tackles household food waste in Hungary through a comprehensive approach that includes data collection, educational programmes and a thorough consumer awareness campaign. A key component is an educational toolkit developed for students and teachers, featuring a book, workbook, a teacher's guide, presentations, animated videos and even a storybook. This toolkit has been crucial in engaging almost 500.000 children, 2.000 teachers, and 10.000 university students. The project team interacted with over 25,000 children in person and hosted various creative competitions. Additionally, the consumer campaign, strategically timed with key events and research findings to boost media engagement, has achieved over 200 million interactions.

COUNTRY ●  
Hungary

IMPLEMENTED BY ●  
National Food Chain Safety Office

DURATION ●  
2016 – ongoing

BUDGET ●  
Total  
EUR 965 000  
of which:  
EU contribution  
EUR 578 000



National Food Chain Safety Office of Hungary, 2024

## RESULTS ●

12% reduction in food waste, dropping from 68 to 60 kg per capita per year

40% of the Hungarian population is aware of the Project Wasteless and its main messages

## Quantitative / qualitative results:

From 2016 to 2022, four food waste measurement studies were conducted using the EU-FUSIONS methodology. The data collected by Project Wasteless shows a significant 27% reduction in avoidable food waste at the household level over six years, decreasing from 33 kg to 24 kg per capita per year.



National Food Chain Safety Office of Hungary, 2024

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

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

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Brussels, BE **PUBLIC EVENT**