

How to inspire food waste reduction among households

The average European throws away

144

portions of food every year.

If every EU citizen would cut their food waste in half

32.7 M

people could be fed yearly.

We have looked into previous research on food waste in households



2173

Research articles found in total



43

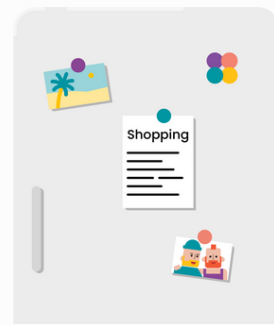
Included an intervention to change consumer behaviour

Intervention = any kind of attempt **to change consumer behaviour** for example by giving the participants information, challenges or developing their skills.

Practice = routine, everyday activities involving **materials, meanings and competences**



Food waste emerges in our mundane everyday food practices, such as buying, cooking and storing food. **Changing these social practices is the key to reducing food waste.**



Examples and key findings from the analyzed studies:

MATERIALS



Meal planning website, magnetic shopping list, carbon footprint graph, storage devices, food waste container

MEANINGS



Motivational messages, sharing progress with others, interaction on Facebook, cook-alongs with chefs

COMPETENCES



Tips on food storage, safety and seasonality, food waste audit, expert webinars, tailored recipes



The most impactful intervention components were: an online community, 'ask the expert' videos and product samples¹



A tool package with a motivational message based on social norms was more effective than the tool package alone²



The impacts of interventions were as varied as the households themselves and their social dynamics³

References:

¹Trewern, Chenoweth, & Christie (2022) DOI:10.1016/j.appet.2022.105933. ²van Herpen et al. (2023) DOI:10.1016/j.jclepro.2023.139604. ³Devaney & Davies (2017) DOI:10.1177/1469540516631153

Conclusions:

- Don't settle for only giving information, because then you only change awareness and not practices
- A holistic approach works best: consider the whole process relating to food and eating (e.g., planning, buying, storing)
- Reducing food waste is possible by focusing on changing everyday practices!

Our approach to interventions in CARE:

- Practice theoretical approach (focus on materials, meanings and competences)
- 18 months implementation time to ensure changes in practices
- Pre-post measuring the impact of the interventions
- Community, learning together and co-creation are at the centre of the interventions.



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