# Deliverable D3.1 – Local guidelines for the circular food pilot

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# Deliverable Information

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|---|---|
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# Structure

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- Slide 7-13: Recruitment: tracking and engagement
- Slide 14-21: Description of interventions (cooking, planning and storing food)
- Slide 22-51: Plans for local implementations
  - Slide 24-29: Finland
  - Slide 30-34: Norway
  - Slide 35-41: Sweden
  - Slide 43-47: Germany
  - Slide 48-51: Estonia

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# 01

# Introduction and timeline

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# Introduction

- The aim of this deliverable is to show how the local partners plan to recruit households and implement the circular food pilot in the five countries: Finland (Tampere), Norway (Asker), Sweden (Gothenburg), Germany (Berlin), Estonia (Lääne-Harju).

- IVL and Asker coordinate the work in collaboration with local partners.

- Local partners adapt the pilots to fit their specific local infrastructure and conditions.

- IVL and Asker follow up on household recruitment during the pilot.

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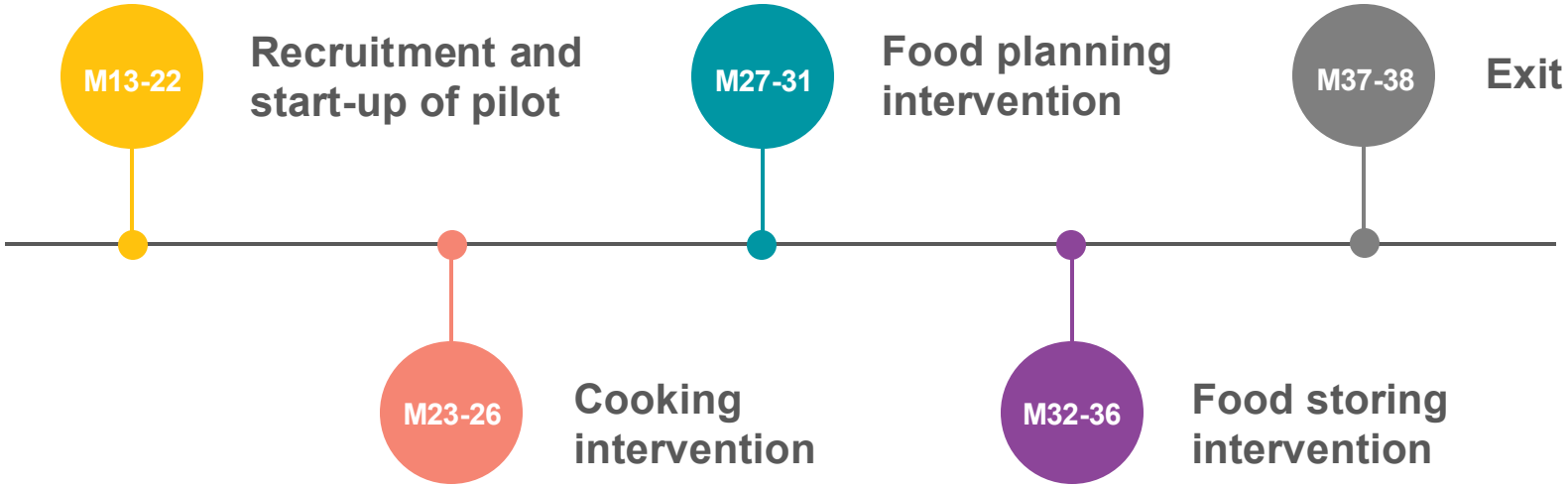
# Timeline of recruitment and food pilot

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# 02

# Recruiting households

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# Overview of recruitment phases

**Pilot Launching Phase**

This phase aims to select the final participants on the basis of recruitment data and criteria, and obtaining consent.

**Recruitment Phase**

This phase aims to gather as many, as diverse and willing households as possible using a recruitment questionnaire.

**Engagement Phase**

This phase focuses on maintaining participant motivation and managing drop-outs.

Source: D2.2 Strategy for household recruitment.

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# Recruiting households

- **Goal:** 100 households from 5 different countries
- According to D2.2 Strategy for household recruitment):
  Local partners aim to recruit 88 households for the food pilot to prepare for up to 40 % dropout rate.
- The work is aligned between local partners through monthly digital meetings and a Teams chat.

| Type of pilot | Location | The target number of final selected HHs (with 40% drop-out rate) | The minimum number of HHs completing the pilots | Local partner(s) in charge of recruitment | Duration per pilot | Start & end month |
|---|---|---|---|---|---|---|
| **Circular clothing pilot (WP4)** | in total | 88 | 52 | | approx. 18 months | |
| | Finland (Tampere) | 20 | 12 | EcoF | | M18-M34 |
| | Norway (Asker) | 20 | 12 | Asker | | M18-M34 |
| | Sweden (Gothenburg) | 20 | 12 | IVL | | M18-M34 |
| | Estonia (Lääne-Harju) | 14 | 8 | L-H / ZWEE | | M20-M36 |
| | Germany (Berlin) | 14 | 8 | VI | | M20-M36 |

Source: D2.2 Strategy for household recruitment.

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# Recruitment of households for the food pilot

| Pilot information | |
|---|---|
| Date updated | *Date* |
| Responsible partner | |
| Contact person | |
| Location | |

| Channels for outreach | |
|---|---|
| Events | |
| Social media | |
| Newsletters | |
| Posters | |
| Other (add rows) | |

*Table to be filled in by local partners during the recruitment*

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# Selection of households for the food pilot

| Number of households for the food pilot | |
|---|---|
| Target number (with 40% drop-out rate) | |
| Minimum number to complete the food pilot | |
| Interested households | |
| Selected households | |
| Drop-outs | |
| Replacement of drop-outs | |

| Number of households starting and completing the interventions | |
|---|---|
| 1. Cooking intervention | |
| 2. Planning intervention | |
| 3. Storing intervention | |

*Table to be filled in by local partners during the recruitment*

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# How do we engage in order to recruit?

**T3.1**: "The partners will recruit and **engage** HHs to the pilots."

**Arenas:** Reach people in their everyday environments, instead of expecting them to come to us. We will use our own network, networks of colleagues and other networks/groups that exist in the municipalities – especially for the "hard to reach" groups.

**Communication:** Creates emotional connection, emphasizes relevance and perceived value.

- Engaging questions
- Use emotions and storytelling
- Make it easy to join
- Call to action

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# Examples of concrete actions in the local plan for our local conditions:

**How do <u>we</u> say it?:** Translate terms and concepts in the project in a way that makes them understandable and relatable. For example, 'interventions'.

**Elevator pitch:** Grab attention quickly by making a short, compelling summary of the project that can be delivered in about 30 seconds — roughly the time of an elevator ride. Makes our message memorable and easy to share.

**Connecting to conversations:** Connect the communication to what people are already talking about and ongoing discussions. For example: use #nospend in social media

**Engagement between signup and start:** Signing up is just the beginning — we must keep participants engaged with useful updates and interaction before the project officially starts.

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# 03

# Guidelines for the circular food pilot

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# Guidelines for the circular food pilot

- LU (WP leader) has provided the local partners with a ***Handbook for circular food pilot***. The Handbook helps to consolidate the overarching instructions and guidelines for the three key components of the circular food pilot:
    - Interventions
    - Advisory services
    - Data collection

- By providing a comprehensive framework, the handbook aims to ensure clarity, consistency, and coherence across these interrelated activities.

- Additionally, CSCP has provided the local partners with ***Advisory service guidelines*.** The advisory services will utilise the household-specific baseline data and the CARE online community platform to customise advice for the households' needs.

- The following slides are based on the Handbook and Advisory service guidelines.

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# Advisory services

- **First meeting:** In this meeting, the household receives customized advice (based on the baseline data) to support the circular consumption of food (WP3).
- **Second meeting**: The second meeting with advisory services will again provide customized advice intended to support the reduction of food waste (WP3) and give opportunity to discuss lessons learned and/or challenges faced during the first interventions.
- **In between the two meetings**, local partners will give the participating households the opportunity for receiving regular advice through a service hotline (e.g., email, phone or CARE online community platform).
- Advisory service providers will **proactively reach out** to households to address any concerns or barriers they might have regarding participation in the project activities.

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# Starting the food pilot (M18-22)

| Activity | Description of activity |
|---|---|
| Starting package for households | Households are sent a starting package:<br>- A schedule for all interventions<br>- Link to survey on food waste and well-being to complete<br>- Instructions on how to do the food waste audit<br>- Any equipment needed for each intervention |
| Baseline measurement | Households complete the baseline measurement:<br>1) baseline survey (containing background questions, well-being questions, food waste questions (by IVL)<br>2) baseline food waste diary |
| Analysis of survey and food waste audit | Analysis of collected data |
| Qualitative data collection (only in Finland, Norway & Sweden) | Entry ethnographic interview |
| Advisory service | First advisory service meeting with individual advice based on survey and food waste audit |

Source: Timeline, WP3 handbook (LU)

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# Cooking intervention (M20-22)

| Activity | Description of activity |
|---|---|
| Introduction to the cooking intervention | Physical or digital meeting to inform the household about the intervention |
| Workshop event on cooking | A physical or digital workshop is organised |
| Qualitative data collection | Ethnographic observation of cooking workshop |
| Evaluation of the cooking intervention | Questions via the CARE online community platform, and short report: summary and communication |

Source: Timeline, WP3 handbook (LU)

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# Food planning intervention (M23-31)

| Activity | Description of activity |
|---|---|
| Introduction to the food planning intervention | Physical or digital meeting to inform the household about the intervention |
| Workshop event on food planning | A physical or digital workshop is organised |
| Qualitative data collection | Etnographic observation of food planning workshop |
| Evaluation of the food planning intervention | Questions via the CARE online community platform, and short report: summary and communication |
| Advisory service 2 | Second advisory service meeting in a group setting |

Source: Timeline, WP3 handbook (LU)

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# Food storing intervention (M32-36)

| Activity | Description of activity |
|---|---|
| Introduction to the food storing intervention | Physical or digital meeting to inform the household about the intervention |
| Workshop event on food storing | A physical or digital workshop is organised |
| Qualitative data collection | Etnographic observation of food storing workshop |
| Evaluation of the food storing intervention | Questions via the CARE online community platform, and short report: summary and communication |

Source: Timeline, WP3 handbook (LU)

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# Exit (M37-38)

| Activity | Description of activity |
|---|---|
| Exit package | Households are sent an exit package including:<br>- Food waste audit instructions & Food waste<br>- Well-being and pilot evaluation survey link |
| Final measurement completed | Households complete the final measurement:<br>1) final survey (containing background questions, well-being questions, food waste questions)<br>2) final food waste diary |
| Analysis of exit data collected | Analysis of exit food waste audit & Analysis of exit food waste, well-being survey, and pilot evaluation |
| Exit interview (only in Finland, Norway & Sweden) | Ethnographic interview to capture participants' experiences and reflections |

Source: Timeline, WP3 handbook (LU)

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# 04

# Plan for local implementations

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# Summary of local plans

In order to summarize the local plans adapted to local culture, infrastructure and norms as of May 2025, the local partners have answered the following three questions:

1. Have you set a clear goal for the intervention?
2. What do you see as important for successful implementation of the pilots in your local context?
3. Have you already planned any specific pilot content? Or are there any ideas or alternatives you're currently considering?

The answers and plans are shown in the following slides.

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# Finland - Tampere

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# Recruitment of households in Tampere for the food pilot

| Pilot information | |
|---|---|
| **Date updated** | 5.5.2025 |
| **Responsible partner** | EcoFellows |
| **Contact person** | Sanna Teinilä, Jenni Nummila |
| **Location** | Tampere, Finland |

| Channels for outreach | |
|---|---|
| **Events** | 11 events |
| **Social media** | Ekokumppanit at Instagram. Facebook, webpages |
| **Newsletters** | 1 |
| **Posters** | Posters around the city |
| **Other (add rows)** | An artcle in the local newspaper Aamulehti |

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# Selection of households in Tampere for the food pilot

| Number of households for the food pilot | |
|---|---|
| Target number (with 40% drop-out rate) | 20 |
| Minimum number to complete the food pilot | 12 |
| Interested households | 30 |
| Selected households | … |
| Drop-outs | … |
| Replacement of drop-outs | … |

| Number of households starting and completing the interventions | |
|---|---|
| 1. Cooking intervention | To be filled in later |
| 2. Planning intervention | … |
| 3. Storing intervention | … |

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# Ecofellows

Preliminary goals for the interventions:

- Food cooking intervention
  "Find routines to help avoid food waste."
- Food planning intervention
  "Households practice shopping based on their real needs."
- Food storing intervention
  "Changing beliefs and habits about food storing."

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# EcoFellows

What do you see as important for successful implementation of the pilots?

- Identifying and understanding people's real needs in everyday life and providing practical solutions.
- Keeping households motivated during whole pilot.

Pilot content - ideas and alternatives

- Workshops to learn basics of cooking (e.g. sensory evaluation)
- Presenting solutions to prevent food waste (e.g. calculators, recipe searching and weekly food planning –tools and storing methods)

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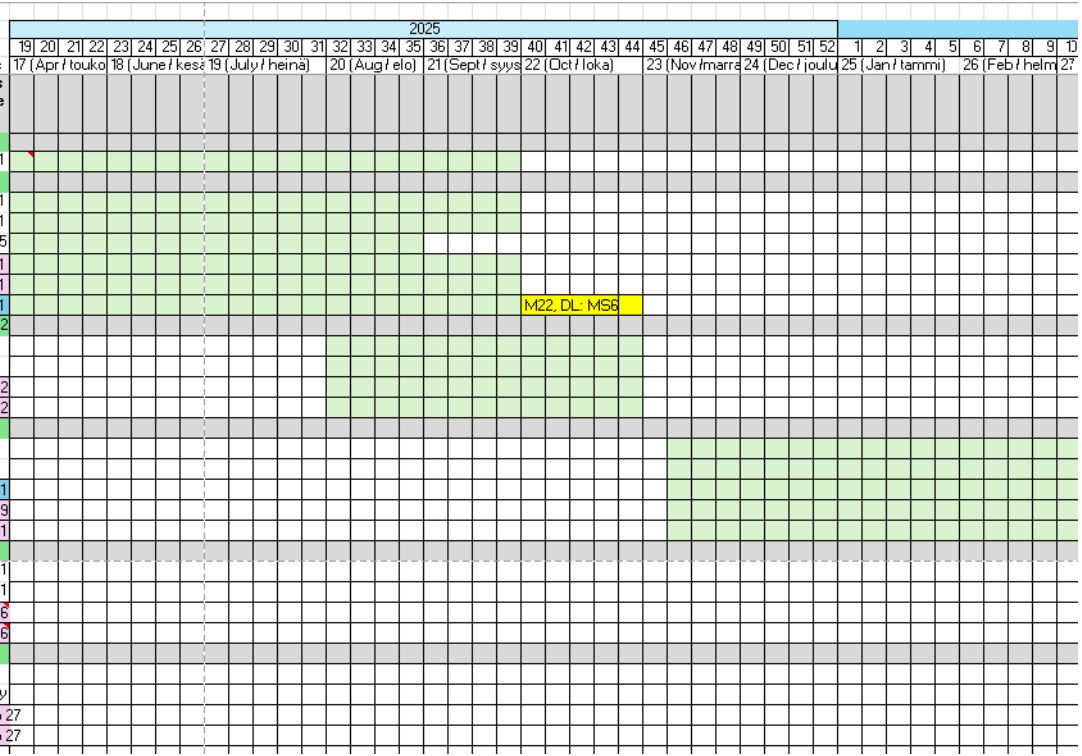
# EcoFellows timeline

EcoFellows / ST 4.4.2025 / JN 25.4.
CARE - Circular Households project
WP3 Foodwaste pilot schedule

| TOIMINTA | LYHYT KUVAUS | Responsible (GA) | Start and end month | Proposed time for |
|---|---|---|---|---|
| **SIGNING** | Allekirjoitukset | | | |
| Contacting households | Kotitalouksien kontaktointi | Local partners | M18-M18 | M17-M21 |
| **STARTING The Food waste pi** | Ruokahävikkipilotin aloitus | | | |
| Starting package | "Aloituspakkaus" HH:lle | Local partners | M18-M18 | M17-M21 |
| Kick-off event | Kick-off tapahtuma HH:lle | Local partners | M18-M18 | M17-M21 |
| Baseline measurement | HH täyttää baseline- | Local partners ja | By the | syys.25 |
| Analysis of collected data | Analysointi | TAU, BOKU, IVL | M18-M20 | M17-M21 |
| Data collection qualitative | Alkuhaastattelut | Academic partne | M13-M18 | M17-M21 |
| Advisory services | Neuvontapalvelutapaaminen | Local partners E( | M18-M20 | M17-M21 |
| **1. Intervention - Cooking intervention** | | | | M20-M22 |
| Intro | Intro, online/live | Local partners | M20-M20 | M20- |
| Workshop event | Työpaja | Local partners | M20-M22 | M20- |
| Data collection qualitative | Etnografinen tutkimus | Academic partne | M20-M22 | M20-M22 |
| Evaluating of cooking intervention | Arviointi | Academic partne | M20-M22 | M20-M22 |
| **2. Intervention - Food planning** | | | | |
| Intro | Intro | Local partners | M23-M24 | M23- |
| Workshop event | Työpajan organisointi | Local partners | M25-M29 | M27- |
| Advisory service | Neuvontapalvelutapaaminen | Local partners | M27-M29 ( | M27-M31 |
| Data collection qualitative | Etnografinen tutkimus | Academic partne | M25-M29 | M25-M29 |
| Evaluation of food planning interve | Arviointi | Academic partne | M29-M31 | M29-M31 |
| **3. Intervention - Food storing** | | | | |
| Intro | Intro | Local partners | M30-M31 | M30-M31 |
| Workshop event | Työpajan organisointi | Local partners | M30-M36 | M30-M31 |
| Data collection qualitative | Etnografinen tutkimus | Academic partne | M30-M36 | M30-M36 |
| Evaluation of food storing interventi | Arviointi | Academic partne | M36-M36 | M36-M36 |
| **EXITING** | | | | |
| Exit package | Exit-paketti | Local partners | M37-M38 | M37- |
| Final measurement completed | Loppumittaukset | local and | M38 | February |
| Analysis of exit data collected | Analyysi | Academic partne | M37-M38 | Jan-Feb 27 |
| Data collection qualitive | Loppuhaastettelu | Academic partne | M37-M38 | Jan-Feb 27 |

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# Norway - Asker

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# Food pilot goals

**August - oktober 2025**

1

**Matlaging**
*Cooking*

Husholdningene blir mer trygge på- og kreative rundt det å bruke rester.

*Households are becoming more confident and creative in using leftovers.*

**November 2025 – juni 2026**

2

**Planlegging**
*Planning*

Husholdningene blir bedre rustet til å kunne lage en god plan for måltider.

*Households are becoming better equipped to create a good meal plan.*

**Juli – desember 2026**

3

**Oppbevaring**
*Storing*

Husholdningene blir tryggere på hva som er god og fornuftig oppbevaring av ulike matvarer.

*Households are becoming more confident in how to properly and sensibly store different types of food.*

# Asker

What do you see as important for successful implementation of the pilots?

- Workshops where households participate physically and actively (with hands-on activities), if possible
- Learn by watching — and by doing it yourself
- To ensure participants stay engaged and trust the research, all gatherings must be professionally executed — with good planning, clear structure, and relevant, engaging content — reinforcing the credibility of the EU project and its research partners

Pilot content - ideas and alternatives

- Bring in an inspiring chef to engage and motivate participants at the food cooking event
- Food preservation techniques such as vegetable canning, juicing, and jam making at the food storing intervention

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# Asker timeline, part 1

**Tidslinje og aktiviteter for matsvinnpiloten**

| | **Mat** | | | |
|---|---|---|---|---|
| **Aktiviteter** | **Kort beskrivelse/ innhold** | **Tidsperiode*** | Asker* | **Kommentarer** |
| **Introduksjon**<br>Startpakke til husholdningene (skriftlig) | > En tidsplan for aktivitetene husholdningene skal igjennom<br>> Lenke til undersøkelse om matsvinn og livskvalitet som skal fylles ut<br>> Instruksjoner for kartlegging av husholdningens matsvinn<br>> Invitasjon til og agenda for oppstartsmøte/ kick-off<br>> Eventuelt nødvendig utstyr på dette tidspunktet | Mai til september 2025 | Slutten av august? | Juni?<br>Sendes på epost, i forkant av fellesferien/ så snart rekrutteringen er i boks? |
| Oppstartsmøte/ kick-off (fysisk eller digitalt, i gruppe) | > CARE-prosjektet og matpiloten presenteres – en oversikt over aktivitetene gis<br>> Instruksjoner for matsvinnkartleggingen gis muntlig (tidligere sendt skriftlig)<br>> Spørsmål og svar-session (Q&A) | | September | August/ september?<br>Fysisk?<br>Ha matavfallskurver og poser tilgjengelig, i tilfelle noen mangler? |
| *Forskere ved OsloMET analyserer data som er innhentet så langt* | | | September | |
| *Innledende intervju (forskerne)* | Etnografisk intervju, kvalitativ datainnsamling | | September? | Fysisk (hjemme hos HH hvis mulig), plan B er digitalt. |
| Rådgivningstjeneste, første møte | Individuelt med hver enkelt husstand, basert på data så langt. Fysisk eller digitalt. | | September | Digitalt? |
| **Matlaging (4-12 uker)** | | August til oktober 2025 | | |
| Introduksjonsmøte før første workshop (fysisk eller digitalt) | | | Oktober | Digitalt? |
| Workshop | | | Oktober | Fysisk |
| *Innhenting av kvalitativ data (forskerne)* | *Obervasjoner ifm workshop* | | Oktober | *Fysisk* |
| Evaluering (digitalt) | | | Oktober | Digitalt |
| **Planlegging (4-8 uker)** | | | | Digitalt? |

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# Asker timeline, part 2

| | | | | |
|---|---|---|---|---|
| Evaluering (digitalt) | | | Oktober | Digitalt |
| **Planlegging (4-8 uker)**<br>Introduksjonsmøte før andre workshop (fysisk eller digitalt) | | November 2025 til januar 2026 | Slutten av januar? | Digitalt? |
| Workshop | | Januar til mai 2026 | Februar | Fysisk |
| *Innhenting av kvalitativ data (forskerne)* | *Obervasjoner ifm workshop* | *Januar til mai 2026* | | *Fysisk* |
| Rådgivningstjeneste, andre møte | I gruppe | Mars til juni 2026 | ? | Fysisk? |
| Evaluering (digitalt) | | Januar til juli 2026 | ? | Digitalt |
| **Oppbevaring (4-12 uker)**<br>Introduksjonsmøte til tredje workshop | | Juni til juli 2026 | Tidlig i juni? Alternativt september | Digitalt? |
| Workshop | | Juni til desember 2026 | Juni? Alternativt september | Fysisk |
| *Innhenting av kvalitativ data (forskerne)* | *Obervasjoner ifm workshop* | | | *Fysisk* |
| Evaluering (digitalt) | | Desember til desember 2026 | | Digitalt |
| **Avslutning**<br>"Avslutningspakke" | > Instruksjoner for kartlegging av husholdningens matsvinn<br>> Lenke til undersøkelse om matsvinn, trivsel og evaluering av piloten | Januar til februar 2027 | | Sendes på epost? |
| *Analysering av data (forskerne)* | | | | |
| *Avsluttende intervju (forskerne)* | Etnografisk intervju med hver enkelt husstand. | | | Fysisk eller digitalt? |

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# Sweden - Gothenburg

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# Recruitment of households for the pilots

| Pilot information | |
|---|---|
| **Date updated** | 2025-05-08 |
| **Responsible partner** | IVL |
| **Contact person** | Annelise de Jong and Maja Dahlbom |
| **Location** | Gothenburg, Sweden |

| Channels for outreach | |
|---|---|
| **Events** | |
| **Social media** | Via Gothenburg city's, as well as IVL's and Lund Univiersity's channels and networks |
| **Newsletters** | |
| **Posters** | Posters around the city |
| **Other (add rows)** | |

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# Selection of households for the food pilot

| Number of households for the food pilot | |
|---|---|
| Target number (with 40% drop-out rate) | 20 |
| Minimum number to complete the food pilot | 12 |
| Interested households | 32* |
| Selected households | To be filled in later |
| Drop-outs | … |
| Replacement of drop-outs | … |

| Number of households starting and completing the interventions | |
|---|---|
| 1. Cooking intervention | To be filled in later |
| 2. Planning intervention | … |
| 3. Storing intervention | … |

*Interested in both pilots

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# Goals for the food pilot

- **Cooking intervention:** the goal is to inspire and motivate households to cook in new ways by using leftovers and food products that usually go to waste
- **Food planning intervention:** the goal is to provide households with knowledge and tools to plan their food shopping to prevent food waste
- **Food storing intervention:** the goal is to provide households with knowledge and tools to improve storing of different foods more effectively at home to prevent food waste

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# Successful implementation and pilot content

What do you see as important for successful implementation of the pilots in your local context?

- It is important to engage all households, make them feel welcome and know the purpose of their participation, and that they are excited to be a part of the CARE project
- Understanding the different needs of different households, and adapt the workshops and advisory services to suit their needs
- Interactive workshops in which the households will be able participate actively
- Active community building that involve households to exchange knowledge and experiences

Have you already planned any specific pilot content? Or are there any ideas or alternatives you're currently considering?

- For the **food pilot** we have an initial idea of collaborating with a local organisation (for example Kretsloppsparkan Alelyckan) and/or chef, focusing on sustainability, and which involves actively cooking with participants.
- Apart from using leftovers, we also want to inspire them to for example use more parts of a vegetable (which usually go to waste) or food close to the expiration date.

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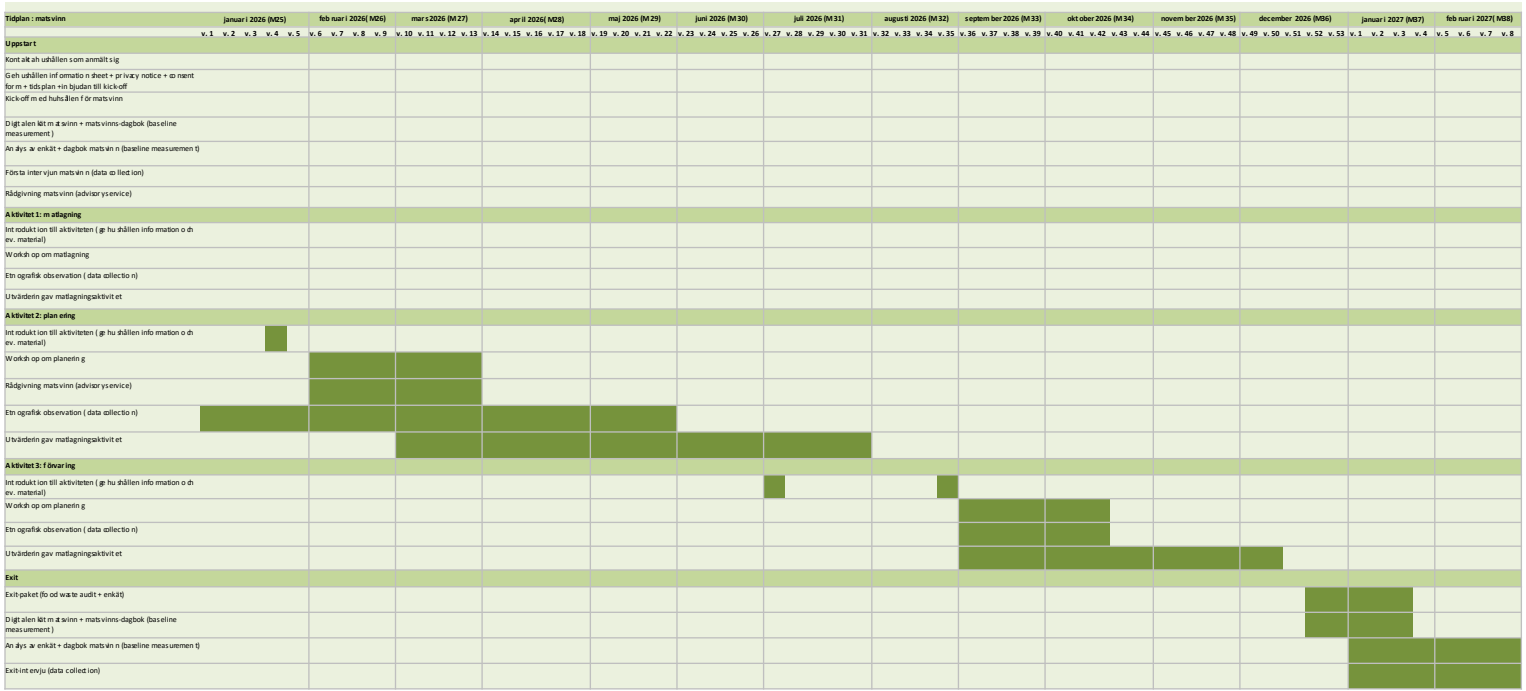
# Timeline pilot (excl recruitment)

| Tidplan: matsvinn | juni 2025 (M18) | | | | juli 2025 (M19) | | | | augusti 2025 (M20) | | | | september 2025 (M21) | | | | oktober 2025 (M22) | | | | | november 2025 (M23) | | | | december 2025 (M24) | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | v. 23 | v. 24 | v. 25 | v. 26 | v. 27 | v. 28 | v. 29 | v. 30 | v. 31 | v. 32 | v. 33 | v. 34 | v. 35 | v. 36 | v. 37 | v. 38 | v. 39 | v. 40 | v. 41 | v. 42 | v. 43 | v. 44 | v. 45 | v. 46 | v. 47 | v. 48 | v. 49 | v. 50 | v. 51 | v. 52 |
| **Uppstart** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kontakta hushållen som anmält sig | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ge hushållen information sheet + privacy notice + consent form + tidsplan + inbjudan till kick-off | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Kick-off med huhsållen för matsvinn | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital enkät matsvinn + matsvinns-dagbok (baseline measurement) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Analys av enkät + dagbok matsvinn (baseline measurement) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Första intervjun matsvinn (data collection) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rådgivning matsvinn (advisory service) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Aktivitet 1: matlagning** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Introduktion till aktiviteten (ge hushållen information och ev. material) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Workshop om matlagning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Etnografisk observation (data collection) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Utvärdering av matlagningsaktivitet | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Aktivitet 2: planering** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Introduktion till aktiviteten (ge hushållen information och ev. material) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Workshop om planering | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rådgivning matsvinn (advisory service) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Etnografisk observation (data collection) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Utvärdering av matlagningsaktivitet | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

# Timeline cont. Timeline pilot (excl recruitment)

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# Germany - Berlin

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# Food Pilot Interventions

## September 2025 – October 2026

**1**

Workshop:
Food Cooking

**Goal:**
On the one hand, households learn how to cook in a more targeted way in order to avoid surpluses and, on the other, how leftovers can be turned into delicious dishes. A professional chef will show participants the essential tricks and practices from kitchen practice.

## January 2026 – March 2026

**2**

Workshop:
Food Planning

**Goal:**
Households acquire concrete knowledge as well as tool(s) about how to plan and organize food purchases effectively, with the aim of buying less unnecessary or surplus food and throwing less away. The workshop might also include elements of a guided live test purchase in a supermarket.

## June 2026 – August 2026

**3**

Workshop:
Food Storing

**Goal:**
Households acquire knowledge about how and where different foods are best stored and preserved at home in order to keep them fresh for as long as possible. They also learn tricks, such as how to make wilted vegetables fresh again, etc. They will be empowered to reorganize and sustainably improve their own food storage.

As of May 2025

# Successful pilot implementation (as of today)

- As Berlin is a very large city and the applicants come from different districts, **central and easily accessible locations** (with U- or S-Bahn) are very important.
- The majority of applicants in Berlin are in full or part-time employment. Meetings and workshops should therefore be **scheduled** in such a way that they can take part without any problems. For this reason, not every meeting/workshop/counsel will take place in person but online.
- Almost half of our applicants are 50 years or older. The oldest participant is 74 years old. Locations should therefore be as **age-appropriate and barrier-free** as possible.
- The three most **important reasons** for participating are: (1) contribution to environmental and climate protection, (2) to acquire knowledge about one's own consumption and ecological footprint and (3) to acquire new knowledge and skills. These should be met as much as possible.
- Sharing experiences with other households was rated as the least important out of 10. The focus should therefore be on **imparting practical knowledge and content**.

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# **Successful pilot implementation** (as of today)

- We plan to have a **feedback session** after every pilot meeting or workshop to ask for improvements, ideas, critic etc. in order to improve continuously
- Each workshop should include **free beverages and healthy snacks** (vegan)

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# Food Pilot Content

## September 2025 – October 2026

**1**

Workshop:
Food Cooking

Live cooking workshop with a professional chef in a rentable cooking location in central Berlin

Households receive a printed CARE cookbook (‘Restelos glücklich’) in German

## January 2026 – March 2026

**2**

Workshop:
Food Planning

Face-to-face workshop facilitated by a VI expert, including a live test shopping excursion to a nearby supermarket

Households receive a guidebook in German

## June 2026 – August 2026

**3**

Workshop:
Food Storing

Live workshop led by a VI specialist (e.g. location in a local home economics school?)

Participants receive storing material (e. g. boxes) and a guidebook

As of May 2025

# Estonia - Lääne-Harju

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# Preliminary goals for the interventions

- The households are becoming more self-confident and inventive in their use of leftover food.
- To help households waste less food and save time and money by helping them plan their meals and shopping.
- Teaching households how to store food properly at home so it stays fresh longer and less goes to waste.

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# Successful pilot implementation

- Participants should clearly understand why they are part of the pilot and feel motivated to take part in each phase.
- Activities should be practical, hands-on and easy to apply to everyday life - for example, learning by doing, not just listening.
- It's important to create a welcoming, respectful atmosphere where each household feels heard and supported.
- Building trust is key - all workshops and meetings should be well prepared, clearly structured and reflect the professionalism of the CARE project.

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# Pilot content - ideas and alternatives

- Cooking intervention: We are considering highlighting Estonian recipes and seasonal foods. We'll try new techniques and reduce waste and invite a local chef to give an example of how to make something fancy from something cheap.
- Planning the intervention: We're looking for a well-designed visual aid or prompt in the kitchen to help. For example, fridge magnets with helpful tips and reminders.
- Community support: We are considering using Messenger or WhatsApp groups as a means of directing households to the official tool.
- We're looking at ways to work with some Estonian healthy cooking influencers and Fuudish.com
- We should also include a feedback round after each workshop to continuously improve the experience and gather new ideas.

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# Food Waste pilot Goals

**November 2025 – December 2025**

**1**

**Cooking Intervention. Physical meeting with expert**

**Goal:**

The households are becoming more self-confident and inventive in their use of leftover food.

**March 2026 – April 2026**

**2**

**Planning intervention. Physical meeting with expert**

**Goal:**

To help households waste less food and save time and money by helping them plan their meals and shopping.

**July 2026 – September 2026**

**3**

**Storing intervention. Physical meeting with expert**

Goal:

Teaching households how to store food properly at home so it stays fresh longer and less goes to waste.

# Thank you!

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