REFRESH Final Conference

Four years of research and action to prevent food waste

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REFRESH: Resource Efficient Food and dRink for the Entire Supply cHain

REFRESH’s main objective is to contribute towards Sustainable Development Goal 12.3

To achieve this, the project’s main goals are to:

- Develop **strategic agreements** to reduce food waste with governments, business and local stakeholders in four pilot countries (Spain, Germany, Hungary, and the Netherlands).
- Design and develop **technological innovations** to improve **valorization** of food waste and **ICT-based platforms and tools** to support new and existing solutions to reduce food waste.
- Understanding and changing **consumer behavior**
- Formulate EU **policy recommendations** and **support national implementation** of food waste policy frameworks.

- 26 Partners from 12 European countries and China
- **Duration:** July 2015 – June 2019
- **Funding:** ~ EUR 9 million
Project Consortium
Systemic impact driven approach

WP1: Consumer Understanding in Relation to Waste Generation, Handling, Reuse and By Product Valorisation

WP2 Business Engagement – Development of frameworks for action National working platforms and pilots (Germany, Hungary, Spain, the Netherlands)

WP3: Policy Frameworks for Food Waste Prevention

WP4: Behavioral Economic Approaches and Simulation Scenarios for Food Waste Prevention, Reduction and Valorization

WP5: Environmental Impact & Life Cycle Costing Dimensions of Food Waste

WP6: Valorisation of Waste Streams and Co-Products

WP7: Communication, Impact Oriented Dissemination and Exploitation

Pilot learning

Feedback on policy acceptance

Modelled processing chains

Data input on consumer behaviour

Simulation of consumer dynamics

Acceptance

Evaluation policy options

Policy scenarios to analyse

Regulation for valorisation

WP2 Business Engagement – Development of frameworks for action National working platforms and pilots (Germany, Hungary, Spain, the Netherlands)
Summary of deliverables

**Consumer Behaviour**
- Theoretical Framework
- In-house measurement
- On-pack guidance
- Consumer acceptance
- ICT Apps

**Valorisation of unavoidable side flows**
- Top waste streams
- Ingredients // texture processing & fibers
- Animal Feed
- Chemicals // bacterial conversion
- Economic modelling
- FoodWasteExplorer

**Frameworks for action**
- Framework agreements
- PWP platforms for VA
- FA pilots & evaluation
- Decision Tooling
- Blueprint

**Behavioural economics**
- Consumer & Retail modelling (BN & ABM)
- FW reduction scenarios
- Roadmap policy interventions

**Environmental impact**
- Simplified LCA/LCC approach of valorisation
- FORKLIFT
- Case studies

**Dissemination**
- Food Waste Contest
- Events
- Community of Experts
- Communication & online campaign
REFRESH policy work

Focus areas reflected in policy work

Four policy briefs:

1. Changing consumer behaviour (and implementation and monitoring of interventions)
2. Feeding surplus food to omnivorous non-ruminant livestock
3. Voluntary agreements
4. Unfair Trading Practices

Integrated supply chain policies

Policy briefs just published on the REFRESH website
Finalising REFRESH & follow up

Changing consumer behaviour: Interventions

- **Ability**
  - Assess food safety
  - Cook creatively
  - Accurate planning
  - Prolong shelf life

- **Motivation:**
  - Awareness
  - Attitudes
  - Social norm
  - Competing goals

- **Opportunity**
  - Product size & quality
  - Access to stores
  - Space at home
  - Unforeseen events

Household practices

Food waste level

Five key steps

Setting up a voluntary agreement

Knowledge and Best Practice on Food Waste Prevention

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www.eu-refresh.org