



# Policies against consumer food waste

**REFRESH final conference May, 10 2019, Barcelona**

6/4/2019

Stephanie Wunder, Ecologic Institute



REFRESH is funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement no. 641933. The contents of this document are the sole responsibility of REFRESH and can in no way be taken to reflect the views of the European Union



## Categories of policy instruments

---

How can policy makers influence consumer behaviour?

- 1. Information**
- 2. Regulation**
- 3. Economic instruments**
- 4. Nudging**/change of consumer's choice architecture and
- 5. Voluntary agreements**



# Suitability of instruments

- Hardly any knowledge about the effectiveness of policy instruments!



**No clear picture about effectiveness:**

→  
Due to a lack of monitoring the effectiveness of tools is hardly known





# 1. Information

---

- All attempts by public policy makers to influence people through the transfer of knowledge, education and counselling
  1. Information and awareness raising campaigns
  2. Social norm campaigns
  3. Education/skill training
  4. Prompts
  5. Feedback
  6. Commitment

# Information



## 1. Information and awareness raising campaigns

- 🍌 Most widely used instrument – but not necessarily the most effective!
- 🍌 Varieties of campaigns
- 🍌 Impacts hardly studied!



Au restaurant, commander selon sa faim, demander si les plats sont servis copieusement... Autant de bons réflexes pour ne pas en laisser dans les assiettes. Et si les yeux ont été plus gros que le ventre, il suffit d'emporter ses restes grâce au Gourmet Bag®, un service proposé par de nombreux restaurants, ou dans sa propre boîte hermétique réutilisable. Avec des gestes simples, on peut réduire le gaspillage alimentaire qui représente 10 millions de tonnes de nourriture jetées par an en France.

Tous les bons gestes sur [casuffitlegachis.fr](http://casuffitlegachis.fr)



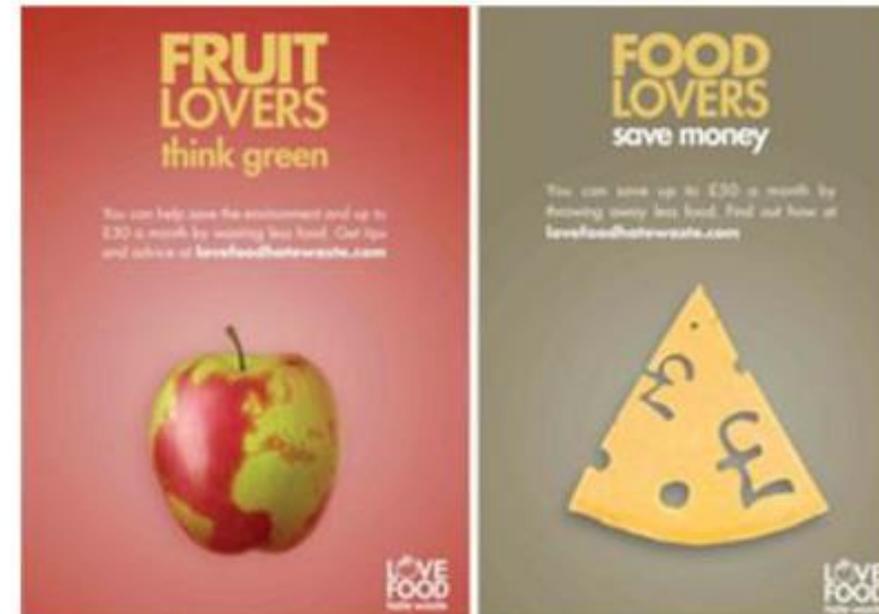


# Information

## To improve:

- 🍌 **Positive messages:** messages that blame consumers for waste tend to have backfiring effects
- 🍌 **Address abilities** (rather than awareness)
- 🍌 Impact of different **narratives**?  
stronger drivers for action like social justice & health?

もったいない  
MOTTAINAI





# Information



## 2. Social norm campaigns

- REFRESH survey showed that **social norms**/tendency of individuals to conform to majority **has big influence**
- How to do this?
  - Modelling** (observational learning/imitation) – example: waiter proactively offering doggy bag
  - Demonstrate desired behaviour** in video
  - Comparative feedback** about recycling behaviours
  - Work with existing **social influencers**
  - Impact of **contests**? (emphasize positive behaviour of others)



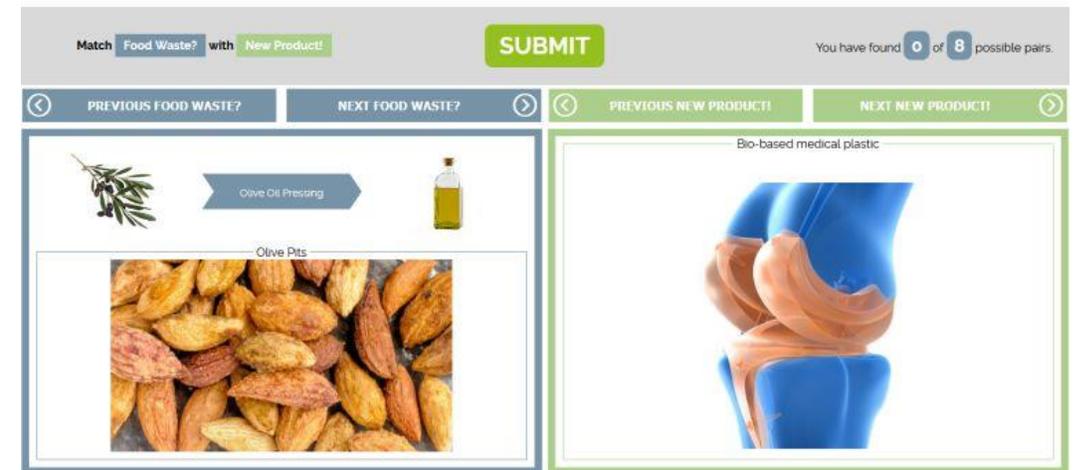
# Information

## 3. Education/skill training

Improve abilities, e.g. in schools (planning, storing, cooking precisely...)

## 4. Prompts

Verbal or written messages that remind people (e.g. buffet: „come back as often as you want“), „Store me in the fridge“





# Information

## 5. Feedback

Information about frequency of waste or consequences  
(e.g. printed sheet on FW amounts per household)

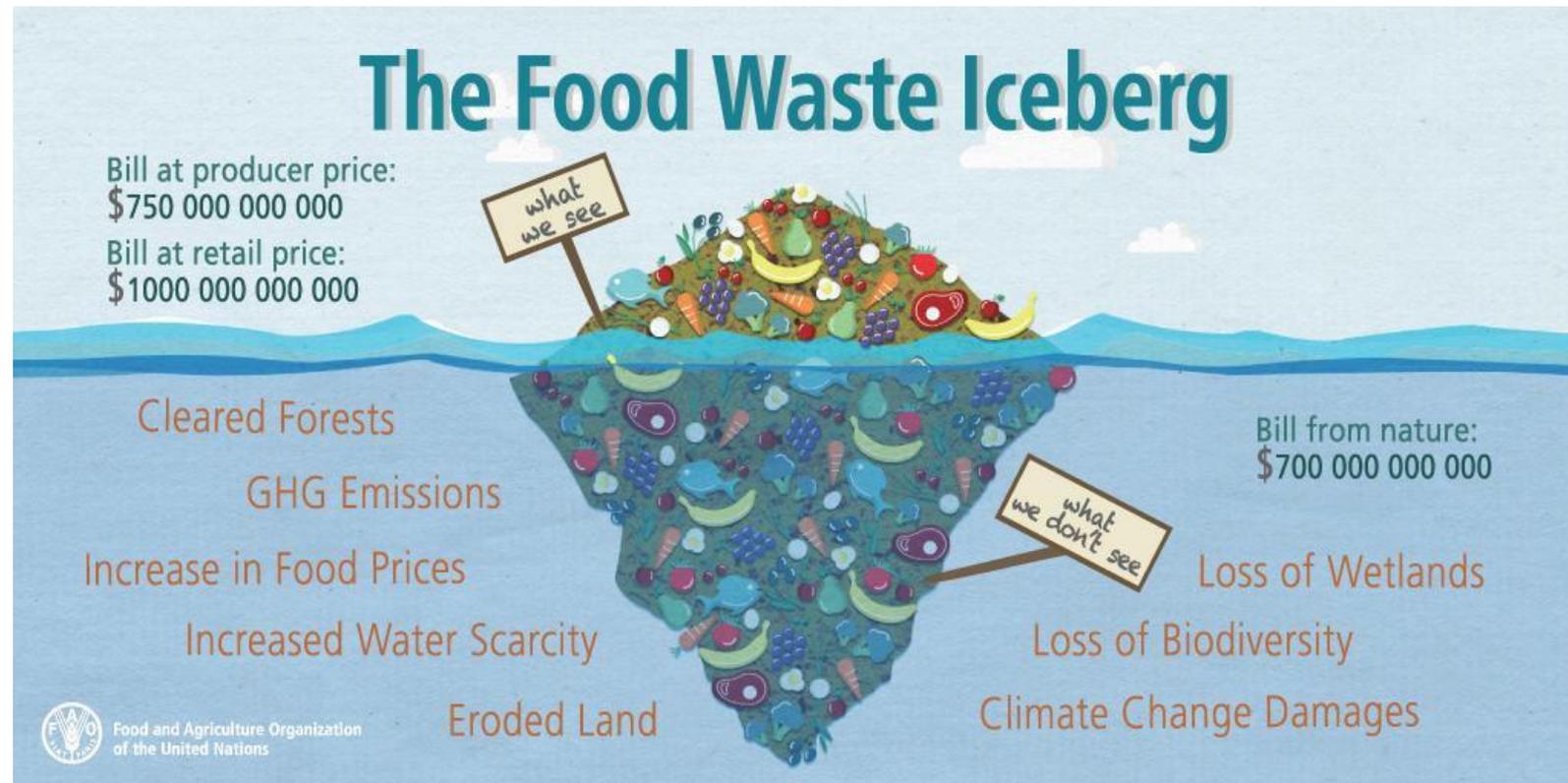
## 6. Commitment

→ pledge to change behaviour  
(works best if given in public/posted online)



# Economic Instruments

- 🥦 **Price of Food/**  
(include external costs)
- 🥦 Fees and taxes
- 🥦 Waste collection:  
Pay-as-you throw  
schemes?





# Regulation – potential areas

- 🥦 **On pack information, e.g. date marking**
- 🥦 Requirements for **packaging**
- 🥦 Requirements consumer **education** (e.g. school curricula)
- 🥦 **Influencing consumer behaviour** through regulation targeted towards **other actors**
  - 🍌 Prohibition for **supermarkets** to waste edible food
  - 🍌 Requirements within **public procurement** regulation
  - 🍌 Regulation about **waste collection** and recycling
  - 🍌 Impact of **laws/regulation** on social norms?





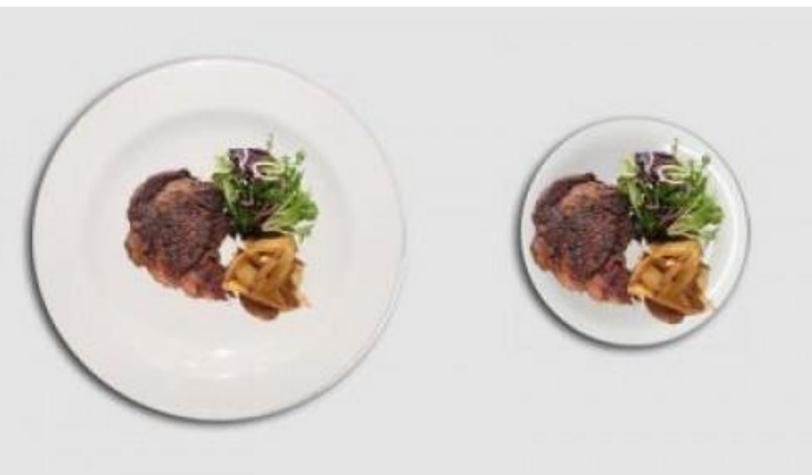
# Nudging



- modification of choice architecture, as large part of our behaviour is unconscious
- Gentle “push” for better choices, non-forced

## Examples within **public procurement**:

- 🥬 plate size,
- 🥬 availabilities of trays
- 🥬 placing surplus food products in more visible and salient places
- 🥬 Sliced fruit/vegetables – smaller portions...



# Voluntary Agreements

- **self-regulations**, developed by the industry and/or other stakeholders to implement or complement public policies
- with regard to **(indirectly) avoid consumer food waste** e.g.:

- 🍌 Relaxing marketing standards
- 🍌 Increasing availability of new products from surplus food

## 🥦 **Role of policy makers!**

- 🍌 Have power to **bring all actors together**, motivation: exchange good practices & avoid regulation
- 🍌 Can help to set up the **process** incl. **financial** support





# Needed! System perspective on food behaviour

---

🍅 lack of evaluation of waste reduction interventions

→ need to integrate monitoring requirements early in campaign/intervention

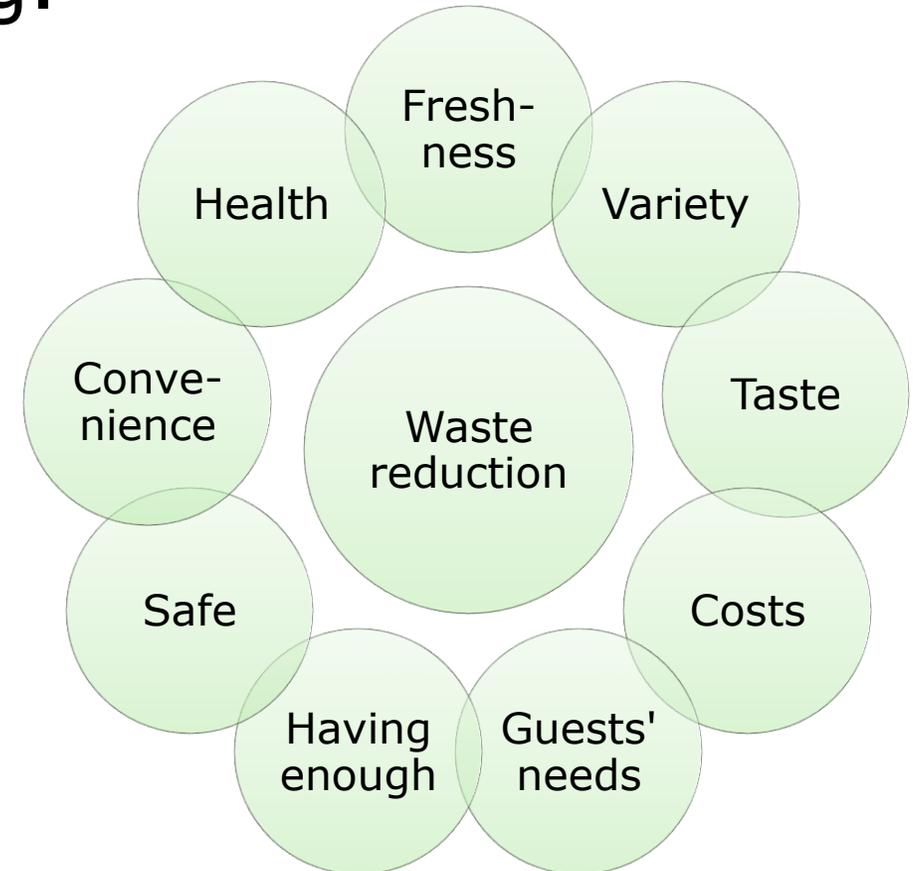


# Needed! System perspective on food behaviour

- Address competing goals of consumers, increase synergies reduce trade-offs, e.g.



- Design policies towards sustainable food systems





**Thank you!**

[Stephanie.wunder@ecologic.](mailto:Stephanie.wunder@ecologic.eu)

[eu](mailto:Stephanie.wunder@ecologic.eu)

[www.eu-refresh.org](http://www.eu-refresh.org)