



# Policies against consumer food waste

**Policy Workshop: Public campaigns and other policy options for behaviour change, Berlin, November 19, 2018**

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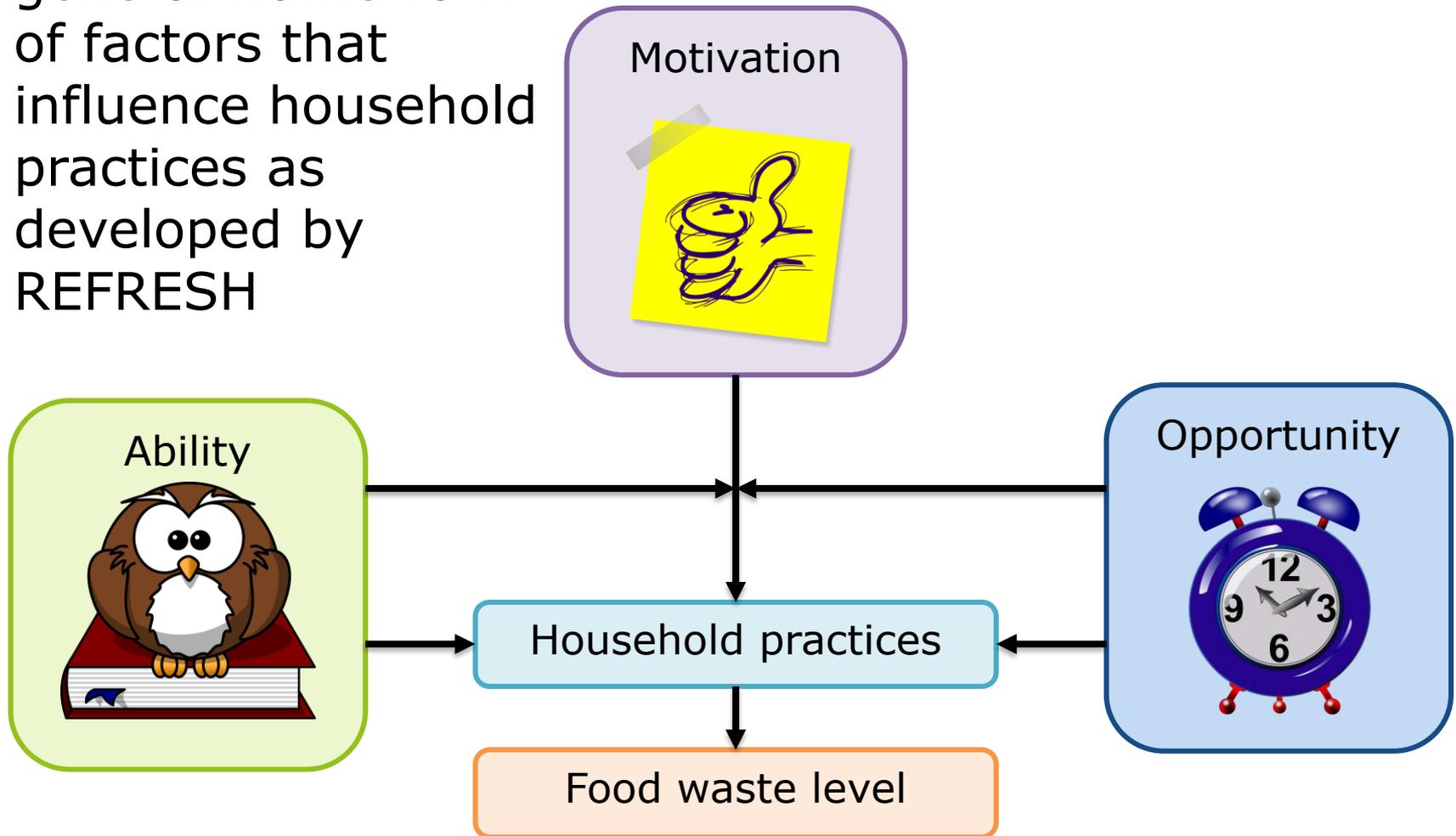


REFRESH is funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement no. 641933. The contents of this document are the sole responsibility of REFRESH and can in no way be taken to reflect the views of the European Union



# Influencing factors consumer behaviour

general framework  
of factors that  
influence household  
practices as  
developed by  
REFRESH





# Influence of socio-demographics

🍆 Influence of age, household size and composition, gender, education level, income?

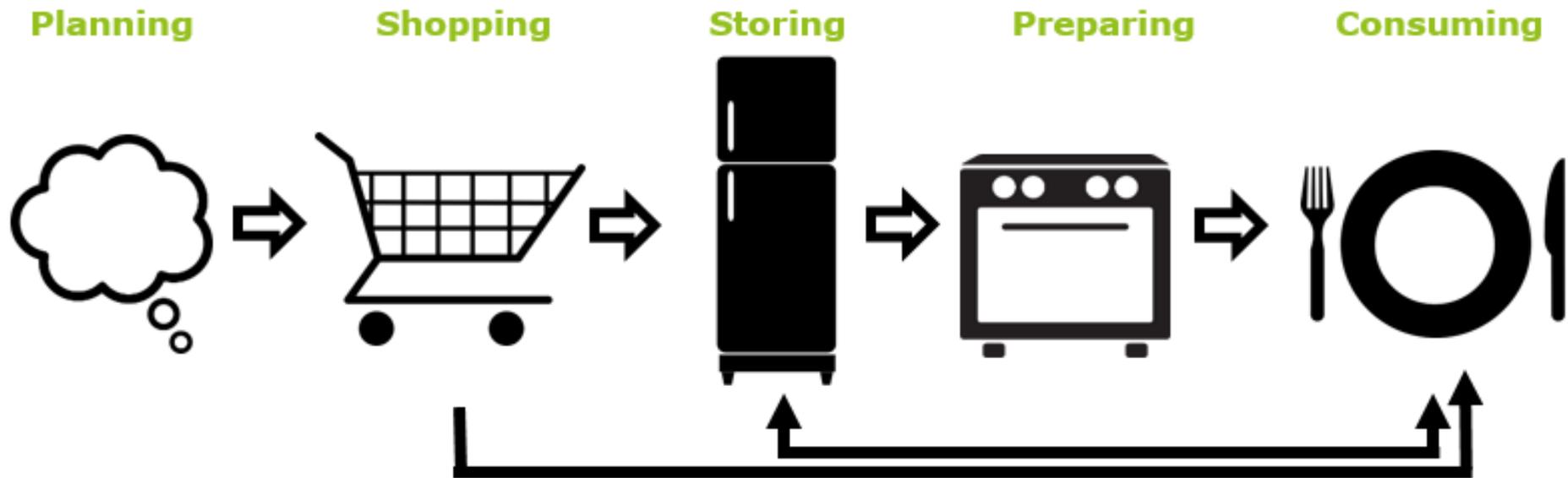
→ do not directly cause food waste, but most likely influence motivation, ability or opportunity

= **correlated with food waste, but not causal factors**





# Food management practices with an impact on food waste



REFRESH survey:

**planning** of food shopping and use, **impulse buying**, **overview** of the food in stock, **cooking precisely**, and **using leftovers** very influential



# Categories of policy instruments to influence consumer food waste

- **Information** and awareness raising campaigns
- **Regulation**
- **Economic** instruments
- **Nudging**/change of consumer's choice architecture and
- **Voluntary agreements**



**No clear picture about effectiveness:**

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





# Information

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- 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
- (Crosscutting: Apps and ICT tools)

# Information

## 1. Information and awareness raising campaigns

- Widely used instrument
- Wide varieties of campaigns
- Impacts hardly studied
- To improve:
  - Positive messages:** messages that blame consumer waste tend to have backfiring effects
  - Address **abilities** (rather than awareness)
  - Impact of different **narratives?** stronger drivers for action like social justice & health?



**SAMEN TEGEN  
VOEDSELVERSPILLING**

AU RESTAURANT,  
PENSEZ À EMPORTER  
LES RESTES DE REPAS

REPARTIR AVEC  
SES RESTES,  
C'EST DU GÂCHIS



#CA  
SUFFIT  
LE  
GÂCHIS

Un restaurant, un commerce ou un lieu de service de la table sont amenés à recevoir, à servir et à gérer des déchets. Ils ont un rôle à jouer dans la réduction des déchets alimentaires. Ils peuvent participer à la lutte contre le gaspillage alimentaire en proposant des services de « Reste à emporter » ou en organisant des ateliers de cuisine. Ils peuvent également participer à la lutte contre le gaspillage alimentaire en organisant des ateliers de cuisine. Ils peuvent également participer à la lutte contre le gaspillage alimentaire en organisant des ateliers de cuisine.

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



MIK  
RETTEN  
LEBENS-  
MITTEL

**LEBENSMITTEL  
SIND KOSTBAR!**



# Information



## 2. Social norm campaigns

→ exploit tendency of individuals to conform to majority

- 🥕 REFRESH survey showed, that what others do (descriptive **social norms**) **have 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)



**%75**  
of guests in  
**this room**  
usually use  
their towels  
more than  
once



# 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“), on pack: „Store me in the fridge“

## 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)





# Regulation – potential areas

- 🥦 **date marking**
- 🥦 Requirements consumer **education** (e.g. school curricula)
- 🥦 Requirements for **packaging**
- 🥦 prohibition for **certain practices** (e.g. BOGOF ban)
- 🥦 **Influencing consumer behaviour** through regulation targeted towards **other actors**
  - 🥕 **Relaxing marketing standards**
  - 🥕 Increasing availability of new products from surplus food
  - 🥕 Prohibition for **supermarkets** to waste edible food
  - 🥕 Requirements within **public procurement** regulation
  - 🥕 Regulation about **waste collection** and recycling



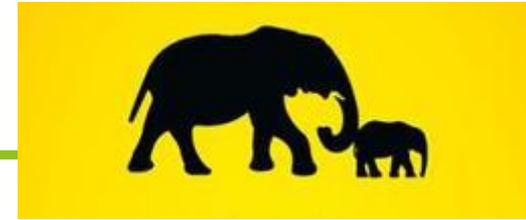
# Economic instruments

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





# Nudging



→ modification of choice architecture

Examples within public procurement:

- 🥦 plate size,
- 🥦 availabilities of trays
- 🥦 placing surplus food products in more visible and salient places





# Voluntary agreements

→ self-regulations, developed by the industry and/or other stakeholders to implement or complement public policies (e.g. with regard to avoid consumer FW)



Roles of policy makers:



Have power to **bring all actors together**, motivation: exchange good practices & consumer communication (& regulation only if no voluntary action is taken)



Setting up the **process**



**financial** support



development of **guidelines**





# Needed! Evaluation of impacts

- lack of evaluation of waste reduction interventions  
→ need to integrate monitoring requirements early in campaign/intervention

1. Set **objectives** and indicators for monitoring
2. Use **comparable** methods/definitions
3. “**Measuring**” food waste
4. Short and **long term** effects
5. Consider **competing** impacts
6. Understand **unintended** consequences
7. Understanding **cost effectiveness**

Using the REFRESH survey in China:  
„**While you try to find out more what they think, they try their best to know what you think**“  
(...be aware of social desirability of answers...)



# Needed! System perspective on food behaviour

Address competing goals of consumers, increase synergies reduce trade-offs:

- Health
- Resource use (e.g. packaging)
- Regional food production and consumption
- Sales
- Price and social inequality
- Time availability





**Thank you!**

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