

# FOOD WASTE, CONSUMER ATTITUDES AND BEHAVIOUR: A PROJECT EXPLORING THE REASONS LINKED TO CONSUMER-RELATED FOOD WASTE, INVOLVING ITALIAN SCHOOLS.

MAIN TOPIC (1-5):

REF. GIVEN HERE.

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## INTRODUCTION

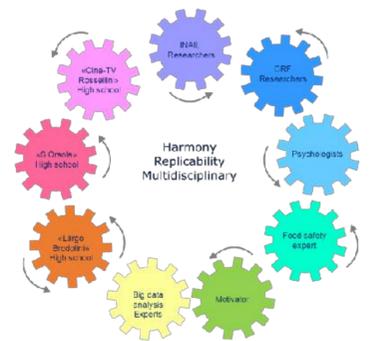
Food waste is an issue of importance to global food security and good environmental governance, directly linked with environmental (e.g. energy, climate change, water, availability of resources), economic (e.g. resource efficiency, price volatility...) and social (e.g. health, equality) impacts. Different studies show that between 1/3 and 1/2 of the world food production is not consumed, leading to negative impacts throughout the food supply chain including households. There is a pressing need to prevent and reduce food waste to make the transition to a resource efficient Europe. Analysis of data from across Europe generated an estimate of food waste in the EU of 88 million tonnes. The sector contributing the most to food waste is households (47 million tonnes ± 4 million tonnes).



## OBJECTIVES

The aim of our project is to focus on the consumption food waste for exploring the reasons of food waste on family level in order to overcome food wasting behavior and point out options to design prevention measures by the responsible involvement in analysis and possible solutions of the students of the "pre university" level, at the same time to point out the need of respecting nutritional rules to not "waste their health".

The learning methodology consist of a non-formal and informal education, that offers an experiential learning which aims to achieve knowledge "experimenting".



## METHODS/DESIGN

The Project principally consists of two steps:

- 1) provide scientific information on "Food waste" that occurs at all stages of the food life cycle: starting from harvesting, through manufacturing and distributing and finally consumption, but the largest contribution to food waste occurs surprisingly at home in the developed countries. SPAIC project adopts the "nudging" methodology, also called "gentle push" that can offer a way to behave properly.
- 2) disseminate good behavior model, in efficient and effective way, regarding the issue about food waste and respect of related nutrition rules, among classmates, youngsters and families, in a prevention perspective of the contribution to food waste at households and at the same time forming a specific conscience of the important role that new generations "have to" play in this field.

## RESULTS

Following training and emotional meetings (Nudge), students are producing social - network interactive products video, for their classmates and youngsters with the intent to disseminate good practices on food waste in environmental and health risk prevention perspective.

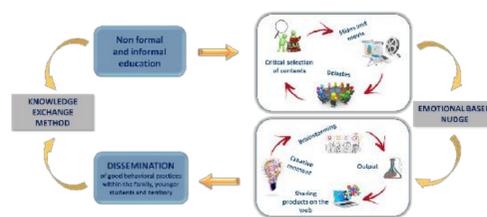
Some of the products realized by students, to date, include:



Street interviews



A short film



SPAIC GAME



leftover food recipes



## CONCLUSIONS

The Project allows to provide education and information about food waste field and health to high school students, and to test by smart indicators the perception of teenagers on this issue. Among the main final purposes of the research we wanted to evaluate whether the Nudge model can be helpful in this type of study.

Values of the project :Scientific training, Lifelong learning, Innovation, Cooperation, Creating of a network



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## REGIONAL SYMPOSIUM ON SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS

UNITED NATIONS DECADE OF  
**ACTION ON NUTRITION**  
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