

AS1 Best before exhibition at Natural history museum

Intervention design ●

Organization of an exhibition at the Natural history museum of Vienna showcasing eye-catching facts and figures. It showed what one can do to escape the vicious circle of food waste.

Drivers: lack of awareness of the food waste problem; lack of knowledge about expiring dates; lack of knowledge on correct food storage; lack on origin of food; lack of perception of food.

Levers: Increase appreciation for food; impart knowledge about best before dates and storage; impart knowledge about the origin of food; create problem awareness A questionnaire for evaluation of the exhibition was administered to visitors inquiring about food waste generation in the household, attitudes towards food waste, perception and evaluation of the exhibition content, knowledge about food waste, potential behaviour change, wishes for future awareness raising and demographic information.

Effectiveness:

Overall, the exhibition was very well received by the respondents.

- 65 % of the participants rated it as very good and 29% as good.
- 59% of respondents expressed they would walk away from the exhibition informed. 40% felt affected, while 37% again felt motivated. 16 % each indicated the emotions "sad" and "shocked" at the end of the exhibition.

The results show that environmental impacts of food production were rated as the most important content. A total of 83 % of the respondents named this aspect. 32% rated environmental impacts as most important (rank 1), 23% as second most important (rank 2). The issue of animal welfare in food production and social impact were relevant content for 70% and 68% of participants, respectively. Educating people about the importance of expiration dates was rated as relevant by 59% To assess the influence of the exhibition on the level of knowledge regarding food waste four questions were asked, the correct answers were tabulated to give a general score. It could be shown that people tended to give more correct answers after visiting the exhibition than people before. A significant correlation was found between the number of correctly answered knowledge questions and the time of the survey. Consequently, the exhibition visit caused an increase in the visitors' level of knowledge. The vast majority of respondents could imagine that their handling of food or food waste would change after the exhibition. 39% and 46% definitely and rather agreed, respectively. 10% and 1% said that their handling would rather not or certainly not change, respectively. If real behavioural change takes place is not known. More than 200,000 people seems to be a realistic estimation based on more than 800,000 visitors per year and 9-month duration partly during COVID restrictions.

COUNTRY ●

Austria

DURATION ●

01/06/22 - 01/07/22

Implemented by ●

Naturhistorisches Museum
Wien / Museum of natural
history Vienna

Information sourced from:

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Sustainability of the action over time●

The exhibition lasted 9 months. No similar future intervention planned, but based of outcome of survey a smaller touring exhibition is planned.

Transferability and scalability ●

The main contents and exhibits can be used also in other exhibitions and another smaller travelling exhibition is created mainly for schools. As the exhibition was already hosted in a major national museum.