

EC2 Coaching methods and measurement

Intervention design ●

Intervention implemented in two separate panels of households in the same area once an offline-system and once a web-based online-system. The study outcomes are based on experimental data collected in these two sets of household panels demonstrating a clear improvement in the participant’s behaviour regarding food purchase and waste production.

- Panel 1: offline self-reporting system, based on netbooks with an installed spreadsheet software.
- Panel 2: web-based online platform to document and report its data - online platform to communicate and display information within the coaching sessions to the participants without any additional personal meetings.

Effectiveness:

The food waste trends show a steadily, almost linear decline before, during and after the coaching, both for offline (Panel 1) and online (Panel 2) interaction. Panel 1 reduced its average avoidable food waste by more than 59.6% of mass during the three months of investigation from 49.08 g/(capita/day) to 19.81 g/(capita/day) within the offline-based approach. A similar improvement of waste reduction occurred within the online-based self-reporting, decreasing avoidable food waste by more than 53.7% of mass from 34.93 g/(capita/day) to 16.16 g/(capita/day). The achieved reduction of food waste correlates with a monetary value in the range of 0.09 and 0.11 EUR per capita and day. Almost 60% reduction with coaching and measurement.

COUNTRY ●

Germany

DURATION ●

2011-2012

IMPLEMENTED BY●

University of Stuttgart

Information sourced from:

Swannell, R., Bruns, H., Brüggemann, N., Candéal, T., Casonato, C., Diercxsens, C., Garcia Herrero, L., Gil Roig, J.M., Haglund, Y., Van Herpen, E., Kaptan, G., Kasza, G., Mikkelsen, B.E., Miranda Pires, I.M., Obersteiner, G., Vainioranta, J., Vittuari, M., Watanabe, K. and Sala, S., Evaluation of consumer food waste prevention interventions, Publications Office of the European Union, Luxembourg, 2023, doi:10.2760/224541, JRC133003