

# G1 Project Wasteless

## Intervention design ●

National multifaceted campaign on food waste prevention To decrease the amount of food wasted in Hungary, the following main interventions have been implemented:

- Awareness raising communication campaign for adult consumers which reached more than 100 million consumes;
- Organizing a school programme to increase the awareness of food waste prevention among primary school students. This intervention is necessary for raising the awareness of the future generations in regard of food waste prevention. The school programme reached almost 300 000 children;
- Collecting the best practices for food waste prevention in 4 different sectors of the food chain (food processors, food retailers, restaurants and NGOs);
- Collaboration and cooperation with other EU member states, in order to contribute to the international implementation of the project’s results;
- Monitoring the impact of the awareness raising campaign by measuring the food waste generated in Hungarian households based on the EU recommended methodology

**Drivers:** awareness/perception of consequences of food waste, environmental concern, saving money, poor planning, knowledge of techniques for purchase, manage, and discard food efficiently, portion awareness, convenience, age, household composition.

**Levers:** Emphasize through different communication strategies environmental consequences of food waste to generate better attitude. Emphasize food waste-related issues to raise awareness; Emphasize food waste related issues to trigger concern and other personal emotions; Promote live and on line community activities to promote results from good practices for reduction of household food waste, food management advice, and awareness campaigns on environmental consequences of food waste; Promote monetary and non-monetary incentives for citizens to reduce food waste; Promote and Introduce food planning or storage methods, cooking skills, and food reduction tips; design environments that can nudge food waste reduction practices; Promote discourses targeted to different generations considering that different age groups are more reactive towards different issues climate and awareness campaigns compared to others; The attitudes of others family members (partners, friends and family circles) might play a key role in supporting individual behaviours, highlighting the importance of social norms.

**Effectiveness:**

Studies have shown that between 2016 and 2021 the amount of per capita avoidable household food waste decreased by 24% Outreach:

- Population to be affected by the project (target: 2 000 000; actual: 140 000 000);
- Children to be reached by the educational programme (target: 5 000; actual: 20 000);
- Teachers to be reached by the educational programme (target: 200; actual: 1 500);
- University students to be reached by the educational programme (target: 500; actual: 7 400).

**Sustainability of the intervention over time:**

Effects recorded over 6 years, the project will continue along with monitoring efforts. Internal budget is allocated to maintain communication activities, but we are seeking for new collaboration and new project opportunities to exploit the results.

**Transferability and scalability:**

Main enabler: Project Wasteless has been declared to be the national food waste prevention programme of Hungary by the 'Food is Value Forum', which is the official stakeholder platform in Hungary concerned with food waste, cohosted by the Ministry of Agriculture and the Hungarian Food Bank Association Elaborated materials, methods are available. Professional support for the adoption of materials can be provided on demand by the experts of the project. Incentivising actors and practitioners to adopt and implement results of Project Wasteless Enablers in national and international scale: All materials produced by Project Wasteless are available and freely downloadable on the website of the project. We maintain our activities to promote and share our materials via several platforms and educational events. The project is a member of the EU Platform of Food Losses and Food Waste. Barrier in international scale: Though the materials are available online not just in Hungarian but also in English, the translation to other national languages is still a challenge.

**Systemic effects:**

Project Wasteless has been launched by the National Food Chain Safety Office of Hungary. While reduction of waste in the food chain is clearly an important sustainability issue, some of the seemingly obvious solutions can potentially raise the risk to consumers. Therefore, balancing between the desire to decrease food waste and requirements of food safety requires a constant work to educate both consumers and food entrepreneurs. It is also important that a food chain safety authority system is open to new ideas and able to react – and in many cases, adapt – quickly to the changing market situations. Despite that innovations in this field are usually delivered by non-governmental organizations and business entities, public institutions should also consider taking part in these initiatives. Besides repressing food safety risks, participation of authorities could empower trustworthy initiatives by helping them appear even more credible and legitimate to the public.

COUNTRY ●

Hungary

IMPLEMENTED BY ●

National Food Chain Safety Office

DURATION●

2016 – ongoing

BUDGET●

Total budget: 964 468 EUR;  
EU contribution: 578 680 EUR  
(2016-2020)

**Information sourced from:**

Swannell, R., Bruns, H., Brüggemann, N., Candeal, 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