

NL1 Day on date label

Intervention design ●

The Day on Date Labels (DoDL) behavioural change intervention is an innovative label design aimed at reducing food waste by changing citizen behaviour. DoDL is a simple, behaviourally informed change to a date label, so it displays the DAY as well as the DATE to help citizens to use up their food before it expires. The hypothesis of this pilot is that by adding the day on the date label, the label will be more salient to the consumer.

This increased salience will lead to the following behaviour changes in the home:

- more attention paid to the date label;
- greater understanding of the connection between the day and date;
- timely consumption of the food, avoiding wastage;
- prioritisation of food close to the use-by date;
- other methods of preserving the food for later consumption e.g. freezing.

Sustainability of the action over time:

Dissemination about results will occur through WRAP’s website.

Transferability and scalability:

scalability Barriers to transferability- Previous testing indicated DODL would be effective on certain products only. Barriers to scalability - ease of implementation from a manufacturing perspective- cost of changes to software and hardware when changing the printing of a date label. Size of space on pack for printing date label information.

Systemic effects:

Driver identified: A good understanding of food labelling, understanding of what day it is.

Trade-offs: It could elicit a ‘chuck’ response- eg making the day more salient may make the citizen throw the meat away.

COUNTRY ●

UK

IMPLEMENTED BY●

WRAP

DURATION ●

01/06/2019 – ongoing

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