

Intervention design ●

Three staff cafeterias in different Melco hotels (in China) received smart bins and fortnightly informational feedback on the amount of food they wasted. The type of feedback each site received was varied to investigate if it can be communicated more effectively in some ways: feedback in site A solely illustrated how much food was wasted, whereas in sites B and C feedback was framed with environmental information without and with anthropomorphic cues (e.g., where the food icons had faces). The rationale behind the intervention is that food waste is the emergent outcome of different factors stemming from multiple level of influence (individual – micro, household – meso, external to household - macro). The intervention thus tests if informational feedback interventions implemented in staff-cafeterias can help reduce FW in the workplace and facilitate pro-environmental behaviours in the households.

Drivers: NA

Levers: Environmental framing: draw attention to the specific environmental consequences of food waste; Anthropomorphism: attributing human-like characteristics to food icon.

Effectiveness:

- 9819,73 kg of food waste have been prevented (equivalent to 42,22 metric tons of reduction in CO2 reduction).
- The observed behavioural changes regard the amount of food wasted at work and at home; moreover, behavioural change positively correlated with the intervention involve pro-environmental interventions at home: use of less plastic packaging, sorting waste before disposing it.

Sustainability of the intervention over time:

Site with food waste feedback and site with environmental framing had slight reduction during the first 3 weeks of the intervention before seeing food waste increasing again while the site with food waste feedback + environmental framing + anthropomorphism kept stable food waste levels 3 weeks after the intervention.

Transferability and scalability:

The intervention could be transferred to other types of workplaces, as well as in school and other contexts “external to households”, identified by the multi-level framework as mesolevels. Among the considerations to be taken into account there is the fact that the intervention combining environmental framing and anthropomorphism resulted as the most successful one. The intervention could be proficiently scaled-up by designing large-scale communication campaigns integrating the use of environmental framing and anthropomorphism with regards to food waste information.

Systemic effects:

Contextual behavioural spillovers of the interventions were investigated: the behavioural intervention aiming to change behaviour in the workplace influence behaviour at home. This has implications about how interventions can lead to effects on other desirable behaviours. Results of the analysis show that efforts to reduce food waste at work were positively and significantly associated with both using less plastic packaging at home and sorting waste at home before disposing. This supports the hypothesis that effects of workplace food waste campaigns could spill over onto other pro-environmental behaviours at home.

COUNTRY ●

China

IMPLEMENTED BY●

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DURATION ●

21/12/2020 – 23/05/2021

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