

## NT4 First Aid Box against Food Waste

### Intervention design ●

**Goal:** developing a first aid box for food, which tries to address as many different consumer’s needs as possible. Specific objectives: Inspire concrete options for action; show possible solutions for households; Educate consumers on meaning of expiry dates; educate consumers on correct storage; educate consumers on options for preservation; educate consumers on what to do with leftovers; Contribute to reducing food waste The box contained:

- 10 food waste prevention tips;
- Express-jam recipe;
- Freezing card with information what and how long to freeze;
- Storage circle;
- Left over recipes;
- “Don’t forget about me” cards;
- Information on best before date and correct interpretation.

The boxes have been handed out to 2000 consumers on six days in March 2018 at three different SPAR retail stores in Vienna. The stores are located in different Viennese districts that include consumers of different social classes and purchase power. Furthermore, the times of distribution varied - boxes have been handed out on weekends as well as weekdays to reach different types of consumers as well as age groups.

**Drivers:** Lack of knowledge about expiring dates; Lack of knowledge on correct food storage; Lack of cooking ideas for leftovers; Forgetting about food that is stored in the fridge.

**Levers:** impart knowledge about best before dates and storage; Create problem awareness.

**Effectiveness:** The most popular aid that will find application in consumers' daily life is the leftoverrecipe booklet. Also the freezing card as well as the storage circle will be used again by more than 30%. 10 food waste prevention tips that can be pinned at the fridge for example are appreciated by 21% of participating consumers. In contrast to the other aids "Don't forget me cards" only find very little support.

**Transferability and scalability:** The box can be distributed as is in other supermarkets and food retail stores.

COUNTRY ●

Austria

IMPLEMENTED BY●

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DURATION ●

01/03/2018 – 31/03/18

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