

Ecologic Institute
Science and Policy
for a Sustainable World



Reducing environmental impact of food

Joint SUSFOOD2 – CORE Organic exploratory workshop

**Thoughts about potential topics for collaboration between SUSFOOD2 and
CORE Organic**

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Areas of interest between CORE Organic and SUSFOOD2 ERA-NETs vs focus of ideas

1. Careful processing technologies
2. New additives/auxiliaries and raw materials
3. Best practice for packaging
4. Measurement of environmental impact
5. Reduction of environmental impact
6. Consumer behaviour
7. System governance towards sustainable food systems



Main challenges to reduce impact

Population increase, land degradation, trend towards more resource intense food habits: less land per person available

→ **Sustainable land management needed**

(incl. water, energy, GHG emissions...)

→ **Not doable without changing consumer behaviour**

The two biggest leverages are:

→ **diet change towards less animal products**

→ **reducing food waste**



What influences consumer behavior?

Foodwaste
is a result of
conflicting priorities

Variety

Guests

Taste

Convenience

Food safety

Healthy

Correct amount



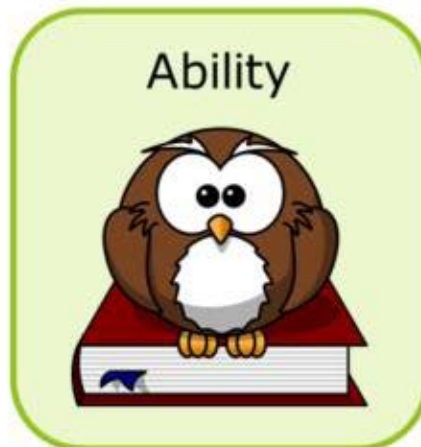
Influencing behaviour change

If food waste is a „collateral damage“ then preventing food waste needs to go in parallel to other goals :

- **Target household practices around food**
- **Integrate with other goals**



Behaviour model



Household food practices

Food waste level

Household food practices = Planning, provisioning, storing, preparing, consuming, disposal



Motivation: What matters most? Survey results

Construct	Effect on HH food waste
Attitude (negative thoughts and feelings) towards wasting food	-
Descriptive norm: what do others do	++
Awareness of consequences	ns
Injunctive norm: do others disapprove	ns
Importance of having sufficient food	+
Importance of having tasty food	+
Importance of price of food	-
Importance of healthiness of food	ns

Survey results for opportunity and ability

- Opportunities: (perceived) time pressure plays a significant role
 - Infrastructure/choice architecture plays a role,
- Abilities (e.g. cooking skills, planning accurately, shelf life knowledge, how to preserve etc.) play different roles in different contexts
 - Practical help needed



The Organized Fridge
How to store food in the smartest spots



If social norms matter (more than awareness) ... this has impacts for communication (and research)

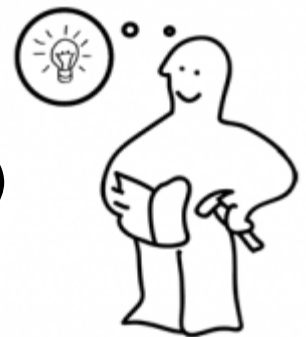


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Research needs with regard to behaviour change

- Better understand role of **household variables** (age, gender, price consciousness, ecological values, different life stages), cultural background
- Tailored capacity building on „abilities“: **Evaluate impact!**
- Opportunities: role of „**nudging**“ (influencing „choice architecture“)
- Is the „**IKEA effect**“ also relevant for food? (consumers place high value on products they (partially) produce themselves)
 - Analyse impacts of business models/ systems that reconnect people to food production (CSA etc.)
 - Focus on PROSUMERS rather than consumers...



Combine research with „real world“ interventions!

Ensures impact, capacity building, helps to tailor research activities and uptake of research results at the same time. Examples:

1. Citizen science and gleaning activities („rescue“ food, educate, free and healthy food, provide needed numbers on farm level food waste)
2. Collaboration with canteens (test placement of dishes, measure waste, experiment around names for dishes etc.)
3. Introduce (and test) conditions of uptake of doggy bags, name contest (change social norm, understand impact factors)
4. Impact of availability/ size of organic bins



Participation and communication matters!

- Transdisciplinary and multistakeholder from the beginning (think „whole chain“)
- Use new methods to integrate user perspective (design thinking, contests)
- Tailor to target groups and speak their language/understand their needs, encourage (informal) network building
- Two way of communication (not „one way“ dissemination at the end)



Use Synergies, find entry points/ narratives



(more) **resilience** to heavy rainfalls

Biodiversity

(example eadible Andernach)



We need **healthier food** and
healthier diets, fresh products

Facilitate **social interaction/integration**
(intercultural gardens, neighborhoods...)



Policy relevance/ improve governance

- Track market and policy barriers for change and the impact of these barriers during the process and communicate them (ideally including policy recommendations), examples
 - Novel foods regulation (costs, procedures, admin)
 - CAP funding (and accessibility), access to ag. land, bioenergy and bioeconomy policy
 - Urban agriculture and the lack of food planning
 - „Unfair trading practices“ (lack of data about retail practices)



THANK YOU!

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