



Food losses - Good circular practices in households



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Program

- EU initiatives on food loss and waste – Bartosz Zambrzycki, European Commission - Directorate-General for Health and Food Safety (DG SANTE)
- Food loss policy and awareness raising in Flanders – Ann Braekevelt, OVAM (Public Waste Agency of Flanders)
- Chorizo project – Bart Van Droogenbroeck, ILVO (Flanders Research Institute for Agriculture, Fisheries and Food)
- Nudging consumers into food waste reduction? – Tim Smits, KU Leuven
- Food waste at Colruyt Group – Astrid Van Parys, Colruyt Group
- Good practices – Reduction of household food waste in Flanders – Elfriede Anthonissen, Vlaco

Hosted by OVAM, moderated by Aminda Leigh



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EU initiatives on food loss and waste

11 March 2024

Bartosz Zambrzycki
Policy Officer, Food Waste Team
Unit E1: Farm to Fork
DG SANTE

Food loss and waste – definitions

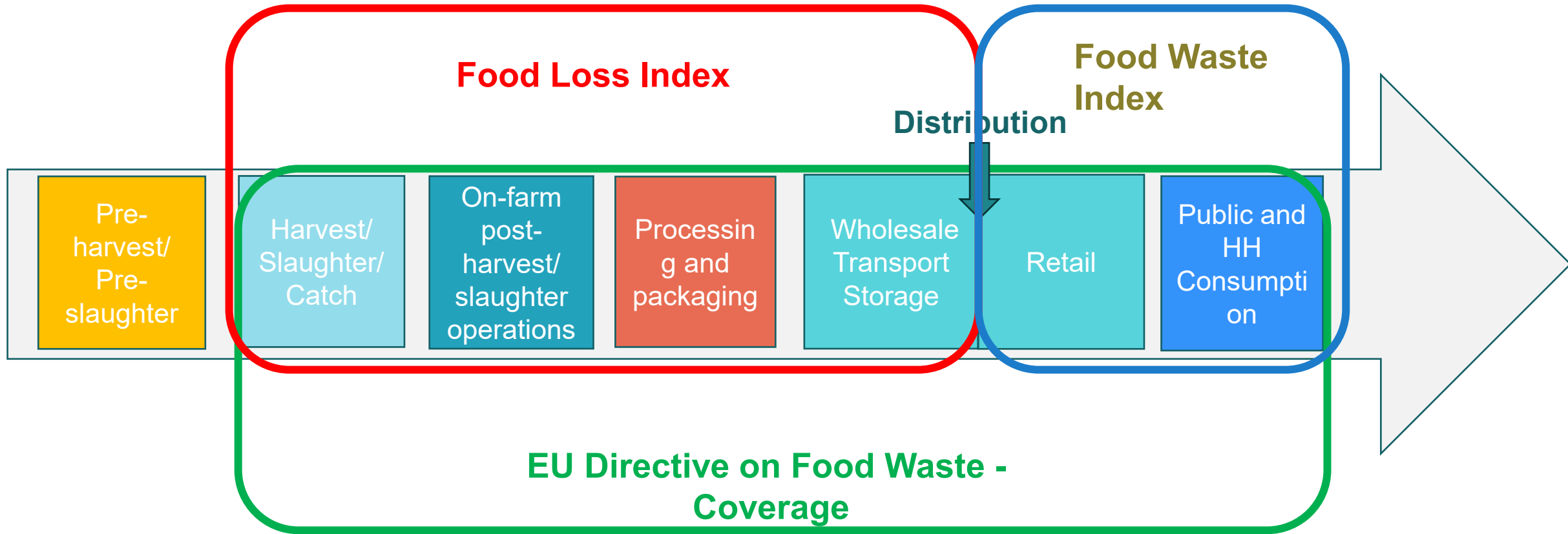
FAO (State of Food and Agriculture, 2019).

- **Food waste** refers to the decrease in the quantity or quality of food resulting from decisions and actions **by retailers, food service providers and consumers**
- **Food loss** is the decrease in the quantity or quality of food resulting from decisions and actions **by food suppliers in the chain**, excluding retailers, food service providers and consumers

EU (Waste Framework Directive, 2018)

- **Food waste** - means **all food** as defined in Article 2 of Regulation (EC) No 178/2002 of the European Parliament and of the Council **that has become waste**.
- **Food loss is not defined** – often used to describe pre-harvest losses (i.e. in primary production)

SDG 12.3 Scope – EU Waste Directive, FLI, FWI



53% of EU food waste is generated at household level

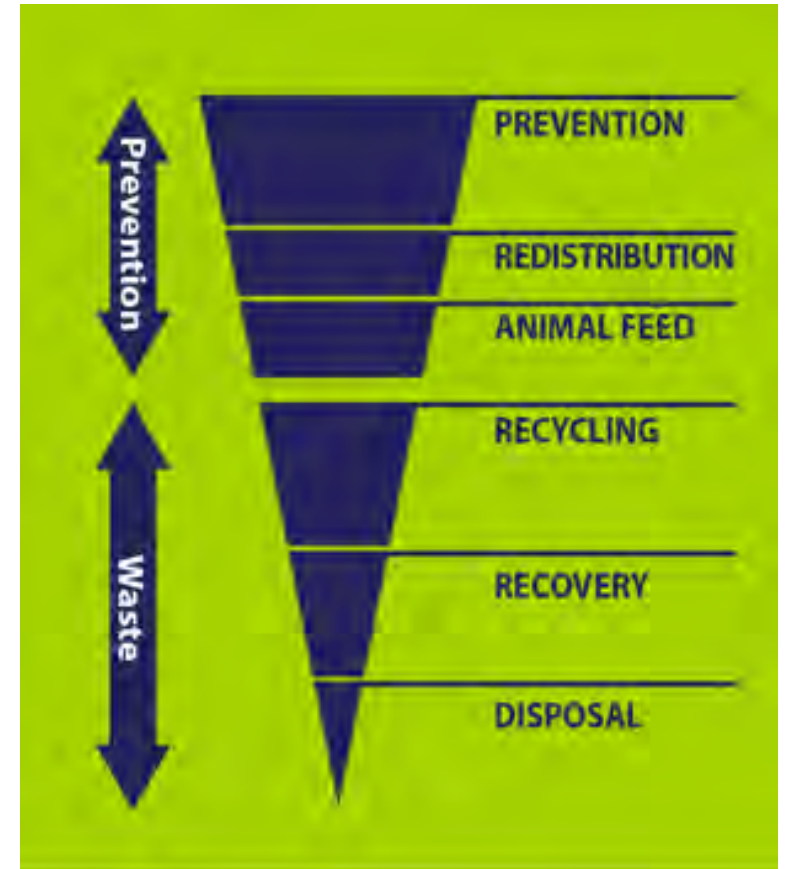
Food waste in the EU by main economic sectors, 2020

(kilogrammes per inhabitant)



Food waste prevention: building on the EU toolbox

- Legal obligations for Member States to reduce, measure and monitor food waste
- Common EU methodology to measure food waste consistently
- EU Platform on Food Losses and Food Waste
- Facilitate food donation
 - EU food donation guidelines
- Optimise safe use of food in feed
 - EU guidelines on feed use of food no longer intended for human consumption
- Promote better understanding and use of date marking



EU food waste reduction targets

Food waste reduction

In comparison with 2020, Member States should reduce food waste at national level by 2030:

By **10%** in processing and manufacturing

By **30%** per capita jointly in retail, restaurants and food services and households.

#FoodWasteEU
#FLWDay

European Commission

Legislative proposal adopted by the Commission on 05 July 2023

Part of the revision of the **Waste Framework Directive** (+textile waste)

The proposal:

- establishes target levels
- includes a revision clause
- requires actions by countries

On-going negotiations with the European Parliament and the Council of the EU



Measures analysed but not included in the proposal

- EU legislative measures on consumer behaviour
- EU legislative measures on consumer education
- Further clarification and/or amendment of EU legislation
- Further reinforcement of dissemination and transfer of learning and best practices
- Legislation on specific actions on food business operators – e.g. obligations on food donations or banning of destruction of edible food
- Other measures not proportional or not coherent with other EU legislation (e.g. extension scope of Waste Directive onto farm losses or relaxing feed safety rules)

For more details see chapter 3.5 of the Impact Assessment

Food waste proposal: details

Food waste – general provisions

Article 9a

Prevention of food waste generation

1. *Member States shall take appropriate measures to prevent generation of food waste in primary production, in processing and manufacturing, in retail and other distribution of food, in restaurants and food services as well as in households. Those measures shall include the following:*

- (a) **developing and supporting behavioural change interventions** to reduce food waste, and information campaigns to raise awareness about food waste prevention;
- (b) **identifying and addressing inefficiencies in the functioning of the food supply chain** and support cooperation amongst all actors, **while ensuring a fair distribution of costs and benefits of prevention measures;**
- (c) *encouraging food donation and other redistribution for human consumption, prioritising human use over animal feed and the reprocessing into non-food products;*
- (d) **supporting training and skills development as well as facilitating access to funding opportunities,** in particular for small and medium sized enterprises and social economy actors.

Food waste – targets

Article 9a

4. Member States shall take the necessary and appropriate measures to achieve, by 31 December 2030, the following food waste reduction targets at national level:
 - (a) reduce the generation of food waste in **processing and manufacturing by 10 %** in comparison to the amount generated in 2020;
 - (b) reduce the generation of food waste per capita, **jointly in retail and other distribution of food, in restaurants and food services and in households, by 30 %** in comparison to the amount generated in 2020.

Food waste – earlier baseline and revision clause

Article 9a

5. Where a Member State can provide data for a reference year **prior to 2020**, which have been collected using methods comparable to the methodology and minimum quality requirements for the uniform measurement of levels of food waste as set out in the Commission Delegated Decision (EU) 2019/1597, **an earlier reference year may be used**. The Member State shall notify the Commission and the other Member States of its intention to use an earlier reference year within 18 months of the entry into force of this Directive and shall provide the Commission with the data and measurement methods used to collect them.
6. When the Commission considers that the **data do not comply** with the conditions set out in paragraph 5, it shall, **within 6 months of the receipt of a notification** made in accordance with paragraph 5, **adopt a decision requesting the Member State to either use 2020 or a year other** than that proposed by the Member State as reference year.
7. **By 31 December 2027**, the Commission **shall review the targets to be reached by 2030**, laid down in paragraph 4, with a view, if appropriate, **to modify** and/or **extend them to other stages** of the food supply chain, and to **consider setting new targets beyond 2030**. To that end, the Commission shall submit a report to the European Parliament and to the Council, accompanied, if appropriate, by a legislative proposal.’;

Views of co-legislators - Council

Council:

- Led by ENV Council. Views generally positive, but still a lot to discuss.
- Next debate on 25 March morning session (Environment Council)
<https://www.consilium.europa.eu/en/meetings/env/2024/03/25/>
- Video from previous policy debate - AGRIFISH Council 23 October morning session can be found at:
<https://video.consilium.europa.eu/home/en>

Views of co-legislators – European parliament

European Parliament

- **Report adopted in ENVI Committee on 14 February, to be voted in Plenary this week**
- **Main amendment of draft: increase all targets by 10%**
- **[Procedure File: 2023/0234\(COD\) | Legislative Observatory | European Parliament \(europa.eu\)](#)**

Thank you! Keep in touch



https://ec.europa.eu/food/safety/food-waste_en



https://ec.europa.eu/food/safety/food_waste/eu-food-loss-waste-prevention-hub/



[@Food_EU](#)



EU Health and Food Safety



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Food loss policy and awareness raising in Flanders

Ann Braekevelt, Public waste
agency of Flanders (OVAM)



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food.be
Small country. Great food.



- 6,2 million inhabitants
- Highly urbanized
 - Dense population is driver for change
- Economic strengths
 - Logistics (ports of Antwerp, Ghent, Zeebrugge)
 - Chemical industry and emerging bio-economy
 - Food industry
 - Engineering
 - Health

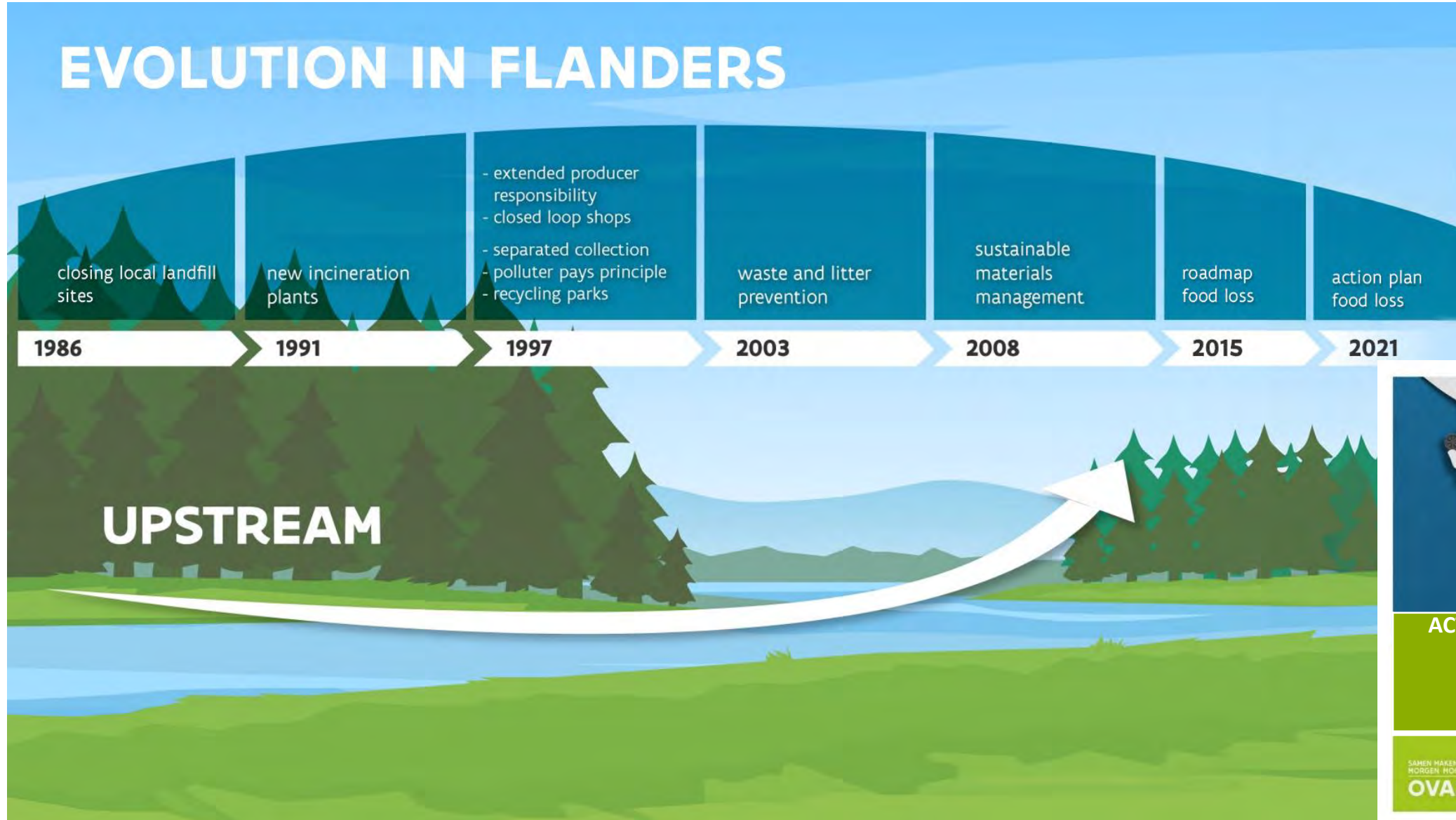
Topics in this presentation

1. **Flemish food loss/waste prevention programme** => actions on inefficiencies in whole food chain
2. **Prevention** of food losses by **households**
3. **Awareness raising**, behavioural change interventions by households
4. Encouraging **food donation**/redistribution

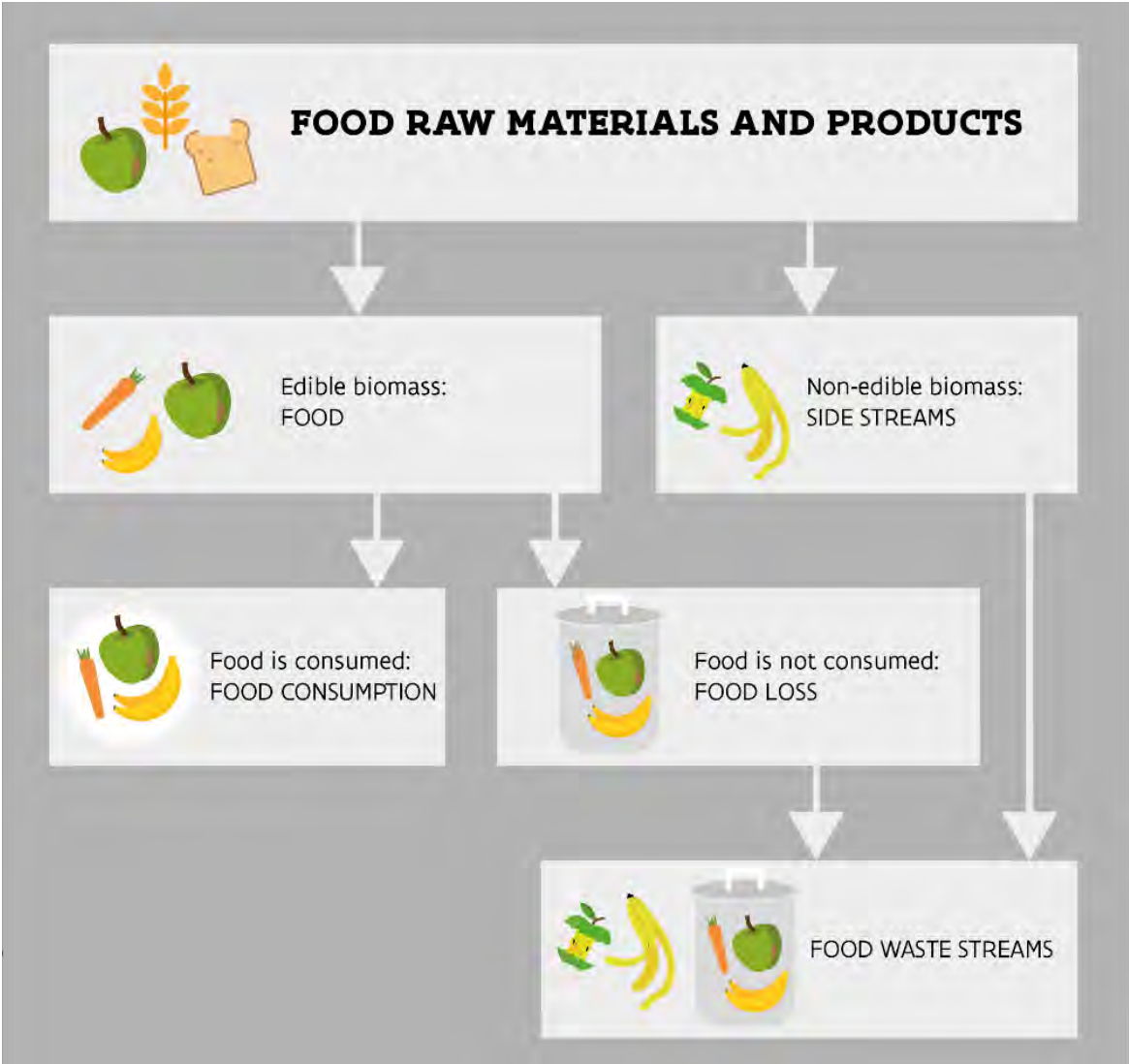


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1. Food loss&waste prevention programme



1. Focus on food loss and waste



← recycling

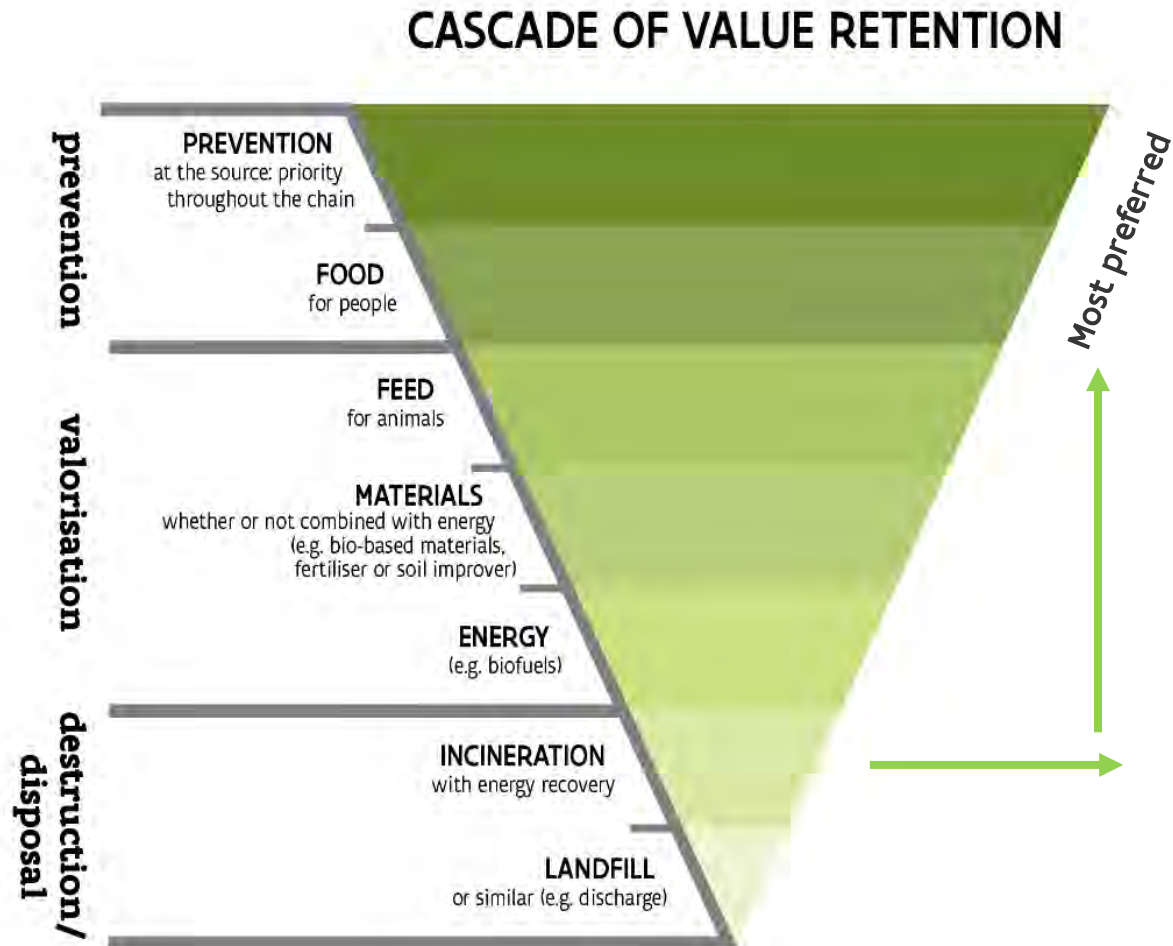


← prevention

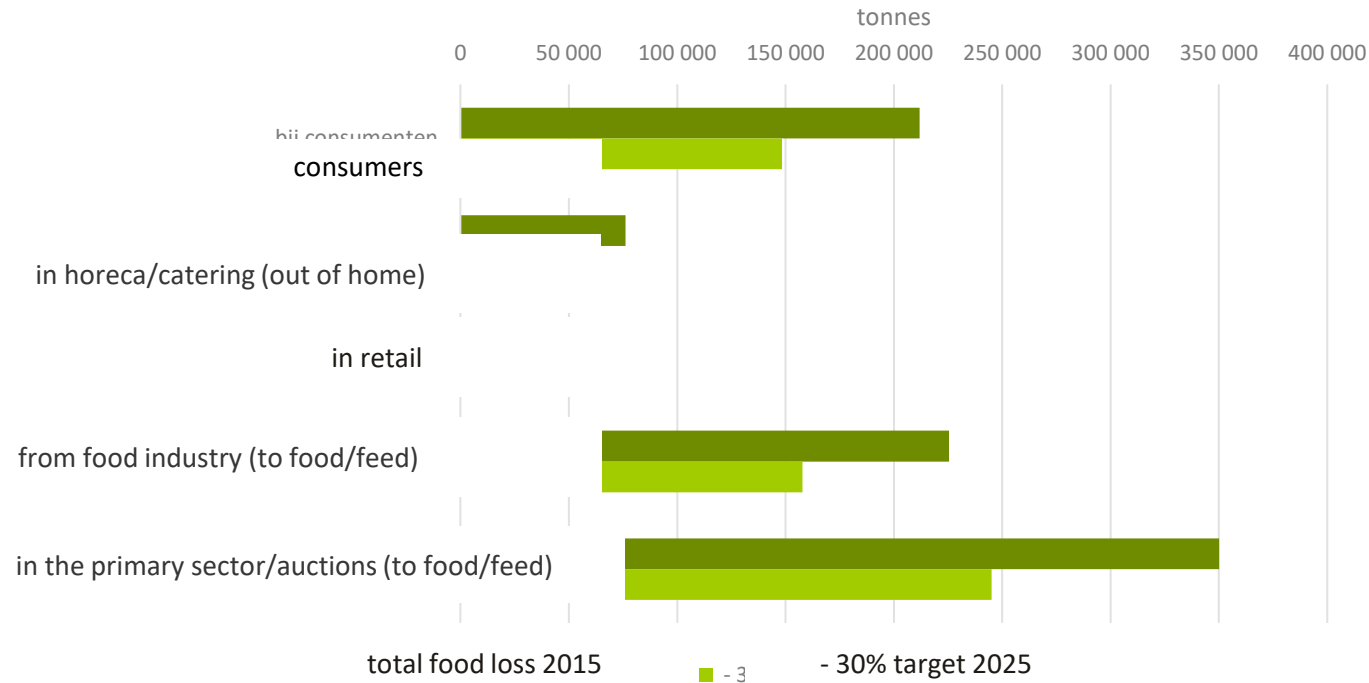


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1. Focus on prevention & re-use of food loss

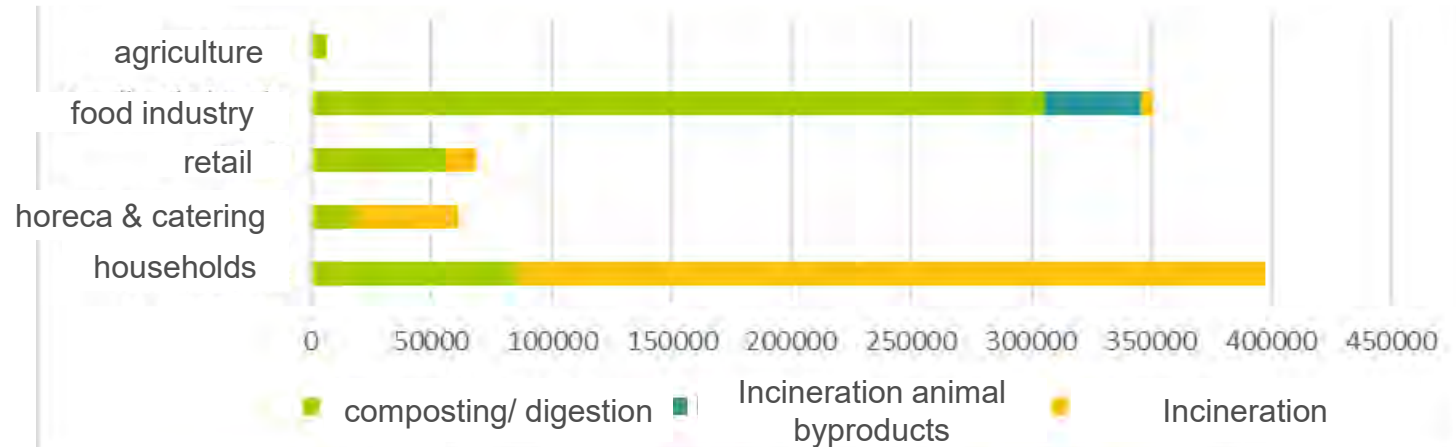


1. More prevention & valorisation of food loss in whole food chain



1. EU-focus on prevention of food waste

Food waste to composting/digestion and incineration in Flanders



Tonnes food waste	Composting/ Anaerobic digestion	Animal byproducts incineration	Food waste fraction residual waste	Incineration animal byproducts	Incineration	Total tonnes	Flanders kg/inh.	EU kg/inh.
Agriculture	6.654	0	0	0	0	6.654	1	14
Food industry	305.318	40.221	5.421	0	0	350.960	53	23
Retail	54.982	0	13.848	0	0	68.830	10	9
Horeca & Catering	16.409	0	45.135	0	0	61.545	9	12
Households	86.094	0	311.352	0	0	397.446	60	70

2. Prevention of food loss by households



2. Causes of food loss by households?

Impulsive purchasing behaviour? 22%



Convenience ?

No desire for food leftovers?

Clean up refrigerator?

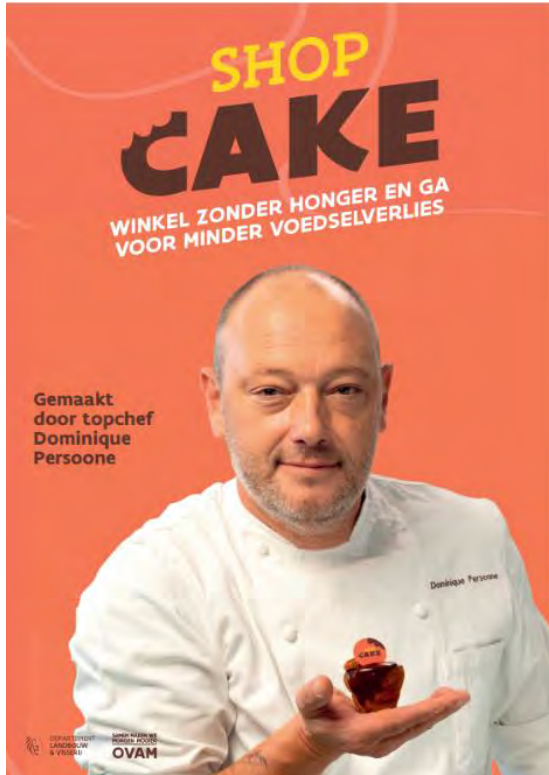


Weekly collection residual waste?

Residual waste too cheap?

...?

3. Information campaigns and behavioural change interventions by households in 2021



In European week against waste in November 2021

Don't go shopping when you are hungry,
go for less food loss!

Shopcake campaign: Made of surplus bread, bananas, nuts and chocolate.

Campaign of OVAM & Department of Agriculture in partnership with retail (Colruyt Group) and a famous chocolatier.



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3. Behavioural change interventions by households in 2023

Is ChatGPT able to help us solving the food loss problem?

Wat-je-nog-liggen-hadGPT

Zit jouw koelkast ook vol restjes, overrijpe, half-opgegeten of gewoon vergeten ingrediënten? No worries, wat-je-nog-liggen-hadGPT bedenkt unieke recepten met alles wat jij hebt, zodat je nooit nog iets moet weggooien.

Probeer het zelf en eet straks iets geniaal of misschien eerder iets speciaal – wie weet!

Liefste wat-je-nog-liggen-hadGPT, bedenk voor mij een...

Ik heb deze ingrediënten in mijn (koel)kast:

VOORGERECHT

HOOPDGERECHT

DESSERT

GERECHT NAAR KEUZE

Bij 2 overrijpe banaanen, een kleine stuk melk 100 g (magazons) en een klein stuk brood...

Maak er iets van!



OVAM
2,404 followers
5m • Edited •

De gemiddelde Vlaming gooit jaarlijks bijna 34 kg eetbaar voedsel weg ofwel 2 tot 3 volle winkelkarren per gezin. In de nieuwe aflevering van onze podcast #planeetcirculair ligt de focus dan ook op #voedselverlies. Waarom is voedselverlies een groot probleem, wat kunnen we daar aan doen en hoe kun je als consument daar je steentje aan bijdragen? Dat bespreken we samen met Ann Braekevelt van de OVAM, Johanna Meuwissen van FoodWIN en Maarten De Hauw van Too Good To Go.

Beluister de podcast: <https://spoti.fi/3XkU0Ee>

See translation

Planeet CIRCUL' AIR

Vlaanderen
in partnership with

Nieuwe podcastaflevering Planeet Circul'air: De strijd tegen voedselverlies
ovam.vlaanderen.be • 1 min read

4 comments • 31 reposts

Reactions

Like Comment Repost Send



www.dekostwinners.be



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3. Behavioural change interventions by households in 2023




<https://ovam.vlaanderen.be/web/kostwinners>

3. Behavioural change interventions by households in 2023


<https://ovam.vlaanderen.be/web/kostwinners>

Warm aanbevolen acties




Boek workshops en teambuildings
Voor een lichtere vuilbak, vollere portemonnee en frissere frigo.

Lees meer




Steek de Plan-eet-app op zak
Dat is een restjescoach in je broekzak. Ideaal tegen verspilling!

Lees meer



Kook met het Restjeskook-boek
Een boek vol creatieve recepten om voedselverlies te vermijden.


Lees meer




Download de Too Good To Go-app
Red de restjes van je favoriete winkels, bakkers en restaurants.

Lees meer


Weetjes die blijven plakken



Zo bewaar je groenten en fruit



'Ten minste houdbaar tot' vs. 'Te gebruiken tot'



De lekkerste recepten met restjes



3. Behavioural change interventions by intermunicipalities

Een voorproefje van smaakvolle acties

<p>Intercommunale Durme-Moervaart</p> <p>Campagne om inwoners uit te dagen beter te sorteren en tipboekjes rond voedselverlies.</p> <p>Lees meer</p>	<p>Gent</p> <p>De Gentse voedselraad ondersteunde 'In Uw Frigo', voor poetschulpen en hun klanten.</p> <p>Lees meer</p>	<p>Leuven</p> <p>Een sterk actieplan start vanuit een slimme diagnose via Food Waste Calculation.</p> <p>Lees meer</p>
<p>Ivago</p> <p>Koop slim, kook slim, sorteer slim. Eenvoudige tips om voedselafval te vermijden.</p> <p>Lees meer</p>	<p>Brugge</p> <p>Al jaren pionier in de strijd tegen voedselverlies. Dat leverde al veel winst op.</p> <p>Lees meer</p>	<p>Mirom Roeselare</p> <p>Alles in de restafvalzak? Dat is #nietmeervandezetijd. Een campagne tegen voedselverlies.</p> <p>Lees meer</p>

<https://ovam.vlaanderen.be/web/kostwinners>

2024:
new interventions of
intermunicipalities

Aan de slag met jouw gemeente

<p>Handleiding steden en gemeenten</p>	<p>Kookboek voor circulair voedselbeleid</p>	<p>Webinar rond voedselverlies</p>	<p>Food Waste Fest <small>Gemeenten, bedrijven en</small></p>
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4. Encouraging food donation and other redistribution for human consumption

Target for the **end of 2023**

All food retail/food distribution centres contribute to **food donations** or **redistribution of food** products for human consumption.

In practice:

=> 85% retail donate in November 2023

=> shop strategy: food products with markdowns short shelflife or donation (min. 1-2 days before use-by date)



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4. Encouraging food donation and other redistribution for human consumption

Steunpunt
Data & Analyse

Sociale distributieplatformen voor voedseloverschotten



Legende

niet aangesloten	VoedSaam (actief)	Food Futuur (verwacht)
Foodsavers Oostende (actief)	Foodsavers Gent (actief)	Depot Margo (actief)
Foodavers Brugge (actief)	Foodsavers Antwerpen (actief)	Depot Margo (verwacht)
Foodsavers Westhoek (actief)	Foodsavers Zuiderkempem (actief)	Voedselhub Vlaams-Brabant (actief)
Foodsavers Westhoek (verwacht)	Foodsavers Zuiderkempem (verwacht)	Voedselhub Vlaams-Brabant (in opstart)
Foodact Kortrijk (actief)	Foodsavers Mechelen (actief)	
Foodsavers Midwest (in opstart)	Food Futuur (actief)	

4. Encouraging food donation and other redistribution for human consumption

- ✓ More donation: matching offer and demand – pilot projects: e.g.



Project financed by



- ✓ More reprocessing, redistribution by social distribution platforms as circular food hubs:
Food deal with authorities involved, research partners and the social organisations.

e.g. ZeroW-project focuses on redistribution of smoothies, juices,.. made of surpluses of vegetables and fruit for social groups.



Because together it works...



More information

- <https://ovam.vlaanderen.be/web/kostwinners/home>
- <https://ovam-english.vlaanderen.be/action-plan-for-circular-food-loss-and-biomass-residual-flows-2021-2025>



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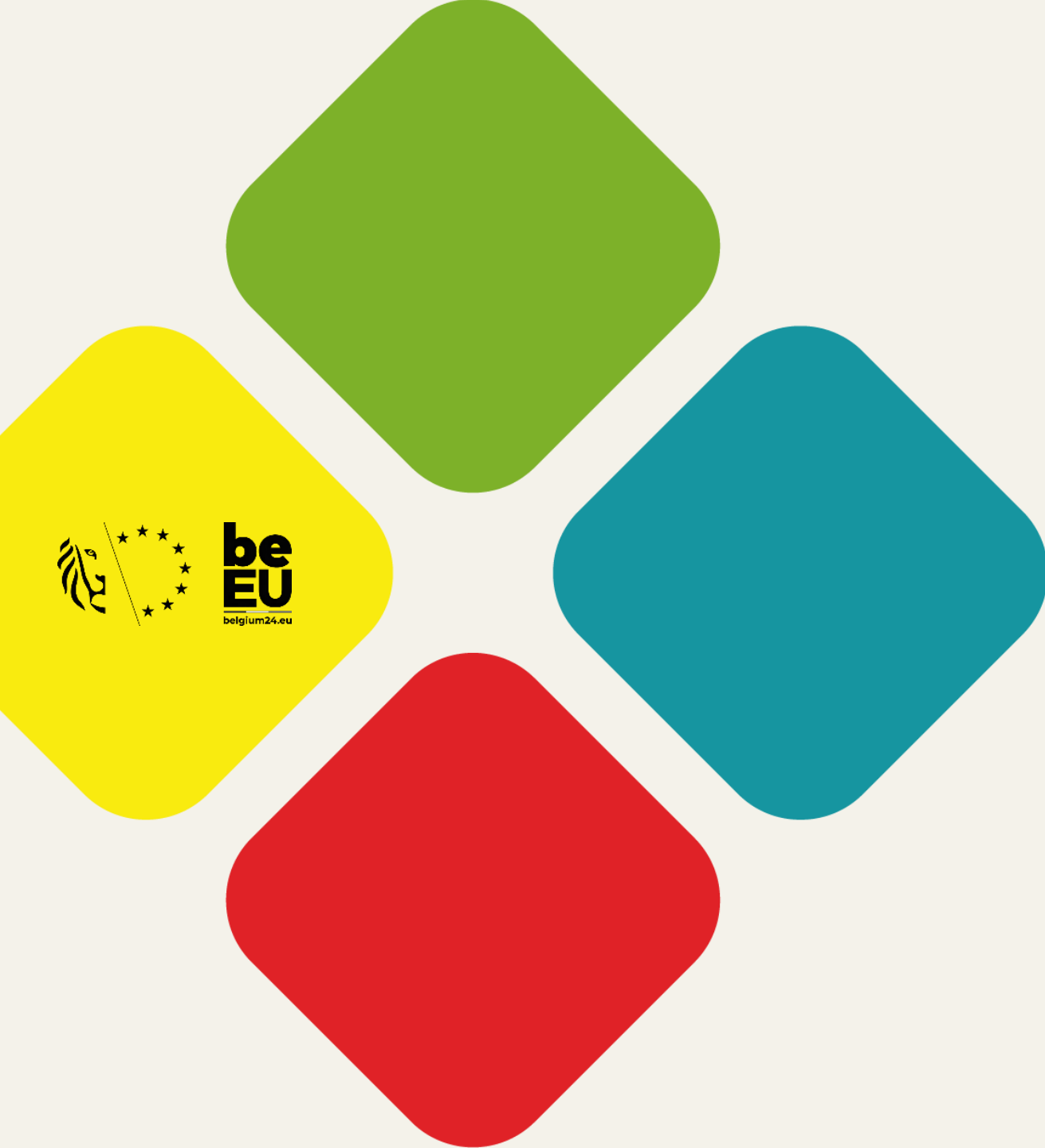
CHORIZO PROJECT

Changing practices and Habits
through Open, Responsible, and
social Innovation towards Zero
food waste

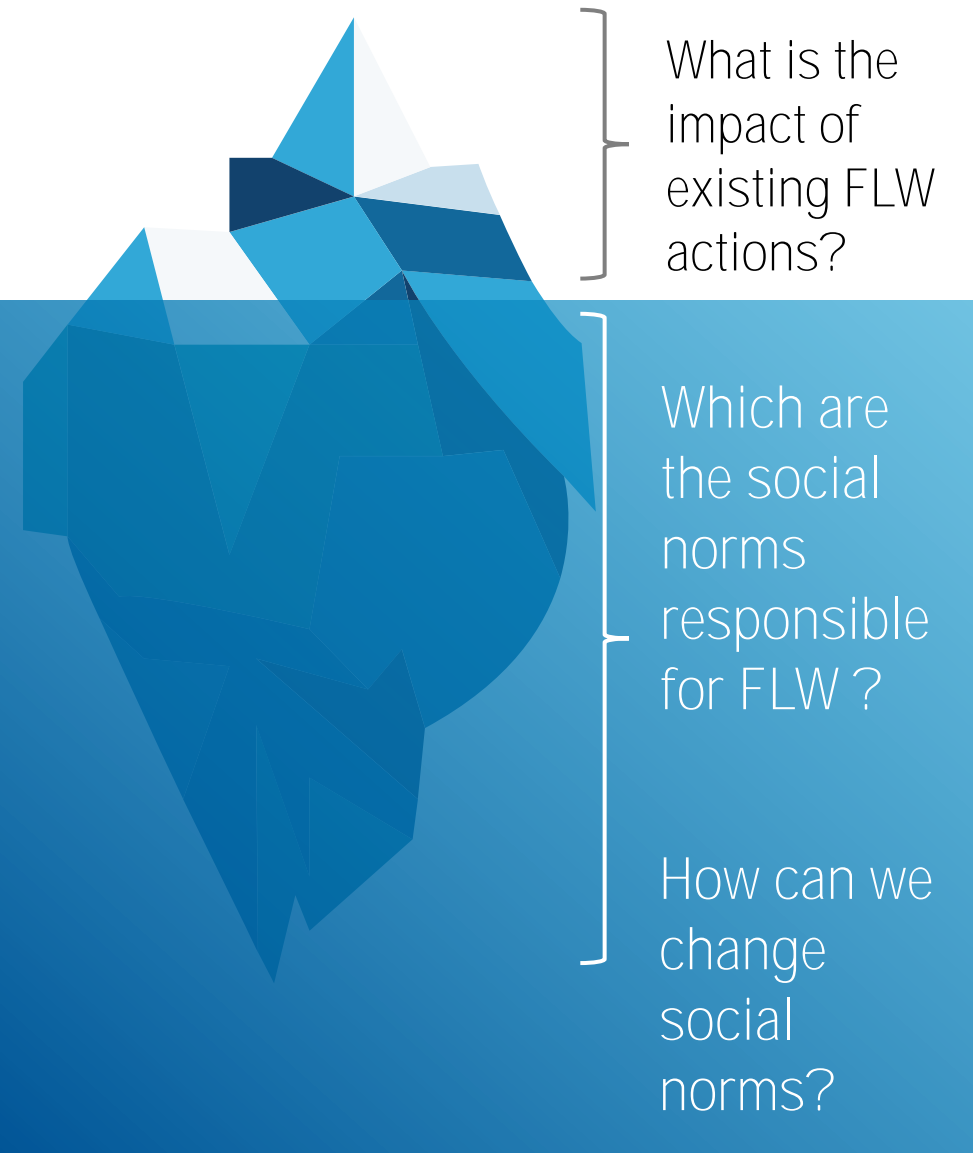
Bart Van Droogenbroeck
Isabeau Coopmans



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Chorizo project: objectives



RESEARCH

Increase knowledge

Understand why the impacts of previous actions occurred

Understand how social norms influence FW behaviours

ACTION

Foster change

Design more effective FLW actions

Change social norms towards zero FLW

Case Study 1

Household food waste in and off crisis periods

Case Study 2

Hospitality food waste

Case Study 3

Food services food waste

Case Study 4

School food waste and relation with obesity and malnutrition

Case Study 5

Food waste in a food bank's mediated supply chain

Case Study 6

Food waste in relation to date marking and sustainable smart packaging



Data collection methods

Interviews

Focus groups

Surveys

Behavioural experiments

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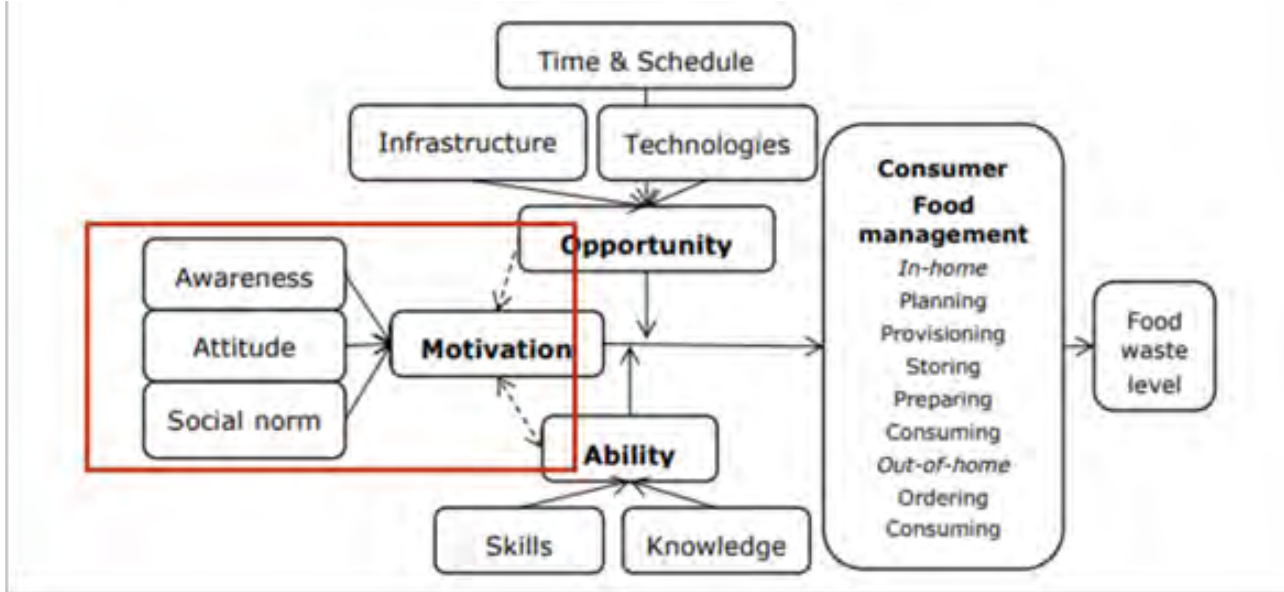
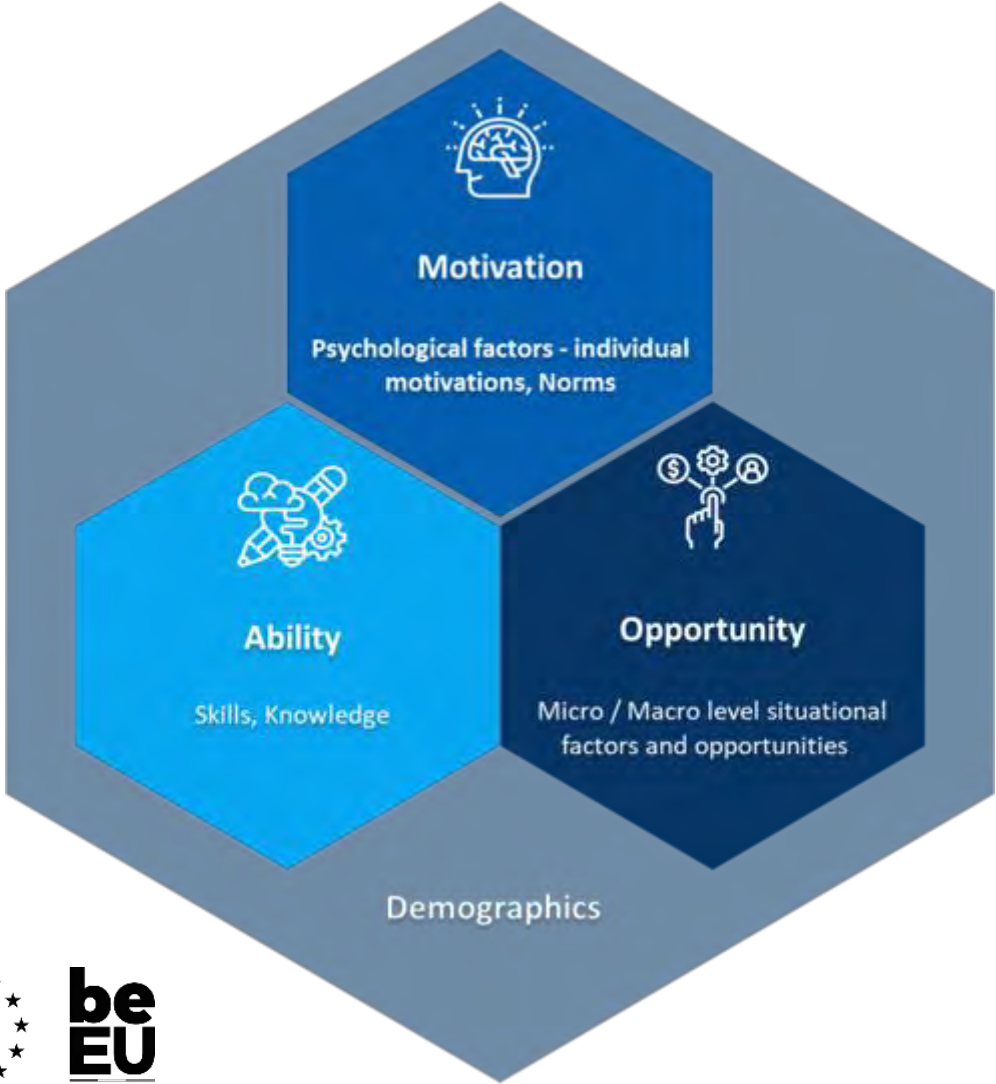
Food waste in relation to date marking and sustainable smart packaging



Research interests

Which household food management **behaviours and habits** contribute to FW?
Which **social norms** influence FW behaviours at Flemish households, and how?

MOA Conceptual-analytical model



SOCIAL NORMS?

Injunctive

Behaviour that you think is approved or disapproved by others (reference group)

= a subjective individual perception

"I feel that people close to me expect me not to waste food"



Internalized
unconscious
habitualized
automatic

Descriptive

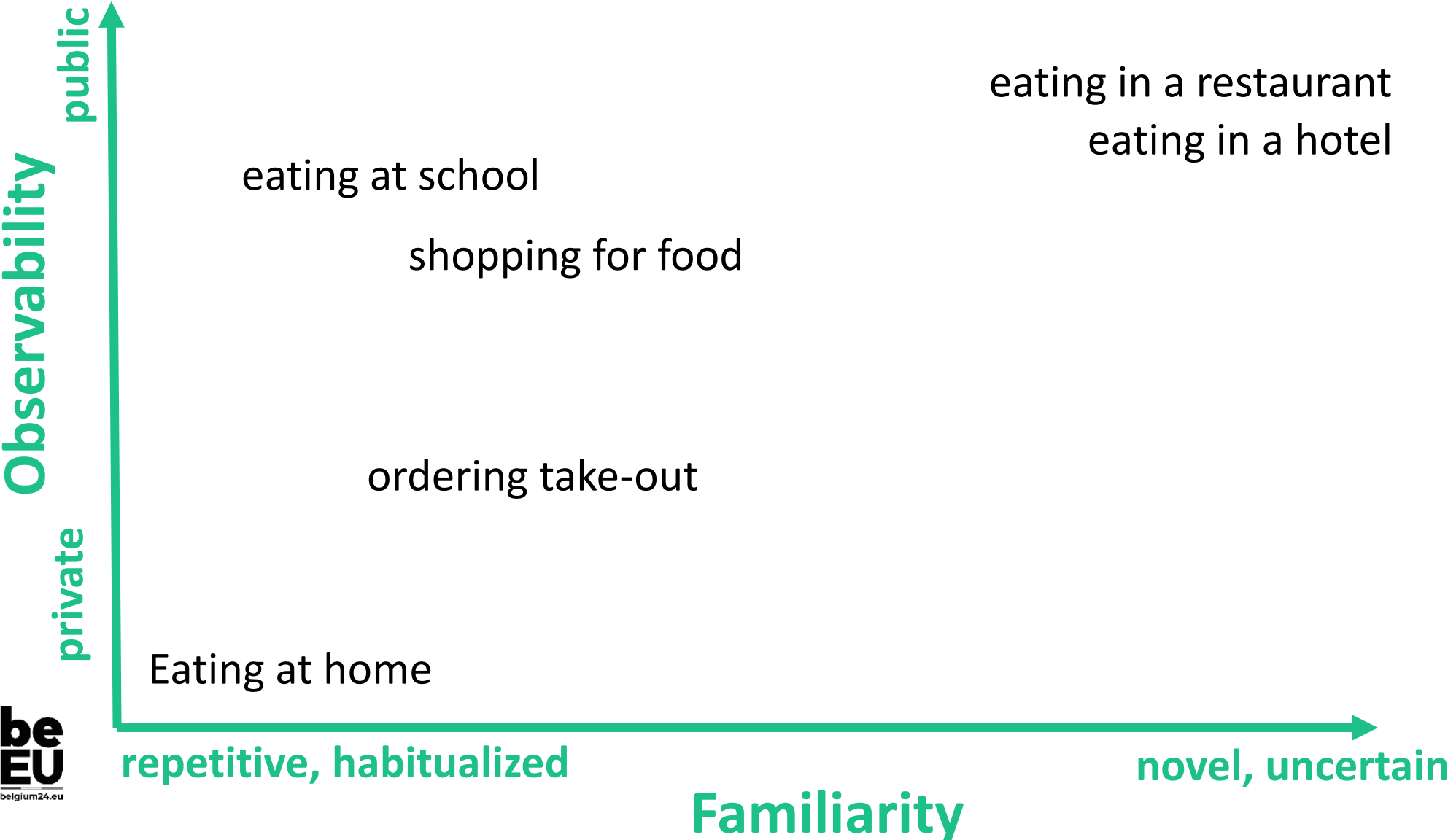
Behaviour that is based on observability of actions of others, that serve a reference for what is appropriate in a given setting

"I notice that people close to me make an effort to waste less food"

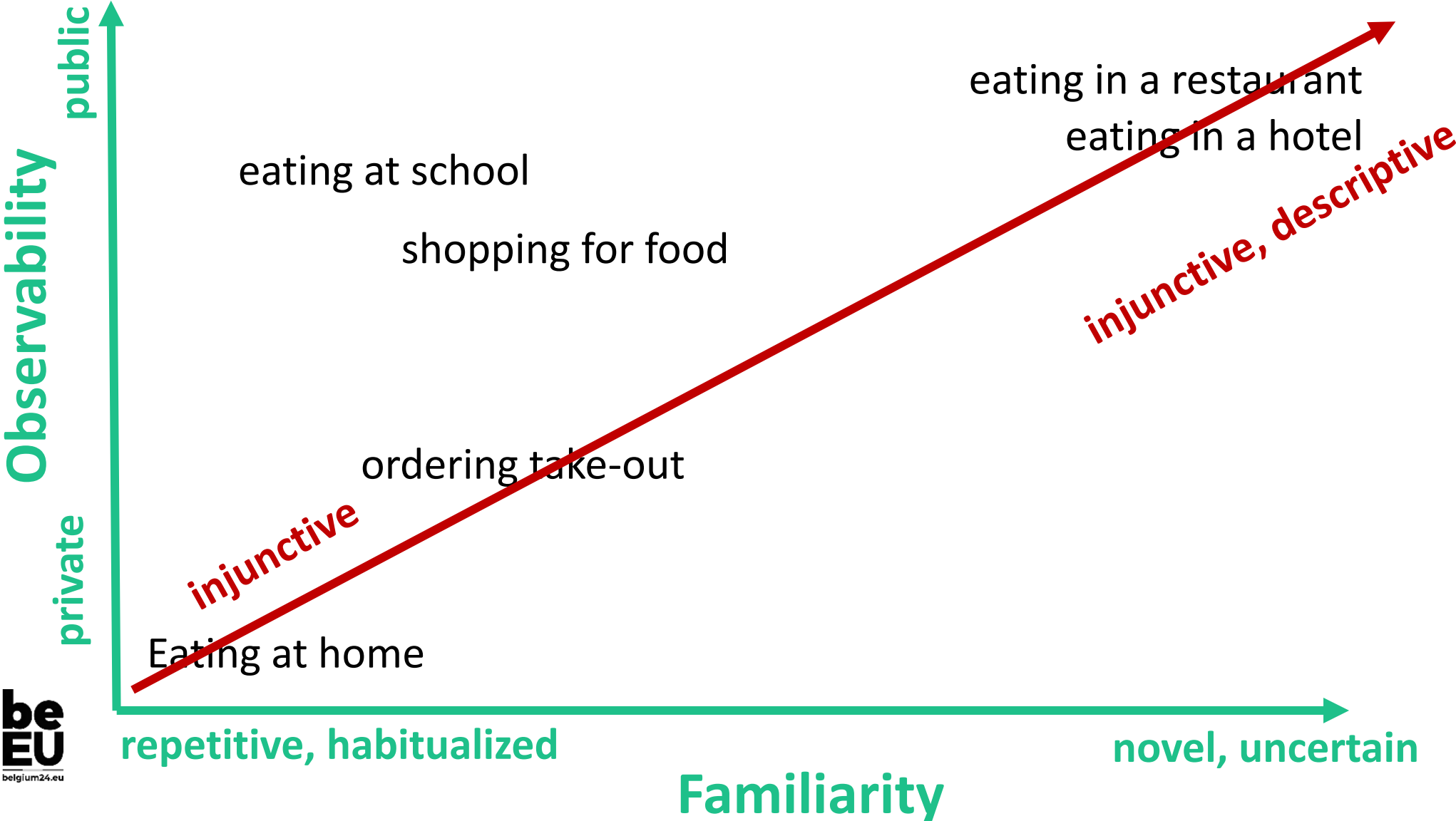


Imitating
visual
behaviour

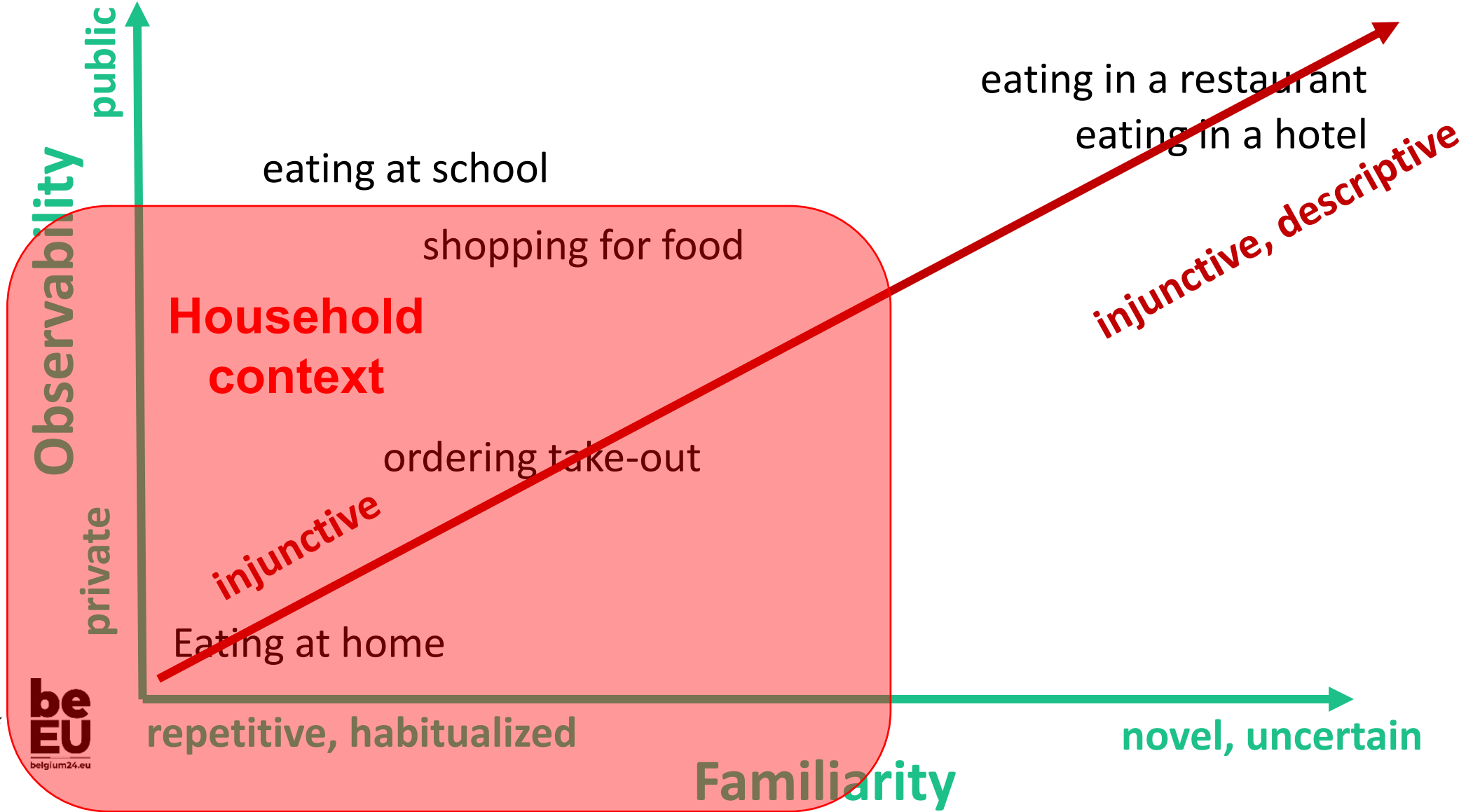
SOCIAL NORMS



SOCIAL NORMS



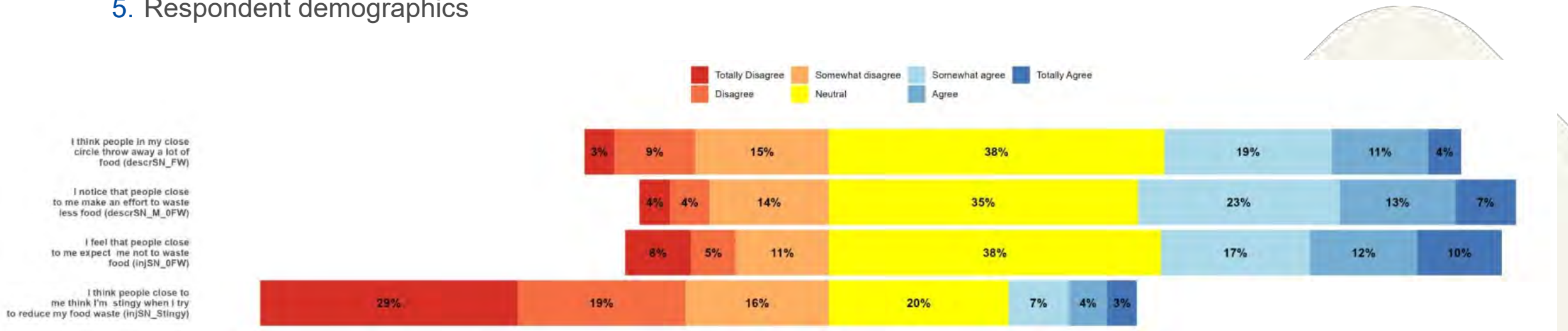
SOCIAL NORMS



RESEARCH METHODOLOGY (CS1: Flemish households)

PART 1: survey

- n = 800 households
 - Representative sample for Flemish household situations
1. Self-reported food waste generation
 2. FLW behaviours (habits during planning/provisioning/buying/cooking/serving/consuming/storing Food)
 3. FLW social norms
 4. Household context
 5. Respondent demographics



RESEARCH METHODOLOGY (CS1: Flemish households)

PART 2: Focus group

- n = 13 participants
- In-depth discussions on social norms statements that were also questioned in the survey, to gain more understanding of how to interpret the results



FW social norms (*roles!*)

- **Food waste norms**

- A good *head of the household* ensures no food is wasted

- **Good food provider identity norms**

- A good *head of the household* ensures that all family members can eat what they like

- **Portion size & food affluence**

- Serving large portions equals taking good care of those who eat

- **Empty plate**

- *Parents* should require their children to eat all the food on their plates
- As a *guest*, it is better to overeat than to leave food on your plate

- **Gender**

- *Fathers* are supposed to eat the children's leftovers
- *Boys/men* should eat larger portions than *girls/women*



PRELIMINARY RESULTS



Preliminary results

- **Self-reported FW:** underestimation!
 - **Larger** households, **younger** demographics and higher household **income** correlate with elevated levels of food waste.
- significant relationship between higher **food ordering** frequency and increased food waste
 - ? potential association with lower **abilities**; e.g. lack of planning skills in food purchase and utilization, overestimation of food quantities needed
 - ? tempted by promotions
 - ? portion sizes on average larger when ordering
 - ? more chaotic lifestyle

Preliminary results

- **General norm that you should not waste food**; it is largely perceived as irresponsible behaviour (especially from an ethical perspective) and therefore disapproved
 - It seems to be the norm for most people to anticipate and reflect on how much food should be bought and prepared in order to avoid food waste.
- However, co-existence of **many other norms that lead to behaviours that generate FW** (despite intention not to waste) these norms also explain the **attitude-behaviour gap**
 - **Food affluence** norms (implicit, underlying expectation that you should have/present abundance of food)
 - **Portion sizes** norms: **discrepancy** between the perceived expectations of food *presenter* vs *receiver*
 - **Emptying plate** norms:
 - Cultural differences (politeness)
 - Despite association with politeness in Flanders, tendency that 'you should not overeat' seems a stronger norm. Especially not if you did not scope the portion yourself
 - Only 1 in 5 finds that parent should require their children to empty plate.

Recommendations

- Changing food affluence & good provider identity norms = very difficult

Therefore, rather put resources into:

- improving **ABILITIES** (skills, knowledge) to manage surplus food/ leftovers
 - e.g. campaigns, sharing recipes for leftover cooking, highlight other methods to manage leftovers while avoiding overconsumption; such as fermentation, feeding chickens, composting
- addressing **OPPORTUNITIES** (physical and non-material resources)
 - e.g. through apps supporting meal planning, grocery list making, waste management, etc.
- **Shared responsibility** within households to minimize food waste: involve all household members in waste management (shared learning)
- Give opportunity for **self-determination of portion sizes** by individuals; regardless context (restaurant, household)
- Teach children about portion control and food value



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OUTLOOK



What is the impact of existing FLW actions?

Which are the social norms responsible for FLW ?

How can we change social norms?

RESEARCH

Increase knowledge

Understand why the impacts of previous actions occurred

Understand how social norms influence FW behaviours

ACTION

Foster change

Design more effective FLW actions

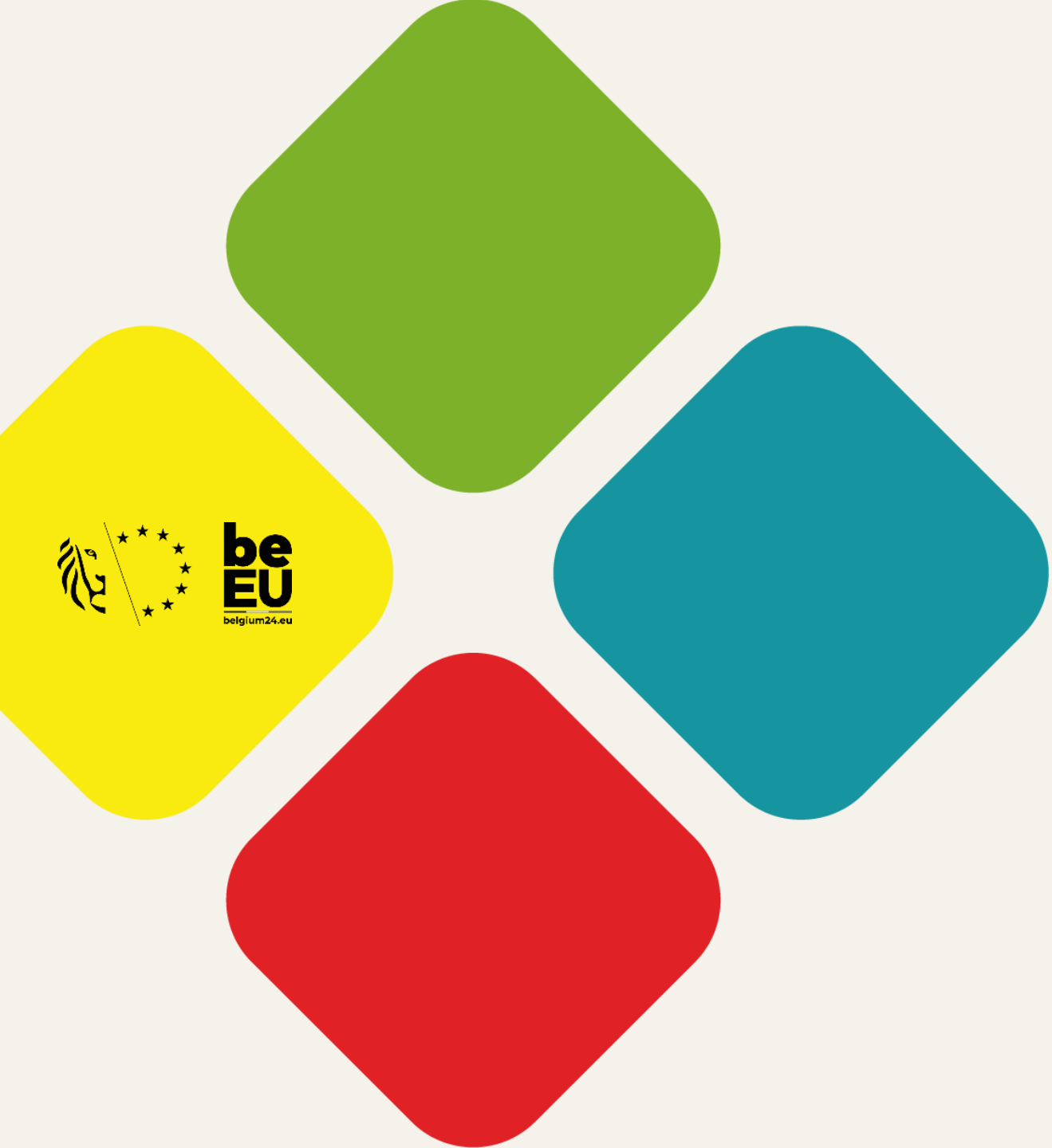
Change social norms towards zero FLW



THANK YOU!



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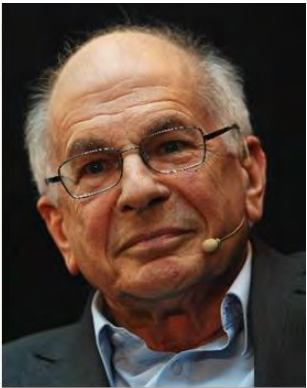
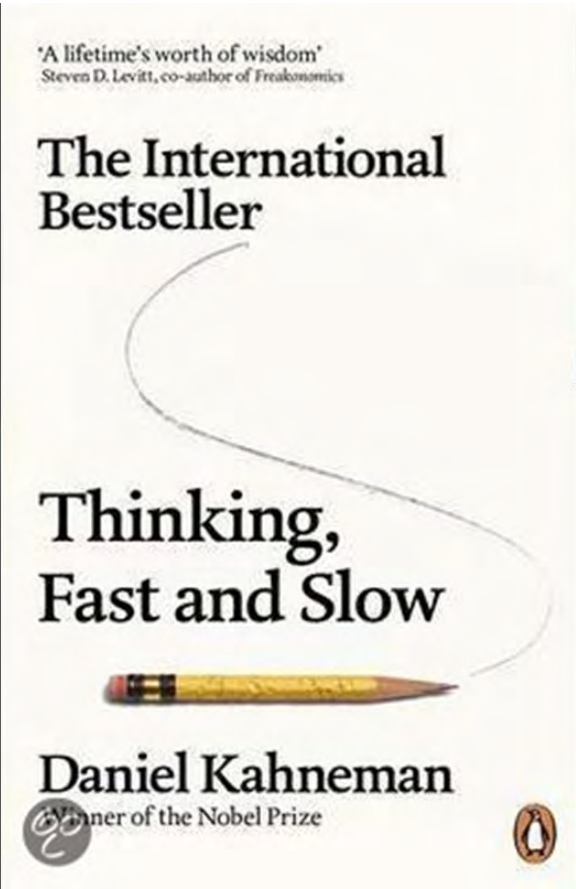
Tim Smits (KU Leuven)

Nudging consumers into food
waste reduction?

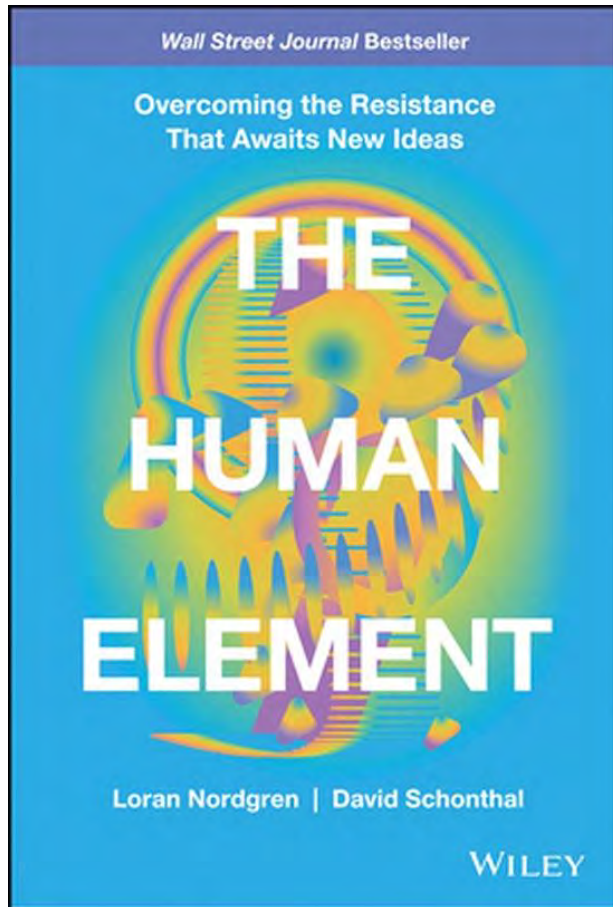


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Communication/Nudging & cognitive processing

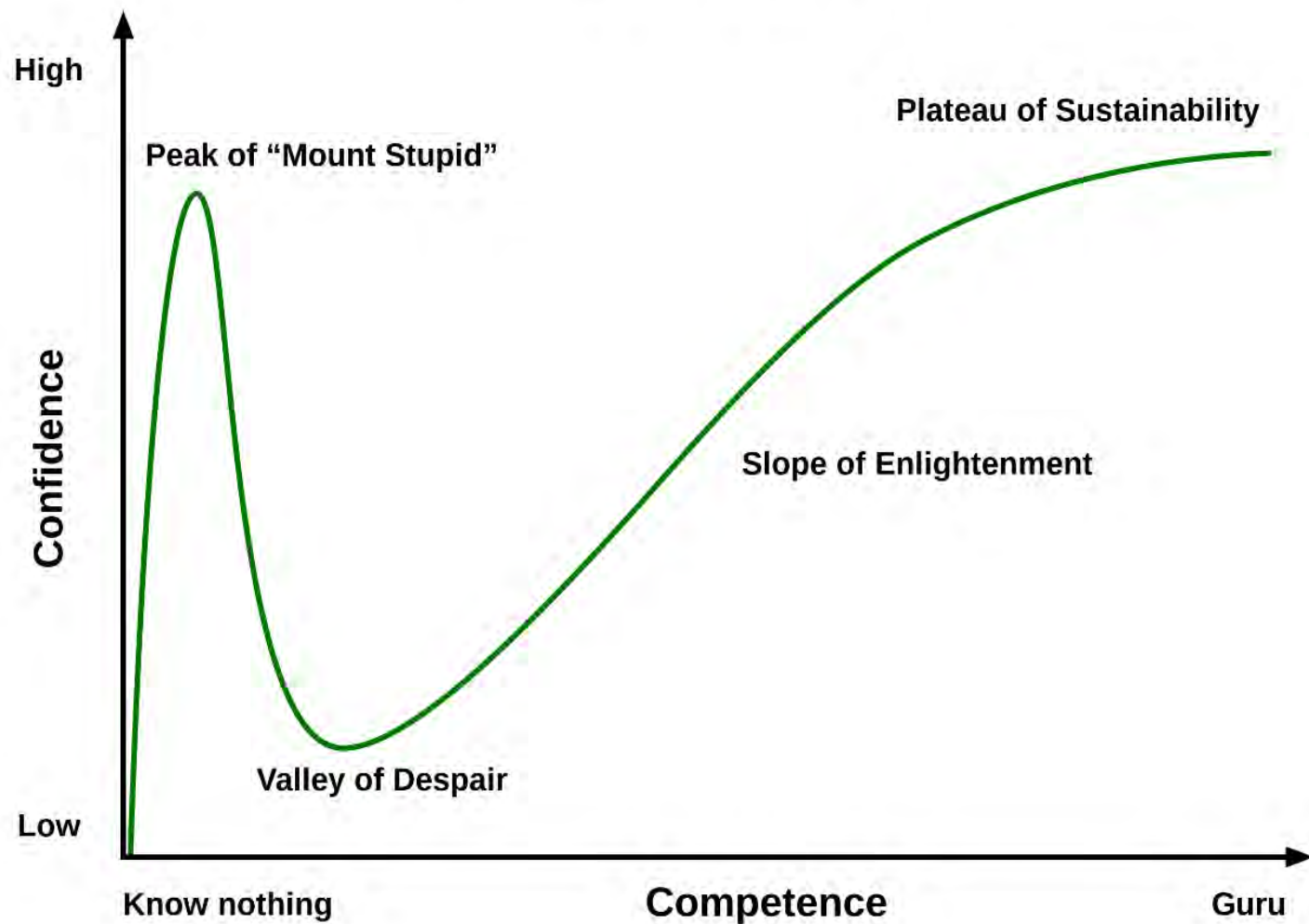


The attitude/value – intention – behavior gap(s)



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Dunning-Kruger Effect



be
EU
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Nudging interventions at household level



Source: Gausa et al. (2020)

Review

What Nudge Techniques Work for Food Waste Behaviour Change at the Consumer Level? A Systematic Review

Hannah Barker ^{1,*}, Peter J. Shaw ¹, Beth Richards ², Zoe Clegg ² and Dianna Smith ¹

1. Information (Linder et al. 2018)
2. Prompts (Shearer et al 2017)
3. Social norms (Nomura et al. 2011)

No garbage in, no garbage out...

Nudging effects more upstream in the food lifecycle affect consumption and indirectly affect food waste (at retail or households).

- Overconsumption
- Promotional offers; quantity discount*
- Suboptimal foods



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Overconsumption

Largely a descriptive norm nudge. Apparent in package size effects, (suggested) portion size effects, but even in media.

Aerts & Smits (2017)



Qutteina et al. (2019)

	Core food (n = 137)	Non-core food (n = 409)
Portion sizes*		
Regular	70% (n = 96)	35% (n = 143)
Excessive	28% (n = 39)	57% (n = 233)



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Suboptimal foods





ELSEVIER

Food Quality and Preference

Volume 114, May 2024, 105095



Changing consumer attitudes towards suboptimal foods: The effect of zero waste labeling

[Andrzej Szymkowiak](#)^{a, b}, [Marcin Adam Antoniak](#)^c  , [Natalia Maślana](#)^a



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Epilogue: even the consumer's individual behavior might be a systemic problem

Behavioral and Brain Sciences

cambridge.org/bbs

Target Article

Cite this article: Chater N, Loewenstein G. (2023) The i-frame and the s-frame: How focusing on individual-level solutions has led behavioral public policy astray. *Behavioral and Brain Sciences* 46, e147: 1–84. doi:10.1017/S0140525X22002023

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Keywords:

addiction; behavior change; behavioral economics; behavioral public policy; climate change; framing; nudge; obesity

What is Open Peer Commentary? What follows on these pages is known as a Treatment, in which a significant and controversial Target Article is published along with Commentaries (p. 25) and an Authors' Response (p. 75). See [bbsonline.org](https://www.bbsonline.org) for more information.

The i-frame and the s-frame: How focusing on individual-level solutions has led behavioral public policy astray

Nick Chater^a and George Loewenstein^b

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gl20@andrew.cmu.edu; <https://www.cmu.edu/dietrich/sds/people/faculty/george-loewenstein.html>

Abstract

An influential line of thinking in behavioral science, to which the two authors have long subscribed, is that many of society's most pressing problems can be addressed cheaply and effectively at the level of the individual, without modifying the system in which the individual operates. We now believe this was a mistake, along with, we suspect, many colleagues in both the academic and policy communities. Results from such interventions have been disappointingly modest. But more importantly, they have guided many (though by no means all) behavioral scientists to frame policy problems in individual, not systemic, terms: To adopt what we call the "i-frame," rather than the "s-frame." The difference may be more consequential than i-frame advocates have realized, by deflecting attention and support away from s-frame policies. Indeed, highlighting the i-frame is a long-established objective of corporate opponents of concerted systemic action such as regulation and taxation. We illustrate our argument briefly for six policy problems, and in depth with the examples of climate change, obesity, retirement savings, and pollution from plastic waste. We argue that the most important way in which behavioral scientists can contribute to public policy is by employing their skills to develop and implement value-creating system-level change.



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Tim Smits (KU Leuven)

& the Persuasion Lab, in particular

lotte.hallez@kuleuven.be

Relevant projects:

[FEAST](#) & [CUES](#)



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Funded by the European Union under GA no. 101136507. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them



Foodwaste @ Colruyt Group



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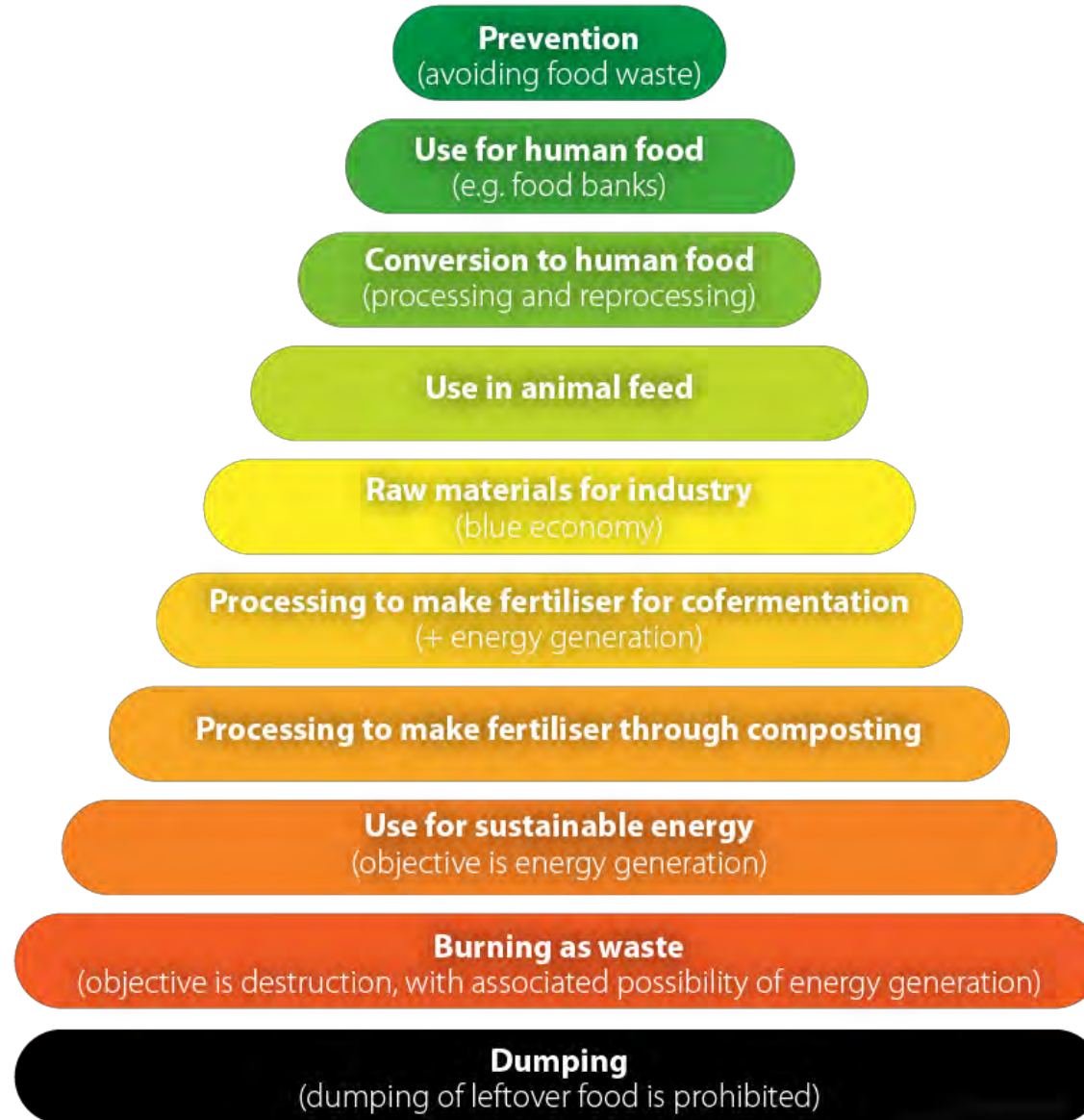
Retail
80,9%
 of group revenue
 EUR 8.750 million

Wholesale
 and foodservice
10,7%
 of group revenue
 EUR 1.161 million

Other activities
8,4%
 of group revenue
 EUR 908 million



Avoid





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Innovate







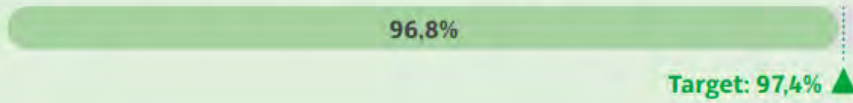
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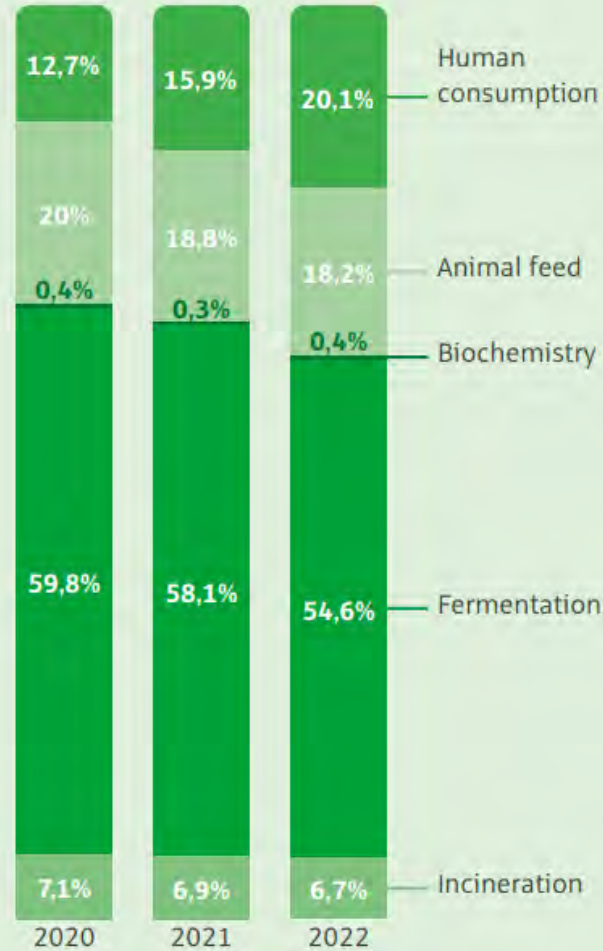
We aim to sell at least **97,4%** of our fresh food products (in Belgium).



By 2025, at least **40%** of our unsold but still consumable products should be consumed by humans or animals (in Belgium).



Destination of food surpluses



Help the consumer





 **KIJK**  **RUIK**  **PROEF**

VOOR JE VERSPILT



be
EU
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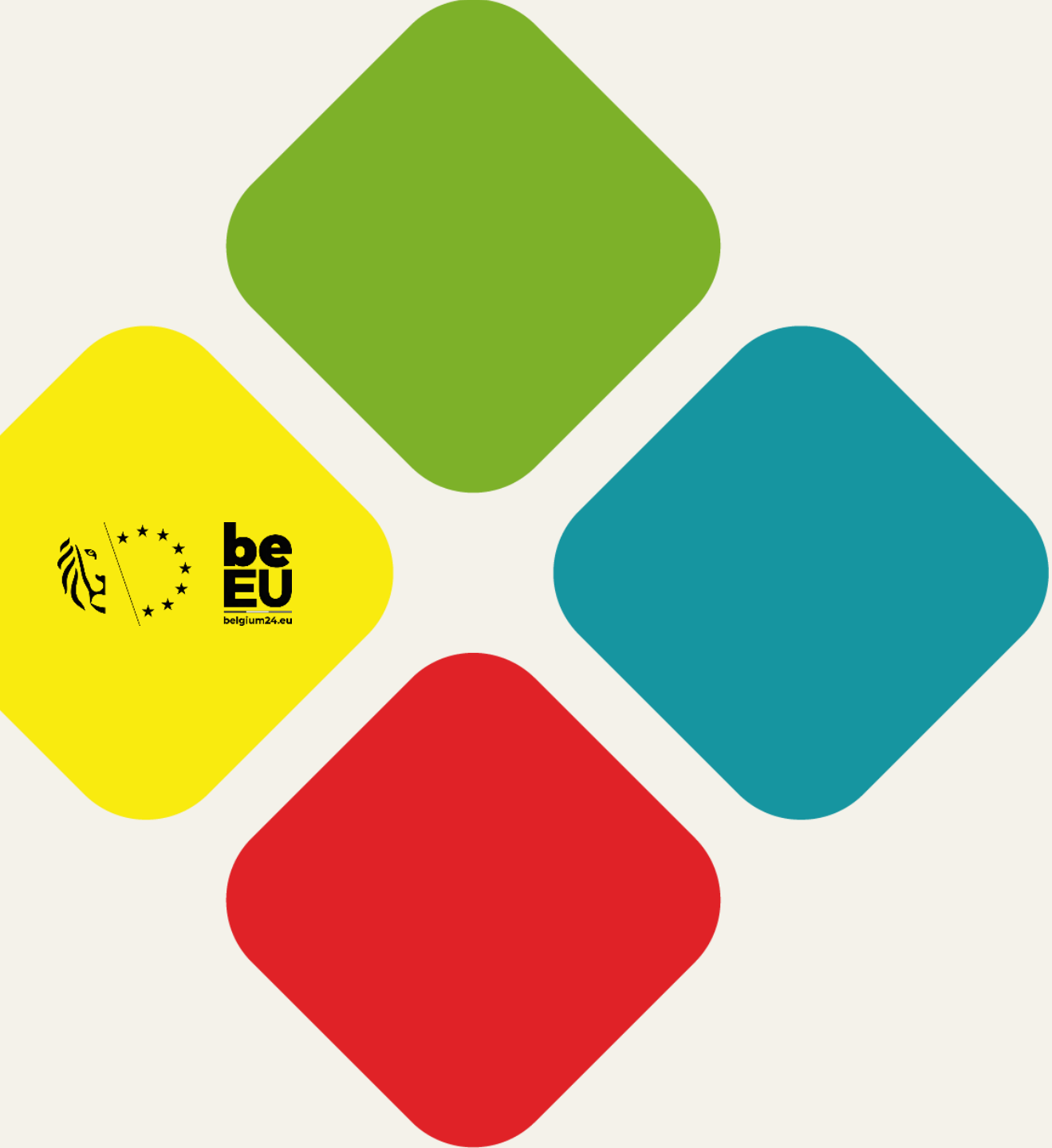
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Thanks!

astrid.vanparys@colruytgroup.com



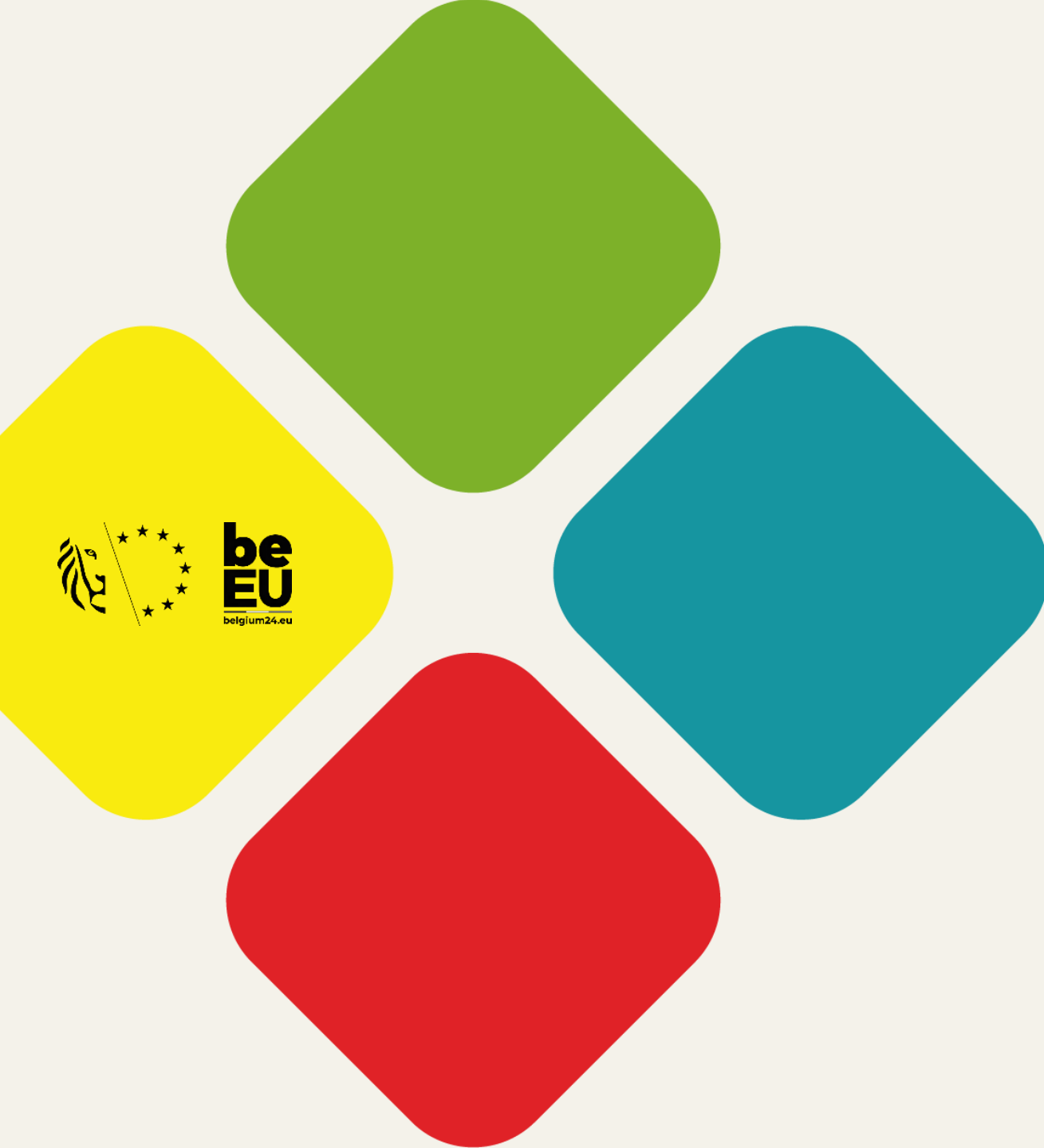
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Good practices – Reduction of household food waste in Flanders

Elfriede Anthonissen,
Vlaco



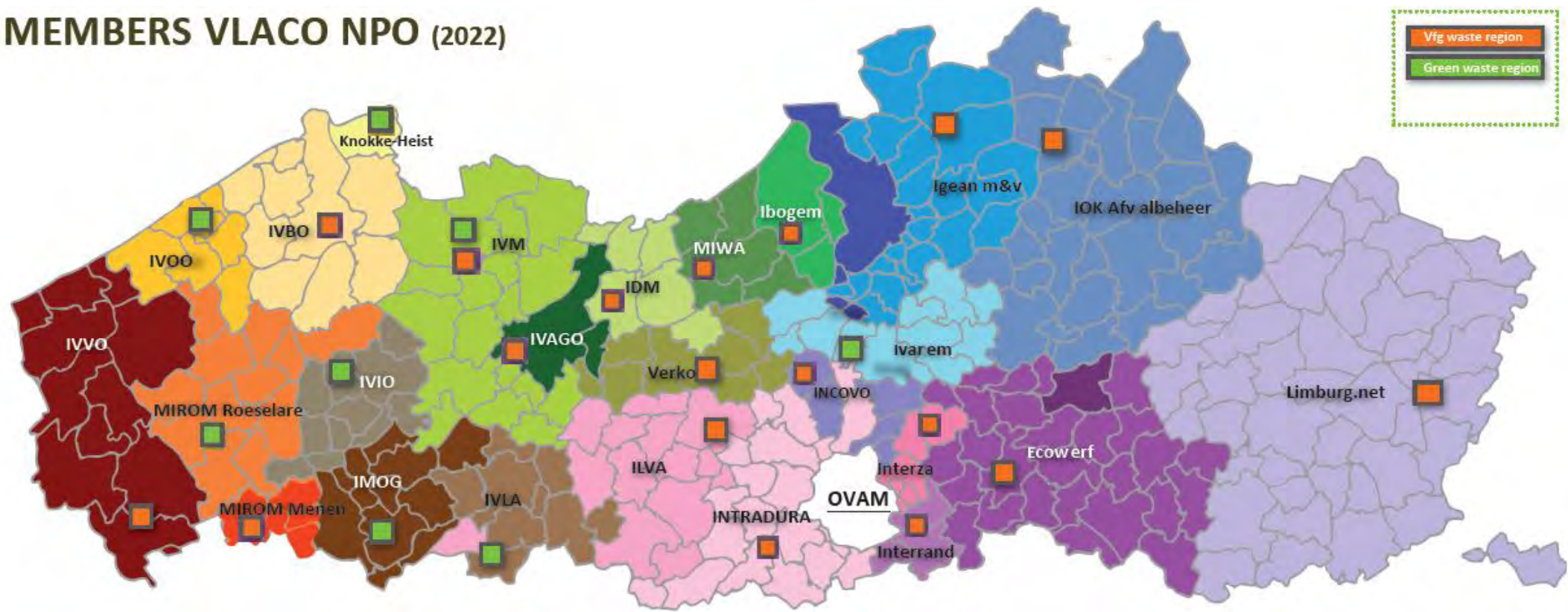
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Who is Vlaco?

membership organisation with representation of both the Flemish government (by means of the OVAM), the intermunicipal waste associations and the private sector (private waste treatment companies).

MEMBERS VLACO NPO (2022)



Vlaco's activities



Raising awareness with intermunicipal waste associations, teachers & volunteers

Closed loop gardening

Qualitycontrol in Composting and digestion plants

Food waste



Research & marketing endproducts



support and implement the policy of biowaste



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Eu-funded projects

- Smartlife C11 Reduction of household food waste (2020 – 2027)
- Core-Interreg Europe: Improving - through the exchange of experiences in 8 rural European regions – the performance of policy instruments on prevention on biowaste (March 2023 – February 2027)

smartlife[©]



Interreg
Europe



Co-funded by
the European Union

CORE



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Focus on

- Encouraging - together with intermunicipalities - more households to reduce food waste in residual household waste
- IT-tool: Plan-eet app
- Awareness campaign - Food waste challenge for intermunicipal waste associations & citizens



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Good practices with local authority partner

IMOG – MIROM

- reducing residual waste
- engaging households
- gamification platform



Ga voor 30 procent minder restafval

Goed nieuws, want de actie '30 procent minder' gaat weer van start op 20 september. Registreer je gratis of log je opnieuw in via je bestaande account en ga aan de slag met alle acties en info. We leggen graag het concept nog even uit. Veel restafval kan je eenvoudigweg voorkomen.

Op onze website www.30procentminder.be vind je tal van tips en acties om afval te voorkomen of te sorteren. Het gaat om concrete en haalbare acties. Sommige zijn heel eenvoudig te realiseren, andere vragen iets meer moeite. Sowiesso gaat het om acties die je kan integreren in je dagelijkse leven en die gemakkelijk vol te houden zijn. Zo kost het je steeds minder moeite en blijf je een mooi resultaat boeken.

Wat denk je ervan om je kapotte spullen te laten herstellen in de plaats van weg te gooien? Zo geef je ze een tweede leven. Je kan terecht op verschillende plaatsen:

- Repair Café bij Atelier Offline in Waregem op zaterdag 30 september en 25 november van 14 tot 17 uur.
- Repair Café in dienstencentrum De Paréte in Harelbeke op zaterdag 14 oktober van 14 tot 17 uur.
- Repair Café in de Deelfabriek in Kortrijk op zaterdag 30 september en 2 december van 14 tot 17 uur
- Leer je klein elektro beschermen tegen kalk op woensdagnamiddag 29 november in de Kringloop-

winkel in Heule.

- Volg een cursus luchtgommen op 16 december bij Atelier Chill in Harelbeke. Blaas je houten meubels nieuw leven in en toon hun natuurlijke look. Ontdek het volledige programma en schrijf je in via www.dekringloopwinkel.be/recuphub.

RECUP.HUB
WATERLOO 10 • 3000 WILMARIJNEN • BE

Er zit ook een speelfactor aan de campagne: 140 punten kan je inwisselen voor een **gemeentebon** met een maximum van een bon per deelnemer. Behaal je daarna nog 100 punten, dan kan je die inwisselen voor een kans om een **elektrische fiets** te winnen. Per 100 punten kan je dat doen. Regelmatig zetten we nieuwe initiatieven online. Neem dus zeker regelmatig een kijkje op www.30procentminder.be. Wat dacht je van een online workshop rond duurzame kleding en een capsule wardrobe? We lanceren ook wekelijks quizen om je kennis rond glas, pmd, papier en karton of restafval te testen. De campagne '30 procent minder' loopt van 20 september tot 16 december 2023. We brengen de winnaars persoonlijk op de hoogte op 22 december 2023.

OVAM
OPLOSSINGEN VOOR
HOUWELIJKES

Mit-geen van de
Vlaamse overheid



Good practices with local authority partner

Intermunicipal waste association Durme-Moervaart (IDM):

- focus on prevention largest food waste fractions bread and vegetables/fruit;
- follow-up and guidance households with high residual waste (diftar)



IT-Tool: Need for ...

HOUSEHOLDS

Practical tips, accessible, insight



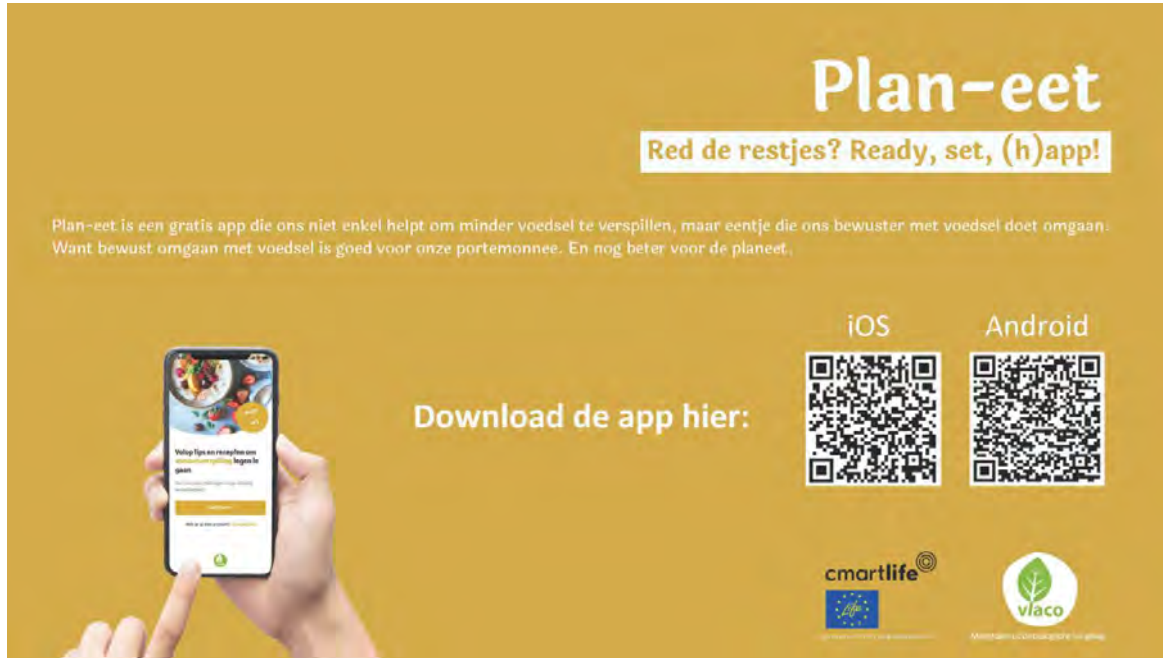
INTERMUNICIPALITIES

awareness, valuable content, impact, data



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Smartlife C11: Plan-eet app for household launch autumn 2022



Plan-eet
Red de restjes? Ready, set, (h)app!

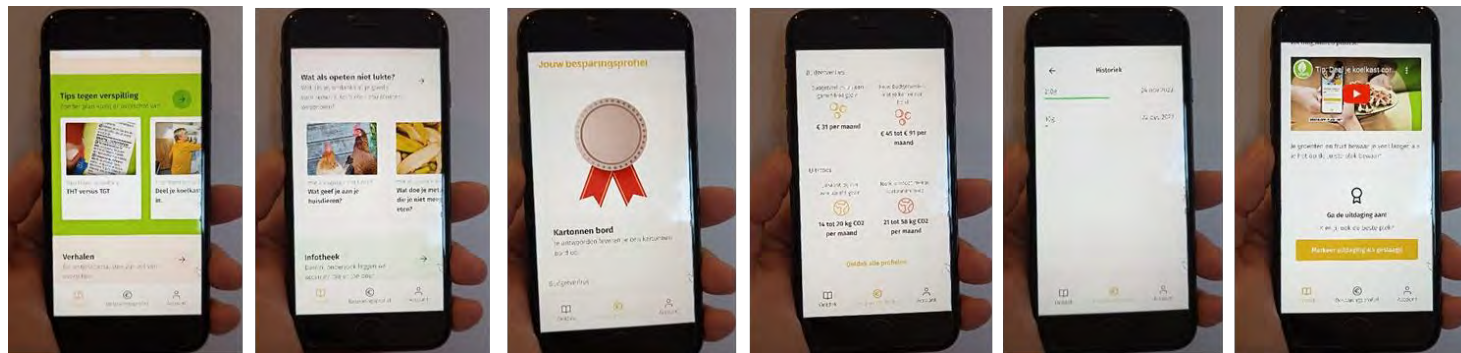
Plan-eet is een gratis app die ons niet enkel helpt om minder voedsel te verspillen, maar eentje die ons bewuster met voedsel doet omgaan. Want bewust omgaan met voedsel is goed voor onze portemonnee. En nog beter voor de planeet.

Download de app hier:

iOS Android

cmartlife
viaco

Ministerie van Landbouw, Visserij en Natuur





Tips & recipes





Other ways to prevent food waste



Jouw besparingsprofiel



Kartonnen bord

Je antwoorden leveren je een kartonnen bord op.

Budgetverlies



Ontdek



Besparingsprofiel



Account

Budgetverlies

Budgetverlies bij een gemiddeld gezin



€ 31 per maand

Jouw budgetverlies met je kartonnen bord



€ 45 tot € 91 per maand

Uitstoot

Uitstoot bij een gemiddeld gezin



14 tot 20 kg CO₂ per maand

Jouw uitstoot met je kartonnen bord



21 tot 58 kg CO₂ per maand

[Ontdek alle profielen](#)



Ontdek



Besparingsprofiel

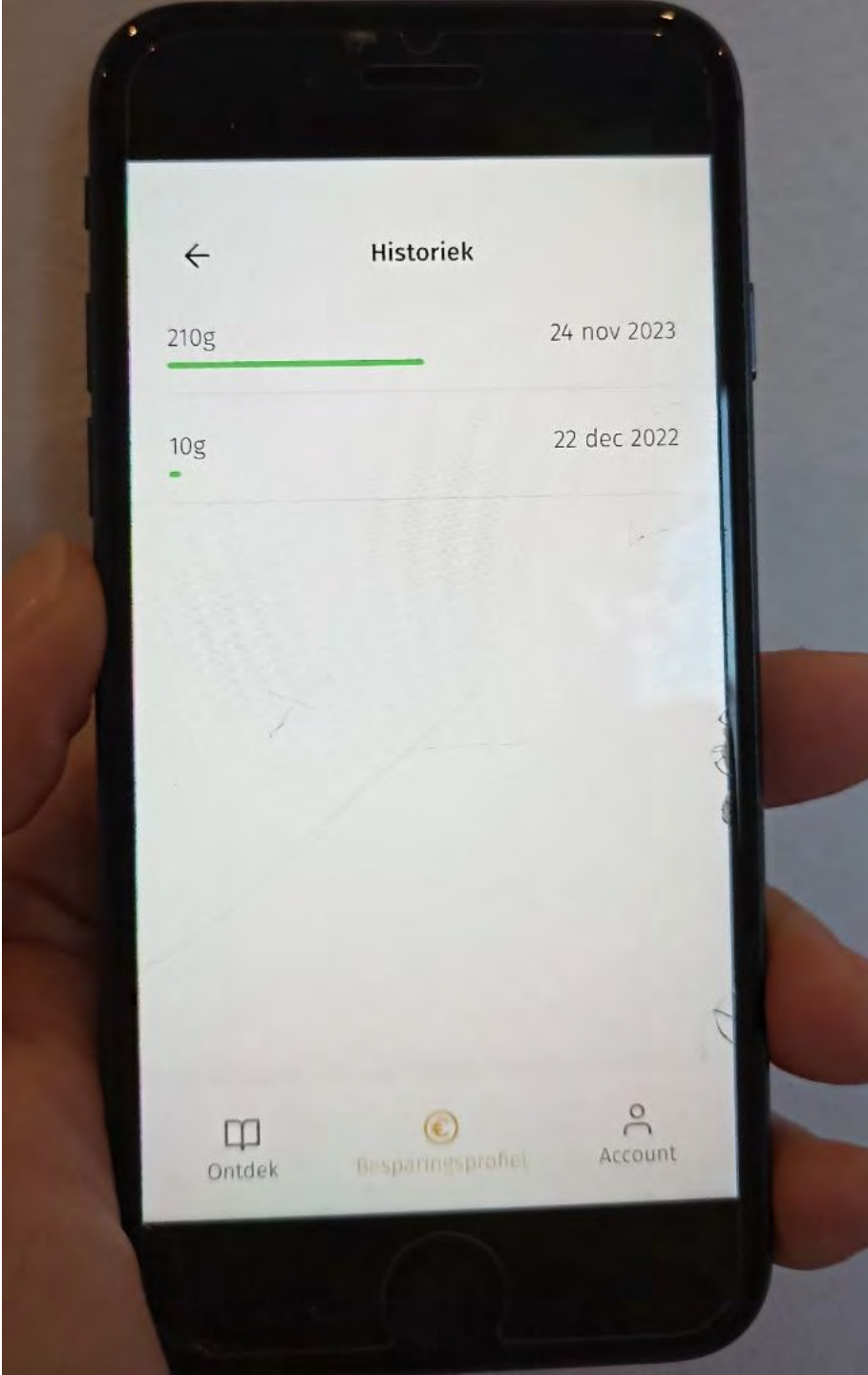


Account

Starters profile based on:
'How much food do you waste?' & 'Where does your food waste end up?' Score linked on euro and CO₂

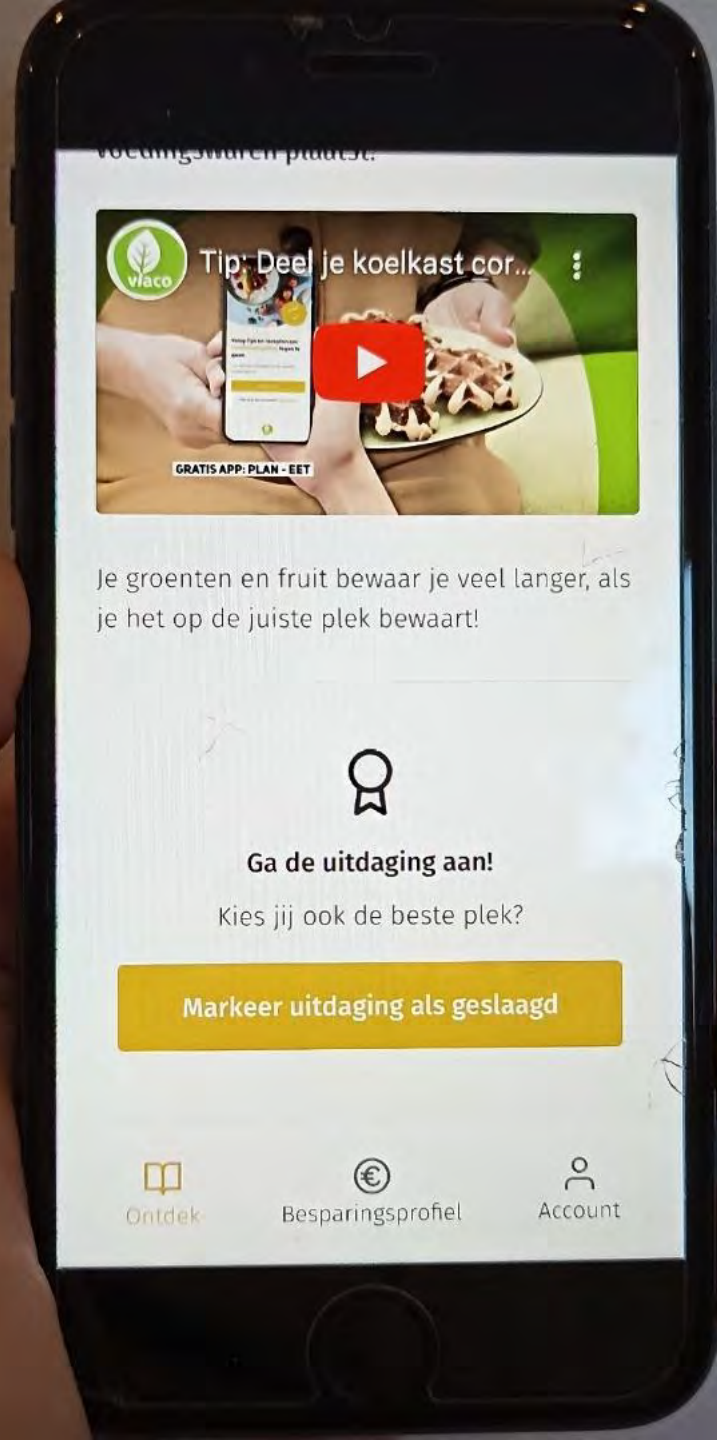


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Follow-up weighing history





Call to participate





weekly notifications to
keep the user's attention



Awareness campaign - 2023

Goal: increasing number of app users

→ activate more households on prevention food waste

- interactive stand at the nerdland festival
- Challenge/competition intermunicipal waste associations
- PR-approach (International Day of Awareness of Food Loss and Waste: 29th of september)
- Spreading campaign website “De Kostwinners” partner organisations food waste (International Day of Awareness of Food Loss and Waste)



Challenge with intermunicipal waste associations

Competition for intermunicipalities

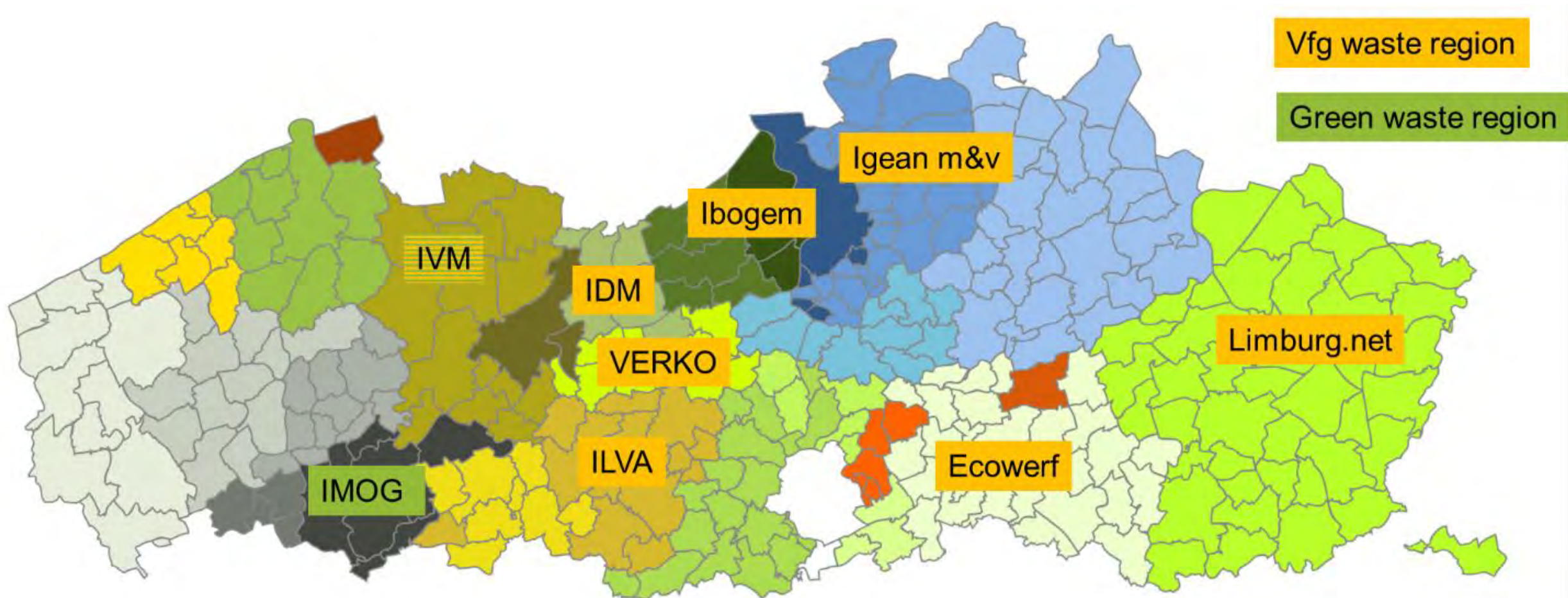
-> Goal: increasing number of households avoiding food loss

➔ Reward for households

➔ Reward for intermunicipal waste associations



9 participating intermunicipalities



Prevention campaign on Facebook, Instagram, magazines ...

Plan-eet : tips & tricks tegen voedselverlies

Heb jij – net als heel wat anderen – de Plan-eet app van Vlaco al gedownload? Plan-eet is een app boordevol tips & tricks om je te helpen zo bewust mogelijk om te gaan met voedsel. Denk aan technieken om voedsel optimaal te bewaren, leuke recepten om restjes in te verwerken tot zelfs tips om in de winkel enkel te kopen wat je nodig hebt. Want wat je niet te veel koopt, moet je natuurlijk ook niet weggoien.

Daarnaast kan je met Plan-eet een inschatting maken van hoeveel eetbaar voedsel je dagelijks weggooit. De app houdt deze cijfers nauwkeurig bij en geeft je zo een handig overzicht van hoeveel voedsel je op week- of maandbasis verliest. Doe jij het week na week beter?

Plan-eet

Red de restjes? Ready, set, (h)app!

Download de app hier:

iOS | Android






WORKSHOP: KOKEN ZONDER RESTEN



Jaarlijks wordt in de ganze keten, van boer tot bord, een paar miljard euro aan voedsel weggegooid. Nachts kan je voedselverspilling thuis vermijden. Tijdens deze infosessie met demonstratie geeft onze Vlaco-lergever je tips om voeding aan te kopen en te bewaren. We maken ook een paar gerechtes waarin we schillen, vocht en loof verwerken. Kom mee koken zonder resten. Of doe nu al inspiratie op via de gratis app Plan-eet.

Praktisch
Donderdag 23 november, van 19u30 tot 21u30
Deelnime is gratis.
Inschrijven vóór 9 november is noodzakelijk:
www.das-werke.be/werkshops
of tel 052 25-18 29.

RED DE RESTJES EN WIN EEN GESCHENKPAKKET*

Jaarlijks tot bijna 369 euro besparen op je huishoudbudget? Met de gratis app Plan-eet is dat een peuschi. Meet hoeveel voedsel jouw gezin wekelijks weggooit. Ontdek betere bewaartechnieken voor je producten. Lik olivem en vingers af bij culinaire meesterwerken gemaakt van restjes. Kortom, hou eetbaar voedsel uit je vuilniszak en geld in je portemonnee. Bijna 25% van het restafval bestaat uit eetbare voeding. Denkzij deze app wordt dat al snel verleden tijd.

Als kers op de taart wint elke 50^{ste} persoon die zich registreert in september of oktober 2023 een geschenkpakket van Vlaco ter waarde van 50 euro. Download de app via de QR-code of via je app store. Waar wacht je nog op?

EcoWerf
17 oktober 2023

Heb jij de 'Plan-eet' app al gedownload? Met deze app kun je je inzetten tegen voedselverspilling. 🍎 🥦 🍅 Maak een inschatting wat je dagelijks weggooit, vind er tips over hoe en hoelang je voeding het best bewaart en ontdek hoe je lekkere gerechten maakt van overschotjes 🍷

Als je hem deze maand nog installeert op je mobiele telefoon, maak je kans op leuke prijzen! Iedere 50e persoon die zich in september of oktober in de app registreert, ontvangt een geschenkpakket van Vlaco... Lees meer

Plan-eet

Red de restjes? Ready, set, (h)app!




Minder afval? Dat willen we allemaal!

Installeer de app Plan-eet

De gemakkelijkste manier om het volume van je restafval te verkleinen? Simpel restjes opeten. Want bijna een kwart van het restafval bestaat uit eetbare voeding. We dagen je uit voor een challenge: geen eetbaar voedsel meer in het restafval. We staken ons licht op bij acht restjesoplossingen. Ze geven ons heerlijke tips over hoe je best voeding bewaart, hoe lang je iets kan bewaren, hoe je lekkere gerechtes van overschot kan maken... Die tips and tricks delen we graag met jou in de gratis Plan-eet app. Met de app kan je een inschatting maken van hoeveel voedsel je zelf weggooit. Dat kost wat moeite, maar je zal zo trots zijn als je zwert op wit je voorkeuren kan aantonen. Hebben we je hongerig gekregen voor een Vlaco-geschenkpakket t.w.v. 50 euro? Registreer je dan in september of oktober 2023 in de Plan-eet app! Elke 50ste persoon die zich registreert, ontvangt een geschenkpakket. Je vindt de actievoorwaarden op www.vlaco.be/afvalreductie.

Deze geschenkpakket gewonnen? Geen nood, weet dat je sociale hub bijgevoegen aan het beperken van voedselverlies. En alsof dat nog niet genoeg is, kan je met je regulerde kennis tot wel 369 euro per jaar besparen met je huishoudinkopen.

Plan-eet

Red de restjes? Ready, set, (h)app!

Plan-eet, een app boordevol tips & tricks die je helpen met voedselverspilling tegen te gaan. Denk aan technieken om voedsel optimaal te bewaren, leuke recepten om restjes in te verwerken tot zelfs tips om in de winkel enkel te kopen wat je nodig hebt.

iOS | Android



Download Plan-eet en win een geschenkpakket t.w.v. 50 euro!*





Plan-eet

Red de restjes? Ready, set, (h)app!

Plan-eet, een app boordevol tips & tricks die je helpen met voedselverspilling tegen te gaan. Denk aan technieken om voedsel optimaal te bewaren, leuke recepten om restjes in te verwerken tot zelfs tips om in de winkel enkel te kopen wat je nodig hebt.

iOS | Android



Download Plan-eet en win een geschenkpakket t.w.v. 50 euro!*





28 winning households

Winners package for every 50th registered account on Plan-eet app





3 winning intermunicipal waste associations:

Vlaco's 'Save the leftovers'-foodtruck where chefs hand out free leftover snacks and tips to avoid food loss for more than 1000 visitors



PUBLICATIES

Flair



Deze 6 apps helpen voedselverspilling tegen te gaan

3

Plan-eet

Wil je steentje bijdragen aan voedselverlies tegengaan, maar weet je niet waar te beginnen? Enter: de Plan-eet app. Een app boordevol tips om je te helpen zo bewust mogelijk om te gaan met voedsel. Van leuke receptjes om restjes te verwerken over slimme hacks tot gouden tips: je vindt alles terug in één handige app.

Plan-eet is beschikbaar voor [Android](#) en [iOS](#).

4x tips om thuis minder voedsel weg te gooien

Lette 100 tot 150 en je postvervoer
11 maart 2022 - 12 min



Download de Plan-eet app van Vlaco

Daarom heeft Vlaco voor, die zich al 30 jaar inzet om voedselverspilling te bestrijden, een app ontwikkeld: de Plan-eet app. Boordevol tips, tricks en recepten om bewuster om te gaan met voedsel en gemakkelijk restjes te redden.

Maak een gratis account aan en hou bij hoeveel voedselverlies jou kost en wat die CO2-uitstoot ervan bedraagt. Sla inspirerende recepten op en leer van de Tips & Tricks van de restjespecialisten. Met de Plan-eet app wil Vlaco een bewustere omgang met voedselverspilling in jouw dagelijkse leven integreren.

Lees ook: [zo voorkom je voedselverspilling op vakantie](#).



In Vlaanderen Beleef de kracht van verbinding

Content- & Citymarketing Klaar om te bouwen aan uw merk

NATIONAAL NIEUWS | Made in (B2B) ONDERNEMERSNIJES | Made in JOBS | UITPUIT & Made in AGENDA | SPORT PROMEUR | EXTRA BULAGEN | FUNT TOEGEFME

Nooit meer restjes weggooien met de Wat-je-nog-liggen-hadGPT van De Kostwinners



Je krijgt gratis te downloaden 100-1000 en andere leuke verhalen. Een leuke manier om te genieten van de kracht van de natuur en een duurzame manier om te genieten van de natuur. De Kostwinners zijn de beste manier om te genieten van de natuur. De Kostwinners zijn de beste manier om te genieten van de natuur.

Nooit meer restjes weggooien met de Wat-je-nog-liggen-hadGPT van De Kostwinners. Het is de beste manier om te genieten van de natuur. De Kostwinners zijn de beste manier om te genieten van de natuur.

Vlaco heeft geproduceerd de leukste manier om te genieten van de natuur met de Wat-je-nog-liggen-hadGPT van De Kostwinners. Het is de beste manier om te genieten van de natuur.

buurt super De (B2B)-ingekoper met expertise in voedselverspilling

Nieuw | Specialisaties | Levenswijzen | Magazine | Events

De Plan-eet app helpt je om voedselverlies te voorkomen

Voedselverlies voorkomt meer hongersnood en armoede in de wereld. In België, waar ongeveer 1 miljoen mensen aan het jaarlijks 175.000 ton voedsel in de vuilnisbak belandt 50 de voedselverspilling in Vlaanderen. Dat betekent dat per Vlaanderer meer (over 25 kg) voedsel in de vuilnisbak wordt gegooid, voor een gemiddeld gezin over 40 op 2 tot 3 weekmarkten per jaar. Dit kan je een steentje helpen bij het maken van je eigen voedselverspilling. Vlaco wil bewuster om te gaan met voedsel met de Plan-eet app: een app met tips en tricks om bewuster om te gaan met voedsel en gemakkelijk restjes te redden.

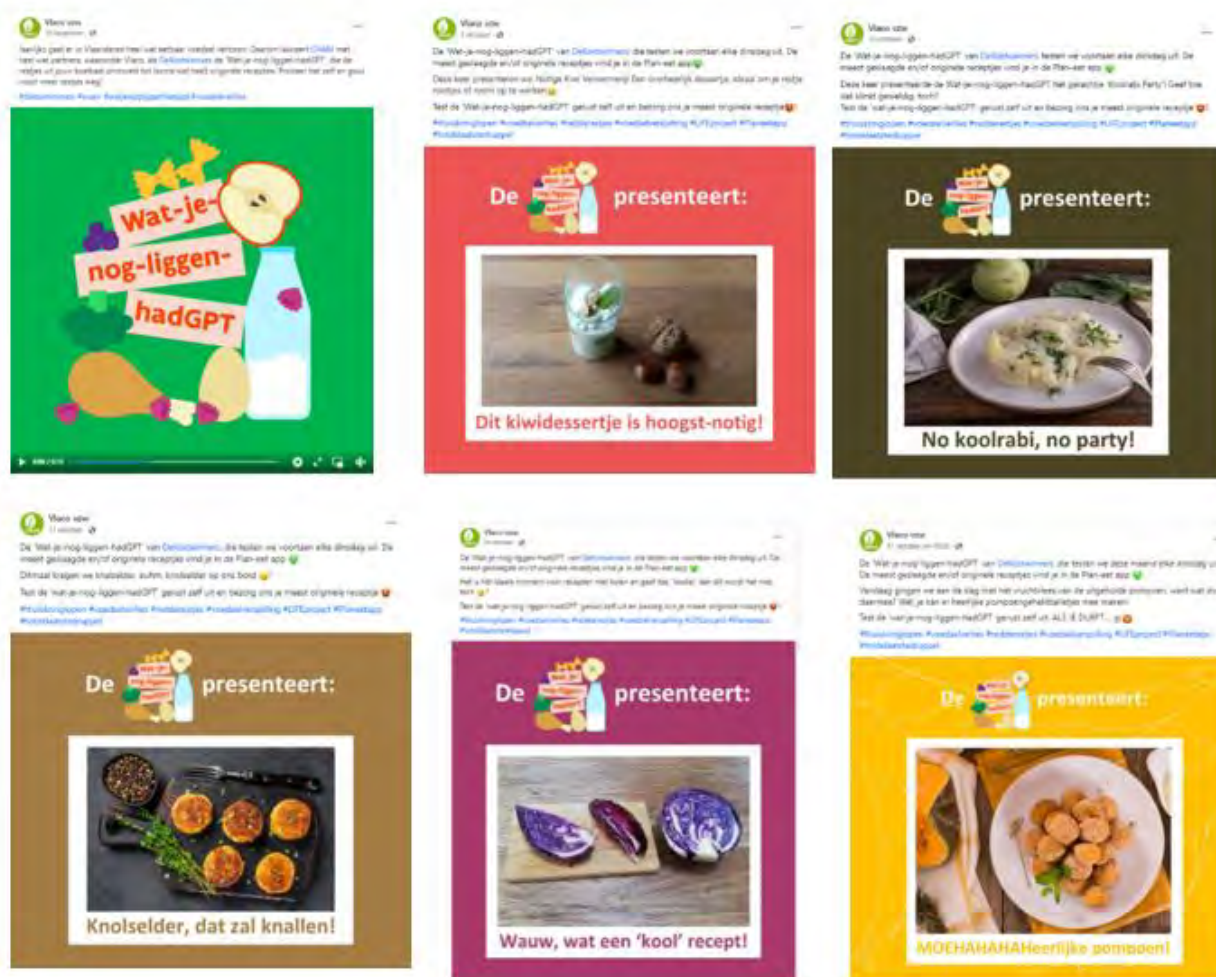
PR campaign with food loss tips

Met de Plan-eet app wil Vlaco een bewustere omgang met voedselverspilling in het dagelijkse leven integreren. Elfriede Anthonissen, de deskundige op het gebied van Thuiskringlopen bij Vlaco, onderstreept het belang van deze app: "We verspillen als consumenten vaak meer voedsel dan we denken. Het is cruciaal dat we ons bewust worden van

Spreading campaign 'Wat-je-nog-liggen-had-GPT'

Extra weekly posts on socials

Extra recipes in Plan-eet app

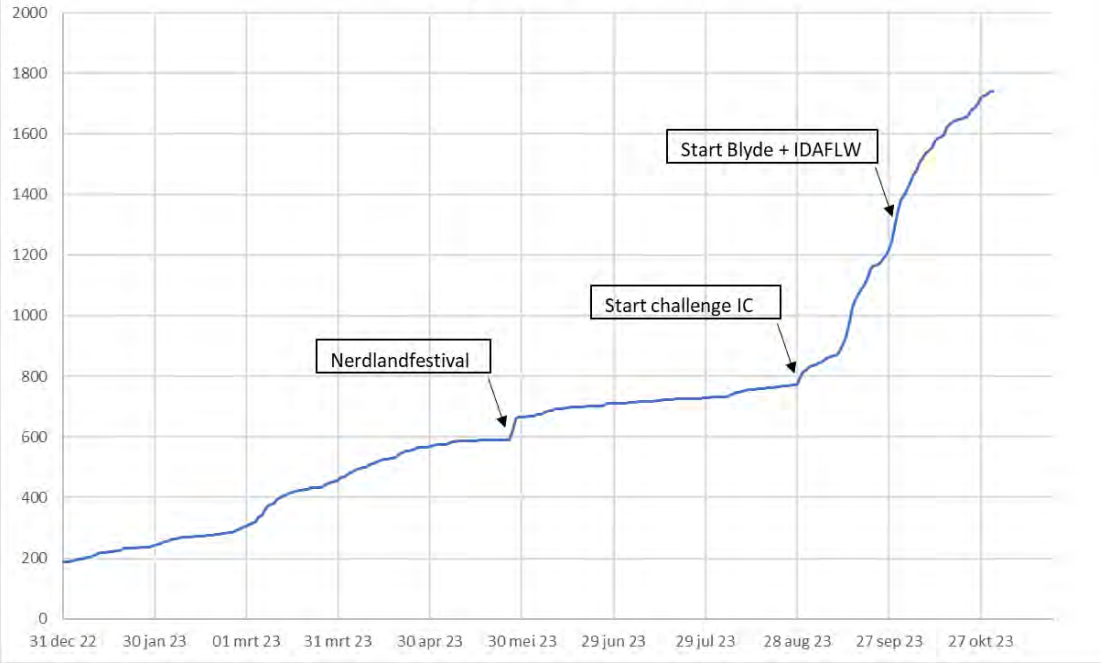


Results: increase of households using Plan-eet app

Android gebruikers cumulatief



Apple gebruikers cumulatief



increase in app downloads by 119%
Increase in the number of registered users in the app by 100%



Results Plan-eet app – Impact 2023

“How much food do you throw away in an average week?” **4063 answers.**

The user could choose one answer from 12 photos of food, ranging from 0 g to 5 kg in one week.



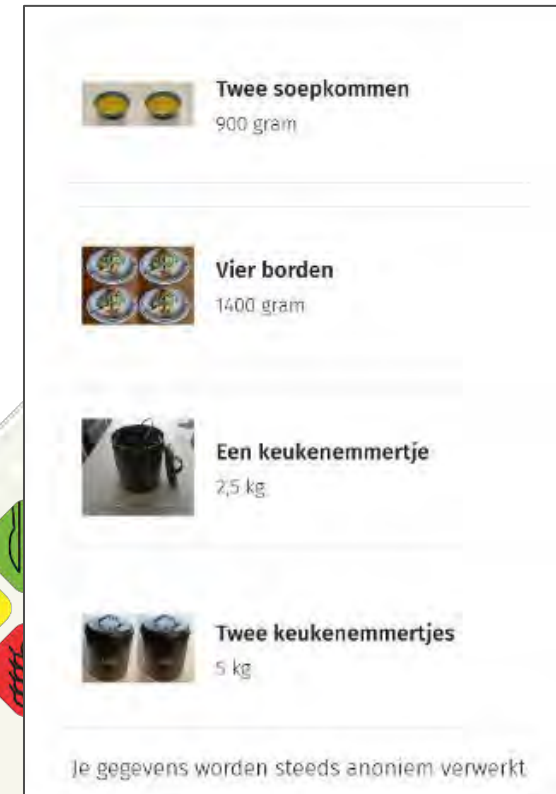
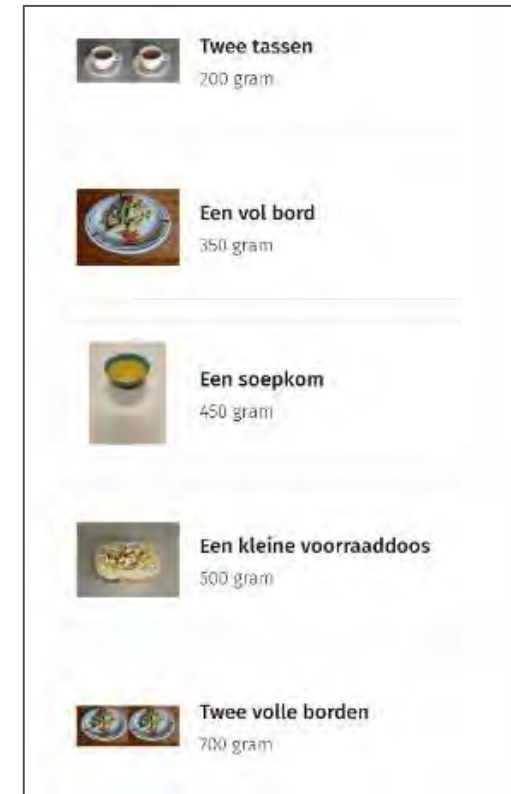
20%
“2 slices of bread”



13,2%
“5 slices of bread”



12,8%
“a full dinner plate”



Results Plan-eet app - Impact 2023

“Do you sometimes throw away food? And where does this end up?”

> 4000 answers

32% ” the organic waste collection”,

22% “in the residual waste, toilet or sink”,

19% “on the compost heap”,

18% “leftovers to pets and animals”,

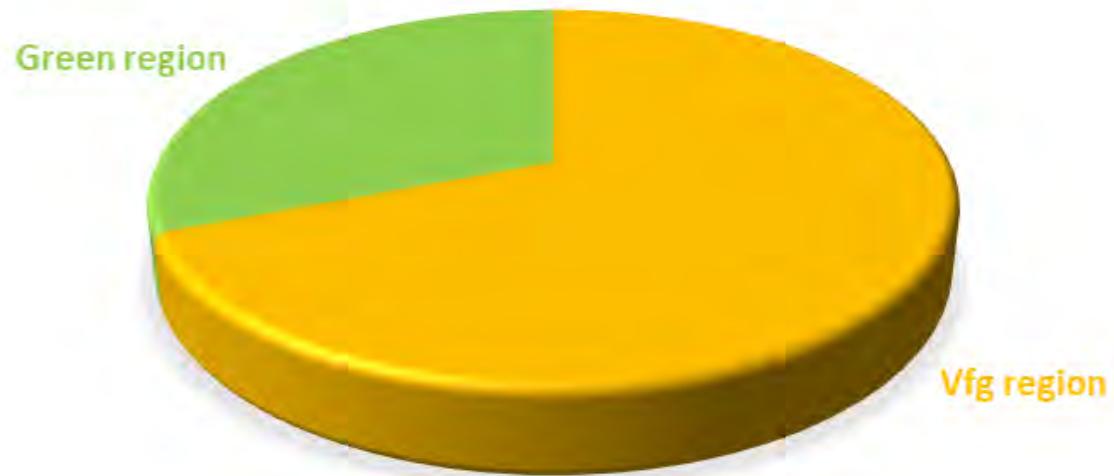
9% “I never throw away food”



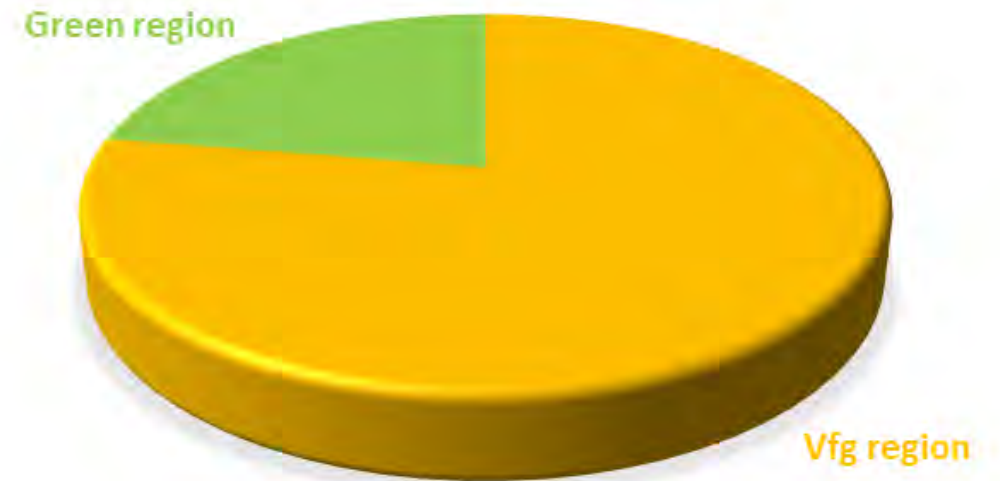
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Answers per region

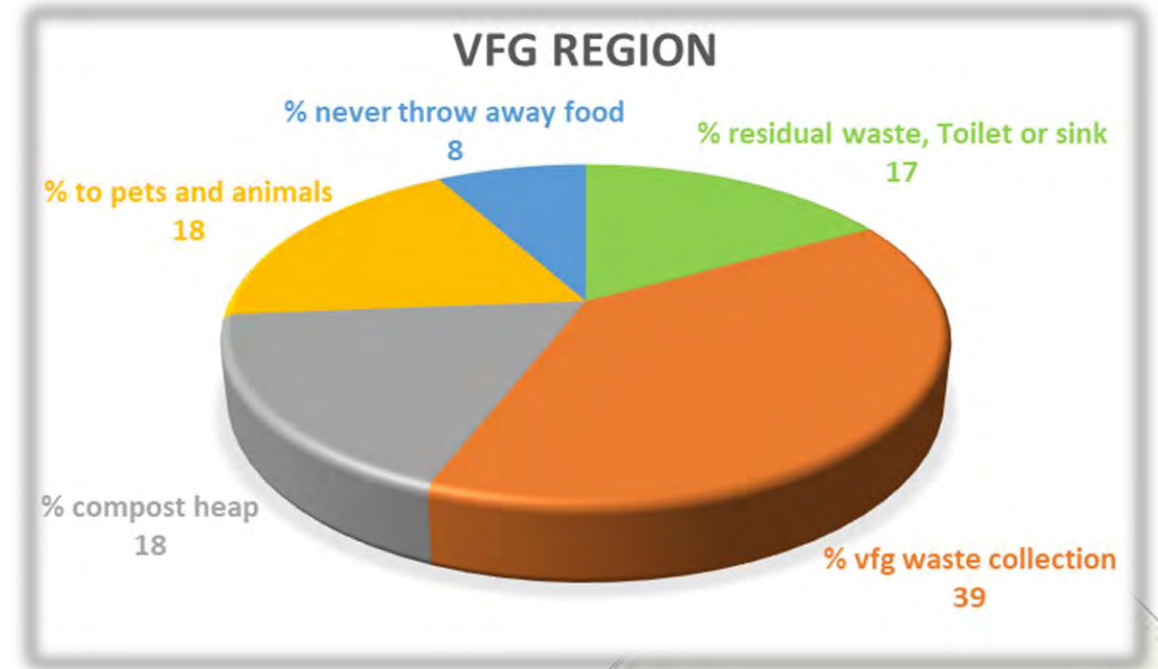
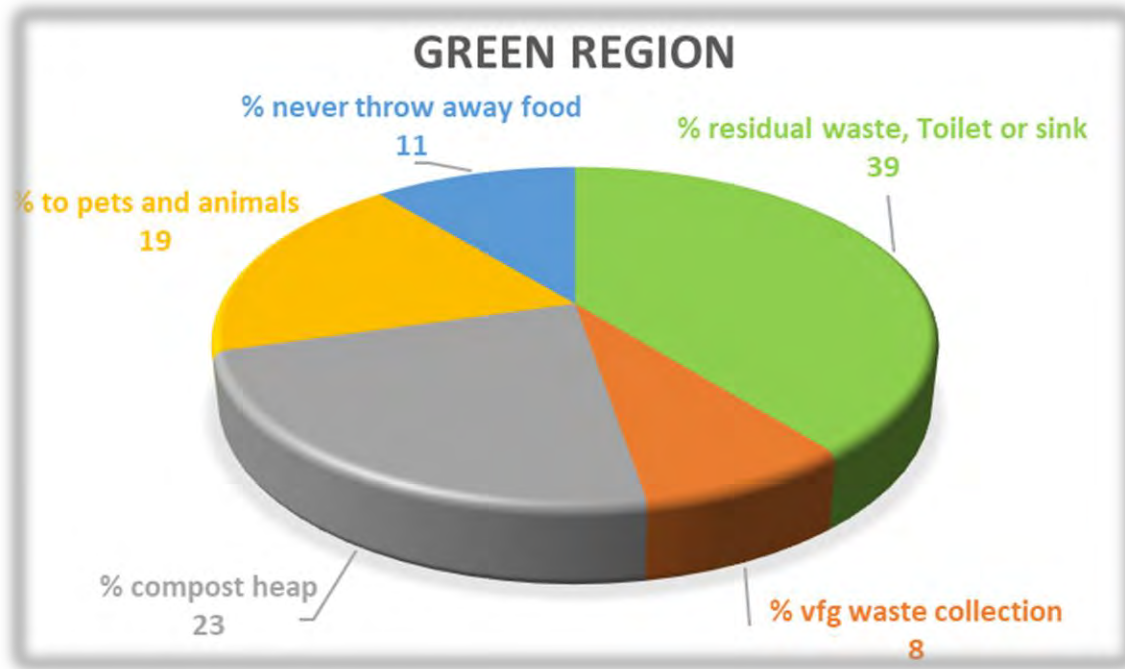
INHABITANTS PER REGION



ANSWERS PER REGION



“Do you sometimes throw away food? And where does this end up?”



More information?

<https://vlaco.be/en>

<https://vlaco.be/thuiskringlopen/voedselverlies-beperken>

<https://vlaco.be/thuiskringlopen/voedselverlies-beperken/plan-eet>



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Food losses - Good circular practices in households



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