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*from farm to fork*



## Innovative tools in awareness raising – experiences of the Wasteless project

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*LIFE Networking Event Cyprus*

*19 November 2020*

# The actor

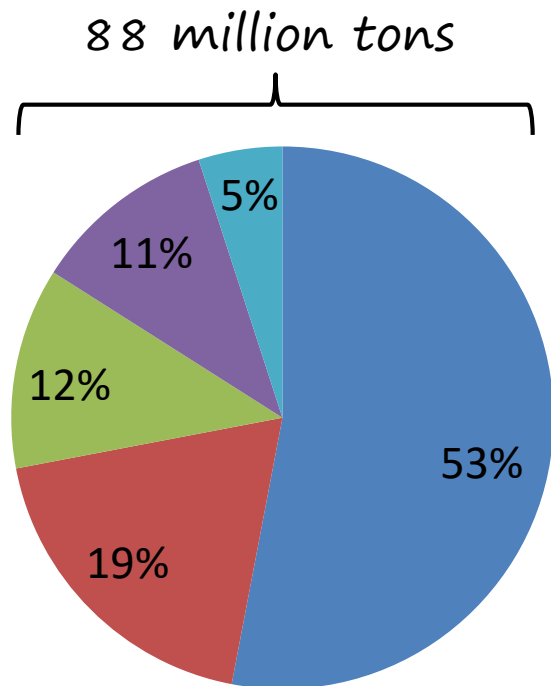


## National Food Chain Safety Office

- Central authority in Hungary
- Authority control of the **whole food chain** (from soil to retail and restaurants)
- Also deals with **risk communication**
- 120-150 press releases and 1400-1500 press inquiries annually
- Well known, popular and credible organization amongst Hungarians (EFSA, 2018)

# The problem

# European situation in a nutshell



- Households
- Processing
- Catering
- Production
- Retail

46.5 million tons



EU estimation

Average:  
92 kg/capita/year

HUN:  
39 kg/capita/year

# The answer

For every complex problem there is an  
**answer**  
that is **clear,**  
**simple,**  
and **wrong.**

H. L. Mencken

Typical *simple, clear and wrong* answers:

- Why not to give **leftovers** from event catering to **poor people**?
- Why not to give **expired food** to the **poor**?
- Why not to give all restaurant **leftovers** to animals as **feed**?
- Why destroying all those fine food stuffs that were **confiscated** by the authority instead of **charity**?

*Further details: Kasza, G., Szabó-Bódi, B., Lakner, Z., & Izsó, T. (2018). Balancing the desire to decrease food waste with requirements of food safety. Trends in Food Science & Technology.*



After years of answering press and NGO inquiries and suggestions  
**one-by-one,**  
we have decided to start a **public campaign** and  
invite all interested partners as stakeholders:



Wasteless  
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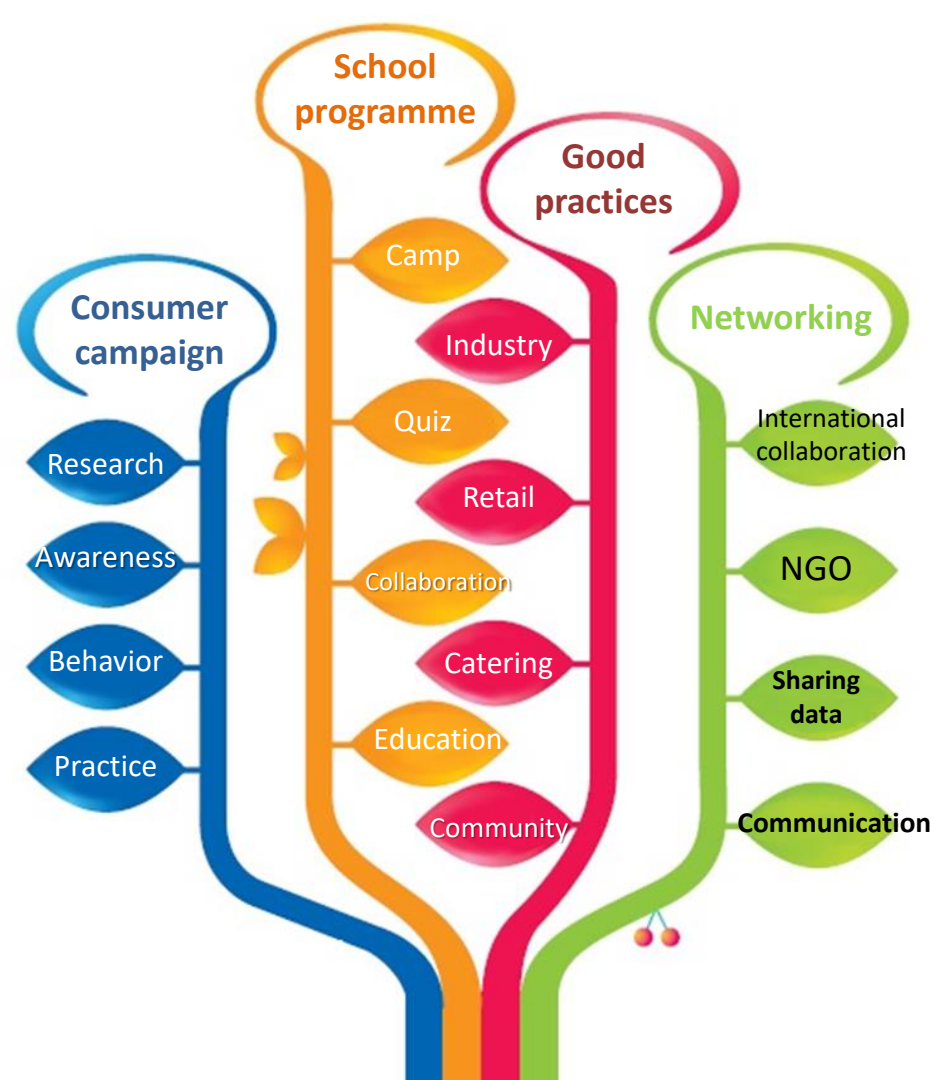
## Timeline:

- 2005: Hungarian Food Bank Association
- 2014: Start of 'The Food is Value Forum'
- **2015: Concept of WASTELESS programme created**
- 2016: WASTELESS received support from EASME, LIFE Framework
- 2017: Governmental decree on the extension of WASTELESS programme
- 2018: Participation in the EU Platform on Food Losses and Food Waste
- 2018: EU LIFE Platform Conference in Budapest (8-9 October)
- 2019: EU Platform on Food Losses and Food Waste membership
- **2020: Wasteless has been declared to be the national level food waste prevention programme of Hungary by 'The Food is Value Forum'**

PROJECT REFERENCE	LIFE15 GIE/HU/001048
DURATION (ORIGINAL) PROLONGATION (COVID)	07/07/2016 - 30/06/2020 31/12/2020
TOTAL BUDGET	964,468.00 €
EU CONTRIBUTION	578,680.00 €

## KEYWORDS

- Environmental education
- Public awareness campaign
- Waste reduction



Wasteless

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# Wasteless: Innovative tools in awareness raising

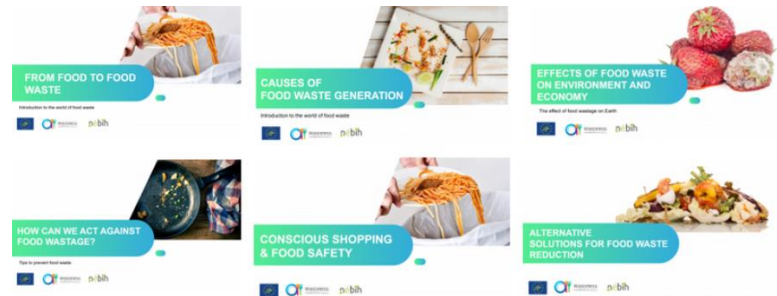
- School Program
- Timely communication activities
- Networking
- Research actions that support communication



# Wasteless School Programme

## Food waste prevention in primary school

- Educational material development
  - Student book, workbook, teachers' book, ready-to-use editable presentations (English versions available and replicable)
  - Animated videos
  - Games
- Demonstration lessons (1800 children, 110 teachers, 58 schools)
- Online quiz competition (1900 children) and thematical summer camp
- Answer for the pandemic situation:
  - Online demonstration lesson
  - Drawing contest about food waste prevention (almost 300 applicants)



# Demonstration lessons

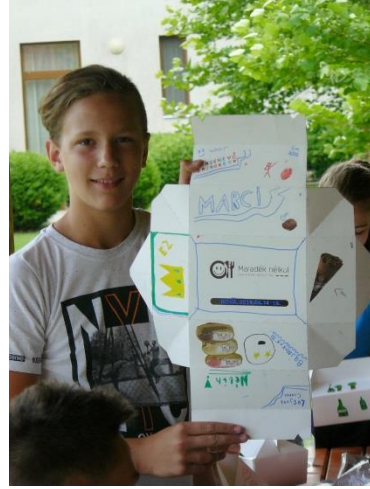


# Summer Camp 2018 & 2019









# Drawing contest



**Main prize: 2-2  
compost bin for the  
student's school**



# Timely communication activities

- Communication activities scheduled to important events and holidays (*media vacuum*)
  - Earth Day
  - FLW Day
  - World Food Day
  - Christmas etc.
- Main communication platforms



<http://maradeknelkul.hu/en/>



<https://www.facebook.com/maradeknelkul>  
5048 Followers



[https://www.instagram.com/maradek\\_nelkul/?hl=hu](https://www.instagram.com/maradek_nelkul/?hl=hu)  
947 Followers

Events	
Presentations	57
Interviews and reports	70
News	110



# AWARENESS RAISING CAMPAIGN

Presence in the media	
Television appearances	47
Radio broadcasts	65
Printed articles	117
Online appearances	510



Total access
96 127 117



# Wasteless Christmas

- Leftover saving recipe contest
- November - December 2019
- Gifts to the contributors

## Tips for wasteless holidays

- Press release
- Collected in an infographic
- Food preservation – freezing
- Donation



### KARÁCSONYI MARADÉKOK? FAGYASZD LE!

**Fagyasztható ételek** | **Fagyasztásra nem ajánlott ételek**

**De ne feledd, a legfontosabb, hogy ne vásárolj többet, ne főzz többet és ne szedj ki több ételt a tányérodra, mint amennyit meg tudsz enni**

## MARADÉK NÉLKÜL.

**Levesek** (levesben, pl. paradicsomosban, székelykása): Ajánlott fagyasztható tárolási idő: 2-6 hónap

**Húsok** (húsok általában, illetve erősen sózottak, pl. áztatott húsból): Ajánlott fagyasztható tárolási idő: 2-3 hónap, Borsó: 4-6 hónap

**Nem hűtött szendvicsek, szendvicsek, pogácsok, keksz**: Ajánlott fagyasztható tárolási idő: 4-6 hónap

**Túrós**

**Túrós**

**Sósak**

**Főtt húsok**

Logo: Maradék nélkül MARADÉKNÉLKÜL.HU nébih

# Food stockpiling guide in times of Covid-19



# Networking: Working groups



## Good Practices for Food Waste Reduction

*Catering*



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## Good Practices for Food Waste Reduction

*Food Industry*



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## Good Practices for Food Waste Reduction

*Trade*



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## Good Practices for Food Waste Reduction in Food Waste Handling

*Community*



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# LIFE FOOD WASTE Platform Meeting 2018

- 8-9 October 2018, Hotel Benczúr
- Mid-term conference
- 14 countries, 120 participants
- Opening speech: Róbert Zsigó
- Opening speech: Commissioner Karmenu Vella
- Keynote speech: Commissioner Vytenis Andriukaitis
- Dinner: JótéKonyha
- Preference blind test



# Research – Monitoring project impacts and supporting communication with ORIGINAL CONTENTS

1. Monitoring of changes in consumer attitudes and behavior based on questionnaire with  $n > 1000$  persons
  - Baseline: 2016; Monitoring: 2019
  - Supporting target group specific message formulation
2. Monitoring of the amount of household food waste based on household panel experiment
  - Baseline: 2016 (100 households)
  - Monitoring: 2019 (165 households)



# Measurements and data

Consumer research related to household food waste, based on the FUSIONS methodology (EU recommendation)

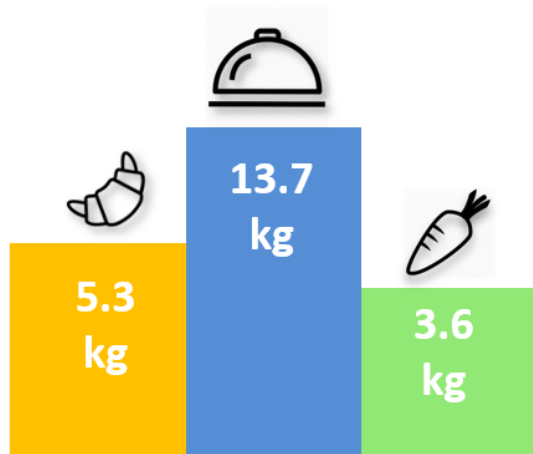
	2016	2019
Food waste per capita per year	68.03 kg	65.49 kg
<b>Categories</b>		
Unavoidable food waste	47.13%	47.05%
Potentially avoidable food waste	4.16%	4.15%
Avoidable food waste	48.70%	48.82%
Total food waste	100.00%	100.00%

Between the two periods (2016-2019)

**4% decrease  
was observed**

*despite the significant  
economic expansion*

# Measurements and data



Top 3 avoidable  
categories

Further details:

- Szabó-Bódi, B., Kasza, G., & Szakos, D. (2018). Assessment of household food waste in Hungary. *British Food Journal*, 120(3), 625-638.
- Kasza, G., Dorkó, A., Kunszabó, A., & Szakos, D. (2020). Quantification of Household Food Waste in Hungary: A Replication Study Using the FUSIONS Methodology. *Sustainability*, 12(8), 3069.

# Summary

- Intensive communication that builds proactively on:
  - Important events, days
  - Original research data
- School programme:
  - Long term impact
  - Parents
  - Communication value in general
- Cooperation in the food chain, networking

# Thank you for the attention!

