Prevention of Edible Food Waste

a Pilot Project in Niederösterreich
Prevention of Edible Food Waste

Too much Edible Food Waste

- Others: 85%
- Biowaste: 15%
- Originally Packed Food: 3.3%
- Partially Eaten Food: 3.3%
- Leftovers: 2.3%
- Other Organics: 2.5%
- Dressing Rests: 4.1%
- Originally Packed Food: 3.3%

Quelle: NÖ Restmüllanalyse 2006
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BOKU Waste Conference, 15.04.09

Amt der NÖ Landesregierung, DI Christiane Ademilua
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Preparative Measures

1. Waste Analysis

2. Opinion Survey
Waste Analysis

Composition of Residual Waste
Average of 14 Apartment Complexes in NÖ
Autumn 2008 - Weight in %
Waste Analysis

Composition of Bio Waste
Average of 14 Apartment Complexes in NÖ
Autumn 2008 - Weight in %
Opinion Survey

• November 2008
• Questionnaires personally dispensed and – after a while recollected - by Waste Consultants or Students of Commercial Colleges,
• filled in self-dependently
• Return Rate: 42%
  387 Questionnaires out of 928 Apartments, 383 analysable
• representative for Niederösterreich
Opinion Survey

Current State of:

• Approach
• Knowledge
• Self-Description
• Reasons
• Valuation of Measures
„If I must throw away food…“

- I don’t think about it: 1%
- I don’t care: 0%
- I am sorry, but it happens: 47%
- It disturbs me a lot: 47%
- n/a: 4%
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„Do you agree?“

I do not agree  I do not agree fully  I rather agree  I agree fully
0-stimme nicht zu  1-eher nicht  2-eher schon  3-stimme voll zu  99-k.A.

Man hört viel über LM im Müll
One hears a lot about food in the waste

Problem "LM im Müll" wird übertrieben
This problem is exaggerated

LM wegwerfen kostet Geld
To throw away food costs money

weniger LM wegwerfen kann Müll vermeiden
To throw less food prevents waste

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„How much food do you throw away – compared to others?“

- viel weniger (much less): 54%
- etwas weniger (little less): 28%
- genauso viel (same): 17%
- etwas mehr (little more): 0,3%
- viel mehr (much more): 0,3%
### Applicable to your Household?

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Nein</th>
<th>Eher Nein</th>
<th>Eher Ja</th>
<th>Ja</th>
<th>Fehlt</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am using rests to cook</td>
<td></td>
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<tr>
<td>I go for shopping with shopping list</td>
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<tr>
<td>I often buy more than is written on the shopping list</td>
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<tr>
<td>Food is inedible before the expiring date</td>
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<tr>
<td>I often cook more than we eat</td>
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<tr>
<td>We like to try new recipes</td>
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Valuation of Measures

Very effective:
Information about good food storage; Information how to identify the edibility; Smaller packages; Shopping list

Effective:
Tips how to use rests of food; Tips how to conserve food; Information about warming of food

Not really effective:
Personal consultation;
Data base for recipes on the Internet
Kick Off with Press Conference
Steps of the Project

– Measures of Public Relations: Trailer ORF NÖ und Recipes in Radio NÖ, Tips for Shopping, Tips for Prevention of Food Waste, Articles in Different Papers, Give away, Posters for the Bin Sites, Data Base for Recipes, …

– Public Offer of Reward

– Compendium of the Relevant Measures

– Implementation in the whole of NÖ.
Public Offer of Reward

- to create a package of measures to raise awareness and to effectuate a change of habits – results should be measurable
- the realisation budget must not exceed € 7.000,--
- realisation in one of the apartment complexes

Eligible:
- designer
- advertising agencies
- event planning agencies
- PR agencies
- schools, universities, colleges of higher education for communication, multimedia, advertisement & design

Elected by a judging panel
Closing Date: April 30, 2009
NÖ Abfallwirtschaftsverein Rennbahnstraße 29 B, 3109 St. Pölten
Scientific Steering through Boku

Aims:

• Contribution of their (international) knowledge
• Methodology, documentation, interpretation
• Support of Public Relations
• Support of colleges taking part
• Evaluation of the measures
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