

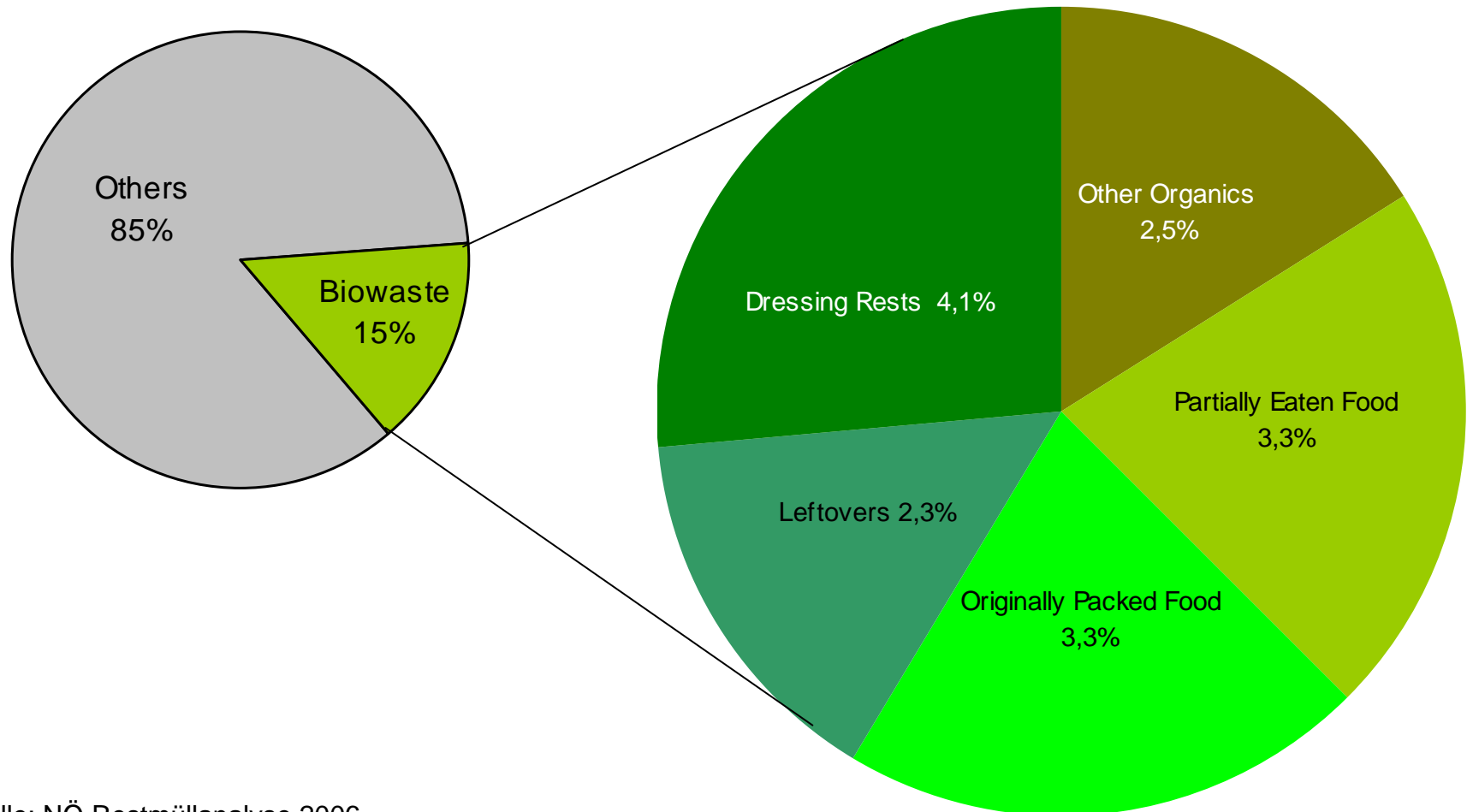


Prevention of Edible Food Waste

a Pilot Project in Niederösterreich



Too much Edible Food Waste



Quelle: NÖ Restmüllanalyse 2006



















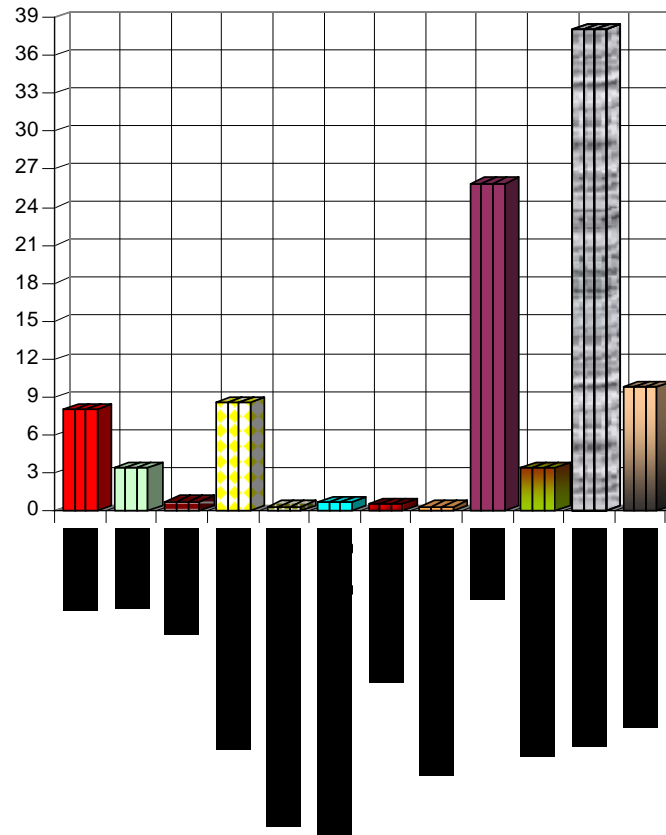
Preparative Measures

1. Waste Analysis
2. Opinion Survey



Waste Analysis

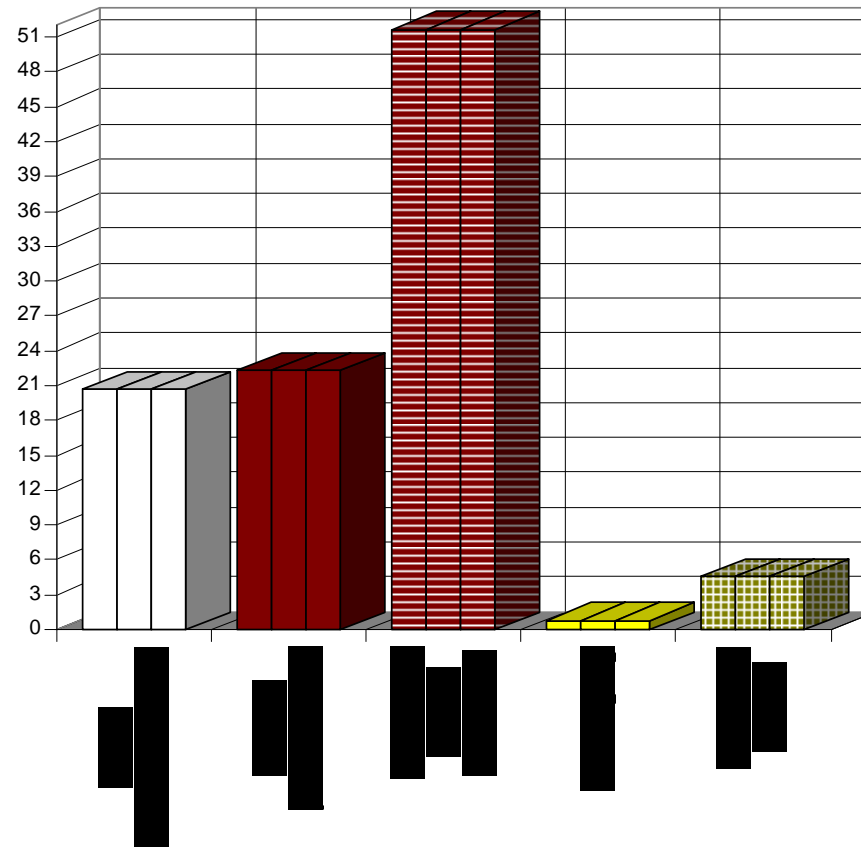
Composition of Residual Waste
Average of 14 Apartment Complexes in NÖ
Autumn 208 - Weight in %





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



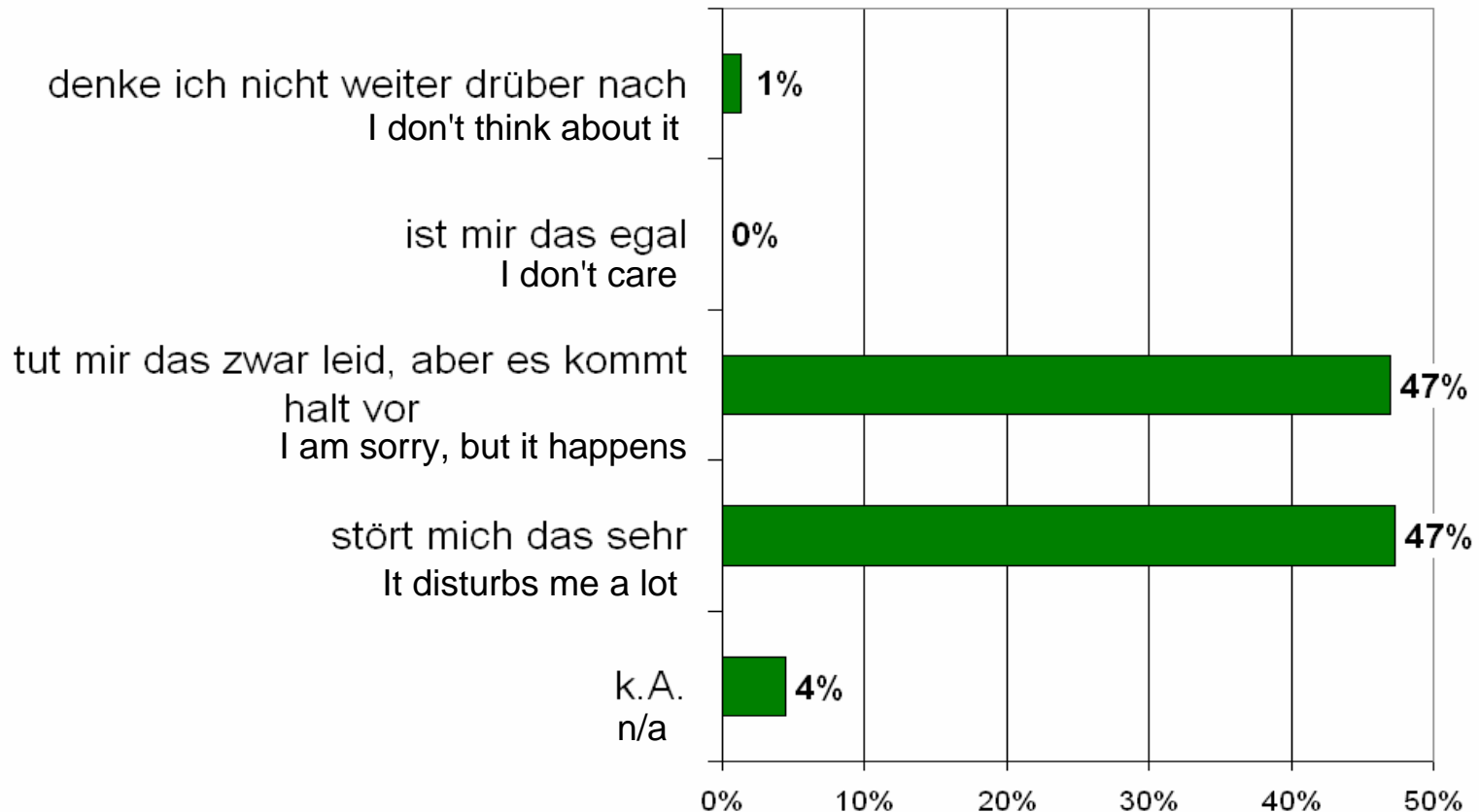
Opinion Survey

Current State of:

- Approach
- Knowledge
- Self-Description
- Reasons
- Valuation of Measures



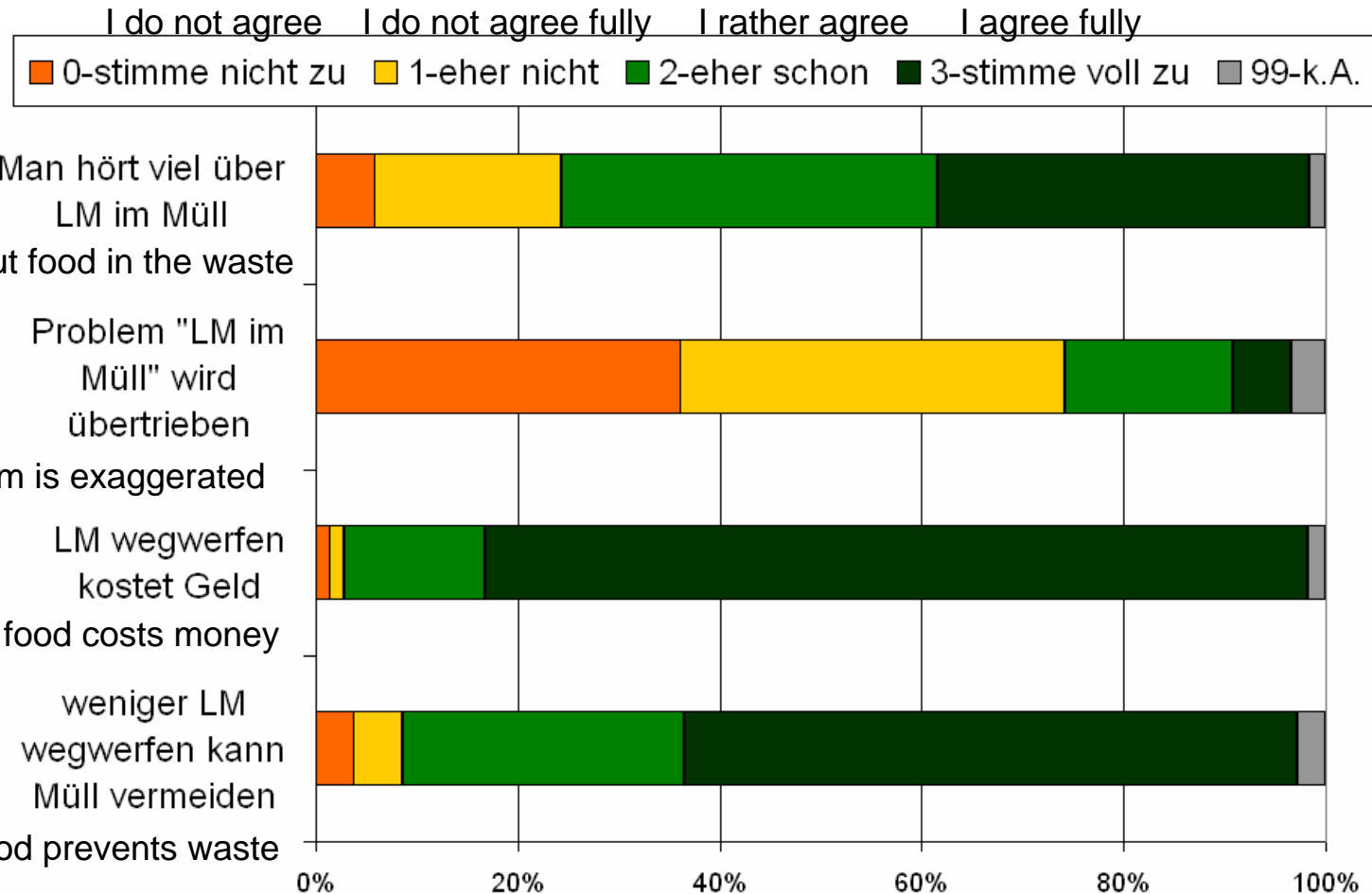
„If I must throw away food...“



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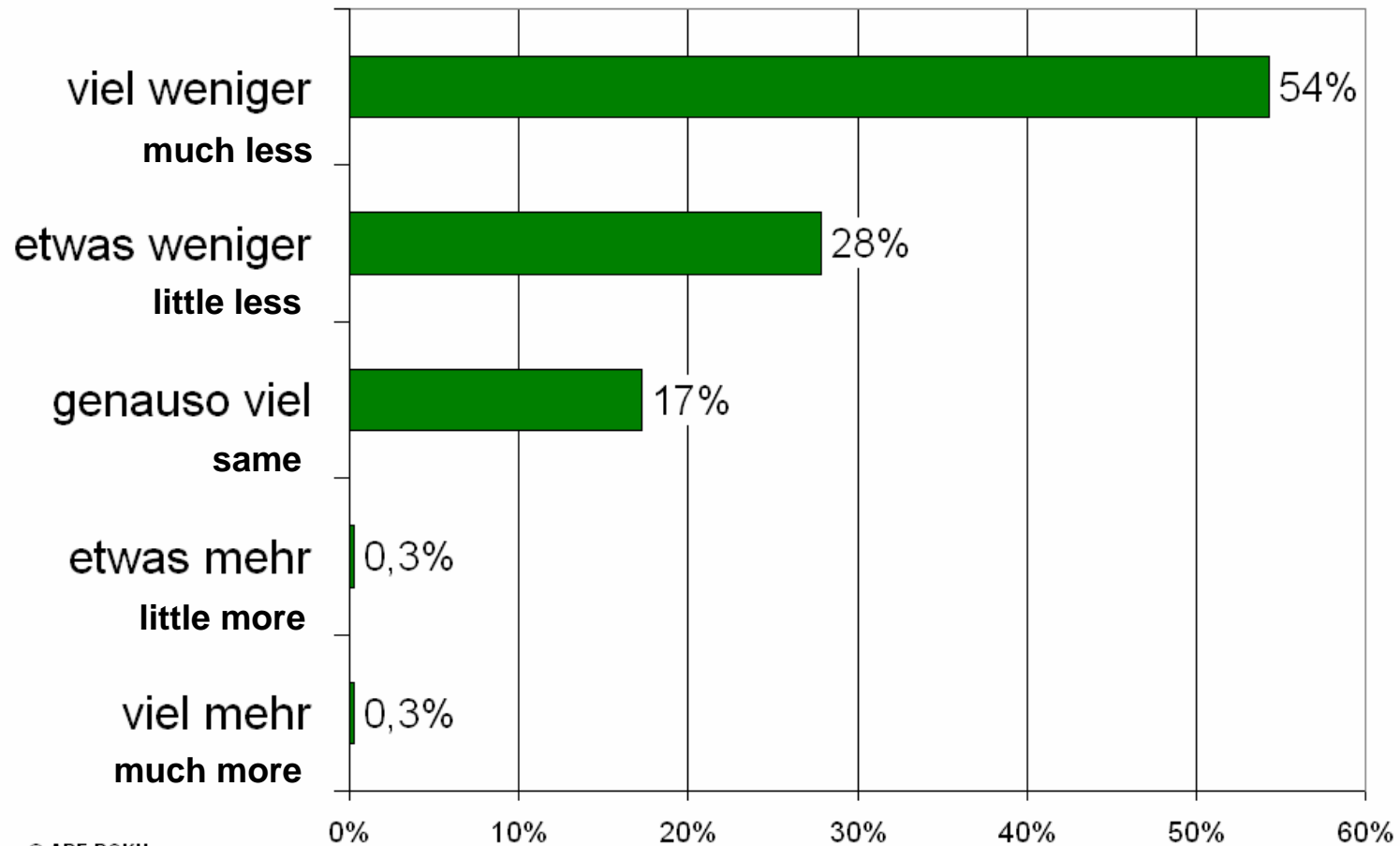


„Do you agree?“



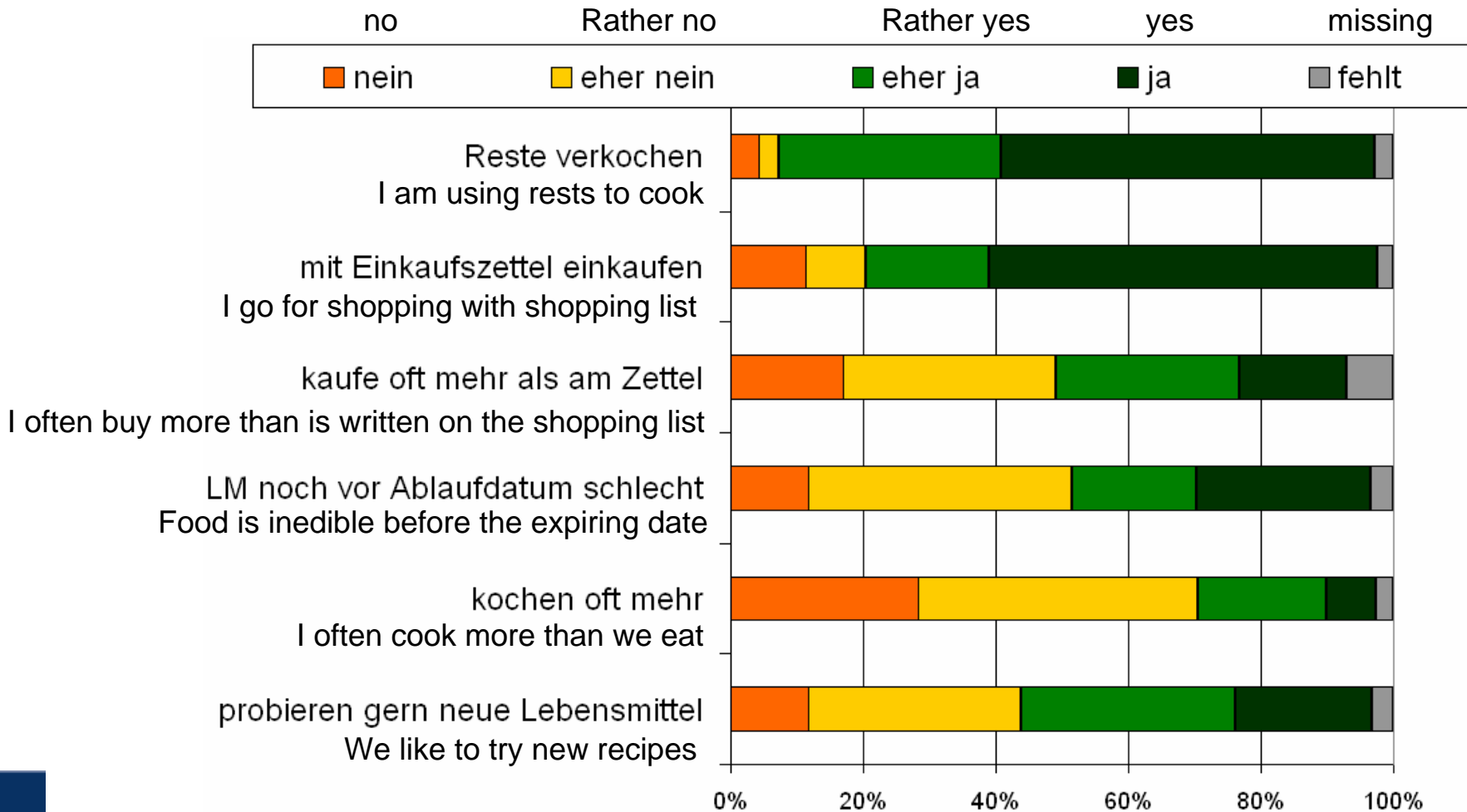
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„How much food do you throw away – compared to others?“





Applicable to your Household?



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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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