



SISTERS



Advocating Consumer Awareness on Compostable Packaging Management

SISTERS Project
Practice Abstracts

No. 17

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Country/region:

Italy

Keywords:

#consumers
#foodwaste
#foodconsumption
#sustainableawareness
#compostability

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The problem

Consumers face **confusion in dealing with compostable plastic-labeled food packaging**, leading to improper disposal and environmental pollution.

The solution

Crucial steps involve educating consumers on packaging materials and compostable logos through awareness campaigns. Clear instructions on proper disposal can be communicated through various channels.

Benefits



Pollution reduction

Minimized environmental impact from improper disposal of food packaging.



Waste management

Improved handling of food waste, promoting environmental sustainability.



Consumer awareness

Enhanced understanding of proper compostable packaging management among consumers.



Innovation promotion

Encouragement for sustainable packaging solutions and innovation.



Co-funded by
the European Union

This project has received funding from the European Union's Horizon 2020 research and innovation programme under **Grant Agreement No. 101037796**



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PRACTICAL RECOMMENDATIONS



Recommendations for advocating consumer awareness on compostable packaging management:

- **Adoption and understanding:** increase exposure to compostable food packaging for better comprehension of its characteristics and sustainability benefits, including shelf-life.
- **Logo recognition:** pay attention to quality logos indicating composting possibilities.
- **Differentiate compostable types:** understand distinctions between industrial and home compostable logos, ensuring proper disposal.
- **Stay informed:** Keep abreast of emerging technologies and innovations in compostable packaging.



About SISTERS and this Practice Abstract

This practice abstract was elaborated in the framework of the SISTERS project, based on the EIP AGRI practice abstract format. © 2023

Project dates: from November 2021 to April 2026.

Goal: to systemically reduce food loss and waste in the main stages of the food value chain in Europe through innovations targeted to each stage of the chain.