



How to inspire citizens to prevent food waste

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The problem

Over 65% of food waste in Europe involves consumers directly, including households, restaurants and other food services. Citizen behaviours such as over-purchasing, improper storage, label misinterpretation, over-ordering in restaurants, and demand for out-of-season and good-looking foods hinder food waste reduction efforts.

The solution

Developing a communication strategy that raises awareness and drives citizen action in food waste prevention. This should include educational outreach on economic, environmental and ethical issues, community engagement and practical guidance, using multi-faceted channels such as blog posts, social media, newsletters, surveys and workshops. Additionally, more informative product labelling can help to reduce discarded food.

Benefits



Improved consumer knowledge for smarter shopping, storage and consumption.



Sustainable consumption behaviour, reducing food waste and associated environmental impacts.



Strengthened community bonds as citizens work together to combat food waste.

How to inspire citizens to prevent food waste



PRACTICAL RECOMMENDATIONS

- Launch public campaigns to educate citizens on smart shopping, meal planning and label interpretation (e.g., “best by” vs. “use by” dates).
- Engage citizens in co-creation workshops for effective food waste reduction strategies.
- Develop newsletters and social media posts with tips on waste reduction and sustainable consumption.
- Encourage food-sharing networks to redistribute surplus food and build community awareness.
- Promote short food supply chains to connect with and support the local community.
- Implement innovative labels to inform consumers about food origin, proper storage and usage.



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. © 2024

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.