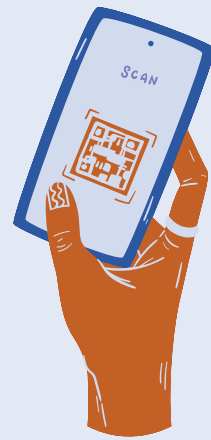




The SISTERS approach is to create a systemic action plan for reduction of food loss and waste, by applying innovations in each relevant step of the agri-food value chain. SISTERS aims to incorporate a QR labelling codification in the packaging which is expected to impact on retailers and consumers sustainable awareness.



QR LABELLING CODIFICATION



SISTERS will design and integrate an action plan adapted to European citizen's lifestyle to change current unsustainable consumption dynamics in households, canteens and restaurants.

SISTERS will incorporate a QR Labelling Codification with extensive information for consumers regarding the origin of the product, the economic and environmental cost of wasting the product and advises for product conservation and end life.

BENEFITS



Reduction of food loss & waste in the consumption stage



Impact on consumer's sustainable awareness



Consumer's dynamics enhancement

The different stages of the innovation development & the partners involved:



Consumer's online survey:
Barriers/attitudes of consumers



Protoype's profiling:
Sensory/hedonic profile of packs



QR labels creation:
QR eco-labelling codification



QR labels validation:
Smart labels validation by end users



Market launch:
Smart labels promotion and guidelines

18 PARTNERS & 3 LINKED THIRD PARTIES FROM 8 COUNTRIES



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