


Menu Dose Certa (Portugal)

	Region	Portugal
	Type of prevention measure	Awareness Campaigns
	Geographical level of implementation	Regional
	Target	Consumers
	Date of implementation	2008
	Type of waste	Bio Waste

This initiative, created by Porto waste management company LIPOR, raises public awareness about food waste by promoting balanced meals in reasonable quantities.

Context

Porto's waste management organisation, LIPOR, won best SME 2009 in the Portuguese Sustainable Development Awards for its campaigns on waste minimisation and its environmental education programmes for children. LIPOR promotes sustainable consumption with green procurement guides, a carbon footprint tool and a green consumption campaign for the general public called 'We really can choose!'. LIPOR's broader regional goal is to reduce annual waste generation by 100 kilos per person. The city of Espinho, part of greater Porto, was identified as a zone generating significant bio waste and was selected for the pilot project 'Menu Dose Certa' or Right Serving Menu.

Objective

The Menu Dose Certa project aims to reduce food waste by 48.5 kilos per year per restaurant client by 2011 and attempts to change attitudes and behaviours by raising awareness on the problem of food waste. The goal is to support restaurants in creating menus that generate notably less food waste. The project is a partnership between LIPOR, the Association of Portuguese Nutritionists, the local authorities of Espinho and local restaurants.

Means

The initiative kicked off at the Cristal restaurant in Espinho, generating significant media attention at regional and national level. The project will continue to be expanded with a competition among participating

restaurants to produce the best recipe for a Right Serving Menu, in terms of serving size and nutritional value. Winning menus will be collected in a recipe book promoted in local media.



Results

The initiative combats food waste in restaurants, increases public awareness of the issue, and promotes a balanced diet. In the region LIPOR serves, the average person generates 500 kilos of waste per year, so the company's 100 kilo reduction target is an ambitious goal, though it is too early to report on their progress.

Further Information

LIPOR website: www.lipor.pt
 Zero Resíduos Portugal:
www.zeroresiduos.info/index.php?option=com_compos_taqem&task=view&id=425&Itemid=202