

The new normal: How to communicate about food waste in the times of COVID-19

- **Focus on a positive and helpful approach: save your food, save your money, save your time and thus get an easier life.**
- **People are scared of the COVID-19, of losing their jobs, etc. They don't want to hear negative messages.**
- **The aspect of saving money is the best argument to stop wasting food in the times of the crisis.**