Insights gained from consumer-facing interventions in Germany

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Challenge

• Study by Kranert et al. (2012) commissioned by BMEL:

Meeting of the EU Platform on Food Losses and Food Waste
Vilnius, 24 May, 2018
The intervention

Too good for the bin! initiative:

• Digital measures

• Different dialogue formats

• Information materials
Meeting of the EU Platform on Food Losses and Food Waste
Vilnius, 24 May, 2018
Why this was successful

• Raising awareness without finger wagging
• Educational work
• Evoking emotions
• Encouraging action.
Main insights gained

• A campaign is not a sure-fire success.

• A stable network of co-operation partners is helpful.

• It is beneficial to pursue a target group-specific approach to the action to be taken
Other learnings

First results on waste generation in private households

- 4.4 million t of food waste in German private households per year
- around 55 /kg per person
- about 50 % is avoidable
Outlook

*Too good for the bin!* will be continued and is an essential component of a national strategy.