



Project LIFE10 ENV IT 000307 NO.WA

Action 3 - Activity 3.1 Mapping activities' organization

GENERAL INFO:

Good practice title: Household food wastage prevention - accompanying behavioural change and quantifying impact

Proposers: Brussels Environment - IBGE contracted InterEnvironnement Bruxelles

Partner:

- ☐ Public authority ☐ Public authority and LOD ☐ LOD
- ☐ Other (please, specify):

Main activities:

- ☐ Communication campaign on waste reduction
- ☒ Packaging reduction, as
- ☐ Deli counter packaging reduction
 - ☐ Sale of products with refills (detergents, razors, batteries, etc.)
 - ☐ Sale of products with empty returnable (water, wine),
 - ☐ Sale of products with reduced packaging (ecodesign)
 - ☐ Use of reusable boxes/pallet
 - ☐ Other (please, specify):
- ☐ Sale of bulk or plug products (please, specify):
- ☐ Sale of green products (reusable nappies, rechargeable batteries etc.), eco label or other environmental certifications,
- ☐ Reuse of unsold products (food a non food). In particular:
- ☐ Donation to charities
 - ☐ Discounts to consumers for products close to expiry
 - ☐ Other (please, specify):



Project LIFE10 ENV IT 000307 NO.WA

- ☐ Reuse market
- ☐ Other actions of prevention:

Start date: 2004

Activities' state of art : ☐ ongoing ☒ finished ☐ other (please, specify):

Country, Region and City where activities have been developed: Brussels Capital Region

Inhabitants:

Contacts: IBGE Joëlle Van Bambeke: jva@ibgebim.be

Useful links: Fonte report pre-waste: <http://www.prewaste.eu/>

DESCRIPTION

1. ACTIVITIES BRIEF DESCRIPTION

Please, provide a brief description of your activity highlighting the added value of your practice within the selected category.

6 households with a variety of profiles were selected among some 30 volunteers (families with no, one or several children, already composting or not etc.) for test the environmental behavior.

2. ACTORS

Please, indicate stakeholders and key players that are developing the activity.

None besides the 6 voluntary households.

3. BENEFICIARIES

Target groups and final beneficiaries to whom the initiatives is directed.





Project LIFE10 ENV IT 000307 NO.WA

Citizens.

4. OBJECTIVES

What are general and specific objectives within the waste reduction policy? (Please, quantify as more as possible).

Accompanying, measuring behavioural change of the 6 voluntary households.

5. VOLUNTARY INSTRUMENTS ADOPTED (if it is relevant)

Indicate whether and what tools - communication, economic, legislative and volunteers - have been used to develop the activities (e.g.: Agenda 21, participation tools and methodology, memoranda of understanding, certification, environmental management systems).

6. PROCESS DESCRIPTION

Describe the project making ways (action / work steps).

Accompanying behavioural change: Over a 3-month period, the households took part in 3 meetings and a guided visit to a medium sized supermarket during which they were provided concrete advice on how to reduce food and packaging waste and tools to record their behaviour.

Measuring behavioural change: Households were asked to provide information on their eating and drinking habits, and to weigh different waste fractions daily: bio-waste fraction including unavoidable organic kitchen waste (such as vegetable peelings, coffee grounds) and food wastage, and recyclable food packaging fraction (such as plastics, metals and tetra cartons). They also kept track of the prevention actions they implemented day to day. In addition, the content of their rubbish bags (excluding paper waste) were weighed externally by waste fraction during a week at the beginning of the project and during a week at the end off the project.

Analysis: From this data, conclusions could be drawn on the type of food wastage, the quantities, and the causes. A food wastage reduction of 80% was observed over the course of the project. Arguments and actions for waste prevention that were perceived as most effective were identified.



Project LIFE10 ENV IT 000307 NO.WA

7. MONITORING

Describe the methodological approach adopted for the monitoring of outputs and results.

Have indicators been provided ex ante in order to measure outputs and results? Please, provide an indicators list.

8. WASTE REDUCTION RESULTS

Please, indicate to what reduction of waste degree the project has contributed.

This pilot project demonstrated that a series of simple actions can reduce food wastage by households and quantified the reduction potential. These findings have been used for decision making on waste prevention strategies and as strong arguments to underpin information campaigns.

The tools and advice provided to the households were finetuned in the course of the project taking into account the households responses.

9. COSTS

What are the activities' costs? What are the activities' revenues (if any)?

10. FUNDS SOURCES

Indicate types and amount of available and intercepted funds.

SWOT ANALYSIS





Project LIFE10 ENV IT 000307 NO.WA

PLEASE, FILL IN THE FOLLOWING TABLE:

STRENGTHS - - -	WEAKNESSES - only six households participating in the project; - only households who are already proactive and environmentally aware tend to volunteer to participate in this type of initiative, therefore their initial wastage may be lower than average and the prevention potential may be underestimated. -
OPPORTUNITIES - - -	THREATS - - -