

4m2: Meet Becky – food waste free consumers using positive social norms

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The transition towards a circular bio-based and climate smart society requires major changes in consumer behavior. Although many consumers consider sustainability and circularity important, and there are various initiatives to encourage consumers in this regard, we still know little about what works and what does not work for consumers and which behavioral interventions currently have the most impact. In this masterclass we zoom in on the prevention of food waste on household level, an important and impactful aspect in the broader transition to a more circular food system. In this masterclass we zoom in on the prevention of food waste on household level, a vital step in the transition to a more circular food system. Experts from Netherlands Nutrition Centre and WUR will share their 10+ year experience and lessons learned on how to use the positive social norm, as one of the core drivers for food saving behaviour in households. We will touch upon both the science as well as the practical experience behind: '- addressing household management practices, such as planning, storing, and preparation issues, '- increasing awareness, improving food-related skills and providing opportunities (nudges) '- applying household intervention campaigns and toolboxes, including mascotte Becky. Netherlands Nutrition Centre and WUR are longstanding partners in the Dutch food waste reduction strategy. Both are implementing partners in the Foundation Samen Tegen Voedselverspilling (Food Waste Free United), which has the objective to make the Netherlands one of the first countries to cut food waste in half, thereby realizing Sustainable Development Goal 12.3.