

## The Food Waste Free-Week - building momentum with for reducing consumer food waste

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Consumers are the biggest wasters in the food chain. Agenda setting and awareness are important to get the consumer moving and to change behaviour. During the national Food Waste-Free Week, from 12 to 18 September 2022, millions of Dutch consumers took action against food waste. This campaign, organized by the foundation Food Waste Free United (Samen Tegen Voedselverspilling), The Netherlands Nutrition Centre (Voedingscentrum) and more than 140 partners inspired people to buy, cook and store waste-free. A wide variety of food system actors are open to cooperation in this area and private companies are actively tapping into this topic and momentum. Research shows that you can reach many people with this intervention and encourage consumers to take action.

The Food Waste Free United foundation is the public-private movement that is committed to SDG 12.3 in the Netherlands. Within Food Waste Free United all important initiatives and expertise against food loss and waste come together and are accelerated. Food businesses from the entire supply chain, knowledge institutions, national and local governments and ngo's collaborate on the ambition of halving food waste by 2030. The foundation maintains a joint, systemic and impact oriented approach with 'Target-Measure-Act' as a main principle.

The foundation organized several campaigns together with the Netherlands Nutrition Centre to positively inspire consumers to waste less food. Amongst others:

- Campaign about the difference between 'best before' and expiry dates and how to handle both dates.
- Campaign about bread, the most wasted product in Dutch households.
- National Food Waste-Free Week: organized with over 100 partners to inspire millions of consumers to buy, cook and store without food waste.

The 2022 edition was already the fourth time the national Waste-Free Week was organised. The goal of this week is to positively inspire Dutch consumers to buy, cook and store food in a waste-free manner. Partners were involved with contributions such as publicity in the national media, visibility in most supermarkets, posters at bus stops, socials and local activities. Moreover, hundreds of school classes join the Taste Mission Food Waste, and tools such as a fridge sticker and a food buddy are distributed throughout the country.

Also see: Food Waste-Free Week 2022, the Netherlands – Aftermovie ([https://youtu.be/uY7xeBI7\\_Ug](https://youtu.be/uY7xeBI7_Ug))