

Summary of the Case studies on household food waste reduction interventions



The '[*Evaluating the impact of priority household food waste reduction interventions*](#)' project critically evaluated the effectiveness of several priority household food waste reduction interventions based on their ability to reduce waste and change food provisioning behaviours.

This summary presents the interventions carried out by Inner West Council (IWC), Sydney and Eat Well Tasmania (EWT). These interventions were guided by evidence-based priorities (behaviours, food categories and products) previously identified by the Fight Food Waste CRC in [*Designing effective interventions to reduce household food waste project: the Household Project*](#) (Karunasena & Pearson, 2022). The project findings will inform Australian governments, businesses, industry and non-government organisations of available approaches to address consumer behavior changes needed to reduce household food waste.

Inner West Council Interventions and Results



IWC Interventions

- > Three face-to-face workshops
- > Food waste reduction tips sent through email newsletters
- > Free online short courses on reducing household food waste

Target Behaviours

- > Meal planning
- > Using/eating leftovers
- > Storing food correctly

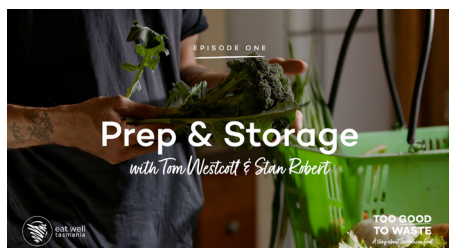
Target Audience

- > Younger households (18-35 years)

IWC Results

- > Interventions reduced food waste of 45% of participants
- > Average amount of food waste reduced by 30%

Eat Well Tasmania Intervention and Results



EWT Interventions

- > Three 10-minute videos shared on social media

Target Behaviours

- > Eating oldest food first
- > Eating/using leftovers
- > Storing food correctly

Target Audience

- > Younger households (18-35 years)

EWT Results

- > Intervention reduced food waste of 38% of participants
- > Average amount of food waste reduced by 8%

The following recommendations are provided based on the learnings from designing, implementing and evaluating these interventions. These recommendations aim to help practitioners who design, implement and evaluate household food waste reduction interventions to optimise the impact of their interventions.

Recommendations

Recommendation 1: Where possible, include food waste avoidance as a key organisational objective and set key performance indicators.

Having a clear food waste avoidance objective and key performance indicators (KPIs) for the organisation supports the allocation of financial and human resources.

Recommendation 2: Collaborate with other delivery partners to achieve resource efficiencies and increase impact.

Collaborations create efficiencies, helping to improve the pooling of resources, such as tapping into the skills and expertise of other partners. Collaborations could be in areas such as intervention planning, implementation, evaluation or knowledge sharing.

Recommendation 3: To reduce confusion, pay attention to the content delivered and how it is delivered when using external organisations to deliver food waste messages.

It is easy to lose control of messaging when collaborating with multiple partners. Checking the coherence of external content developed in advance will help to ensure that consistent and complementary messages are delivered about priority behaviours and products within agreed timeframes.

Recommendation 4: Put in extra effort when developing interventions which focus on the most impactful behaviours, particularly if they are not the most attractive behaviours for consumers.

To increase impact on reducing food waste, it is important that interventions promote most impactful behaviours, and to do it in a way that is attractive to participants. For households in Australia, these behaviours are preparing appropriate amounts, developing flexible meal plans, eating leftovers, purchasing the right amounts of food, eating oldest items, storing food correctly and encouraging small servings.

Recommendation 5: Select no more than three behaviours per intervention.

Focusing on two to three impactful behaviours relevant to the target audience will make the intervention simple and effective.

Recommendation 6: Develop and test interventions, and deliver customised messages through platforms that relate to your target audience.

Spend time to understand your audience – their needs, motivations/counter-motivations, opportunities, skills, lifestyle, influencers etc. Where possible, as the next step test the intervention, messages and evaluation with a sample of your audience.

Recommendation 7: Use interesting interventions that also engage the target audience.

Some suggestions for interesting and engaging interventions to trial in future are: introducing commitments/ pledges/ goal-setting and challenges followed by sharing practical solutions and tools to achieve those commitments.

Recommendation 8: Continuously monitor participant engagement and take actions to improve involvement.

Continuous monitoring of participant engagement and being ready to use alternative methods to reach your audience and where possible, making adjustments to interventions in response to feedback, are important.

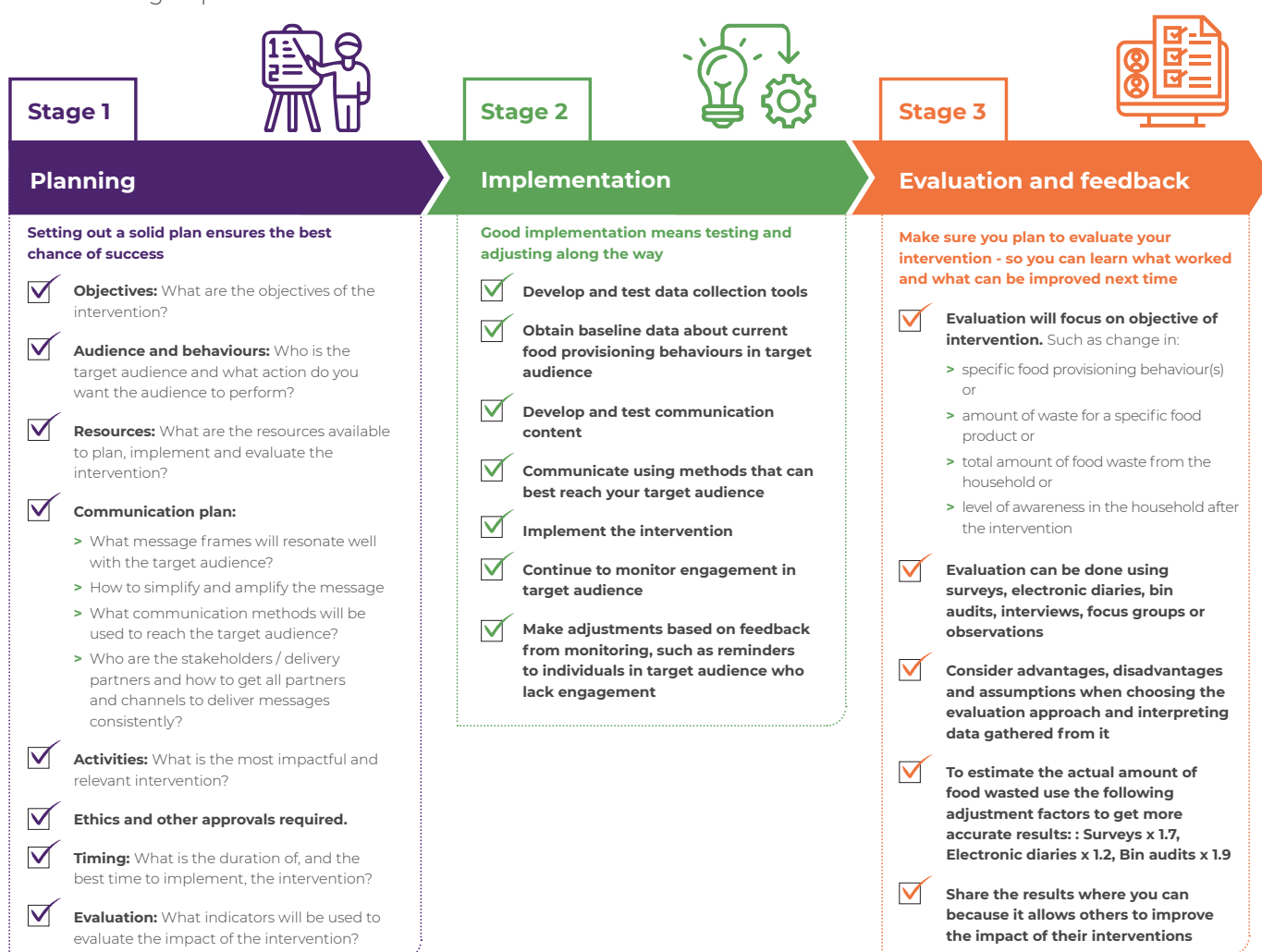
Recommendation 9: Conduct post-intervention evaluations.

A post-intervention evaluation helps understand what works and what doesn't. Further, having a control group is important for validity because it allows comparison of results between the control and intervention groups.

Recommendation 10: Use the 'Household Food Waste Reduction Toolkit' to guide the interventions.

The *Household food waste reduction toolkit: A step-by-step guide to designing interventions in Australia* developed by the Fight Food Waste Cooperative Research Centre provides research-based guidance to organisations and individuals focused on developing strategies and implementing interventions to reduce household food waste in Australia (Karunasena & Pearson, 2023). The toolkit can be downloaded at: <https://fightfoodwastecrc.com.au/wp-content/uploads/2023/03/Practitioners-Toolkit-Final.pdf>

Figure below provides a summary of the steps identified in the toolkit.



The results indicate potential outcomes that could be gained from interventions implemented on a larger scale. They also show that tailoring interventions to specific communities can have a tangible impact on reducing food waste nationally. Organisations delivering food waste initiatives are invited to connect with Fight Food Waste CRC to learn how they could also benefit from CRC's expertise in their next intervention.

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