



# EWWR Good Practices and Case Studies

## RAISING AWARENESS ABOUT FOOD WASTE IN ARAGON'S HOMES

### 1. Details of Action:

EWWR Coordinator: Gobierno de Aragón  
Name of Action Developer: Dirección General de Sostenibilidad  
Name of action: Organiza, organizando... menos desperdicios alimentarios... estamos generando - Raising awareness about food waste in Aragon's homes

Nominee **category**: Public administration

European Special Prize: Yes  No

Dates of action: 22<sup>nd</sup> and 25<sup>th</sup> November during EWWR (14, 22 and 29th September; 6, 19, 20 and 27<sup>th</sup> October and 3, 19, 16, 17th November)

Website: [www.aragon.es/menosdesperdiciosalimentarios](http://www.aragon.es/menosdesperdiciosalimentarios)

#### **Location of action**

Place of implementation: 15 different Supermarkets

City: Zaragoza city during the EWWR and other locations

Country: Spain

### 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Reuse and preparing for reuse
- Recycle – Waste sorting and Recycling
- Clean-up activities
- Thematic Focus 2018: Hazardous Waste Prevention: Time to detox!

### 3. Description of the nominated action

More than 1.3 billion annual tons of world food production are lost or wasted, accounting for a third of total production, according to FAO (Food and Agriculture Organization of the United Nations). Spain is the seventh country in the EU with the most food waste generated with 7.7 million tons (data European Commission, 2010). It is in households where the highest percentage of food waste is produced, reaching 42%. For this reason, the General Directorate of Sustainability has decided to carry out for the second consecutive year the Campaign "Environmental awareness in the matter of food waste in Aragon's homes" which took place in from September 2018 in 15 different supermarkets of 10 municipalities spread all around Aragon region.

The objectives of the campaign were mainly offering consumers advice on food waste prevention, on the one hand advice for households such as planning the menus, how to ensure adequate storage on fridge or selves, recipes with leftovers etc., and on the other hand advice in the purchasing process explaining, among other issues, the difference between the expiration date and preferred consumption of the products, make your shopping list, etc.

A positive reinforcement of the messages was achieved by a survey that was handed out to customers. The awareness activities were accompanied by the opportunity to win in every



session one “kit for the best food waste prevention” (through a draw), so that more than 600 surveys were filled in the 15 sessions.

The Information Point was made with a colourful style with the campaign and EWWR logos. It also included: the image of a fridge (with an organised door and not well organised door, see pictures), a stand to fill out the survey, a photo call where participants could make funny pictures (with items as an apron, cooking hat etc.) and a roulette where kids and adults could participate and win prizes such as fridge planning or a reusable cloth bag with the sentence “No thanks, I bring mine” (to sensitize about minimizing plastic bags in the purchasing process).

Two environmental monitors dressed up in a funny way gave the advice, solving doubts, helped to fill in the survey and played with the roulette etc.

Regarding the first conclusions of the surveys (more than 600 surveys were filled), we also know for example that:

- the most wasted foods are remains of fruit and vegetables
- 88% of the participants say that they check the fridge or pantry so that perishable products do not expire. 8% do it occasionally and 4% never do this revision.
- 94% of the surveyed population knows the difference between the expiration date and the preferred consumption of food compared to 6% who do not know it.

#### 4. Reasons why the action was selected for the EWWR 2018 awards:

##### a) Visibility and communication:

To disseminate the Campaign activities there is a [specific website](#) . News was published in the social networks (facebook, twitter) and in regional magazines. Different brochures have been edited in recycled paper (they are also published in the specific website), including the EWWR factsheets concerning food lost, a decalogue, recipes with leftovers etc.

##### Press:

<http://www.aragondigital.es/noticia.asp?notid=172204&secid=9>

<https://www.residuosprofesional.com/campana-desperdicio-alimentario-aragon/>

TV news: It was filmed by a regional TV news and appeared on TV news programme.

Vídeo: a video of the campaign was created and available on the web, facebook, twitter etc.

The campaign took place across 15 supermarkets and 10 villages, contributing to make the campaign highly visible in the region.

##### b) Originality and exemplarity:

It is original due to involve different aspects as a campaign with the support of environmental educators who approached the supermarket customers in an original and funny way. Information, awareness added to the "empowerment" of participating on the survey expressing their ideas and opinions and the highly motivation of the possibility of winning a kit. These data are also very useful for an ulterior analysis by the DG of Sustainability.

##### c) Lasting impact and follow-up

Advice and materials given to customers are intended to remain useful for a long time. Goods will serve as a reminder of the campaign and will motivate them to continue preventing food waste, minimizing plastic bags and reusing food leftovers. Also the surveys will give ideas to customer as well as to DG Sustainability for future campaigns.

The website (where the information is also accessible as pdf's) will stand on the Aragon website for being consult. The follow up of this campaign will be done in future campaign editions where the survey will be offer again. Also the surveys will give ideas to make new advice for households in the near future.

**d) Quality of content:**

Wide information given on food prevention waste and accessible for everyone via the website.

The educators were trained in order to give the right advice and were able to answer the questions asked by the supermarket customers.

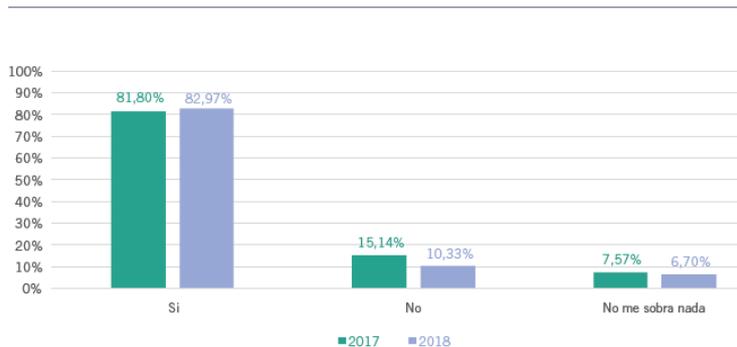
**5. Results**

There were a total of 687 surveys collected from the 15 supermarkets. Over 2000 families received personally the information from the campaign.

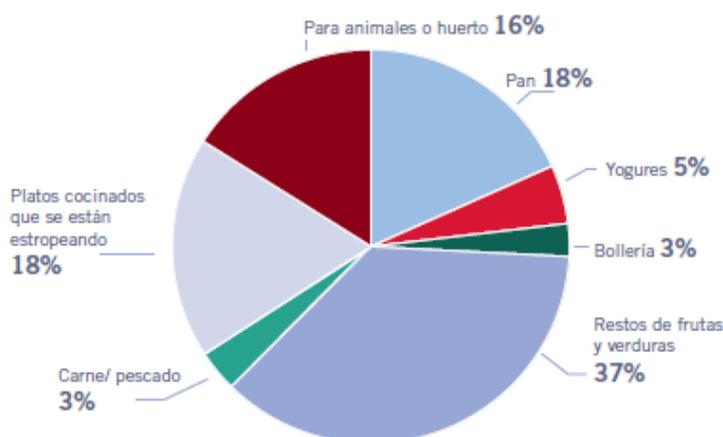
The feedback of the families who reached the stand consist on that the information distributed were very useful, especially the one related to organised the food in the pantry and fridge and recipes with leftovers. Some graphics have been made with the results of the survey.

Ex. Question 7, Do you freeze the leftovers?

Congelan raciones sobrantes. 2017-2018



Question 8. The main type of foods you waste



## 6. Find out more:

**Website:** [www.aragon.es/menosdesperdiciosalimentarios](http://www.aragon.es/menosdesperdiciosalimentarios)

**Vídeo:** <https://www.youtube.com/watch?v=v1psZQcXJ1w&feature=youtu.be>

**Photos:**

### FRIDGE



### ROULETTE AND STAND



