

AFTER-LIFE PLAN

2021-2025

PROJECT WASTELESS

Coordinated by the
National Food Chain
Safety Office of
Hungary

co-funded by the LIFE programme
of the European Union

LIFE-FOODWASTEPREV - Food waste prevention in the food chain to support the
implementation of the 7th Environment Action Programme
LIFE15 GIE/HU/001048



Wasteless
maradeknelkul.hu



BACKGROUND

Environmental problem

About 1.8 million tons of food waste is produced in Hungary annually. A significant proportion – about one quarter – of this originates from households. According to empirical research data the half of it could be avoidable. Although this amount lags behind some extremely wasteful countries, it still accounts for a major part of Hungarian customers' baskets, and responsible for more than 620 000 tons of biodegradable waste. This has a serious impact on our environment, considering that not only its destruction represents an unnecessary burden, but the process of production, processing and distribution, as well. Recognizing this problem, the National Food Chain Safety Office (Nébih) started its 'Wasteless' programme with the financial support of the European Union's LIFE (L'Instrument Financier pour l'Environnement Environmental) subprogramme, with the aim to decrease the amount of Hungarian food waste.

MAIN ACTIONS

To decrease the amount of food wasted in Hungary, the following main actions have been implemented:

- Awareness raising campaign for adult consumers
- A complex school programme for food waste prevention among primary school students
- Collection and sharing the best practices for food waste prevention in 4 different sectors of the food chain
- Collaboration and cooperation with other EU member states, for international implementation of the project's results
- Monitoring the impact of the campaign by measuring the food waste in Hungarian households





RESULT OF THE PROJECT

In 2020 Project Wasteless has been declared to be the national food waste prevention programme of Hungary, and decision has been made to continue it even after the after-LIFE period.



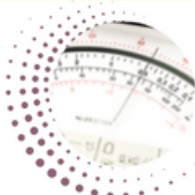
SCHOOL PROGRAMME

- 300 000 children and 110 teacher were reached
- 2 online quizzes, 2 summer camps, 1 drawing contest
- 57 demonstrational lessons were held
- 270 000 sets of the Wasteless educational materials have been delivered



AWARENESS RAISING

- The campaign reached more than 100 million consumers
- 72 radio and 47 television interviews
- 55 241 webpage visitors from 134 countries
- More than 7500 social media followers



DECREASE IN FOOD WASTE

4% decrease in the amount of household food waste despite the 16% economic expansion



TRANSFER OF KNOWLEDGE, NETWORKING

- 4 guides for professionals
- 6 conferences were organised
- 66 events in which we participated



SCIENTIFIC RESULTS

- 5 scientific publications based on research data were published in academic journals
- 117 citations



2016–2020



AWARENESS RAISING

Communication campaign for adult consumers

Adult consumers were targeted by factspractical ideas and guides based on primary research results, and also by charity programs.

- We will continue proactive communication: awareness raising activities scheduled to important events (e.g. Earth Day, International Day of Awareness of Food Loss and Waste, World Food Day, Christmas, Covid-19 lockdowns).
- Continue operating the project's website, update the design. The webpage will host the School Programme as well.
- Continue operating the project's social media platforms and increase the number of followers by organising challenges for gifts and sharing interesting infographics. (Facebook, Instagram)
- We will visit events as well in the future.

Creative parts, text writing and technical work are usually provided by the capacities of NFC SO. In spite of this we will seek additional sources of funding to gain wider coverage of the issue. We also expect to receive co-finance support for the After-LIFE period by the Ministry of Agriculture.



In the light of the fact that the amount of avoidable food waste is still significant (49% of total food waste), it is essential to continue the awareness raising activity, especially among primary school students, because the changing of their behaviour will deliver the most significant impact in the future.

Development & dissemination of the complex education material

During the project a complex educational material package was developed which was supported with several additional elements. All the materials are freely available and downloadable on the webpage of Project Wasteless, both in Hungarian and English.

In order to maintain the interest in regard the materials we are going to organise on a yearly basis quiz competitions for children. We also intend to develop further educational elements:

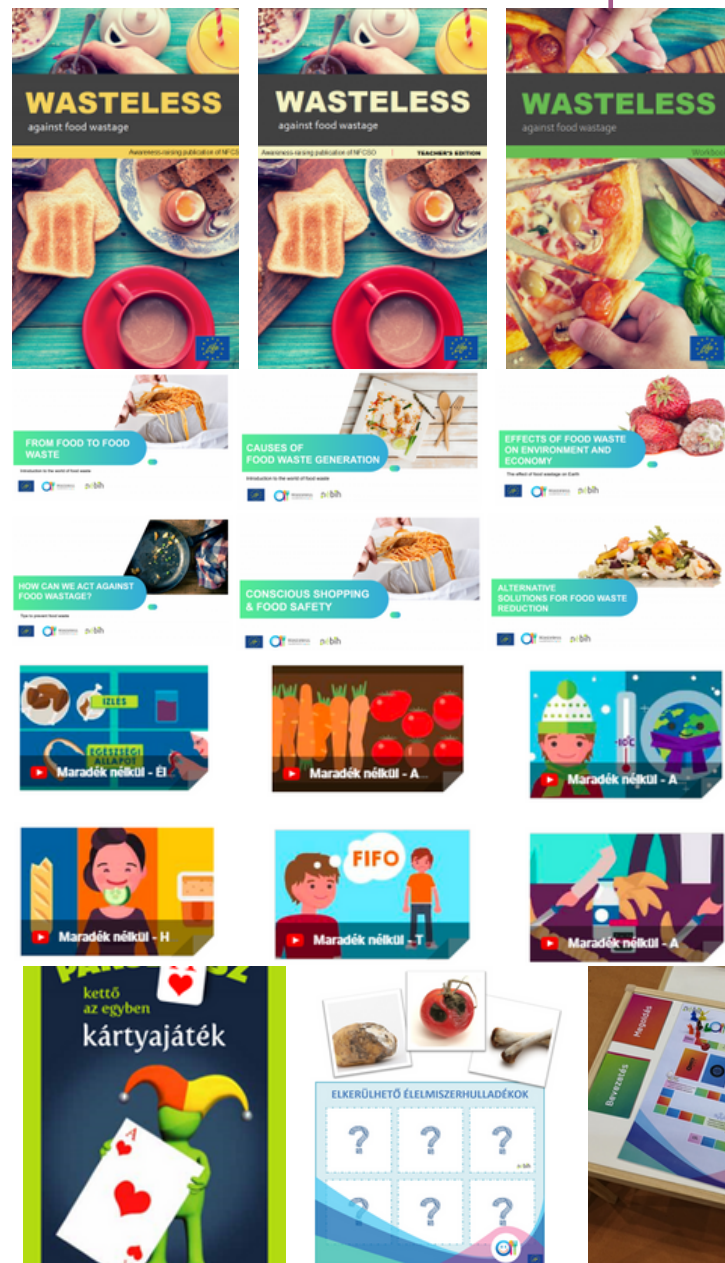
- Development of multidisciplinary task sequences connecting to food waste, which can be integrated part of various subjects in school (eg. math, foreign languages, literature, Hungarian grammar)
- Coloring pages

We will promote the educational materials via press releases. We are planning to organise events for teachers to present all materials produced by NFC SO within the School Programme.

AWARENESS RAISING

School programme

The staff of Wasteless is eager to provide methodological help for teachers and project organizers in other countries to foster implementation



SCHOOL PROGRAMME

Reaching children and teachers directly

Demonstration lessons



Since the beginning of the project the Wasteless team has visited 58 Hungarian primary schools and school events and held demonstration lessons to more than 1800 children and 110 teachers. We will continue visiting schools and giving demonstration lessons, We continuously receive invitations from schools and camp organisers.

Since visiting schools personally is very resources required, the following steps will taken to sustain or improve the intensity of the School Programme:

- We consider successful the pilot period of the NFCSO's Educational Ambassador Programme, therefore, we intend to widen the coverage of the programme and launch a nation-wide call. We are planning to launch the call in the frame of competition, where the 3 most active applicants during the school year will receive the title of NFCSO' Educational Ambassador, furthermore they will be awarded with money price (3*500 000 HUF~1350 EUR). The costs will be covered by internal sources of NFCSO. We hope that the competition format will result higher motivation and impact. We will target not just teachers, but higher education students (future teachers, engineer students, students studying about biology or environmental issues etc.) as well. It is likely, that students are easier to involve due to their less dense time schedule.
- We are planning to cooperate with NGO's in specific topics. For example, we will join as organiser to Compost Festival, the initiative of Humus Association. Compost Festival is a call for raising awareness about composting and targeting schools (nursery, elementary, secondary) and NGOs.
- We are planning to cooperate with university student associations, of which members could be involved into the School Programme voluntarily. NFCSO is operating an external department at the Hungarian University of Agriculture and Life Sciences (MATE) for students studying food science, who have deep knowledge about food safety and sustainable consumption. Therefore, team Wasteless maintains a good professional relationship with the Deák Tibor Collage of Advanced Studies, which is operating connecting to the Faculty of Food Science at MATE. The students after Wasteless training will be able to visit their former schools (elementary, secondary) and give demonstrotaion lessons.

NETWORKING, TRANSFER OF KNOWLEDGE



We intend to continue the networking activities in the after-LIFE period as well. It is a really important action in terms of providing long-term impact of the project. During this activity we will endeavour to continue the transferring knowledge with relevant entities. One of the most important objectives of the programme is to provide easy transferability of the project actions and results for other entities. This will be fostered by regular networking events and intensive communication.

This will be fostered by regular networking events and intensive communication. To provide replicability, all of the materials developed in regard of the School Programme will be open access. The original electronic versions can be handled to others for translation. The most important deliverables are available in English language that can be easily processed by other organizations. We consider that the School programme could be the most popular amongst other countries, but the monitoring methodology and working group system and deliverables could be also interesting.

Dissemination of the good practices organized by both the Ministry of Agriculture and NFCSO with the help of professional and public media and also on meetings with representatives of food business entrepreneurs.

The importance of food waste prevention and the good practices will be delivered for future food business operators by organizing courses at Hungarian University of Agriculture and Life Sciences, Faculty of Food Science and at Semmelweis University, Faculty of Health Sciences.



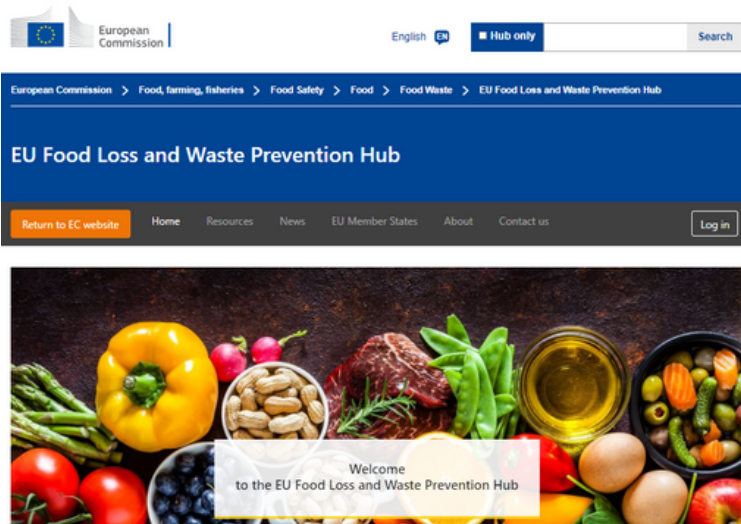
NETWORKING, TRANSFER OF KNOWLEDGE

EU Platform on Food Losses and Food Waste membership

As a result of the extensive household and educational campaign, the project manager, of Wasteless has been nominated as the national representative for the EU Commission's Platform on Food Losses and Food Waste on behalf of Hungary in 2019. Since that, Project Wasteless represented Hungary on the meetings of the Platform and on the meetings of Sub-group action and implementation. In 2021 Project Wasteless reinforced its membership for the second mandate (2022-2026) of the Platform and joined to each sub-group of the Platform and its new online platform, the EU Food Loss and Waste Prevention Hub. This webpage provide opportunity to disseminate our results and communicate about current project activities.

European Consumer Food Waste Forum

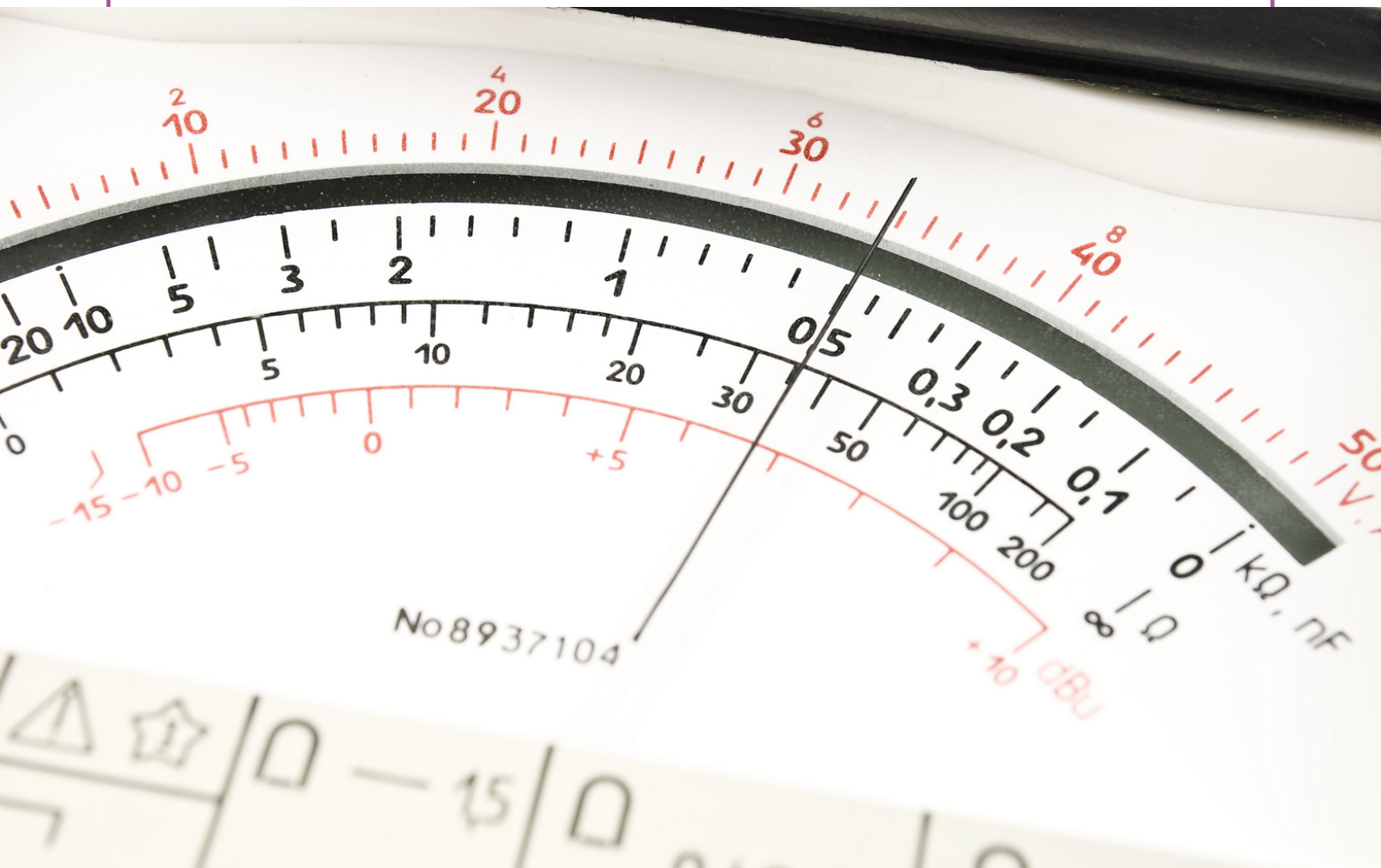
The Joint Research Centre, in collaboration with the Directorate-General for Health and Food Safety (DG SANTE), set up a multi-disciplinary forum to address consumer food waste. Researchers and practitioners will work together to find solutions and develop tools to help reduce consumer food waste. The Forum accepted the application of the project manager and nominated him as a core expert.



MONITORING PROJECT IMPACTS

Household food waste measurement

In order to measure the efficiency of the communication efforts we intend to continue the monitoring of the amount of household food waste. Besides the fact, that these experiments deliver high quality data for scientific publications, Hungary will be able to satisfy its annual reporting obligation on food waste generation in regard to the household sector (2008/98/EC). We are planning to replicate the household food waste measurements in every 3 years at least. The results produced during the research can help to re-formulate the messages applied among awareness raising and to sharpen highlights.

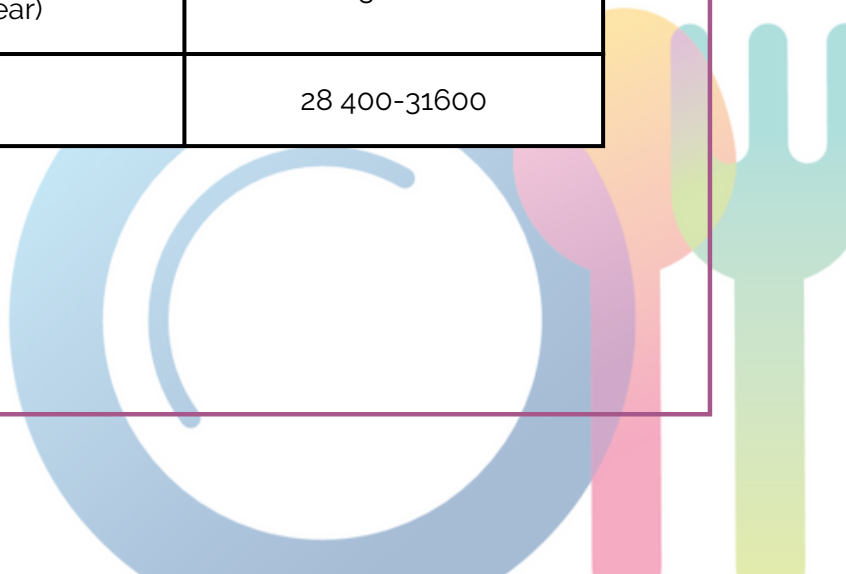


ESTIMATED ANNUAL BUDGET FOR 2021-2025

	Activity	Expenses (EUR)
1	Sustain the School Programme (personnel cost, 1-2 person)	1000-2000
2	Continue Educational Ambassador Programme	4200
3	Organising competitions for children	3000
4	Continue networking activity (personnel cost, 1-2 person)	1200-1400
5	Website operation and updated	3000
6	Continue operating social media platforms, content producing and editing (personnel cost, 1-2 person)	1000-2000
7	Replication of household food waste measurement	11000
8	Printing and replication gifts	1000
9	Organising events (training, round table or conference; 1-2/year)	3000
	TOTAL	28 400-31600

Because the applicant is a public authority, the budget has to be approved every year.

The project already received co-financial support to perform After-LIFE activities by the Ministry of Agriculture in the year 2021 and 2022.



Project Data

Title: Food waste prevention in the food chain to support the implementation of the 7th Environment Action Programme

Beneficiary: National Food Chain Safety Office

Project duration: 07/07/2016-31/12/2020

Project budget: € 964.468

EU contribution: € 578.680

co-funded by the LIFE programme of the European Union

The project is also co-financed by: Ministry of Agriculture, Hungary

Place of implementation: Hungary

CONTACT

Contact person: Dr. Gyula Kasza

Address: Keleti Károly Street, 24. Budapest, Hungary, H-1024

Phone: +36-20-4548418

E-mail: kaszagy@nebih.gov.hu

Website: maradeknelkul.hu

