

2016-2020

PROJECT WASTELESS

**Coordinated by the
National Food Chain
Safety Office of
Hungary**

co-funded by the LIFE programme
of the European Union

Total budget: 964,468.00 €

EU contribution: 578,680.00 €

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



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.

Main principles:

- 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): a total of 13 press releases issued, a total of 166 interviews and presentations given, a total of 1279 media appearances counted, and a reach of 96 million people estimated
- Thematic subcampaign (ugly but edible fruits and vegetables)
- Guide for storing leftovers - Fridge challenge
- Guide for freezing food
- Guide for food stockpiling - Stockpiling Tetris Challenge
- Composting guide
- Food donation action with the Hungarian Food Bank Association
- Proactive media activity
- Main communication platforms: website, Facebook, Instagram



<http://maradeknelkul.hu/en/>



<https://www.facebook.com/maradeknelkul>
6326 Followers



https://www.instagram.com/maradek_nelkul/?hl=hu
953 Followers



Project Wasteless

Behavioural science confirms that patterns and knowledge received in childhood tend to formulate the routines of our everyday life in a great extent. Therefore, 'Wasteless' project aimed to increase the awareness about food waste prevention among primary school students.

Development of a complex education material

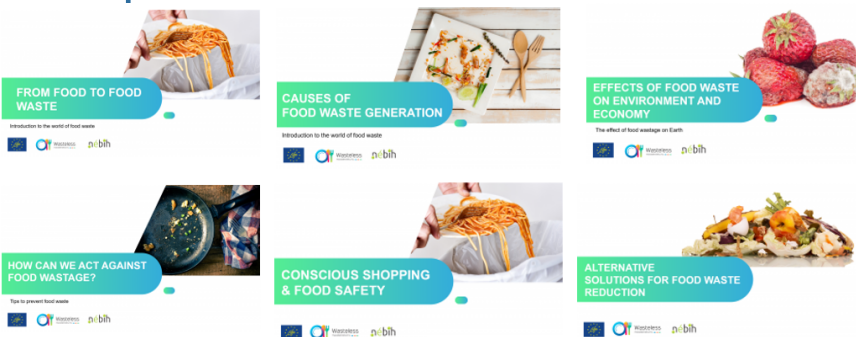
AWARENESS RAISING

School programme

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

Student's book, workbook, teacher's book

- During the last 3 years, **every student between the age of 10 and 12 in Hungary** have received the educational materials of Project Wasteless
- All materials are available in English to help replication

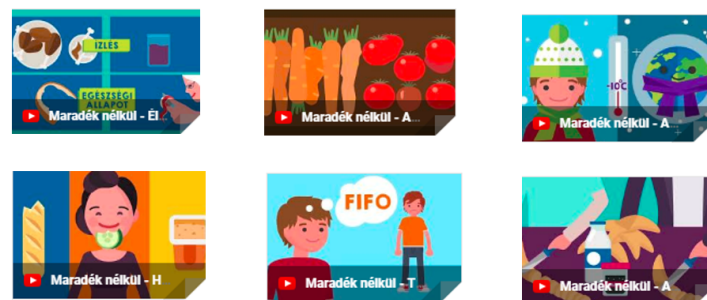


Presentations

- Ready-to-use but editable presentations for teachers explaining the chapters of the student's book are also available in English for replication

Animated videos

- Animated videos explaining the chapters of the student book designed for children
- Can be useful for parents also to initiate discussion with their children about food waste



Games



All materials can be downloaded from the project's [website](#)

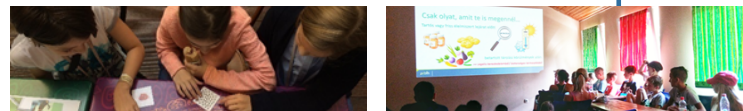
AWARENESS RAISING

School programme

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.

Reaching children and teachers directly



Online quiz competition and summer camp

Three-round online quiz competitions have been launched twice regarding food waste for students. The prize of the most successful classes was a thematic summer camp, organised by the Wasteless team.



Solutions for the pandemic situation

Online Wasteless lesson

To support the teachers' work and continuing the school programme even in the epidemiologic situation, the Wasteless team created an online demonstrational presentation and uploaded it to Nébih's YouTube channel, that can be easily integrated in online school lessons.



A konyhai hulladékok gyorsan lebomlanak, egy kis odafigyeléssel értékes termőföldet kaphatsz!



Drawing contest

Nébih launched a drawing contest about food waste prevention, targeting 8-12-year-old children. In addition to the individual prizes for the kids, the schools of the 10 most skilful artists' were presented with 2 composting bins each (20 in total). 280 beautiful drawings were received and posted to the Facebook page of Project Wasteless.

SCHOOL PROGRAMME

...in numbers



More than **1800** students and **110** teachers have been reached in **58** primary schools in person



2 online quiz competitions with **1907** children in total



2 thematic summer camps with **68** children in total



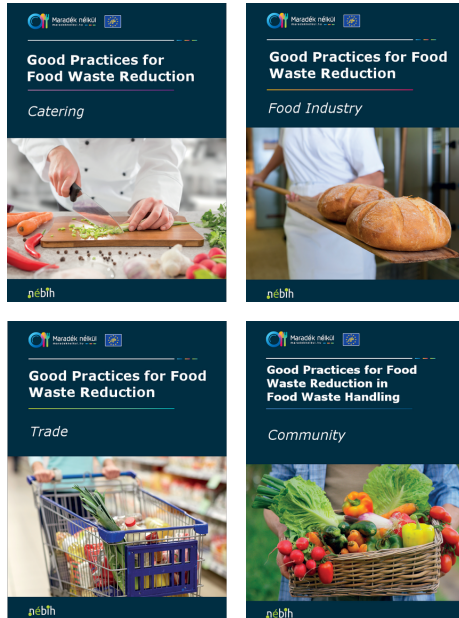
Drawing contest with **280** applicants



270 000 sets of the Wasteless educational materials have been delivered to the Hungarian primary schools



NETWORKING, TRANSFER OF KNOWLEDGE



Collection of good practices for food waste prevention in the food chain

Food business operators, universities, authorities and NGOs were also partners to Wasteless. 4 working groups were formulated with the invitation of stakeholders from all segments of the food chain, consumer protection organisations, academic institutions and governmental authorities. The working groups composed guides for food waste prevention in different areas in the food chain. As a result of their joint efforts, 4 professional guides were published in English and in Hungarian, collecting good practices for food processors, food retailers, restaurants and NGOs.

EU Food Waste Platform Conference 2018

As a recognition of the project activities and competence of the project team, Project Wasteless became the host of the EU Food Waste Platform Conference, organized by the EU Commission in 2018, opened by EU commissioners Dr Vytenis Andriukaitis and Mr Karmenu Vella. The 120 participants represented 14 different countries.



EU Platform on Food Losses and Food Waste membership

The coordinator of the Wasteless project has represented Hungary at the EU Platform on Food Losses and Food Waste since 2019. The project regularly contributes to the Newsletter of the Platform and takes part in the actions implemented by the Platform. Our deliverables and other results have been shared in the Resources Library as well.

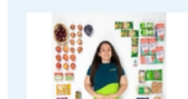


HEALTH AND FOOD SAFETY
SANTÉ Newsroom

European Commission > Health and Food Safety >

Hungary

22/10/2020



New study shows reduction of food waste in Hungarian households & food stockpiling guide developed for consumers

In order to measure the efficiency of the communication efforts, a baseline was set in 2016, involving 100 households, based on the FUSIONS recommendations. This has been the first empirical study carried out with this methodology in the Central and Eastern European region. The study has been replicated with the involvement of 165 households in the end of 2019 with the same methodology, in order to receive comparable data. According to the measurement, food waste generated within the Hungarian households was estimated to be **65.5 kilograms annually per capita**. Between the two periods (2016-2019), a **4% decrease was observed**, despite the significant economic expansion in the observed period.

Further details:

[Szabó-Bódi, B., Kasza, Gy., & Szakos, D. \(2018\). Assessment of household food waste in Hungary. *British Food Journal*, 120\(3\), 625-638.](#)

[Kasza, Gy., Dorkó, A., Kunszabó, A., & Szakos, D. \(2020\). Quantification of Household Food Waste in Hungary: A Replication Study Using the FUSIONS Methodology. *Sustainability*, 12\(8\), 3069.](#)

MONITORING PROJECT IMPACTS

Household food waste measurement



FUTURE

After-LIFE plans

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. 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, which have been important policy impacts. Also, the household food waste measurement dataset will be part of Hungary's country report for the EU level mandatory data collection on food losses and waste, thus will be replicated at least once every four years.

