

• **Build Back Better**

USING GREEN AND DIGITAL TECHNOLOGIES TO REDUCE FOOD WASTE AT CONSUMER LEVEL



What does the project aim to do?

Support countries in harnessing green technologies to reduce food waste at consumer level; contribute to the attainment of the SDGs and climate goals; support countries in Building Back Better from the COVID-19 pandemic.



Why?

Food waste exacerbates our triple planetary crisis, generating 8% of global greenhouse gas emissions, using finite land and water resources needlessly, adding significantly to soil and water pollution from agriculture, and negatively impacting biodiversity. One-third of the food produced for human consumption gets lost or wasted, costing 2.6 trillion USD annually.

Development and deployment of green technologies is key to the transition towards an Inclusive Green Economy, decoupling economic growth from resource use and tackling the planetary crises of climate, pollution and biodiversity loss. Green and digital technologies are increasingly being used to reduce food waste at consumer level, including in storage, packaging, pre-treatment, portion control, compost, traceability, and supply-demand matching. This also offers huge business opportunities for companies, including SMEs and start-ups who are in the frontline of green innovation and sustainable value chains.

How?



Diagnosing the food waste problem in five cities

Working with local authorities to develop urban food waste baselines in five cities (Bangkok, Kampala, Belgrade, Bogotá, Doha), accompanied by a survey to understand the causes and drivers of household food waste, including COVID-specific impacts.

Supporting food waste measurement by applying and contributing to the UNEP-led "Food Waste Index".

Undertake local policy analysis and stakeholder mapping to understand existing policies, measures and practices that have been tested or implemented to address food waste, and the wider policy framework that affects food waste indirectly.



Understanding different enablers

Based on the diagnosis of Component One, analyze different enablers (technological options, economic incentives, behavioral interventions, informational tools, etc.) and successful business models; propose a tailored intervention package to address food waste issue at consumer level.



Engaging with target groups for change in policy, practice and behavior

Devise strategies of engaging critical food behavior actors in each locality: translating related evidence into easily accessible communication materials in local languages; developing engagement and dissemination strategies and identify partnerships to expand impact.