



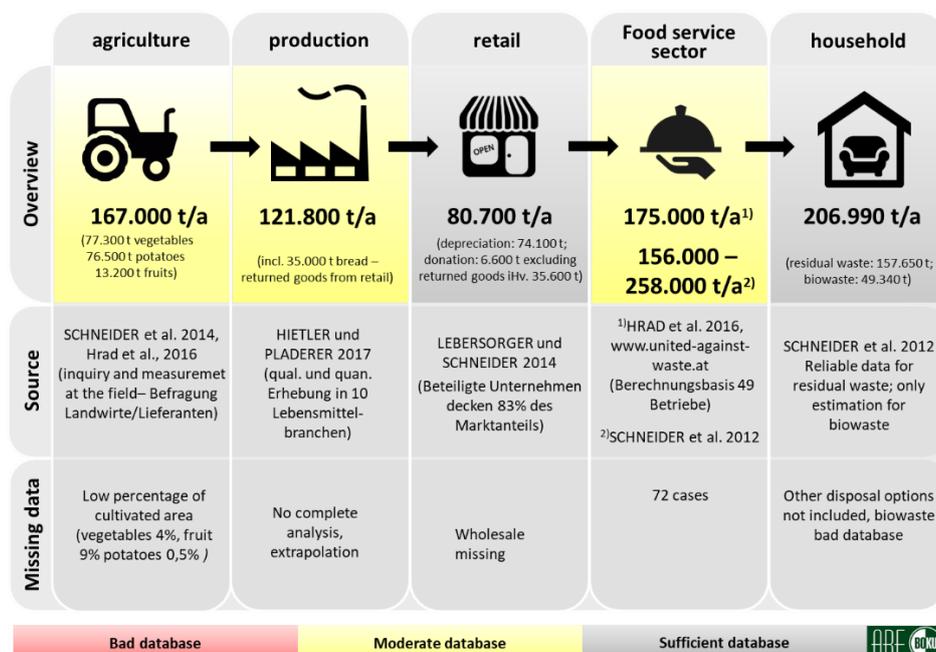
27<sup>th</sup> November 2019

## Closing note on the TRiFOCAL project

### 1. Background & introduction

The Institute of Waste Management at the University of Natural Resources and Life Sciences BOKU Vienna has been dealing with food waste for 15 years (first publication Schneider und Wassermann, 2004). The main focus is the quantification of food waste along the value chain from agriculture to households. In addition, aspects such as the identification of reasons for the production of food waste, the harmonization of quantification methods, prevention measures and definitions relating to food waste at national and international level have been investigated in a range of research studies. Studies were carried out with funds from the responsible federal ministries and authorities (Federal Ministry of Agriculture, Forestry, Environment and Water Management, Federal Ministry of Economics, Family and Youth) and also financed by Waste Management Associations, state governments and EU funding programmes (Horizon 2020, FP7, Interreg). Several supervised Master theses complemented the spectrum on food waste research. The findings of the research result in the following amounts on food waste in Austria (Please note that in Austria main focus is on the avoidable part of food waste (excl. skins, bones or preparation waste) that is why the numbers given in the figure below also refer to the avoidable part only):

### Avoidable foodwaste in Austria



## 2. Objectives

Vienna has a long tradition in food waste separation (the separate collection of biodegradable waste was already established in 1991 in Vienna) and has been following food waste prevention and reduction in waste management strategies since approx. 10 years now. Nevertheless, continuous efforts are necessary to keep the topic in people's minds. The TRiFOCAL materials can support both – the promotion of food waste prevention ('freeze your bread') and recycling ('use potato peelings for compost', 'recycle banana skins to create energy').

Major focus of Vienna being a replication city for TRiFOCAL was to act as multiplier to spread the idea of 'Small Change Big Difference' and to share knowledge from the project to strive towards the common aims of food waste prevention and reduction.

The aim of ABF-BOKU being a partner of TRiFOCAL was therefore:

- To increase awareness among Viennese households (via social media) and pupils (distribution of information leaflets to schools) on food waste prevention and recycling;
- To support stakeholders of food waste management with supplementary material by TRiFOCAL (promote the use of the [TRiFOCAL resource bank](#) and share materials at a dissemination event, conferences, etc.)
- To draw on experiences from TRiFOCAL and build on it in the most efficient way (training webinar on campaign activities).

## 3. Campaign highlights

The campaign focused on the production of leaflets on food waste prevention and food waste recycling in the German language, which could be used as a handout for the final conference of another EU project on food waste called STREFOWA (<https://www.interreg-central.eu/Content.Node/STREFOWA.html>) that was visited by responsible persons for food waste at ministry and authorities. The handouts can be distributed at future events, conferences, etc.





#### 4. Challenges and solutions

The message regarding “Freeze your bread” needed to be presented little differently in Austria, as traditionally a whole loaf of bread is bought instead of toast or sliced bread. Consequently, the picture on the leaflet about the toast did not resonate well with people in Austria. Nevertheless, the message can be applied to the Austrian context; whole loaves of bread can be sliced and then frozen, the whole loaf or a half loaf can be frozen as well as toasted.

#### 5. Benefits/results of the replication activity

No monitoring was conducted as the activities focused rather on the provision of additional campaign material which could be used in existing campaigns in Austria by stakeholders or distributed at special events or at schools. As Vienna only joined TRiFOCAL as a replication city at a later stage of the project, materials were only ready in late 2019 shortly before the project completed. That is why materials were distributed thus far in only one event. It is planned to use the materials in upcoming events as well.

Furthermore, during the TRiFOCAL training webinar (which was open also to other interested stakeholders in Austria involved in communication campaigns) an interest in doing more on community level was communicated (similar to London’s activities within TRiFOCAL). However, time and financial resources often hinder communication campaigns at community level so it remains to be seen whether this will lead to further delivery in Vienna.

#### 6. Learnings

Generally speaking, projects such as TRiFOCAL are really beneficial in terms of knowledge transfer and sharing ideas, thoughts, best practice, etc. We have learned from the project that a lot of communication, training and education materials on food waste exist all over Europe. It would be beneficial to access all those published materials in one database – the [TRiFOCAL resource bank](#) is a good example – so that the materials can easily be shared among interested parties and used in several countries to spread the idea and to increase the awareness on this serious topic.

#### 7. Conclusion

BOKU really appreciated having the chance to take part at this initiative and is looking forward to collaborate in future.



## REFERENCES

- Hietler, P., & Pladerer, C. (2017). Abfallvermeidung in der österreichischen Lebensmittelproduktion.
- Hrad, M.; Ottner, R.; Lebersorger, S.; Schneider, F. und Obersteiner, G. (2016): Vermeidung von Lebensmittelabfall in Gastronomie, Beherbergung und Großküchen – Erweiterung weitere Betriebe – Endbericht. Wien: Selbstverlag. Verfügbar unter: [https://united-againstwaste.at/wp-content/uploads/2015/05/Endbericht\\_BOKU\\_2016\\_02\\_19.pdf?fa6be0](https://united-againstwaste.at/wp-content/uploads/2015/05/Endbericht_BOKU_2016_02_19.pdf?fa6be0)
- Kranert M., Hafner G., Barabosz J., Schuller H., Leverenz D., Kölbig A., Schneider F., Lebersorger S., Scherhauser S. (2012): Ermittlung der weggeworfenen Lebensmittelmengen und Vorschläge zur Verminderung der Wegwerfrate bei Lebensmitteln in Deutschland. Im Auftrag der Bundesanstalt für Landwirtschaft und Ernährung (BLE), Berlin.
- Lebersorger S., Schneider F. (2014): Aufkommen an Lebensmittelverderb im österreichischen Lebensmittelhandel. Endbericht im Auftrag der ECR Arbeitsgruppe Abfallvermeidung. 25 Seiten. Verfügbar unter: [austria.at/images/ECR/Arbeitsgruppen/Abfallvermeidung/berichte/ECRStudie\\_BOKU\\_Lebensmittelverderb.pdf](http://austria.at/images/ECR/Arbeitsgruppen/Abfallvermeidung/berichte/ECRStudie_BOKU_Lebensmittelverderb.pdf)
- Lebersorger, S; Schneider, F; Discussion on the methodology for determining food waste in household waste composition studies.. Waste Manag. 2011; 31(9-10):1924-193
- Schneider F., Wassermann G. (2004): Sozialer Wertstofftransfer im Einzelhandel. SoWie. Projektbericht im Rahmen der INITIATIVE „Abfallvermeidung in Wien“ der [http://www.wenigermist.at/uploads/2010/06/Endbericht\\_SoWie\\_2003.pdf](http://www.wenigermist.at/uploads/2010/06/Endbericht_SoWie_2003.pdf)
- Schneider F., Lebersorger S. (2009): Lebensmittel im Restmüll in einer oberösterreichischen Region. Projektbericht im Auftrag des Amtes der OÖ Landesregierung, Abteilungen Umweltschutz und Land- und Forstwirtschaft. Verfügbar unter: [http://www.landoberoesterreich.gv.at/files/publikationen/US\\_lebensmittel\\_restmuell.pdf](http://www.landoberoesterreich.gv.at/files/publikationen/US_lebensmittel_restmuell.pdf)
- Schneider F., Part F., Lebersorger S., Scherhauser S., Böhm K. (2012): Sekundärstudie Lebensmittelabfälle in Österreich. Endbericht, im Auftrag des Bundesministeriums für Land und Forstwirtschaft, Umwelt und Wasserwirtschaft, Wien, November 2012.
- Schneider F., Lebersorger S., Bernholt H., Zehetgruber B. (2014): Orientierende Erhebung von Verlusten an Lebensmitteln in der Landwirtschaft - Aufkommen, Zusammensetzung und Gründe. Endbericht im Auftrag des Bundesministeriums für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft, Abteilung VI/6. Kurzbericht ([https://www.global2000.at/sites/global/files/Kurzbericht\\_G2\\_Foodwaste1\\_20160412\\_v3.pdf](https://www.global2000.at/sites/global/files/Kurzbericht_G2_Foodwaste1_20160412_v3.pdf))