



Practice abstract

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ToNoWaste Project: Making good decisions to reduce food loss and waste.

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In the development of **ToNoWaste** project, there's a strong emphasis on, and encouragement of, the participation of all stakeholders presents throughout the entire supply chain and who are part of the decision-making process. The goal is to prevent and reduce the loss and waste of fresh food.

Below are the main contributions and conclusions drawn from the participatory analysis of these actors in the area of influence/action of the Valencian Community:

1. The **most relevant factors influencing the decision-making process** on FLWPR actions are related to the lack of knowledge and/or misinformation about the environmental, social, and financial impacts of food waste, consumption and/or purchasing habits; the regulatory and political framework, the market structure, the low perceived value of food and aesthetic considerations/aspects of products, as well as the availability and accessibility of financial resources, the existence of research and innovation strategies, and the effectiveness of available technology.



2. **Main concerns expressed when executing each of the food waste reduction actions:**

- Sustainability of the action over time and its effectiveness.
- Definition of joint and/or global concepts and terms of work with uniform and cross-cutting criteria.
- Clarity on how to measure food waste, taking into account all the nuances and factors that contribute to its generation.



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