

## ToNoWaste Project: “Valencia Pilot’s Area of Action in Preventing/Reducing Food Waste. Ongoing Actions”

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In the first work package of the **ToNoWaste** project, collaborative research and efforts are undertaken towards the creation of a new framework that facilitates the decision-making process for all stakeholders involved in generating food waste. Below are succinctly listed perceptions about the problem and challenges posed by actions that are being developed, have been developed, or are currently under development. These perceptions were presented by various social entities, public administrations, school canteens, producers, distributors, and consumers from the area of influence/action of the Valencian Community:

- The fear of a lack of food provision and the devaluation of food are both a perception and a cultural factor that transcends in the generation of food waste.
- Adapting the food diet offer to seasonal products and those available in nearby areas are key factors in preventing food waste.
- Coordination, participation, awareness, and sensitization of the various stakeholders and actors that form the food chain, as well as



empathy and will, are fundamental. They should be integrated into the development of an action or be an action in and of themselves. They must always be accompanied by instruments and tools that assist and facilitate the management of various processes that can support the execution and financing of an action.

- Measuring food waste (through indicators/metrics) can be implemented in different phases, through the introduction and improvement of IT tools for managing the efficiency of processes that are part of the production, distribution, and consumption of food.

