

The EU project ToNoWaste Zero Food Waste in consumer's Households as chance or utopia?

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A third of all produced food is thrown away. If food waste were a country, it would be third in a CO₂ country ranking behind China and the United States. Food waste has a much larger impact than is apparent at first glance.

Furthermore, it is an ethical problem as long as hunger exists on the planet. In addition, all the time-consuming disposal of food that has already been produced, transported and stored not only leads to environmental damage, but is also a burden on our economic system. But above all, it is avoidable.

The EU project **ToNoWaste** tries to derive measures along the value chain to reduce or completely avoid food waste. There is great potential for improvement, especially in private households, which will be highlighted in the course of the project.

One goal is to show possible solutions to end consumers to pursue “zero food waste”, i.e. the complete avoidance of food waste in their own households. To this end, it is necessary to highlight the advantages that can be of both economic and social relevance: Through so-called pilot actions, data is collected from end consumers, among others, which will contribute to achieve the goals.



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