

Input from BREAD Critical Friends from the meeting on 5th January 2022

Present:

- From the Critical Friends: Inger Johanne Eikeland, Helge Rynning, Erik Thorstensen, Sofie Østergaard, Lillian Eriksen, Ole Jørgen Hanssen og Thomas Hoholm.
- From the project: Julia Szulecka, Markus Bugge, Nhat Strøm-Andersen, Anne-Grete Haugen, Aina Stensgård, Andreas Brekke, Matteo Corciolani, Gianluca Biggi, Elisa Guiliani og Ellen-Marie Forsberg
- Observing: Giovanni de Grandis

Absent:

- From the Critical Friends: Ingrid Kleiva Møller, Sofie Oraug-Rygh, Karen Elene Thorsen og Signe Bunkholt Sæter.
- From the project: Anne Marie Schrøder

World Cafés

The three workshops with a World Café design have were presented. It was stressed that according to the participating students, it is the companies that throw most edible food. There was then a discussion about whether the companies had thought this was important, and there were slightly different experiences of it. Some of the companies wanted a follow-up and the students also wanted to be able to share more feedback.

Ole Jørgen: I understand that this was not unexpected for the companies, but it is still important to listen to the young people. They need help to become conscious consumers. The project should see this in the light of what we already know about consumer groups. The students are young people, and it is the group that wastes most food (25-40 years). Young people often have poor conditions in dormitories and at universities there has been little focus on food waste in general. One hypothesis is that high schools and universities 'program' young people to be unaware of food waste. What can we do with young people? Who will be consumers for a lifetime.

Sofie: Exciting design of the workshop. It's a little unexpected, but great that the young people want to be more involved. Nice that they want to know more about the production process. Exciting that they want more product info on the front, and rather have a logo on the back. These are topics we work on a lot. But the students did not talk about how they could change their own behaviour so much; use the channels that actually exist? It did not seem like they were going to change anything.

There is a lot of return bread. If we can solve that problem, it will help. New regulation from the Norwegian Food Safety Authority unfortunately makes it more difficult than before.

Ole Jørgen: We also have the project "Nature in your Face", which includes cases with students at folk universities. Interesting to see this in context. There we have 'visual workshops' in April, where we show them how much they throw. We at NORSUS must see the work in these two projects together.

Thomas raised the question of the preconditions for food waste activism. To make a real impact, food waste activism must be part of a larger social movement. In that case, businesses and

consumers can work together to create change. He also thought it would be interesting in the further analysis to look at differences between consumers in Italy and Norway.

Inger Johanne observed that it was interesting to see how the industry can engage other groups from the industry and outside in joint food waste reduction work. It is interesting for Orkla to get involved.

Lillian: You have a consumer perspective, but do you also have a more structural perspective? The solution lies in many levels of politics. For example: How can shops and companies collaborate with local communities and citizens to deal with food waste? Can it be given or sold cheaply to the municipalities, which can distribute it to schools and kindergartens? Lillian also agreed with Thomas that NGOs can play a bigger role and said they were willing to help us get in touch with them.

The project's response

- in the analysis from the World Cafes, we will relate this to the research on food waste among younger consumers. In the upcoming policy brief we will refer to research on national difference, e.g. related to the role of activism from previous projects.

- in the analysis from the World Cafes, we will consider whether we can say something about national differences. In communicating results from the project, we want young people / students, and also schools and the higher education sector, as specific target groups to encourage young people to become more aware of food waste and to get them involved and change behaviour.

- The NORSUS team is considering whether we can create synergies between BREAD and Nature In Your Face.

- We take a systemic perspective in an article led by Nhat.

- We already involve NGOs, especially Matsentralen, in several of the project's activities. We will also encourage NGOs to participate in the work with the Food Waste Index, planned for this autumn. The project will also recommend the establishment of new arenas for collaboration and cocreation related to reducing food waste, where NGOs should play an important role.

Preliminary findings from the analysis of companies' sustainability reports on the status of food waste in these companies in Italy, England and Norway, conducted by the team from the University of Pisa (in English)

It was discussed whether such an analysis had been done related to CSR in areas other than food waste, and it has not, as far as we know. In other reports, they have studied how likely it is that companies will start with CSR reporting, but not the timing of it. The SDGs have not been specifically studied. It was questioned whether the paper should be oriented around general policy on sustainability and food, and not specifically food waste, and discussed whether there is anything special about food waste that is different from sustainable food industry in general.

There is a possible 'band wagon' effect; that companies start with food waste reporting because other influential companies do it. Qualitative studies are required to investigate whether those who follow are qualitatively different from those who lead.

There were calls for studies of the incentives that make some companies start and lead with food waste reduction measures. Sofie mentioned that the costs of destroying food in Norgesmøllene are high and may explain their commitment. Elisa mentioned that incentives can be company-specific or industry-specific. Country aspect affects the numbers a little, but not much. It is possible to relate the figures to years in which countries have introduced legislation. Elisa asked to provide input on

possible legislation or other issues that could affect when companies strengthen their food waste work. If we want to look at why specific companies have focused on food waste work, we need more info, for example from media analyses where the companies may have been criticized, etc.

Ole Jørgen asked if it was possible to identify whether the companies only reported on their own food waste in these reports, or also on whether they collaborate with others to reduce food waste. And possibly if their measures affect how much consumers throw away. Elisa replied that in that case it must be coded manually. In that case, it could be interesting to see if this changes over time, but this can be demanding to analyze.

Ole Jørgen also suggested that we could combine this with info from the food waste surveys from NORSUS.

Sofie asked the question of what the food waste landscape would look like today if we had focused on the grocery link earlier, and thought that a study that looks at the relationship between the grocery stage and the food industry would be important.

The project's response

The team from Pisa takes the input further in their analyses.

The project team as a whole is considering whether we can combine these analyses with information from the industry surveys from NORSUS.

We take with us the input that a study that looks at how the food waste landscape today would look like if we had focused on the grocery link earlier, and the relations between the grocery stage and the food industry, as a possible follow-up of the BREAD project

Other inputs at the meeting

- Ole Jørgen reminded about a report that just came out, which summarizes 11 years of food waste work in Norway:

<https://www.regjeringen.no/contentassets/6b7122fce366433ca028c230b57605ae/no/pdfs/hovedrapport-2020-bransjeavtalen-om-reduksjon-av-m.pdf>

- Helge mentioned that it was understandable if the project wanted an extension; in the project we have gained good alliances that we may need some extra time to take full advantage of.