Summary of 10 principles for reducing food waste together

An industry road map for responsible and inclusive innovation and collaboration processes for reducing food waste.

**[NB! The consensus statement was formulated in Norwegian, so formally it is the Norwegian version, and not this English translation, that is the one agreed by the participants.]**

**Collaboration across the value chain**

1. We must help one another to improve

All actors must contribute to putting food waste on the agenda in the value chain, upskilling consumers and share good practices.

1. We must collaborate more in the value chain

This implies building trust and working together for better solutions.

1. We must facilitate openness and sharing in the value chain

This includes clarifying common goals, sharing food waste-relevant information, and better coordination.

1. We must think holistically

Through collaboration, the total amount of food waste must be reduced, not just individual actors’ food waste.

**Communication internally in corporations**

1. We must create ownership and incentives for reducing food waste throughout the organization

This implies setting goals, monitoring, building competencies and culture, and integrating food waste perspectives into all of the organization's processes.

**Involvement and upskilling of consumers in the fight against food waste**

1. We must get consumers on board

This implies better testing of consumer behaviour, providing the consumers with more knowledge and building a culture of acceptance for less abundance and for food products with minor aesthetic flaws.

1. We must increase our dialogue with consumers

This implies more interactive forms of communication where consumers are more involved in product development and innovation in the industry.

**Involvement of other actors**

1. We must involve the authorities in dialogue

This implies facilitating for authorities setting up or supporting industry-led initiatives and reducing regulatory barriers against important food waste initiatives.

9. We must communicate our knowledge

From their various angles, industry actors should contribute with their knowledge to food waste initiatives targeting purchasers, the education sector and other actors that can contribute to competence building and good attitudes among own employees and society.

1. We should, to a greater extent, be part of new research collaborations

This means contributing to the production of new knowledge that is relevant and targeted to reduce food waste.