



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Waste Watcher International on food and sustainability

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Waste Watcher International Observatory



The Waste Watcher Observatory is an Italian project that is part of the twenty-year history of a spin off of the University of Bologna, **Last Minute Market**.



Waste Watcher International Observatory seeks to provide the community with:

- **knowledge** and **tools**

for investigating:

- **social,**
- **behavioral, and**
- **lifestyles dynamics**



behind household food waste.



Waste Watcher International Observatory



By focusing on:

- economic impacts,
- social impacts, and
- environmental impacts

the Observatory stands to generate common and shared knowledge, **to guide:**

- individual actions,
- private strategies, and
- public policies

for **food waste prevention and reduction**, and improve food resources use efficiency.



From Waste Watcher to WW International

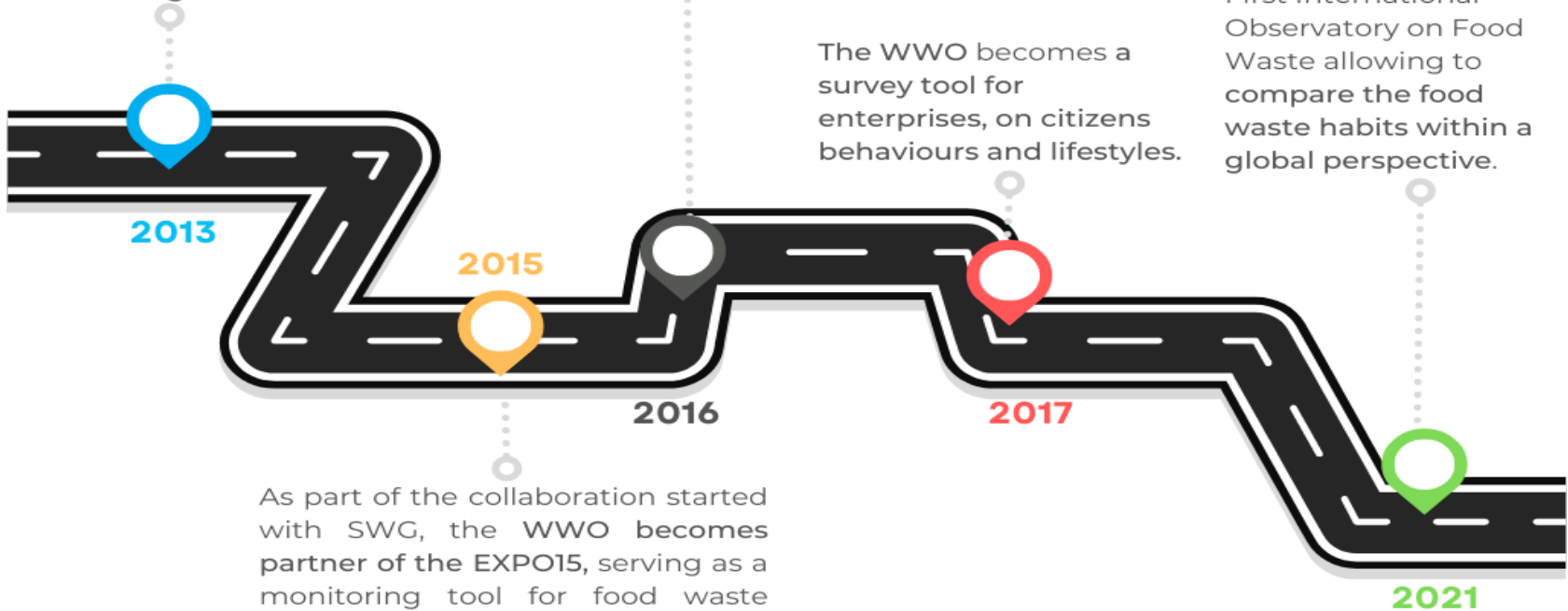
Grounded on the Last Minute Market, the WWO starts its activity under the scientific supervision of the Department of Agricultural and Food Sciences and Technologies of the University of Bologna, directed by the agricultural economist Professor Andrea Segrè.



The WWO publishes its first scientific article in a Journal with impact factor.

The WWO becomes a survey tool for enterprises, on citizens behaviours and lifestyles.

The WWO becomes the First International Observatory on Food Waste allowing to compare the food waste habits within a global perspective.



As part of the collaboration started with SWG, the WWO becomes partner of the EXPO15, serving as a monitoring tool for food waste phenomena and the Italian zero waste campaign.

Waste Watcher International observatory



What Objectives

WWI aims to provide the scientific community and the wider public with the knowledge to **analyze consumer behavior** and set the ground for the **development of interventions and tools** to reduce food waste and encourage healthier diets and lifestyles.

Tool Method



Representative
Sample



Web interviews



MOA

Outputs Results

Consumers and families «waste profiles»
Motivations to not to waste
Abilities supporting food waste reduction
Evaluation of interventions and tools addressing food loss and waste (opportunities)

Waste Watcher International Observatory



A set of tools based on:

- a **solid framework**,
- **tested** over time and
- in a **variety of countries**,
- **easy to be tailored** to different **settings** (i.e. in the home but also out of home),
- **easy to be tailored** to different **focus areas** (i.e. a specific market, group of products, specific policies).



A tool that proved to be effective to **stimulate the dialogue and provide inputs** and advice to **public** and **private organizations**:

- i.e. identifying consumer and family profiles to better **tailor awareness campaigns and test its effectiveness over time**;
- i.e. providing analytical insights on specific markets (i.e. the horticultural sector) or **understanding the role of specific tools and appliances in different settings** (i.e. a fridge / the cold chain).

Easy to be integrated with other tools aiming to continue to work on methodological innovations and develop new knowledge .



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