What is **CHORIZO** ?

CHORIZO is a project **funded by the Horizon Europe** programme. It aims to improve the understanding about how social norms influence consumer behaviour and economic actors' decisions related to food loss and food waste (FLW) generation. This knowledge can be subsequently utilized to increase the effectiveness of decision-making and engagement of all food chain actors in changing social norms towards zero food waste.

The project's main goal is to **address existing research gaps on social norms and behaviour towards FLW generation**, and embed those results into innovation products that can help actors to engage more effectively in food waste prevention and reduction activities.

In short, it is a European project that integrates EC and food chain actors to enhance contingency knowledge and produce new effective instruments for facilitating successful transitions towards minimising FLW.

Why **CHORIZO** is needed?

Quantitative impact data of previous FLW prevention/reduction actions to guide decision making **is very limited.**

The causal link between **social norms and consumer food waste** needs to be explored deeply.

The **COVID-induced shift** in relation to social norms and behaviours **needs to be further explored.**

The **interactions and trade-offs between consumer/household food waste behaviour and the decisions of other food chain** have not been considered so far

The link between **social norms, corporate behaviour and FLW** remains **unexplored.**

The decision making towards zero food waste to be effective, multidimensional utility-based evaluation of innovative actions **is necessary.**

CHORIZO at a glance
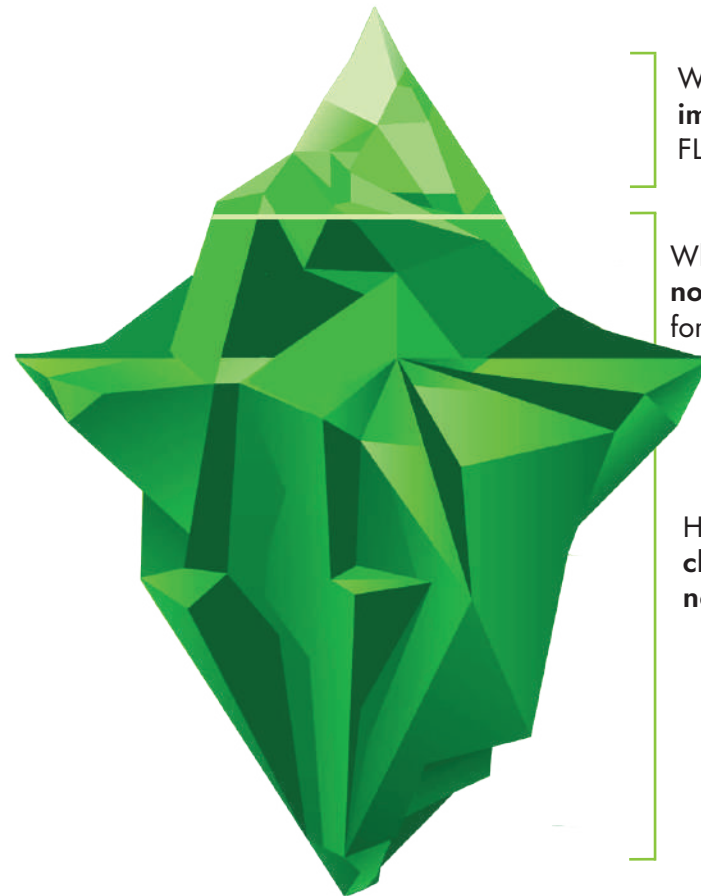
What is the **impact** of existing FLW actions?

Which are the **social norms** responsible for FLW?

How can we **change social norms?**

What we do

Gathering and sensemaking of **existing evidence**

+

Generating **new evidence** and understanding on social norms, behaviour & FLW

+

Fostering change in social norms and FLW behaviour

=

Accelerating progress towards zero FLW

What we deliver

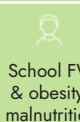|		
Evidence-based analysis of FLW actions & tools	FLW prevention/ reduction index	Sector-specific guidance, on high-potential actions
Real-life case studies	Chorizo FLW Insighter	Empirical evidence sensemaking
MOA - HUMAT behavioural framework	FLW modelling and predictive analysis	FLW rapid appraisal tool

Case studies: Consumers/ Households FW · Hospitality FW · Food Services FW · School FW & obesity/ malnutrition · Date marking & packaging FW · Food banks mediated FW

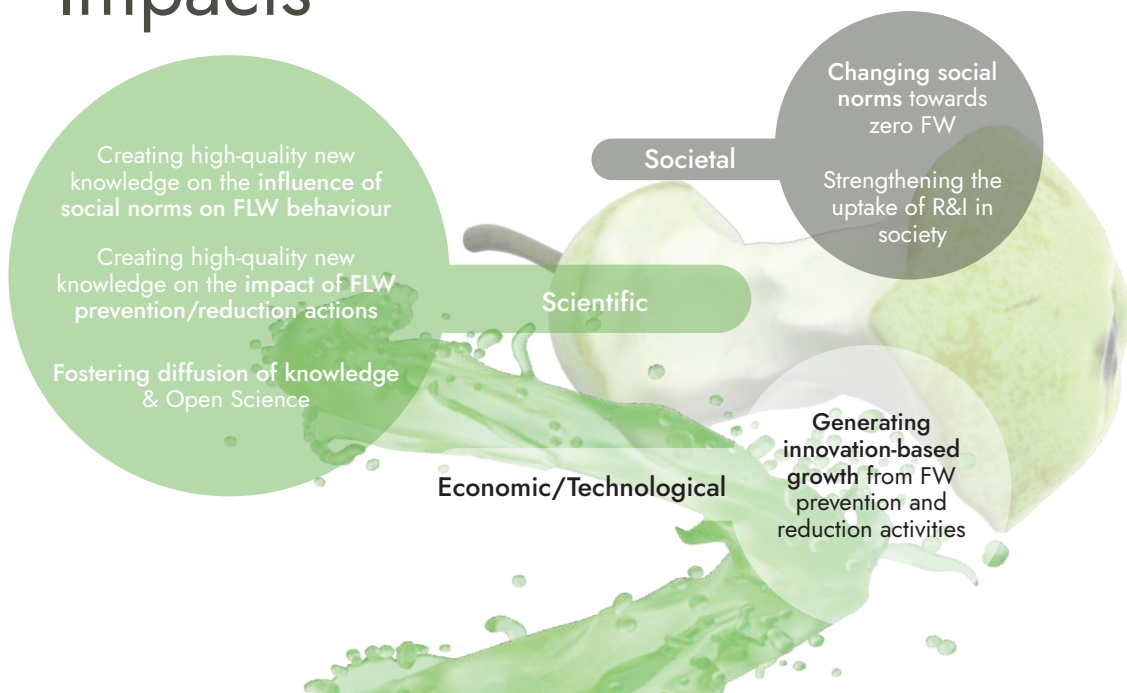|		
Social norm-focused communication	Social norm-focused science education	Social norm-focused capacity building
Actor's guidance towards changing social norms		
CHORIZO FLW Insighter's upscaling strategy	Innovation impact synergies with the EC & EU projects	Results leveraging to FW Associations

Dissemination, Exploitation, Communication

Key Project Results

- **CHORIZO FLW "Insighter",** new evidence datahub supporting timely & responsive decision making.

- **FLW behaviour modelling & predictive infrastructure,** supporting timely and responsive decision-making of food actors on FLW prevention.

- **Tools fostering change in social norms and increasing actors' engagement,** including, communication products targeting specific actors, science education for school children and capacity building for changing social norms.

- **New knowledge,** testified by 10 peer-reviewed published articles presenting project findings.

- **Upscaling strategy** to ensure results sustainability.

- **Food companies engage** more and more effectively in food waste prevention and reduction activities.

- **More timely and responsive decision-making** by any actor seeking to implement a FLW prevention/reduction initiative.

Objectives

1 To undertake a comprehensive evidence-based analysis of previous/ongoing FLW prevention/reduction actions and tools, including a cost/benefit analysis and an impact assessment.

2 To develop an FLW Datahub (Chorizo FLW Insighter), which will incorporate the results of the evidence-based analysis of previous/ongoing FLW actions, new empirical case study evidence on social norms, consumer behaviour, economic actor behaviour and charity behaviour in relation to FLW.

3 To develop a modelling & predictive analytics backbone based on data from the CSs, and use it to discover and explain the correlations between social norms, business practices, consumer behaviour and food waste.

4 To foster change in social norms and behaviours, by embedding the new evidence and understanding gained on FLW-related social norms and behaviours.

5 To manage the project's innovation upscaling effectively, by a strategy for the exploitation of the project results and implementing responsible innovation management practices that guide the project to exploitable and sustainable outcomes.

6 To undertake appropriate dissemination, exploitation and communication actions to maximise the project's impact outside the consortium.

Impacts

Creating high-quality new knowledge on the **influence of social norms on FLW behaviour**

Creating high-quality new knowledge on the **impact of FLW prevention/reduction actions**

Fostering diffusion of knowledge & Open Science

Scientific

Societal

Changing social **norms** towards zero FW

Strengthening the uptake of R&I in society

Economic/Technological

Generating **innovation-based growth** from FW prevention and reduction activities

Target groups

Scientific community | Food businesses | Food processing | Hospitality | HoReCa | Public meals | Take-away and ready-to-eat Food banks | Policy makers | Educational Institutions | Citizens/-consumers/households/children | Schools | Retail | Food surplus redistribution logistic actors

Partners
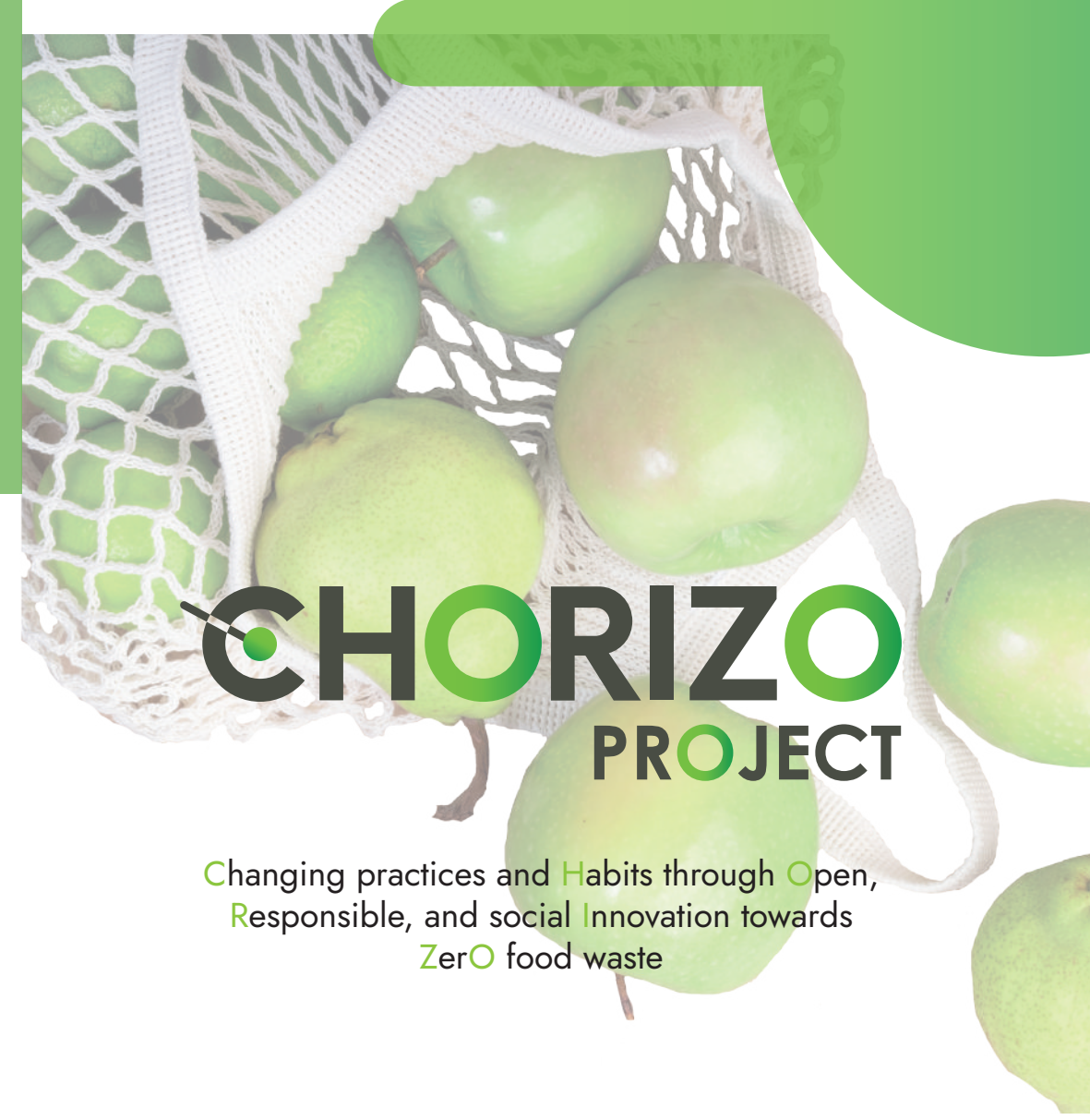
CHORIZO PROJECT

Changing practices and Habits through Open, Responsible, and social Innovation towards ZerO food waste

www.chorizoproject.eu