

Deliverable 6.5

PRACTICE ABSTRACTS - BATCH 1



D6.5

Practice abstracts - batch 1

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social Innovation towards ZerO food waste

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Table of contents

1	INTRODUCTION	8
1	1 COMMON FORMAT	8
	1.1.1 Obligatory elements	8
	1.1.2 Recommended elements	9
	1.1.3 Optional elements	9
1	2 COMMON FORMAT EXCEL FILE	9
1	3 STRUCTURE AND CONTENT OF PRACTICE ABSTRACTS	14
2	PROJECT OBJECTIVES	16
3	PRACTICE ABSTRACTS (BATCH 1)	17
3	3.1 Practice Abstract 1	17
3	3.2 Practice Abstract 2	17
3	3.3 Practice Abstract 3	18
3	3.4 Practice Abstract 4	18
3	3.5 Practice Abstract 5	19
List	t of figures	
Figu	re 1 Project Identification	9
Figu	re 2 Project Information (4 figures)	11
U	ıre 3 Partners	
_	ıre 4 Keywords	
	ıre 5 Audiovisual Material	
Figu	re 6 Websites	13
Figu	re 7 Practice Abstracts (1 sheet per each)	14
List	t of tables	
Tahl	le 1 Structure and content of Practice Abstract 1st batch	15



Glossary of terms and acronyms

Acronym/Term	Description	
cs	Case Study	
D	Deliverable	
FLW	Food Loss & Waste	
FW	Food Waste	
NGO	Non-Governmental Organization	
R&I	Research & Innovation	
REA	European Research Executive Agency	
SEN	Sensitive	
WP	Work Package	



Executive Summary

This document constitutes the deliverable D6.5 Project Abstract -batch 1 of the CHORIZO project and has been prepared by **FIAB**. This document corresponds to the first deliverable of two that presents the first five Project Abstracts developed with results obtained during the first 18 months of the project. On month 36 the second (and last) batch of 5 Project Abstracts will be developed.

A "practice abstract" is a short summary which describes a main information/recommendation/practice that can be used by the end-users in their daily practice. Projects can share their intermediate and final results through practice abstracts. A total target number of 10 practice abstracts is foreseen for the project. These will include practice abstracts based on CHORIZO results or activities with a particular focus on the inputs from the sector-specific guidance, the 6 Case Studies and the social norms identified.

The resulting innovative knowledge from this project is fed into the European Innovation Partnership Agricultural Productivity and Sustainability (EIP-AGRI)¹ website for broad dissemination to practitioners. End-user material has been produced in the form of a number of summaries for practitioners in the EIP common format ("practice abstracts"). The project details were submitted to the platform with the submission of this first batch deliverable. Guidance and template used for the development of these practice abstracts were downloaded from the EIP-AGRI website.

The EIP common format consists of a set of basic elements characterising the project and includes one or more "practice abstract(s)". The format was developed with two main objectives:

- (1) to make it possible to <u>contact project partners</u> and encourage knowledge exchange.
- (2) to <u>disseminate the results of the project</u> in a concise and easy understandable way to practitioners.

The success and impact of an innovative project depends strongly on its communication, and dissemination activities and further exploitation. These project abstracts are part of this communication, dissemination and exploitation of the project.

¹ The European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) was launched by the European Commission in 2012. It aims to foster a competitive and sustainable agriculture and forestry sector that "achieves more from less": http://ec.europa.eu/eip/agriculture/en/content/eip-agri-part-eu%E2%80%99s-growth-strategy-decade



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1 INTRODUCTION

1.1 Common Format

End-user material has been produced in the form of a number of summaries for practitioners in the EIP common format ("practice abstracts"). The common format allows providing information all along the life-cycle of the project. The common format consists in obligatory, recommended and optional elements. Its fields are listed in the bullets below.

1.1.1 Obligatory elements

- **Title of the project in native language**: short and easily understandable (one key sentence on the project; max 150 characters, word count with spaces).
- **Title of the project in English**: short and easily understandable (one key sentence on the project; max 150 characters, word count no spaces).
- Editor of the text: person/organisation responsible for delivering the text.
- **Project coordinator** (lead-partner) according to the cooperation/consortium agreement: name, address, e-mail, telephone.
- **Project partners:** name, address, e-mail, telephone, type of partner (farm holder, advisor, research institute, SME, NGO, or other).
- **Keyword-category** (to be chosen from a pre-defined list of categories).
- Project period (starting date, end date).
- **Project status:** ongoing (after selection of the project) or completed (after final payment).
- Main funding source (Rural development programme, H2020, or other EU, national/regional or private funds).
- Total budget of the project.
- Geographical location where the main project activities take place: NUTS 3 level, to enable contacting within/between a climatic/regional entities.
- **Final report** (in the form of an annex), including a substantial description of the results obligatory once the project is completed to be drafted according to the requirements specific for the funding source.

Practice abstract should contain:

- **Objective of the project**: what problems/opportunities does the project address that are relevant for the practitioner/end-user, and how will they be solved? (300-600 characters, word count no spaces).
- Short summary for practitioners on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should at least contain the following information:
 - Main results/outcomes of the activity (expected or final)
 - The main practical recommendation(s): what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

This summary should be as interesting as possible for end-users, using a direct and easy understandable language and pointing out to practical findings which are particularly relevant for practitioners (e.g. related to cost, productivity etc). Research oriented aspects which do not help the understanding of the practice itself should be avoided.



1.1.2 Recommended elements

- Description of project activities: (max 600 characters, word count no spaces): short summary highlighting main project activities.
- **Short summary for practitioners**: short summary according to guidance (see box above; 1000-1500 characters no spaces)
- **Audiovisual material** which is useful and attractive for practitioners (e.g. YouTube link, videos, other dissemination material).
- Website of the project (URL)
- **Links to other website(s)** hosting information on the project (results) that are available after the project has ended, by preference using the existing local/regional/national communication channels that practitioners most often use.

1.1.3 Optional elements

- **Description of the context of the project** (e.g. drivers in legislation/markets or other causes that were at the origin of the project, etc.)
- Additional information on the project as required by the specific guidance at national/regional level (e.g. for detailed monitoring purposes)
- Additional comments: free text field which can be used by the editor e.g. for listing facilitating elements or obstacles for the implementation of the produced results, for suggestions for future actions/research, for messages to consumers, etc.

1.2 Common format excel file

A template for Practice Abstracts with a common format was filled out and is attached as **Annex 1 Practice Abstracts_CHORIZO project.**

The different sheets of the excel template are shown below (obligatory, recommended and optional elements):

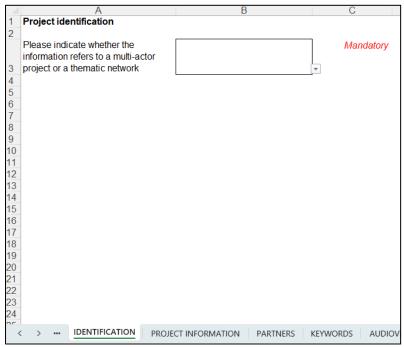


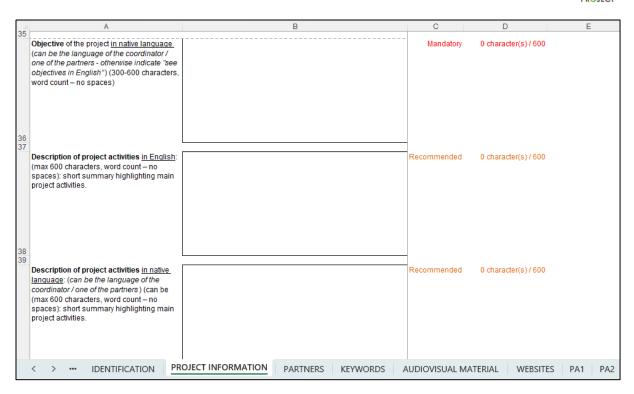
Figure 1 Project Identification



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3	Project identifier (see INSTRUCTIONS)					Mandatory	
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	Title of the project in native language (can be the language of the coordinator / one					iviandatory	0 character(s) / 150
	of the partners - otherwise repeat the title in						
_	English)						
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	project ACRONYM + short title within the					Wandatory	o character(c) / Tee
7	characters limit)						
8							
9	Geographical location						
10	Country (of the coordinator)					Mandatory	
11							
	Main geographical location (NUTS3)					Mandatory	
12	(of coordinator - for geolocalisation on map)						
13 14							
15							
13	Editor of the text: person/organisation					Mandatory	0 character(s) / 150
16	responsible for delivering the text						
17							
	Project coordinator (lead-partner) according to	the cooperation/con	sortium agreeme	nt:			
19	Name					Mandatory	0 character(s) / 150
20	Address					Mandatory	0 character(s) / 150
21	E-mail					Mandatory Mandatory	0 character(s) / 150 0 character(s) / 150
22 23	Telephone					iviandatory	0 character(s) / 150
	Project period:						
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25	start year (YYYY)					Mandatory	
26	end year (YYYY)					Mandatory	
21	D-1-4-4-4					Mandata.	
	Project status: ongoing (after selection of the					Mandatory	
20	project) or completed (after final payment)						
28							
29							
	Main funding source (Rural development	H2020				Mandatory	
	programme, H2020, or other EU,						
30	national/regional or private funds)						
31	national/regional or private funds)						
	Total budget of the project (total costs - in					Mandatory	
32	euros)						
33						Mandatory	0 character(s) / 600
	Objective of the project in English: what problems/opportunities does the project					Manuatory	o character(s) / 600
	address that are relevant for the						
	practitioner/end-user, and how will they be						
	solved? - (300-600 characters, word count – no						
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34 35							
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	Objective of the project in native language					Mandatory	0 character(s) / 600
	(can be the language of the coordinator / one						
	of the partners - otherwise indicate "see						
	< > IDENTIFICATION PROJE	CT INFORMATION	PARTNERS	KEYWORDS	AUDIOVISUA	L MATERIAL W	/EBSITES PA1 PA2





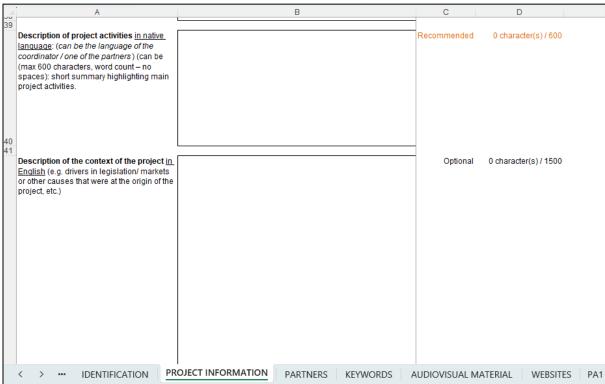


Figure 2 Project Information (4 figures)



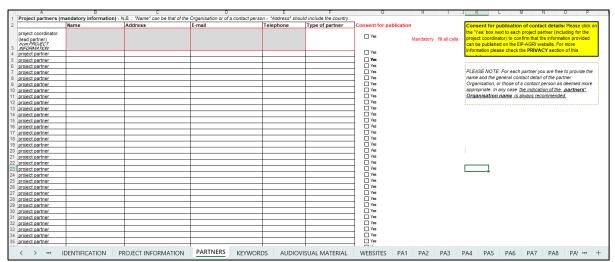


Figure 3 Partners

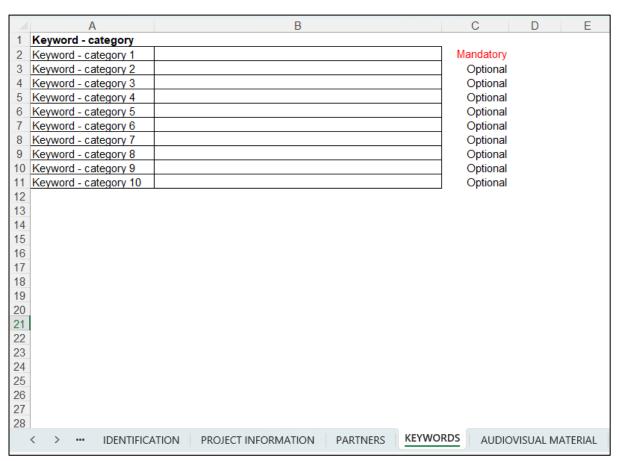


Figure 4 Keywords



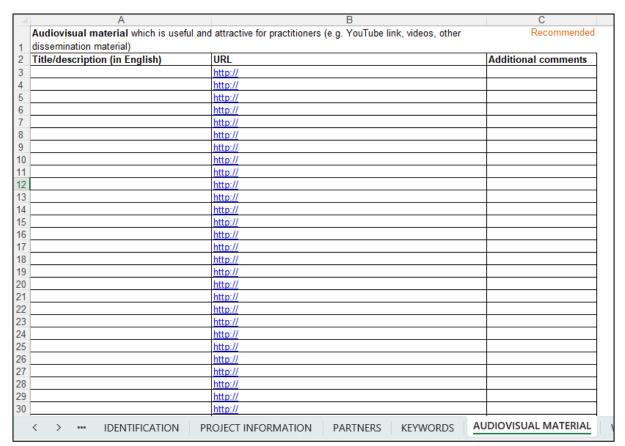


Figure 5 Audiovisual Material

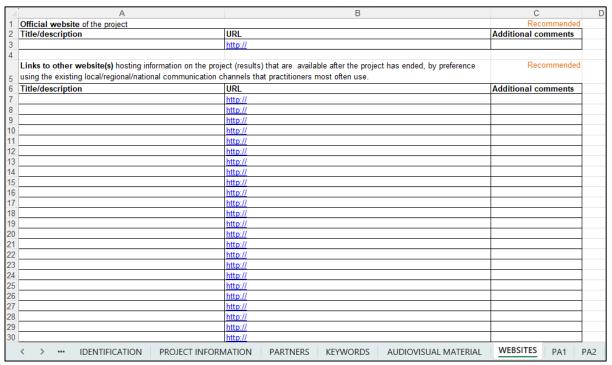


Figure 6 Websites



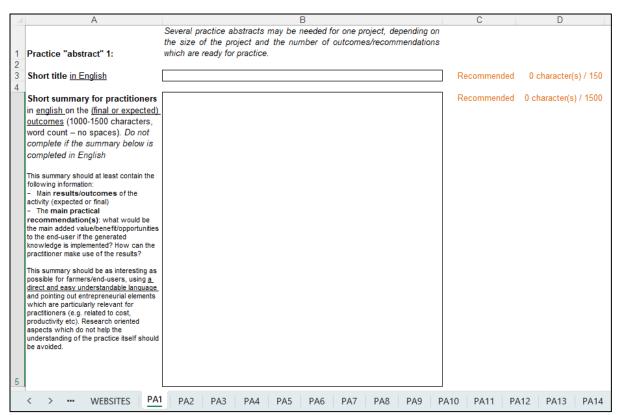


Figure 7 Practice Abstracts (1 sheet per each)

1.3 Structure and Content of Practice Abstracts

The project aims to generate credible and sustainable scientific, societal and economic/technological impacts. The development of a sector-specific guidance on actions that address food loss and food waste was one of the main activities developed during the project. It is focussed on the lessons learnt from past and current FLW prevention actions and will serve as a main guidance per sector to support different types of actors from the food system to design and decide on their efforts towards zero FLW. Since "practice abstracts" are short summaries which describe a main information/recommendation/practice that can be used by end-users in their daily practice, the use of this guide to develop the PAs was discussed during Core Group of Communication meetings and a structure of possible topics was suggested. After a few meetings, the Core Group determined the final structure and partners involved and FIAB provided a Practice Abstract Guide for partners on how to prepare those short summaries. The following table contains the topic and target group of practitioners, the material that the core group proposes to consul for writing the PA, the partners involved and the "guardian" (understood as person who guards the general storyline of the PA).

	TOPIC and targeted group of practitioners	Materials that the core group proposes to consult for writing the PA	Content deliverers	'Guardian' of the storyline (use GA Figure 10)
1	FLW daily by consumers (households, school context)	CS4 schools	CTIC-CITA ILVO UCP	Isabeau and Capwell
2	FLW in food services, catering, hospitality	CS2 hospitalityCS3 food servicesCS6 packaging (industry part)	FIAB ITC Strawberry	Nora



	TOPIC and targeted group of practitioners	Materials that the core group proposes to consult for writing the PA	Content deliverers	'Guardian' of the storyline (use GA Figure 10)
		• D1.4 chapters 3.5 (food services)		
3	FLW in food industry/mainstream food chain (food productions and food processing companies, distribution, etc.)	 D1.4 chapter 3.1 (primary production) D1.4 chapter 3.2 (food processing and manufacturing sector) D1.4 chapter 3.1 (retail) 	VLTN ICLEI	Gabriela
4	FLW and charity	 CS5 food banks D1.4 chapter 3.3 (retail) D1.4 chapter 3.4 (Food redistribution and transportation) D1.4 chapter 3.7 (whole supply chain) 	Balázs and Katalin VLTN	Nora
5	FLW role of public sector	 D1.4 chapter 3.8 (General awareness raising) D1.4 chapter 3.9 (municipalities) 	ICLEI	Nora

Table 1 Structure and content of Practice Abstract 1st batch

Some changes were made during the development of these PAs:

- PA2 was divided into 3 different ones: Food services, Hospitality, Food Industry. Hospitality and Food Industry will be saved for the second batch of PA.
- Change of "guardian" for PA4, from Nora to Gabriela.



2 PROJECT OBJECTIVES

To properly understand the Project Abstracts developed during these first 18 months of the project, it is first necessary to recall the objectives and the aim of the CHORIZO project. In this essence, CHORIZO is a project funded by the Horizon Europe programme that aims to improve the understanding between social norms, consumer behaviours and economic actor decisions and Food Loss and Waste generation and uses this knowledge to improve the effectiveness of decision-making and engagement of food chain actors, towards zero food waste. The project's main goal is to address existing research gaps and use its outcomes to deliver and advance innovations, helping relevant actors to be engaged more effectively in food waste prevention and reduction activities. In short, it is an European project that integrates different food chain actors to enhance contingency knowledge and produce new effective instruments for facilitating successful transitions towards minimising FLW.

To achieve its aim, the project will provide evidence on the role of existing social norms in actors' FLW behaviours through translating results from previous FLW actions into evidence and generate new evidence on social norms and FLW behaviours. Second, CHORIZO will embed these research results into innovation products that can foster change of FLW-related social norms. These products include a sector-specific guidance, communication and science education packages, and capacity building actions. CHORIZO employs real-life Case Studies (CSs) to serve the above-mentioned purposes. The aim of practice abstracts is to share those project outputs so other actors of the agrifood sector can leverage on them and to see the main added value and benefits met by the endusers if the generated knowledge is implemented.



3 PRACTICE ABSTRACTS (BATCH 1)

The resulting innovative knowledge from this project will feed into the EIP-AGRI website for broad dissemination to practitioners. The first batch includes end-user material produced in the form of a number of summaries for practitioners in the EIP common format.

3.1 Practice Abstract 1

Short Title (150 characters): Changing norms, habits and practices to reduce food waste (FW) at home and schools.

Target audience: Consumers and school actors (students, parents, teachers, and canteen staff).

Short summary for practitioners (1000-1500 characters):

Food waste presents significant challenges in households and schools, driven by societal norms and practices. Drawing from research, we propose some strategies to mitigate this problem.

In households, social norms heavily influence wasteful behaviours. Consumers often struggle with interpreting food expiration dates and tend to overprepare meals to prevent hunger. Interventions should target these norms by promoting smarter packaging and challenging the belief that excess food is desirable. Recommendations include encouraging meal planning and educating consumers on mindful purchasing, preparation or food storage practices. Additionally, the enabling environment, comprising governments, retailers, and businesses, can support waste reduction through policy interventions, educational initiatives, and community engagement.

Similar behaviours are found in schools, particularly among students. Peer pressure and perceptions of food appearance, texture, and taste contribute to wastage. Interventions should prioritize open communication between parents and students and integrate food system awareness into educational activities. Collaboration among students, parents, teachers, and canteen staff is key. Students can support each other in accepting less visually appealing foods, parents can involve students in lunch preparation, teachers can supervise meal breaks, and canteen personnel can promote balanced eating habits and provide educational materials. Government initiatives are crucial in creating an enabling environment for waste reduction in schools.

In conclusion, addressing food waste necessitates a comprehensive approach that considers social norms, behaviours, and environmental factors.

3.2 Practice Abstract 2

Short Title (150 characters): Influence of social norms on food waste (FW) behaviour in Food Services

Target audience: Consumers of food services and food services sector.

Short summary for practitioners (1000-1500 characters):

Chorizo aims to understand the influence of social norms on FW behaviour and to identify descriptive actions to reduce FW. As a part of the project, an empirical case study in Slovenia, targeted at **food service** consumers, found that most respondents feel that they are not compelled to finish their meals to conform to social norms or avoid negative judgments from others, with 73% of respondents suggesting they don't feel the need to clean their plates to avoid appearing greedy. However, a significant proportion of respondents acknowledge a connection between dietary aspirations and



plate clearing. While taste remains the most important aspect of emptying the plate, results also indicated that portion sizes have proven to be quite important, as individuals who valued portion sizes for meal enjoyment were more sceptical about the measure of reducing portions to minimize food waste. About a third of respondents acknowledged food waste's ethical implications, requesting leftover packaging.

In addressing FW in the food services sector, various measures were identified, including **pre-ordering**, **promoting taking leftovers home** and **training the kitchen staff**. The findings suggest that price discounts are effective motivators for pre-ordering, and offering a variety of different dishes when ordering ahead can also be a compelling factor for some customers, though it's not a decisive factor for everyone. The strongest motivator for pre-ordering is making it a requirement to reserve a table, with a significant majority of respondents in favour.

Overall, the findings underscore the complexity of FW reduction efforts in the food services sector, highlighting the interplay between consumer behaviour, social norms, and incentives.

3.3 Practice Abstract 3

Short Title (150 characters): **Key Impacts of Interventions Addressing FLW from Primary Production to Retail**

Target audience: Food industry and other food chain actors: food productions and food processing companies, distribution, etc.

Short summary for practitioners (1000-1500 characters):

The CHORIZO project surveyed 395 interventions addressing food loss and waste (14 for primary production; 45 for processing/manufacturing; 45 for retail), bringing key impacts to the fore.

R&I: Valorisation interventions in processing/manufacturing drive scientific research and innovation for new products. Innovative approaches in primary production focus on prolonging the shelf-life of produce. Innovation in retail is driving the development of apps matching supply and demand, and of monitoring tools tracking various food parameters for smarter supply chain management.

Increased collaboration. Valorisation demands collaboration across the supply chain, involving suppliers, distributors, and retailers. In retail, wholesalers, distributors, retailers, and developers of innovative solutions must align their interests and work together effectively.

Developing skills and empowering communities. Interventions in primary production, like recovering unharvested produce, and redistributing surplus or aesthetically imperfect foodstuff, combat food insecurity and emphasise nutrition over aesthetics. Retail actions redistributing overstocked or visually imperfect products increase food accessibility and change perceptions, educating consumers on food value while aiding the vulnerable.

New products and businesses. Valorisation creates new products and jobs, fostering expertise in production and marketing. Retail products and business models relying on digital platforms or new value propositions open new economic avenues. These benefit the local economy, create jobs and offer consumers more choices.

3.4 Practice Abstract 4

Short Title (150 characters): Addressing Food Waste via Redistribution of Surplus Food



Target audience: Food banks, NGOs, food redistribution actors.

Short summary for practitioners (1000-1500 characters):

The CHORIZO project identified 84 interventions pertaining to the redistribution supply chain stage, meaning redistributing surplus food fit for human consumption. These interventions involve a range of actors across the supply chain in order to successfully redistribute surplus food. Often this surplus food is redistributed to charities which make the food available to the needy, or in other cases the surplus food is sold at a discounted rate to consumers.

There are several key social, economic, and scientific impacts that emerged by way of these interventions, in addition to addressing food waste. Perhaps the most prevalent social impact is that the redistribution efforts provide food to those members of society most in need of it, such as lower-income families. At the socio-economic level, increased collaboration and knowledge-sharing among food redistribution actors has been proven to be paramount to allow for more effective food saving activities. This is particularly evident for those interventions which operate in isolated and different cities/countries and cover the entire supply chain. By leveraging local resources and infrastructure, as well as public-private collaboration, this facilitates the growth of specific skills and jobs in sustainability, which play a crucial role in developing innovative models for food surplus redistribution. At the scientific level, research and innovation is spurred along to preserve the freshness of donated food during storage and transportation, but also the creation of electronic tools (such as apps, online platforms) are evident, allowing for more effective identification, collection, and distribution of surplus food.

3.5 Practice Abstract 5

Short Title (150 characters): Municipalities' action to prevent food waste in urban settings

Target audience: Citizens, Municipalities, Policy Makers, SMEs and HORECA actors.

Short summary for practitioners (1000-1500 characters):

In light of current consumption patterns, urban settings emerge as food waste (FW) hotspots. CHORIZO research underlines the role of local governments in addressing FW, both directly as food consumers themselves, or indirectly by promoting change among citizens and businesses.

Measures implemented by cities within their own operations involve:

- Creating infrastructure for improved planning, storage, and shorter supply chains to enhance efficiency and sufficiency in municipally-operated food services.
- Raising awareness among personnel, building their capacity and promoting habit change.

Indirect measures include:

- Interventions to change consumption habits of actors by making evident the socioeconomic, nutritional, and environmental consequences of FW.
- Empowering local actors around production e.g. through community gardens.
- Engaging with and supporting SMEs and HORECA actors with certification schemes and financial aid.
- Combating food poverty with redistribution initiatives, either by backing existing efforts or leading partnerships.



Key success factors for municipality-led initiatives are resources (staff and funding), stakeholder mobilization, and effective monitoring systems. Municipal backing significantly enhances the success of community- and private-sector-led efforts.

Integrated action is key, combining various levers while addressing FW, nutritional needs, and food security. Public-Private Partnership appears crucial for providing an enabling framework for third parties. Municipalities are urged to advocate to higher levels of government for strategy advancement and resource allocation.

CHORIZO will develop targeted multi-sectoral innovation products to enhance capacity and drive change in urban food systems.



