

Food waste reduction in Hungary Results of Project Wasteless

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Permanent Group on Sustainable Food Systems meeting
European Economic and Social Committee
Brussels, 29 February 2024

Beginning and highlights

2015

- National Food Chain Safety Office of Hungary: **Idea and project development**
- Proposal for the EU LIFE Programme

2016

- Co-funding awarded from the **EU LIFE Programme**
- **Awareness campaign** launched
- Webpage launched
- **First household food waste measurement study** conducted

2017

- **School Programme** launched
- Project Wasteless became the most important reference point in the Hungarian media

2018

- International visibility
- Cooperation with other EU programmes and organisations
- We were invited to **host the EU LIFE FOOD WASTE Platform Meeting**

2023

- Project Wasteless identified as a **European good practice** by JRC – **European Consumer Food Waste Forum**
- Project Wasteless made to the top 3 environmental programmes in Europe by the **EU Life Awards Committee**
- Project Wasteless identified as **National Food Waste Prevention Programme** by Hungarian law

What we do currently



Awareness programme

School programme

Household food waste measurement

Consumer surveys

Academic publications based on the research results

International and national networking and collaboration

Policy consultancy

Key elements of awareness-raising

Raising awareness with **actual** food waste related news and hints in an **informative** & **interesting** way

- Sharing good practices on planning, food handling, storing, using leftovers, proper waste management
- Website management, regular updates
- Social media (Facebook, Instagram, TikTok)
- Participating in festivals, events
- Thematic campaigns: holidays (e.g. Christmas, Easter, summer); start of school period; international days (e.g. FW awareness day, World Food Day, Earth Day)
- Sharing research findings



Recent activities

International Day of Awareness of Food Loss and Waste - 2023



- **Video interviews** with prominent persons about their food related habits and food waste prevention tips
- Interviewees:

Fruzi Viszok

*Online content creator
Influencer with more than
500.000 followers*



Tamás Széll

*Michelin-starred chef,
Winner of the European final
of the Bocuse d'Or,
TV celebrity*



Recent activities

Refrigerator user manual

- Published in December 2023
- Time rules (FIFO, refrigeration after 2 hours)
- Freezing (temperature, food types, for how long)
- Cleaning the fridge (step-by-step)
- Energy efficiency
- Vacation period (travelling)

https://maradeknelkul.hu/wp-content/uploads/2023/11/Hutoutmutato-utmutato_Maradek-nelkul.pdf



Recent activities

Workshops



FW measurement and reduction in the
catering industry (17/11/2023)
SMP-FOOD-2022-FoodWaste-NCA-Hungary

Second vermicomposting workshop
(12/12/2023)



Key elements of school programme

- Educational materials:
 - ✓ Developed together with teachers
 - ✓ Easy-to-find, easy-to-understand, easy-to-use
 - ✓ No registration needed
 - ✓ Editable versions
 - ✓ Short cartoons for each chapter
- Demonstrational classes
- Online classes, pre-recorded classes
- Annual competitions for children
- Educational ambassadors
- Training for teachers



Recent activities

„Granny says” painting competition and street exhibition (2023 summer)

- 111 paintings from 78 schools



Total reach of the school programme since 2017



Direct reach to
more than
25,000 children
and students (classes,
school events, camps)

Over
1,800 teachers
involved

More than
500,000 children
received a copy
of the food waste
education booklet

More than
8,000 university
students
have been reached



Media performance since 2016



43 original press releases were published



more than **330 TV and radio interviews** were given



more than **3000 online and print** articles about the programme

200 million reach in the general population
= 20 times per citizen on average

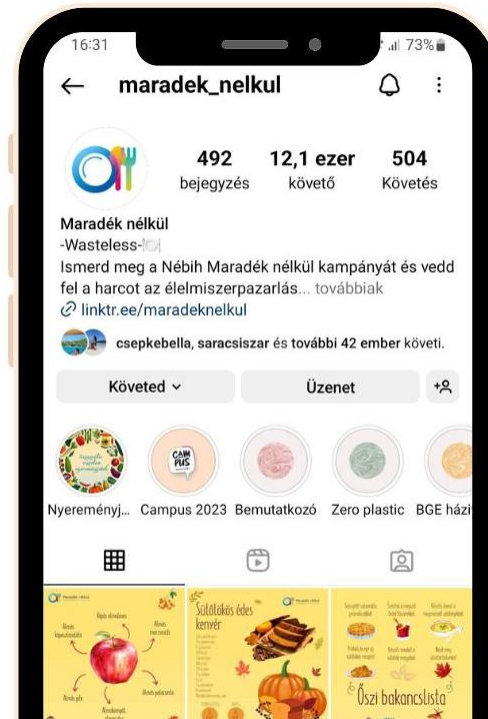
Social media presence



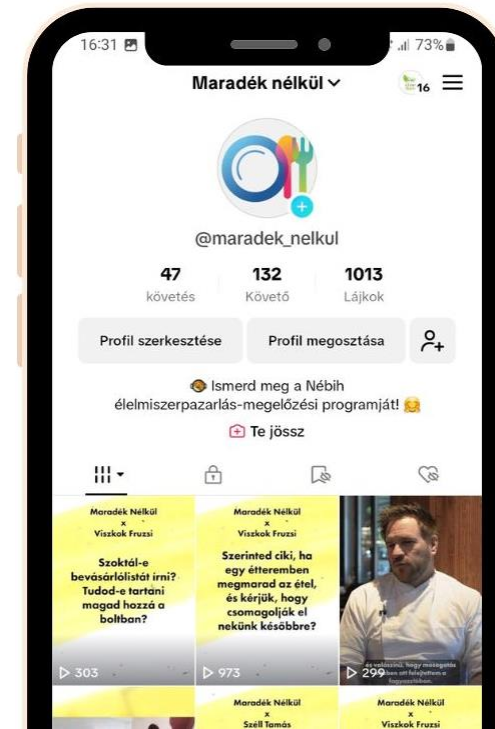
10,000 followers
2,249 posts
on [Facebook](#)
since 2016



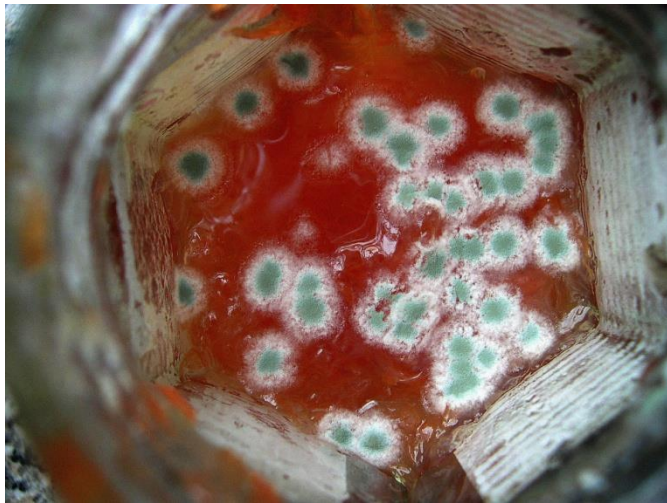
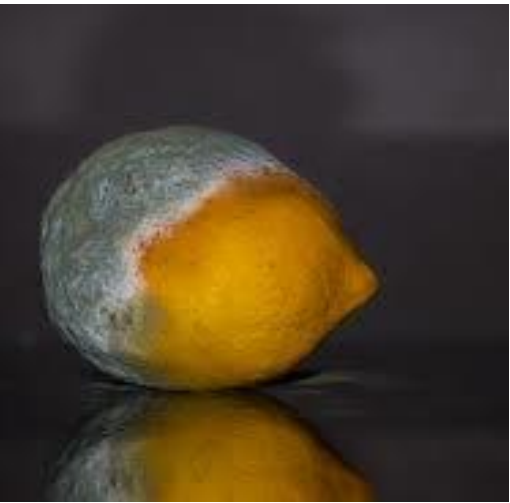
14,200 followers
529 posts
on [Instagram](#)
since 2016



200 followers
27 posts
on [TikTok](#)
since 2023

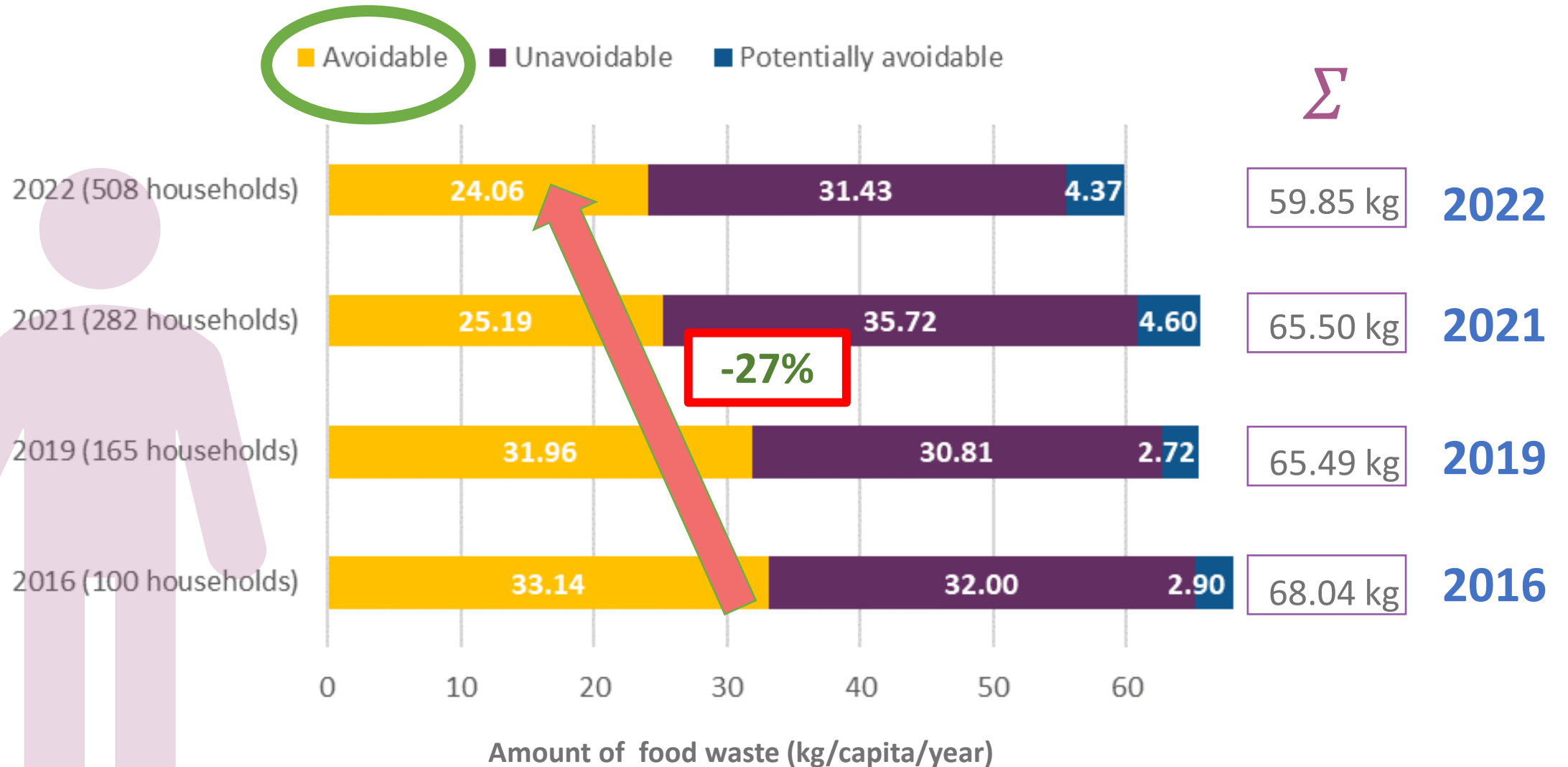


We measure the Hungarian household FW since 2016 – amongst the first countries in the EU

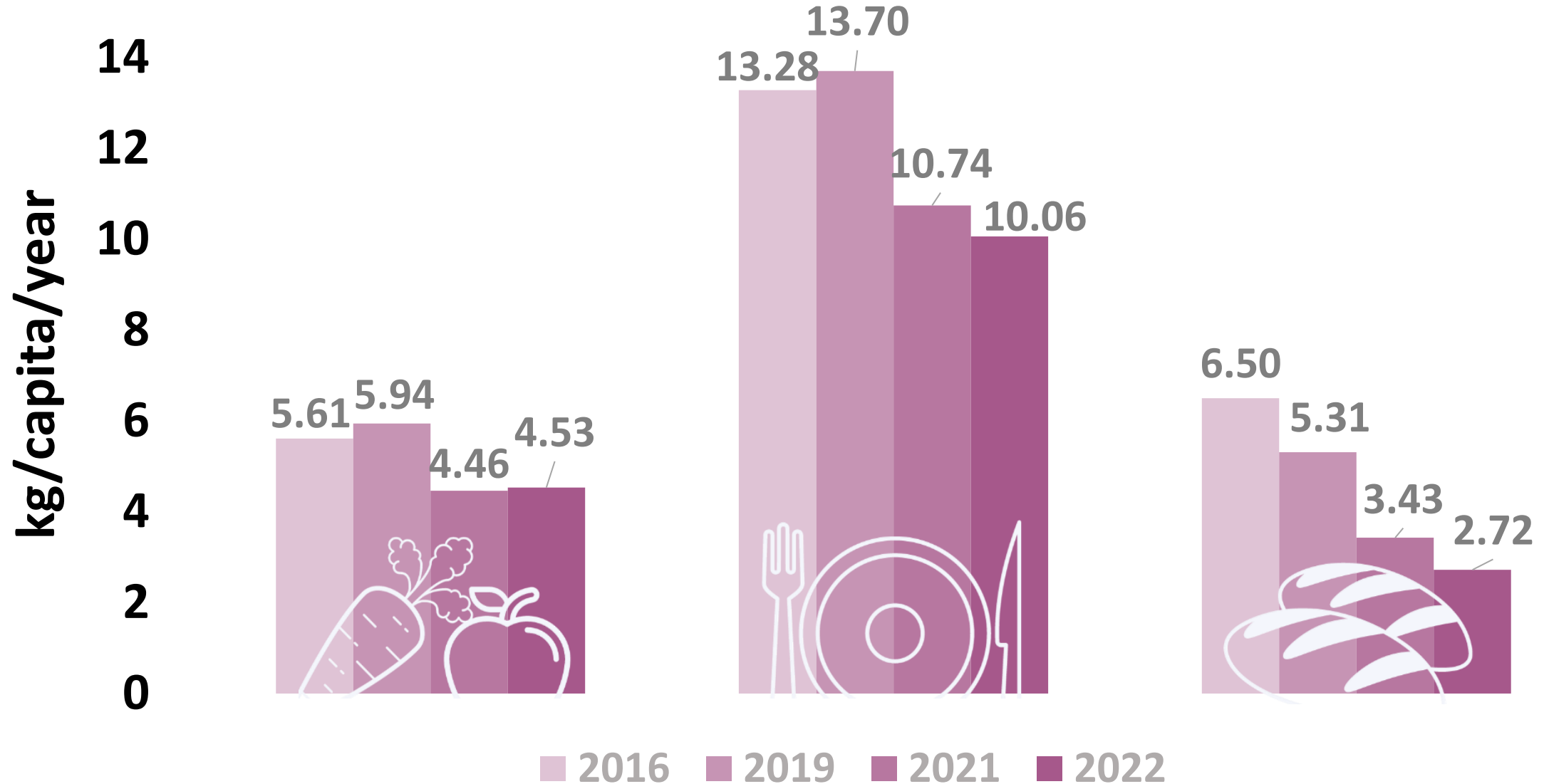


Direct measurement with food waste diaries, FUSIONS methodology, compliance with Commission Delegated Decision (EU) 2019/1597)

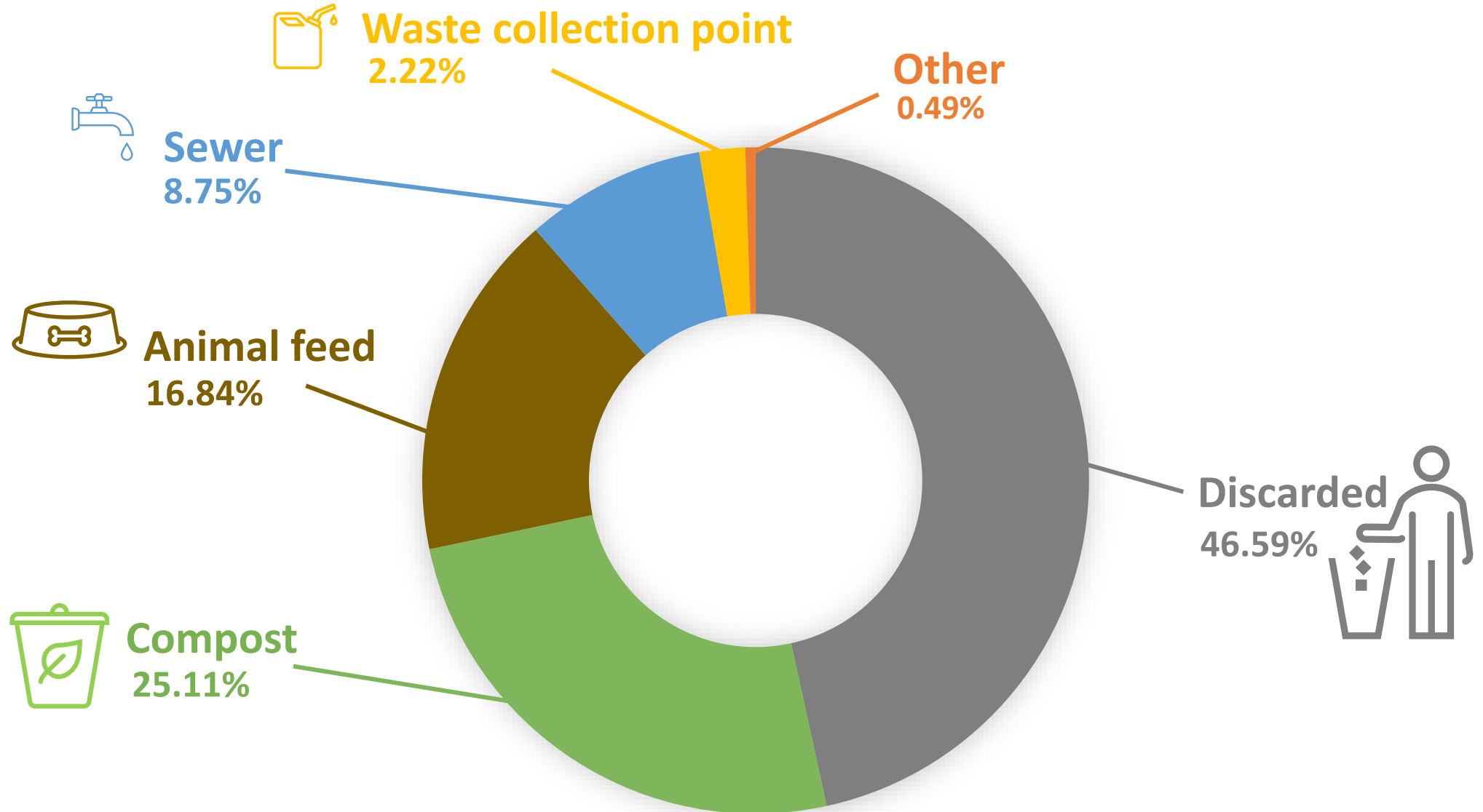
Household FW in Hungary (2016-2022)



Quantity of avoidable FW – The top 3



Distribution of FW treatment



Household FW survey 2024

- National survey with the standard methodology
- Separate biowaste collection experiment



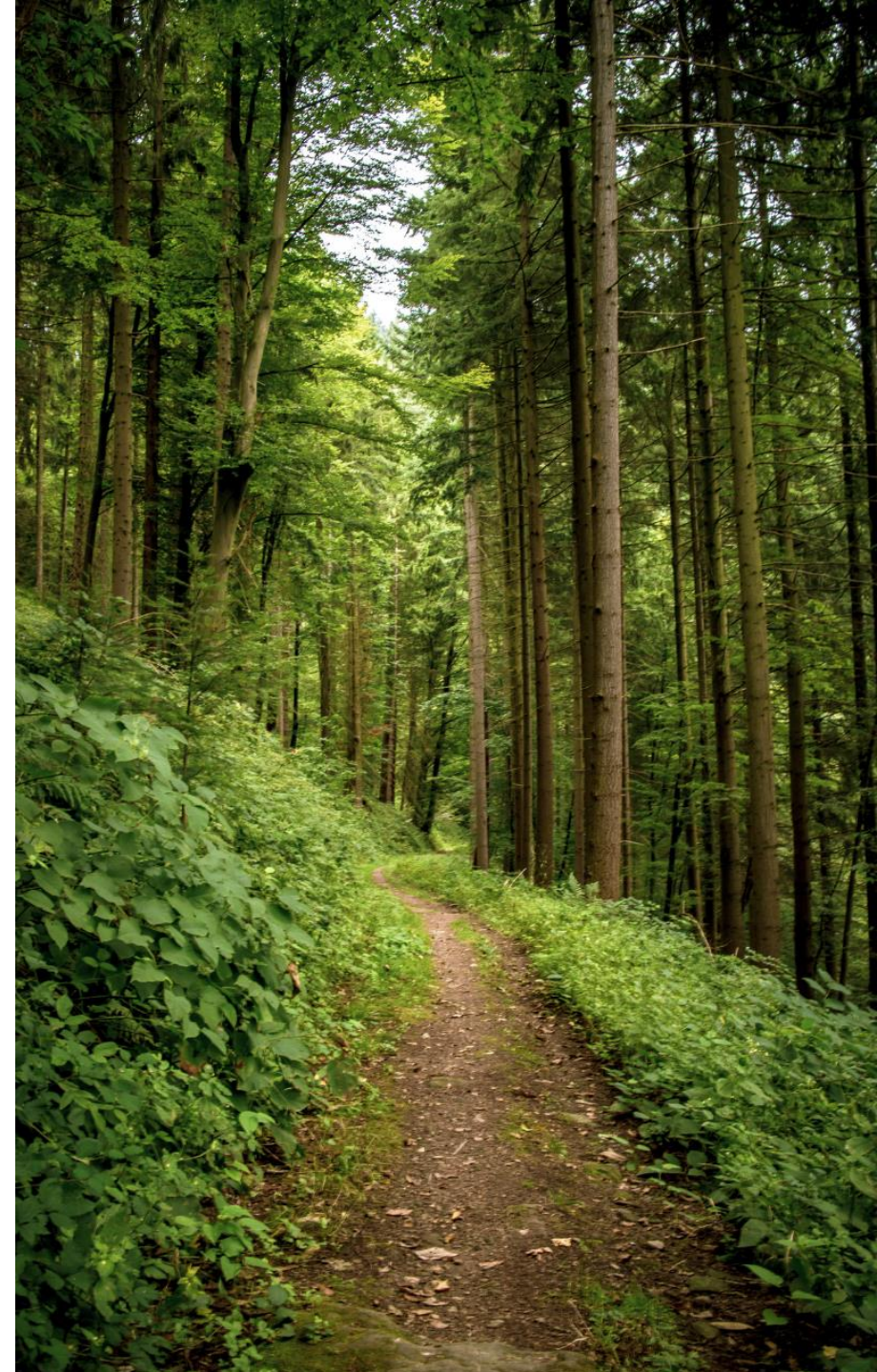
Funded by
the European Union



Plans for the upcoming period



- **WFD amendment** communicating our standpoint – 30% reduction target **avoidable FW instead of total FW**
- Working together with **stakeholders**: hospitality, retail and food industry – pilot projects
- Food waste prevention will be a leading theme of the **Hungarian EU Presidency**
- Extending **international collaborations**
- Research and action **projects**



Thank you very much for your attention



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AGRÁRMINISZTERIUM



Új Nemzeti
Kiválóság Program



A MAGYAR TUDOMÁNYOS
AKADÉMIA

BOLYAI JÁNOS KUTATÁSI
ÖSZTÖNDÍJ KURATÓRIUMA



wasteless

FODRUS



NEMZETI KUTATÁSI, FEJLESZTÉSI
ÉS INNOVÁCIÓS HIVATAL

Funded by
the European Union



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