



Sincerely, food:
innovative ideas to
fight food waste

Dr. Zita ČEPONYTĖ

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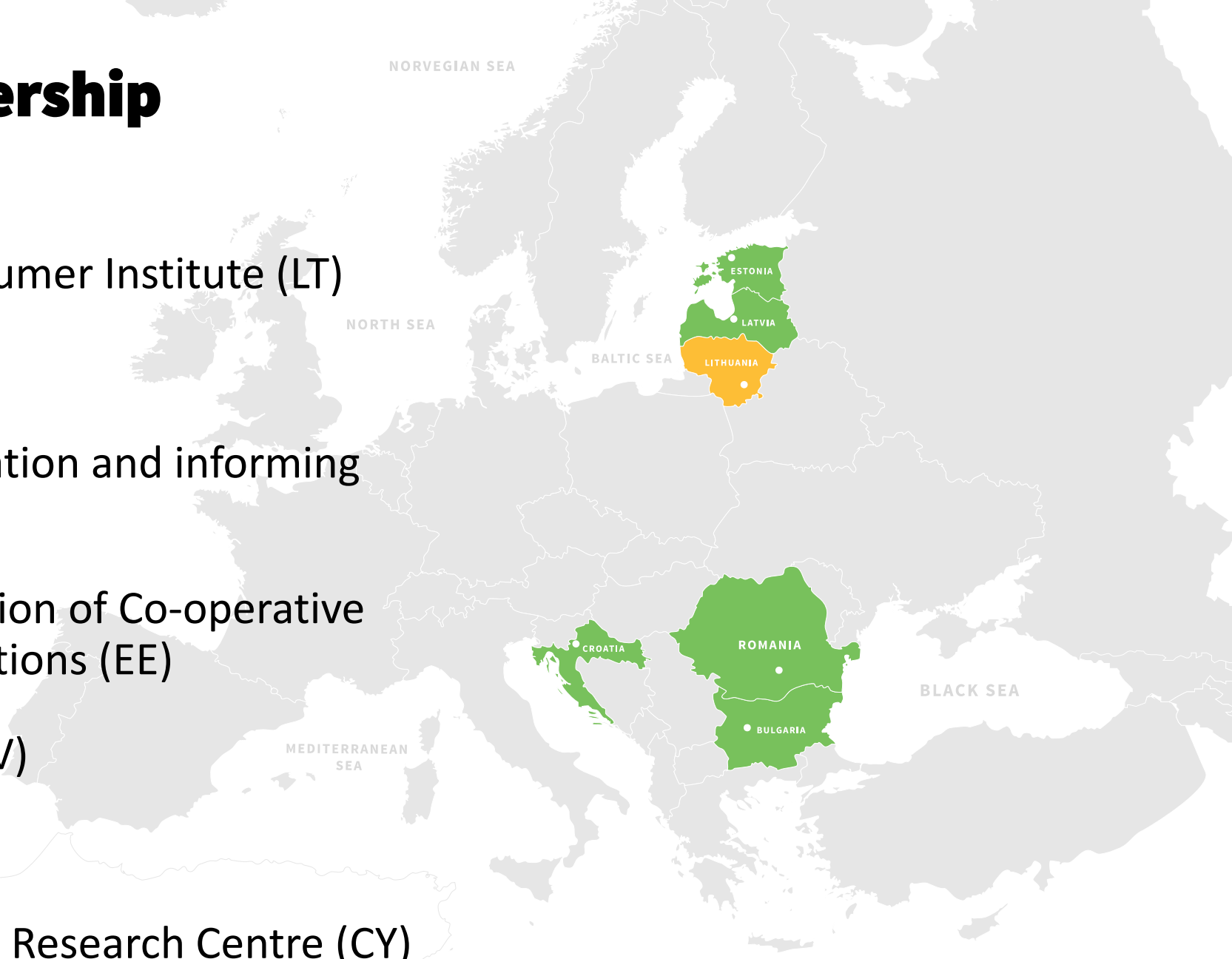
Sincerely, food story



**sincerely,
food**

***Sincerely,food* partnership**

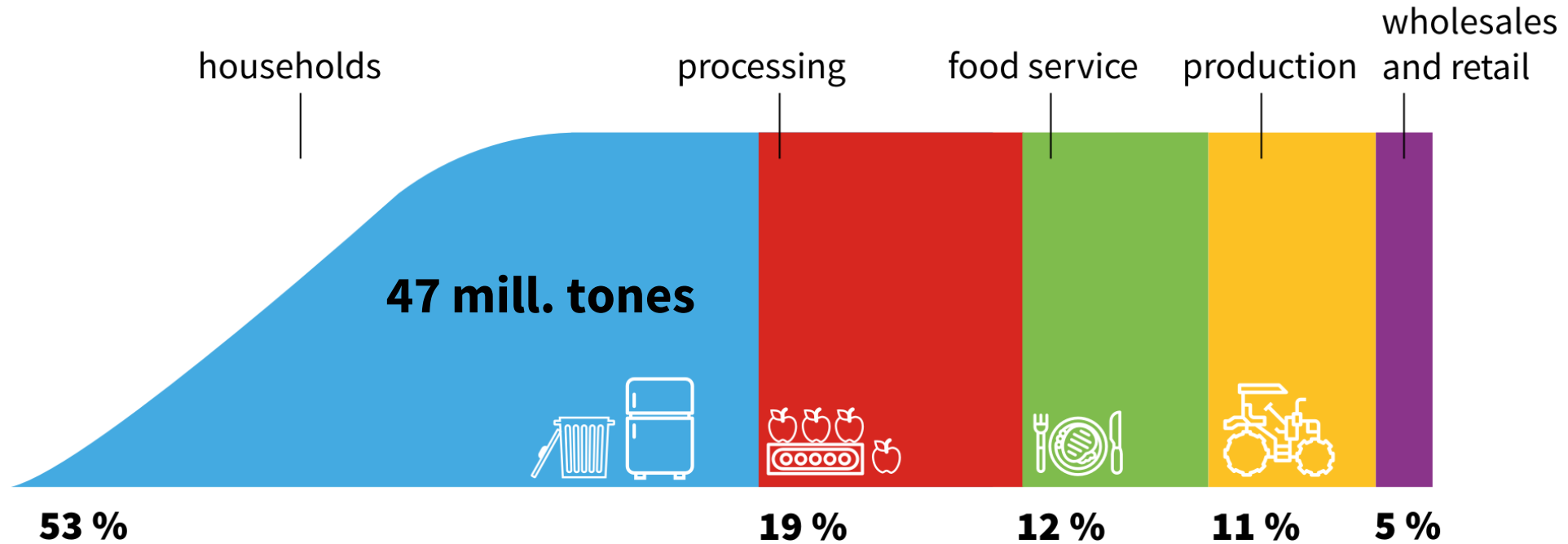
- Lithuanian Consumer Institute (LT)
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- Green Liberty (LV)
- InfoCons (RO)
- AKTI Project and Research Centre (CY)





Consumer's role

From the field to the fork: where the biggest amount of food is wasted (in EU)?





Global education approach





Sustainable development goals

- SDG 12: sustainable consumption and production
- SDG 13: combat climate change
- SDG 2: end hunger, achieve food security and improved nutrition and promote sustainable agriculture
- SDG 14, SDG 15: sustaining life below water and on land





Key messages

Food is a precious resource: it takes a lot of time, human work and resources to produce it.

Consumers have a big role to play in tackling food waste: more than a half of food waste EU-wide is generated in homes.

Each of us and we all together can make a difference: we can minimise our losses by using up our food and avoiding food waste





Audio-visual and infotainment materials

- Animations
- Video tips
- Interactive quizzes
- Infotainment games



Animations. Series of kitchen stories.

- Kitchen stories: The Forest
- Kitchen stories: Water
- Kitchen Stories: The bees





Quizzes: Enjoy the challenge!



The banner features a cartoon banana character with a face, wearing a red and white striped shirt, floating in a wooden basket attached to a blue and green striped hot air balloon. The background is a tropical landscape with palm trees, green grass, and a blue sky with white clouds. In the top left corner, there is a logo for 'sincerely, food' with a colorful circular icon. In the top right corner, there is a green square with a white question mark and a small Union Jack flag. The main title 'BANANA JOURNEY' is in large, bold, yellow letters, and 'Interactive quiz' is in smaller, bold, brown letters. Below the title, a white box contains the text 'Discover your **Everyday Hero potential**' and 'Let the Banana guide you'. A large green arrow points to the right.

sincerely,
food

BANANA JOURNEY

Interactive quiz

Discover your **Everyday Hero potential**
Let the Banana guide you



Quizzes: Enjoy the challenge!





Quizzes: Enjoy the challenge!



The Hidden Side of Food

A Quiz

Some food for thought
before (or after) lunch

#Food_Waste

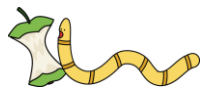




Infotainment games

- Tomato's Journey
- Best Before
- Kitchen Fortune
- Happy Fridge
- Wasteless Bingo
- Grocery Memory
- Rescue Ring
- Wasteless Jenga
- Wet Game

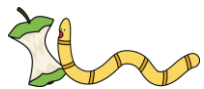




Tomato's Journey

Tomato's Journey gamifies the idea of the life cycle of a product and avoidable food loss. It features two connected boards perforated by “waste holes”: the players have to bring the tomato (a ball) to the “consumer's mouth” by manipulating two handles while avoiding “waste holes” on their way.





Best Before

Best Before deals with the two types of food product expiration dates, helping consumers see the difference between them in order to reduce household food waste. The player has to hang pictures on the board according to the products' expiration dates.





Kitchen Fortune

Kitchen Fortune features a big wheel with several types of questions on it (defining key words, global facts, consumer behaviour, etc.), modelled after the “wheel of fortune”. The player spins it to be challenged by a question at which the wheel’s arrow stops.





Happy Fridge

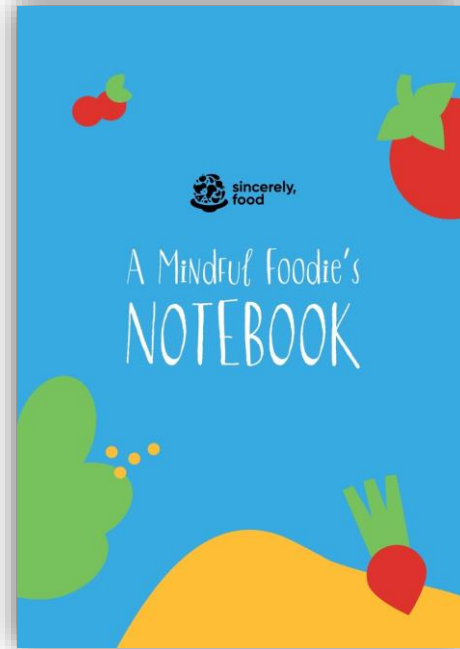
Happy Fridge gamifies the idea of proper storage of food at home. The player has to put “products” in the fridge, deciding which area of the fridge the product needs to be placed to in order to store it properly.





Printed materials

- A Mindful Foodies Notebook
- SINCERELY, FOOD: A useful little book about food waste and how to avoid it





Trainings, workshops and labs

- National and EU debates
- Tournaments in communities
- Interactive infotainment at festivals
- Food labs
- Food waste themed installations
- Simulation-based trainings
- Story-telling workshops
- Trainings in working places
- Installations
- Stakeholder meetings





Food labs “Cook your way to global understanding”





Food waste themed installations





Simulation based trainings



Thank you.
www.sincerelyfood.eu





This project was produced with the financial support of the European Union. Its contents are the sole responsibility of Lithuanian Consumer Institute and do not necessarily reflect the views of the European Union.



Co-funded by the
European Union



Co-funded by
Nordic Council
of Ministers

The presentation is part of the project
“Global learning approach on food waste in non-formal education“.

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