



Reflections from an Australian perspective

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Public campaigns and other policy options for behaviour change

REFRESH Policy Workshop

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Legitimacy...



Global initiative
with clear objective



THE BUSINESS CASE FOR REDUCING
FOOD LOSS AND WASTE

Positive financial
return on investment



Consumer interventions
and evidence



Methods
for consumer research

Government leadership...

(Launch of Australia's National Food Waste Strategy in 2017)



Policy Support

Establish national measurement of food waste
Identify areas for targeted investment
Establish voluntary agreement

Business improvements

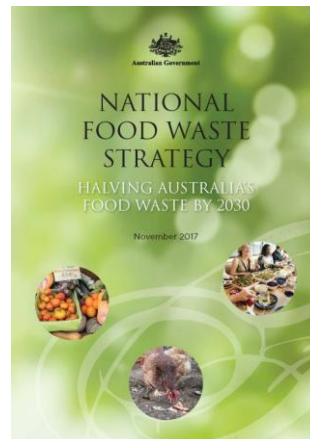
Encourage collaboration & Support technology adoption
Normalise food waste consideration into business practices

Market development

Develop new markets & Encourage innovations
Connect food waste to sources to end users

Behaviour change

Changing consumer behavior
Engaging the workforce on food waste



Action from industry...

(with support from Government and research community)



FIGHT FOOD WASTE
Cooperative Research Centre

REDUCE - TRANSFORM - ENGAGE

Resources €83 million over 10 years

Participant cash €22 million

Government cash €19 million

Participant in-kind €42 million (230 FTE's)

Participants 50 industry

And 10 research partners





FIGHT FOOD WASTE

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REDUCE - TRANSFORM - ENGAGE

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