Interactive Toolkit
Partner Contribution

INTRODUCTION AND BEST PRACTICES FOR MANAGING FOOD WASTE

Learn

(This section focuses on understanding the topic and its broader significance)

1.Plan

What should be prepared to effectively communicate learning objectives?
Include resources, stakeholder engagement, and assessment of prior knowledge.

For the effective transmission of learning content, an approach can be used that builds on existing knowledge about food waste, provides updated information on related issues, and facilitates or inspires new ideas and discussions on the learning materials.

To effectively convey the learning objectives about food waste:

Resources: Utilize statistics and data from global organizations such as FAO, UNEP, and WRI to highlight the significance of food waste. Include infographics illustrating its environmental, economic, and social impacts.

Stakeholder Involvement: Engage educators, food service professionals, and community leaders.

Discussions and Exchange of Opinions: This activity can be implemented at the end of the project. To ensure its effectiveness, participants should be grouped based on similar interests and professional backgrounds, with each group consisting of no more than 15–20 people. A well-structured presentation incorporating diagrams, tables, and figures would enhance understanding and engagement.

2.Implement

Understanding and Reflecting on Food Waste:

Participants work individually to explore their own experiences with food waste. They complete a reflection sheet with the following questions:

- How much food is wasted in your household/workplace?
- What are the main reasons for this?
- What impact does this have on the environment and the economy?

Participants Share Their Practices:
- Participants pair up and discuss their personal experiences, relevant statistical data, and ideas for solving the problem.
- take notes on key issues.

Discussions and Results:
- Pairs join the larger group to share their findings.
- Each presents their main findings.
- Group discussion on the topics: common challenges, successful practices, possible solutions.

Study Materials:
- Practical guide
- Worksheets
- Infographics
- Video materials
- Best practice examples

As a result of the training, participants will:
- Understand the global impact of food waste.
- Be able to evaluate their own contribution.
- Have practical skills to reduce waste.
- Be able to empower others and share knowledge.

3.Monitor & Evaluate

Provide methods for assessing learning outcomes, such as quizzes, surveys, or feedback sessions

Monitoring involves data collection and analysis, which is necessary for assessing the progress and results of the program.

The following tools can be used for monitoring and evaluation purposes:

1. Educational Quizzes - Quizzes as an assessment tool includes a systematic questionnaire that aims to assess the knowledge, skills, and competencies of participants.

2. Surveys and research questionnaires - Surveys, which are analytical tools, are recognized as a data collection method that allows for quantitative analysis of the question and the collection of thoughts, attitudes, and opinions of participants in th e research process. Such surveys and questionnaires have a structured and scaled approach that allows not only to determine the level of learning, but also to suggest new knowledge.

3. Feedback sessions - Feedback sessions can include both individual and group formats, which stimulate collaboration and knowledge fusion with different participants.

4. Discussions and brainstorming - Discussions among participants also facilitates group learning and decision-making. Their use involves organizing a back-and-forth process where participants advocate different positions and discuss various aspects of an issue. This process facilitates problem analysis and the development of innovative approaches.

4.Communicate

Describe how the learning content and results will be shared with the target audience and other stakeholders.

Sharing learning outcomes will have an impact on raising public awareness, as well as on the development of organizational processes, policies and strategies, which ultimately contribute to reducing food waste and reducing environmental impact.

Learning content and outcomes will be shared through a digital platform, which is the most effective solution. This platform will host online materials, presentations on food waste topics, online courses, webinars, and more. It can be updated gradually in the future and serve as a long-term resource.

5.Manage

Outline the process of organizing and coordinating learning activities, assigning roles, and managing resources effectively

The organization, coordination, and resource management of training activities should follow principles that ensure the effective transfer and implementation of best practices in food waste management.

Organizing Learning Activities:

👆 **Plan** training sessions and seminars to enhance participants' knowledge of waste reduction and effective management.

👆 **Conduct practical** sessions based on real-life scenarios to develop participants' skills in areas such as composting, turning waste into resources, and other effective approaches.

👆 **Organize** interactive events, such as discussions, to encourage the exchange of food waste management methods and the development of new ideas.

Coordination of Activities:

Coordination should be adapted to local conditions and challenges.
Active involvement from local governments, the food production sector, educational institutions, and non-governmental organizations is essential. A clear division of responsibilities among stakeholders is necessary to ensure the project's long-term sustainability.

5.Manage

Implementation Timeline:

👆 Assign roles and define responsibilities, including the appointment of trainers, experts, and a Monitoring and Evaluation coordinator.

👆 Provide administrative and organizational support: The administrative team will manage organizational processes, such as resource allocation, internal program coordination, and evaluation of final results.

Human Resource Organization:

👆 Each activity should involve qualified specialists with the necessary expertise and experience to effectively implement the learning objectives.

👆 Utilize technological resources, such as digital platforms, video resources, and mobile applications, to enhance the efficiency of the learning process.

Where: The training will be conducted by local project experts who have relevant competence, experience, and teaching background.

Inspire

(This part highlights ideas, best practices, and case studies to motivate action.)

1.Plan

Detail how inspiring examples or success stories will be selected and prepared for presentation

The success of a presentation often depends on how effectively inspiring examples and success stories are selected and presented. This process requires a strategic approach that ensures a balance of relevance, credibility, and innovation.

Planning Goals
- Deliver a compelling, emotionally engaging presentation.
- Deepen audience engagement and build trust.
- Ensure diversity and inclusiveness.

Key Principles
- Theoretical Soundness – Use reliable, academic sources.
- Structured Sequence – Follow clear phases: selection, analysis, presentation.
- Creativity – Use innovative formats and visuals to enhance impact.

Planning Phases

1. Needs Assessment
- Analyze the audience: Who they are, their interests, and expectations.
- Define the purpose: Motivation, education, or a call to action.
- Select format: Individual stories, collective achievements, or innovative cases.

2. Defining Criteria
- Academic Value – Evidence-based, well-documented content.
- Innovation – Unique or surprising success stories.
- Emotional Impact – Examples that inspire and evoke empathy.
- Diversity – Represent varied cultural, gender, and professional backgrounds.

1.Plan

3. Information Gathering
- Primary Sources – Interviews with professionals and firsthand accounts.
- Case Studies – Regional, international, or industry-specific success stories
  (e.g., France's food waste laws, Too Good To Go, hospitality sector innovations).

4. Material Preparation
- Structuring Stories – Context, challenges, actions, and outcomes.
- Creative Visualization – Infographics, videos, and multimedia presentations.

5. Feedback & Final Adjustments
- Internal Testing – Present to a small group, gather feedback on logic and visuals.
- Refinements – Adjust content and structure based on feedback.

This streamlined approach ensures impactful and engaging presentations.

2.Implement

Explain how best practices or stories will be shared, such as through presentations, storytelling, videos, or interactive methods

Sharing and disseminating best practices at international and local levels aims to optimize food resources and reduce environmental impacts. In this process, it is necessary to disseminate knowledge, experience and success stories through various media formats to help raise awareness and engagement of relevant audiences.proach that ensures a balance of relevance, credibility, and innovation.

Presentations and forms of education - Presentations are the most effective way to quickly convey theoretical and practical information to a wide audience. Through presentations, it is possible to:

- Introducing concrete case studies: details of individual or organizational experiences, aimed at helping the audience understand how best practices are implemented in different sectors (e.g. agriculture, industrial production, long-term storage technologies).

- Systematic analysis: Presentation of reliable waste management models based on scientific research and international experience, how effective waste management contributes to economic development, social justice, and environmental protection.

Storytelling - It is a unique tool for adapting and communicating food waste management concepts and practices. Storytelling helps to:

- Emotional connections and interaction : When strategies and methods deeply reflect people's real experiences, they become more understandable and relatable to the audience.

- Reporting on problems and opportunities: How, for example, a specific company or local government organization has reduced food waste, resulting in successful experiences and results.

2.Implement

Videos and documentaries - Visual content, especially in video format, is a great way to convey information quickly. Use videos- Depicting specific processes and tactics, Lessons from Mistakes and Achievements

Interactive methods - Interactive formats, such as workshops , discussions, and the use of online platforms, represent a dynamic form of knowledge exchange that is designed to actively engage participants.

Sharing best practices and success stories is essential not only for the development of food waste management processes, but also for active participation in achieving environmental change. Presentations, stories, videos and interactive methods ensure that this goal is achieved effectively, as they help the audience easily perceive information related to the issues raised and respond to them.

3.Monitor & Evaluate

Describe how to measure the impact of inspiration efforts, e.g., feedback from participants, engagement metrics

To ensure the effectiveness of inspiration efforts, it is necessary to measure their impact. This can be achieved through:

Participant Feedback – One of the most important sources for determining how well training processes have been implemented and to what extent they have influenced participants' behavior and mindset.

Surveys – Used to obtain both quantitative and qualitative data. A common method is questionnaires in which participants rate the quality of teaching and its impact on various parameters (knowledge, behavior, mood).

Focus Groups or Open Discussions – Allow for a deeper understanding and detailed insights into participants' experiences and perspectives. These methods help organizations assess the effectiveness of existing solutions and uncover insights that surveys may not fully capture.

Engagement Metrics – May include participation rates, evaluation of interactive activities, and observation of behavioral changes following strategy presentations and practical training.

Monitoring and evaluation in food waste management are essential for ensuring effectiveness, transparency, and sustainability. Assessing efforts and engagement metrics leads to more reliable results, improving program implementation and the dissemination of findings.

4.Comunicate

Describe how to disseminate the inspirational content to ensure maximum reach and engagement

To maximize dissemination, accessibility, and engagement, it is essential to implement well-designed communication strategies and formats.

Effective Communication Tools
- Identify the Target Audience – Define the specific niche, regional, or social groups that will benefit most from the content. For example, a program aimed at reducing food waste in the corporate sector could be tailored to restaurants and catering companies.

- Leverage Professional Platforms – Platforms like LinkedIn and other professional networks foster industry engagement, increase interest, and facilitate the sharing of best practices.

- Utilize Social Media – Channels such as Facebook, Instagram, and YouTube enable mass content distribution and audience adaptation. Regular posts, videos, and visuals help raise awareness about environmental issues.

- Multimedia & Interactive Content – Engaging, dynamic formats enhance comprehension and participation:

Video Materials – Captivating videos that simplify complex topics.

Infographics – Clear, visually appealing tools for communicating key concepts in waste management.

To ensure ongoing engagement and effectiveness, content and formats should be continuously refined, fostering greater awareness and impact.

5.Manage

Outline how the process of collecting and showcasing best practices will be coordinated and who will oversee this work.

The process of collecting and presenting best practices requires a structured approach with clear roles and responsibilities.
A dedicated coordination group will be established, consisting of subject matter experts, key stakeholder representatives, and a process coordinator. This team will oversee the process, gather information from various sources, and organize the presentation of best practices effectively.

Act

(This section focuses on practical steps and actionable solutions.)

1.Plan

Provide a roadmap for planning actions, including defining goals, identifying stakeholders, and gathering necessary resource

At the beginning of a project, it is essential to establish well-defined and tailored goals that create an effective framework for guiding and monitoring processes. These goals should be based on both strategic directions and organizational requirements, ensuring both short-term and long-term results.

To effectively convey the learning objectives about food waste:

☝️ **Stakeholder Identification:** Effective food waste management requires dynamic and ongoing collaboration among various stakeholders.
Their involvement plays a crucial role in shaping strategic measures, ensuring effective implementation, and securing public support.

☝️ **Gathering the Necessary Resources:** A key stage is securing the necessary resources to support both project implementation and the creation of the operational tools needed to achieve its goals.

☝️ **Coordination and Management of Actions:** For the successful execution of the plan, a well-defined organizational structure is essential to ensure the implementation of procedures and equality of roles. Coordinated actions require clearly defined roles and the active involvement of each stakeholder.
In this process, both monitoring of processes and evaluation of effectiveness are important.

2.Implement

Explain how the actions will be executed, detailing specific steps and roles.

Effective food waste management requires a systemic approach, encompassing investigative, preventive, management, and technical activities. Each step should be carefully designed and organized to minimize waste generation and promote proper recycling and composting.

Review and Assessment of the Current Situation

The first step is to conduct a detailed analysis of the existing state of food waste management. This includes evaluations at the EU and international levels, existing approaches, methodologies, legislative frameworks, and practical solutions in the region.

Strategies for Reducing and Managing Food Waste

- **Prevention Strategies** – Establish clear packaging standards aligned with waste reduction goals.

- **Education and Awareness Raising** – Develop updated educational materials to enhance the competence of those involved in waste management. Public awareness campaigns should feature engaging multimedia content to maximize reach and impact.

- **Production Process Optimization** – Implement mechanisms that optimize production processes, reducing excess stock.

- **Waste Recycling and Composting Strategies** – Promote biowaste management through composting and analyze organic waste to redirect it toward sustainable energy and food resources.

- **Food Donation Programs** – Support and promote existing

2.Implement

Introducing Modern Technological Solutions

**Technology plays a key role in optimizing food waste management.
Key solutions include:**

- **Food Donation Platforms/Apps** – Develop digital applications to facilitate
real-time connections between food producers, retailers, and organizations
in need, ensuring efficient redistribution of surplus food.

- **Smart Composting Systems** – Deploy automated composting units to convert
inedible food waste into organic fertilizers, supporting circular economy practices
and sustainable waste management.

3.Monitor & Evaluate

Provides methods for measuring the effectiveness of actions, such as performance indicators, assessments, or stakeholder feedback

Measuring the effectiveness of food waste reduction efforts is essential for evaluating the success of implemented strategies and refining approaches over time. Various methods and performance indicators can be used to assess progress:

- **Quantifying food waste** before and after the implementation of reduction campaigns to track changes in waste volume.

- **Monitoring the proportion of food waste** diverted to composting or recycling facilities as an indicator of successful waste management practices.

- **Conducting surveys** to gather consumer feedback on attitudes and behaviors toward food waste reduction, helping identify areas for improvement and increased awareness.

- **Analyzing economic impacts**, such as cost savings for businesses and consumers resulting from reduced food waste.

By utilizing these indicators, a thorough and objective assessment of food waste reduction efforts can be conducted. This approach ensures that initiatives are not only measurable but also generate meaningful environmental, social, and economic benefits, fostering long-term sustainability in food waste management.

4.Communicate

Describe how to share the results, raise awareness, and involve stakeholders effectively in the process

Ensuring the long-term impact and sustainability of food waste reduction initiatives requires a strategic approach to sharing results, raising awareness, and actively involving stakeholders. The following key strategies can enhance outreach and engagement:

- **Comprehensive Reporting and Documentation** – Develop and distribute detailed reports outlining project outcomes, methodologies, and key recommendations. These documents should be made accessible through websites, social media, and direct communication with stakeholders to facilitate knowledge transfer and encourage informed decision-making.

- **Public Engagement Through Events and Forums** – Organize both online and in-person events, such as panel discussions, webinars, and workshops, to present findings and explore next steps. These interactive platforms foster dialogue among stakeholders, encourage collaboration, and generate new ideas for ongoing food waste reduction efforts.

- **Social Media Outreach and Digital Storytelling** – Leverage social media platforms (Facebook, Instagram, LinkedIn, Twitter) to disseminate concise, informative content. Utilizing infographics, short videos, and compelling narratives—along with strategic hashtags—can significantly enhance visibility and audience engagement.

- **Multimedia Content Creation** – Develop short videos, animations, and visual case studies that illustrate the project's impact on food waste reduction. Sharing such content on platforms like YouTube, social media, and sustainability-focused networks can amplify reach and engagement.

4.Communicate

- Stakeholder Collaboration and Community Involvement – Encourage participation from businesses, educational institutions, local communities, and organizations through targeted workshops and partnership discussions. Creating collaborative opportunities ensures sustained action and the expansion of food waste reduction efforts.

- Feedback Mechanisms and Continuous Improvement – Conduct surveys, polls, and research studies to assess the effectiveness of initiatives and understand public attitudes toward food waste reduction. Incorporating stakeholder feedback into future strategies ensures relevance and enhances program impact.

By implementing these strategies, food waste reduction initiatives can effectively communicate results, foster awareness, and build a strong network of engaged stakeholders committed to long-term sustainability.

5.Manage

Detail how to coordinate and manage the entire process, ensuring alignment with the toolkit's objectives

Effective coordination and management of activities are crucial for achieving the goals outlined in the food waste management toolkit. This process involves carefully planned steps to ensure that all projects, initiatives, and processes work toward the predetermined objectives. The first major step is to identify the specific goals of each project or activity, alongside identifying the tools and strategies that will help achieve these goals.

Key Stages in the Coordination Process:

- **Goal Definition:** Establish clear, measurable objectives for each initiative within the food waste project.

- **Implementation Plan:** Develop a detailed plan outlining timelines, responsibilities, and actions required to meet the defined goals.

- **Resource Allocation:** Ensure the necessary resources—financial, human, and technological—are in place to support the plan. This system should include clear allocation of coordination and responsibility to ensure timely and effective implementation. It is essential that each participating party is specifically responsible for its own actions, ensuring both effective coordination and process transparency, as well as quick responses.

- **Key Performance Indicators (KPIs):** Identify and establish KPIs to track the progress of activities and assess alignment with toolkit objectives.

- **Monitoring, Evaluation, and Sharing of Results:** Efficient monitoring and evaluation systems help achieve better outcomes. This may involve various data-gathering methods, such as surveys and feedback, from which the impact can be identified through analysis.

5.Manage

Effective coordination focuses on integrating the right resources and maintaining consistent communication among team members. Regular progress reviews are necessary to ensure that all activities remain on track and aligned with the toolkit's goals. This includes monitoring resources, timelines, and outcomes.

Adapting to Changing Conditions:
The ability to adapt to changing circumstances is essential for continued success. Flexibility in the management process allows for timely adjustments when challenges or new opportunities arise. Consistent monitoring and regular feedback loops provide the data needed to make informed decisions and ensure activities stay on course.

Resources and Tools

(List materials, tools, and references to support this section.)

1.Educational resources

Describe the situation in your country regarding food waste and its management. The description may include:

Applicable legislation:

- Books
- Guides
- Study material

Applicable Legislation:

Food waste management in Georgia involves compliance with both international and national regulations and strategies that promote waste reduction, recycling, and environmental sustainability. Several legislative acts regulate food waste management in Georgia, aiming to improve the waste management system and protect the environment. Key laws and regulations include:

- **Waste Management Code:** This law defines the principles of waste management, including prevention, reuse, recycling, and other forms of recovery. It also establishes sanctions for violations of waste management requirements.
  (LEPL "Georgian Legislative Herald")

- **Law "On Food Safety and Quality":** This law sets the principles of food safety and quality assurance, including food waste management. It establishes food safety requirements, including waste reduction standards. (LEPL "Georgian Legislative Herald")

- **"Food/Feed Safety, Veterinary and Plant Protection Code":** This code regulates food safety, veterinary, and plant protection areas, including food waste management.

International Legislation:

- **European Union Regulation No. 1069/2009:** This regulation concerns the management of animal-origin by-products and derived products, particularly regarding food waste.

Educational Resources:

- "Waste Management Plan": A document developed by the Ministry of Environmental Protection and Agriculture of Georgia outlining the waste management strategy and measures. (MEPA)

- **"Farmer - Land Reclamation of Georgia":** A publication focused on waste recycling and processing, especially in agriculture. (Georgian Improvement)

- **"Tourism Development Prospects and Strategic Directions in Georgia":** A study addressing issues related to tourism development, including waste management. (GNTA)

Books and Guides:

- **"Food Waste Management: Best Practices and Approaches":** A comprehensive guide on effective food waste management strategies.

- **"Composting and Recycling of Food Waste":** A guide discussing the practical aspects of recycling food waste for resource recovery and sustainable development.

- **"Waste Management: European and National Politics":** Summarizes legislation and good practices in waste management, including biodegradable waste.

References and Reports:
- **"Environmental Monitoring and Food Waste in Georgia":** Annual reports and studies by the Environmental Protection Agency presenting food waste statistics and assessing the efficiency of its management and recycling.

- **"Georgia Environmental Sustainability Assessment Report":** A detailed report assessing Georgia's environmental sustainability and natural resource use, including food waste management strategies.

Good Practices and Initiatives:

- **Food Donation Programs:** Some supermarkets and manufacturers collaborate with organizations that distribute food to those in need.

Composting: An increasing number of municipalities are implementing home and municipal composting systems.

2.Digital tools

- **Platforms**
- **Apps**
- **Department-related software**

Several digital tools and platforms are used in Georgia for environmental protection and waste management, contributing to both law enforcement and public awareness. These include:

Georgian Environmental Monitoring System (GEMS): This system is actively used to monitor water, air, solid waste, and other environmental parameters. GEMS provides data collection, processing, and posting on online platforms to support the effective implementation of the country's environmental policy.
Website: https://www.gems.gov.ge

Electronic System of Benefits (Environmental Incentive System): This system manages waste, such as plastic and other recyclable materials, and encourages both the private and public sectors to engage in efficient waste recycling and composting.
Website: https://www.eiec.gov.ge

Department of Environmental Supervision of Georgia: This department actively uses various digital platforms, including data collection systems, to monitor the safe processing and recycling of waste, which is closely related to environmental protection strategies. Website: https://www.mepa.gov.ge

"MyEco" App: This app allows users to understand environmental data and receive various types of advice on environmental protection, including waste management and efficient use of water resources.
Placement Link: https://play.google.com/store/apps/details?id=com.myeco.ge

Eco-monitoring - ECOSYS: This system is used in Georgia for environmental monitoring and analysis of data on viruses, waste, fuel, and other types of pollution. ECOSYS helps assess waste generation, recycling, and their negative impact on the environment.
Website: https://www.ecosys.ge

Local Educational Platforms:

- **"A Guide for the Public: How to Reduce Food Waste":** The Ministry of Environmental Protection and Agriculture of Georgia and local organizations are actively promoting food waste reduction campaigns, which involve specific education and training efforts.

- **"Courses and Seminars: Environmental Protection and Waste Management":** Georgian universities and educational centers offer courses on food waste management, its principles, and practical aspects. These courses are designed for both students and professionals working in the industry.

These digital tools and platforms contribute to environmental information management, effective waste management, successful implementation of environmental policies, and active public engagement in environmental protection processes.

Related Apps for Food Waste:

- **12 Apps Preventing Household Food Waste and Protecting the Planet by Food Tank:** https://foodtank.com/news/2021/09/apps-preventing-household-food-waste-and-protecting -the-planet/

- **Food Waste Warriors Stories by WWF:** https://www.worldwildlife.org/stories/food-waste-warriors

- **Kitche Food Waste App:** https://kitche.co/

- **Too Good To Go:** https://www.toogoodtogo.com/en-gb

- **Olio (app):** https://olioapp.com/en/

- **Foodsi:** https://foodsi.pl

- **Top 7 Food Waste Management Software of 2025 by SafetyCulture:** https://safetyculture.com/app/food-waste-management-software/

2.Additional information
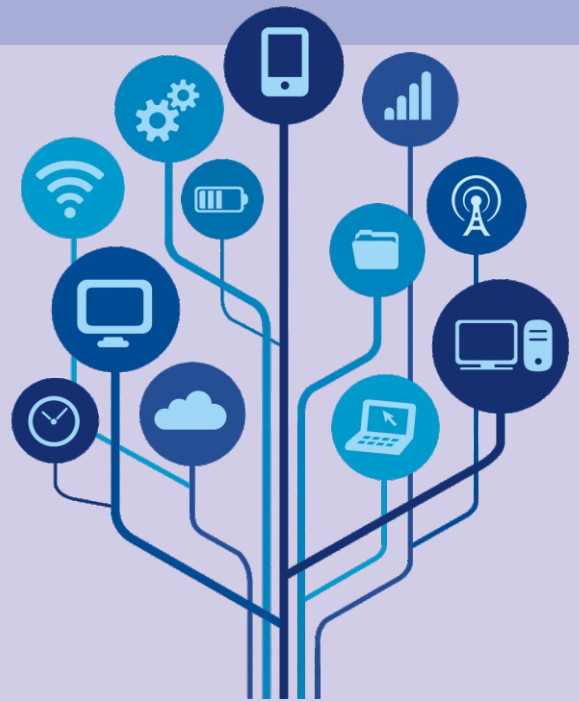
- **Reports**
- **Articles**
- **Case study**

The following sources can also be used:

- **Food Matters Case Studies by NRDC**
  https://www.nrdc.org/resources/food-matters-baltimore-denver-and-nashville-case-studies

- **Tools for Preventing and Diverting Wasted Food by the U.S. EPA**
  https://www.epa.gov/sustainable-management-food/tools-preventing-and-diverting
  -wasted-food

- **Case Studies on Household Food Waste Reduction Interventions**
  https://endfoodwaste.com.au/wp-content/uploads/2023/11/Full-report_Case-studies-on-
  household-food-waste-reduction-interventions.pdf

- **Reducing Waste: The Business Case by CET**
  https://www.cetonline.org/reducing-waste-the-business-case/

- **Case Studies by WRAP**
  https://www.wrap.ngo/taking-action/food-drink/initiatives/food-waste-reduction-
  roadmap/case-studies

- **Food Waste Solutions by ReFED**
  https://refed.org/

- **Food Waste Activities by USDA**
  https://www.usda.gov/about-food/food-safety/food-loss-and-waste/food-waste-activities

- **Food Resilience Project**
  https://foodwiseleeds.org/project/food-resilience/

- **Stop Food Waste (Sisters Project)**
  https://sistersproject.eu/stopfoodwaste/

- **Food Waste Action Week - WRAP**
  https://www.wrap.ngo/taking-action/citizen-behaviour-change/love-food-hate-waste/
  food-waste-action-week/partner-event

- EU Measures on Food Waste
  https://www.europarl.europa.eu/topics/bg/article/20240318STO19401/
  po-malko-khranitelni-otpadtsi-kakvi-merki-predpriema-es

- European Consumer Food Waste Forum
  https://knowledge4policy.ec.europa.eu/projects-activities/
  european-consumer-food-waste-forum_en

- EU Platform on Food Losses and Food Waste
  https://food.ec.europa.eu/food-safety/food-waste/eu-actions-against-food-waste/
  eu-platform-food-losses-and-food-waste_en

- EU Bioeconomy: Reducing Food Waste
  https://knowledge4policy.ec.europa.eu/bioeconomy/reduce-food-waste_en

- Smart Kitchen Solutions: Reducing Food Waste
  https://smartkitchen.solutions/en/food-waste-reducing/products-and-licenses-
  to-reduce-food-waste/

- Food Waste Management - The Access Group
  https://www.theaccessgroup.com/en-gb/hospitality/software/food-waste-management/

- Get Wasted: Circular Food Platform by EIT Food
  https://www.eitfood.eu/projects/get-wasted-circular-food-platform-that-fights-food-waste

- Web Application for Minimizing Food Waste in Restaurants
  https://www.clustercollaboration.eu/content/web-application-helps-minimise-
  food-waste-restaurants

(Bringing the Map to Life)

Interactive Activity

Explanation

This interactive session is designed to map and explore the local food ecosystem with a focus on food waste. Participants will collect data on food resources, waste, and related practices within the community. By engaging directly with the neighborhood, they will collaboratively create a dynamic and informative map that highlights key aspects of the local food system. The outcomes will contribute to the development of practical tools and methodologies that support future initiatives.

Aim

The activity aims to:
- Foster an understanding of the local food ecosystem and its challenges.
- Enable participants to identify and document sources of food waste and opportunities for resource optimization.
- Inspire actionable strategies for minimizing food waste and promoting sustainable practices.

Target group

Adult trainers & municipal representatives from different countries and areas

Description of the Activity:

The Bringing the Map to Life workshop is structured into three key phases, each designed to progressively build participants' understanding and ability to analyze the local food ecosystem.

Phase A: Introduction & Planning (40- 50 min)

The session begins with an overview of the workshop's purpose and structure, followed by group-based planning exercises.

Step 1 – Workshop Presentation & Instructions (10 min)

Facilitators introduce the objectives of the workshop and explain its role within the broader project.

Participants receive clear guidelines on the mapping methodology, key focus areas, and expected outcomes.

Step 2 – Group Planning & Route Selection (30 min)

Participants divide into small groups and discuss their mapping strategy.

Each group determines:

- The specific route they will follow in the neighborhood.
- The key aspects of the food system they will focus on (e.g., restaurants, markets, waste collection points, food redistribution practices).
 -The data collection approach they will use (e.g., observations, stakeholder interviews, documentation on maps).

Once each group finalizes its plan, they prepare their materials for the next phase of the workshop.

Phase B: Field Mapping & Data Collection (50 min)

Participants, divided into small groups, venture into designated areas of the neighborhood to collect real-world data on food-related practices.

Fieldwork Activities:

Each group is equipped with printed maps and collaboratively selects key focus areas (e.g., restaurants, markets, waste collection points).
While exploring, participants engage with local stakeholders, such as restaurant managers, market vendors, and community garden coordinators, to gather insights on food practices and waste management.

**Groups document their findings directly on the maps,
noting key information such as:**

- The volume and types of food waste produced in different locations.
- Current disposal and redistribution practices.
- Potential opportunities for reducing waste and improving sustainability.

This field experience provides participants with first-hand exposure to local food challenges and highlights opportunities for community-based solutions.

Phase C: Data Synthesis & Presentation (50 - 60 min)

Once the field mapping is completed, participants return to consolidate their findings and transform their raw data into actionable insights.

Structured Synthesis Process:

Step 1 – Group Synthesis (20 -30 min): Each team organizes their findings into an annotated map, summarizing key observations and trends.

Step 2 – Plenary Presentation (20 min): Groups present their maps to the plenary, showcasing their visual representations of the local food ecosystem and discussing their key takeaways.

Step 3 – Closing Discussion & Feedback (10 min): Facilitators lead a reflective discussion, encouraging participants to share their insights, challenges, and proposed solutions for minimizing food waste and enhancing local food sustainability.

Tools

Non-digital tools: Pens, markers, stickers, and printed maps.

reduce food waste

**Interactive Toolkit
Partner Contribution**

Preventing
Food Waste

Learn

(This part focuses on understanding the topic and its broader implications)

1.Plan

What needs to be prepared to effectively convey the learning objectives? Include resources, stakeholder involvement, and pre-knowledge assessments.
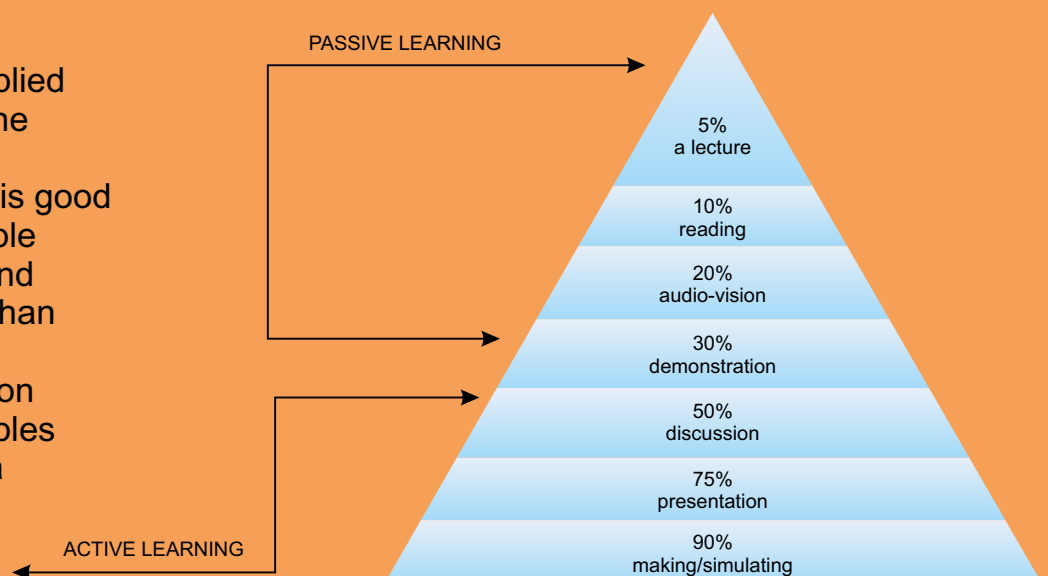
For the effective transmission of learning content, it is possible to use the "Connect-Extend-Challenge" principle, which includes:

✔ linking existing knowledge to new content and format.

✔ expanding knowledge on a given topic or problem.

✔ generating new ideas and questions related to the new content.

The activity helps trainees connect new content/material to what they already know. They share what they have learned and how the new knowledge has expanded their thinking. Finally, they should fill in what challenges and questions related to the new knowledge have arisen for them during the learning process. The principles of passive and active learning should be followed during the learning process.

The activity can be applied at the end of each of the three project topics. To achieve the goal, it is good to have groups of people with similar interests and professions, no more than 15 people per group. Preparing a presentation including diagrams, tables and figures would be a good approach.

PASSIVE LEARNING

5%
a lecture

10%
reading

20%
audio-vision

30%
demonstration

50%
discussion

75%
presentation

90%
making/simulating

ACTIVE LEARNING

2.Implement

Describe how the learning content will be delivered, e.g., workshops, reading materials, online modules, etc.

Training would be much more successful if it was face-to-face, taking place in a real environment. Then the "Think – Share – Discuss" principle can be used.

✔ sharing an opinion in a group.

✔ active listening to the point of view of the interlocutor.

✔ drawing common points after discussion.

The practice supports group discussion and ensures that each learner has the opportunity to share their thinking, actively listen to the opinions of others and contribute to the discussion.

The activity can be applied to any of the project topics.

3.Monitor & Evaluate

Provide methods for assessing learning outcomes, such as quizzes, surveys, or feedback sessions

1. Highlight your strengths!

Praise the aspects you see as strengths of the job. Highlight specific features and explain why you think they are good ideas.

Say: "The way he/she explained the information was both concise and clear."

2. Be honest!

Saying something nice, just being polite won't help the person improve.

Don't say: "This product is perfect," if it really isn't.

3. Give constructive criticism!

Saying something entirely negative won't help the person understand what to change, so try to give suggestions.

Don't say: "Your grading method is wrong." Consider this: "I have a different grading method than you. Have you considered researching other grading methods or asking others in your circle how they define grading?"

4. Be specific!

Explain clearly what you don't understand and how something could be better, as well as why you are making certain suggestions.

Instead of saying: "Your learning material is messy," you could say: "Consider using less text and adding supporting images."

3.Monitor & Evaluate

5. Ask questions!

Asking questions can help the learner reflect on their intentions and can give a clearer view of where you may have gotten lost.

Ask: "What kind of relationship do you want to have with your students?
What were you thinking about when you explained the new knowledge to them?"

6. There is no need to argue with your colleague!

If you feel you have explained your suggestions for improvement well enough and he/she does not accept them, move on to the next task.

4.Communicate

Describe how the learning content and results will be shared with the target audience and other stakeholders.

Based on the flexible learning process and reaching a wider audience, the creation of an online training platform containing short presentations on the topics covered in the project is planned. It can be dynamic and built upon, adding specific results achieved within this and subsequent projects.

5.Manage

Outline the process of organizing and coordinating learning activities, assigning roles, and managing resources effectively

The process of organizing and coordinating learning activities includes five mainparts: planning, organizing, managing, coordinating and controlling.

The organization of the training activity should be carried out by persons with competence in the project topics, and it would be good if they had pedagogical skills. The training should be carried out according to a clearly defined schedule and curriculum with precise topics and duration. It is necessary to have quality control and coordination to achieve the project goals.
This can be done by clearly accounting for the number of trained groups, as well as the individuals in them.

Inspire

(This part highlights ideas, best practices, and case studies to motivate action.)

1.Plan

Detail how inspiring examples or success stories will be selected and prepared for presentation

To select and prepare inspiring examples or success stories, it is important to follow a few key steps. These include identifying relevant examples, gathering sufficient information, and presenting them in an attractive format. Here is how this process can be organized:

Selection of inspiring examples

✔ Determining selection criteria: Success stories should meet the objectives of the presentation. For example, they could be related to overcoming difficulties, innovation, or having a major impact on society.
✔ Collecting examples: Conducting surveys, interviews or research. Information can be sought from internal data (municipalities, regions), media, social networks or community recommendations.
✔ Relevance Assessment: Selected stories must be current, authentic and relevant to the audience.

Preparation on the stories. Collection on details:

✔ Collection on photos, videos or others visual materials on the project topics
✔ Check on data and facts to it guarantees credibility.
✔ Determination on the structure – for example, how the specific problem started, the main challenges and the ultimate success.

Test and improve

✔ Test presentation: Conduct a test presentation in front of a small group to gather impressions and feedback.
✔ Audience Adaptation: Refining the story to match the interests and needs of the specific audience.

This process ensures that the stories will be authentic, impactful, and effective in achieving the presentation's goals

2.Implement

Explain how best practices or stories will be shared, such as through presentations, storytelling, videos, or interactive methods

Sharing best practices or inspiring stories can be very effective if you use a variety of approaches that engage your audience. Here are a few methods that can be implemented:

1. Presentations
Slides should include visual elements such as graphs, charts and photos to make the information more digestible. It would be beneficial to include specific cases that demonstrate the successful implementation of good practices in areas related to the project topics.

2. Storytelling
Sharing personal experiences or concrete examples that create an emotional connection. Introducing individuals who embody success and have a bearing on the project's topics would have a particular impact.

3. Videos
Short, professionally filmed videos that include interviews, animations or demonstrations related to the specific issue of the project. It is important that the video is accessible through different platforms and with subtitles included

4. Documentation and dissemination
Short articles or reports on other successful projects on food waste topics could be written. Another option is to publish a book or manual that presents in more detail good practices in the field of food waste minimization.
By combining these methods, you can achieve both informativeness and inspiration for your audience.

3.Monitor & Evaluate

Describe how to measure the impact of inspiration efforts, e.g., feedback from participants, engagement metrics

Measuring the impact of inspiration efforts is important for understanding the effectiveness of various initiatives. Important approaches that can help in measuring impact are feedback from participants, which can be done in two ways:

✔ Survey questions: Use surveys or questionnaires to gather direct feedback from participants. This can include both quantitative (e.g., rating on a scale of 1 to 5) and qualitative questions (e.g., "What was most inspiring to you?").

✔ Interviews or focus groups: Conducting individual interviews or group discussions can provide deeper insight into the impact of inspiration efforts.

Another indicator of engagement is tracking how often participants are engaged in initiatives (for example, how often they attend events, respond to surveys, or engage in discussions). An important indicator is the analysis of shares, comments, and likes related to the initiative on social media.

4.Comunicate

Describe how to disseminate the inspirational content to ensure maximum reach and engagement

Distributing inspiring content for maximum reach and engagement requires a strategic approach that combines different channels, formats and techniques.

This can be done using social networks - Facebook, Instagram, LinkedIn, TikTok, video platforms - YouTube for short and impactful videos.

Converting the same material into different formats - for example, a blog article or a TikTok video.

5.Manage

Outline how the process of collecting and showcasing best practices will be coordinated and who will oversee this work.

The coordination of the process of collecting and presenting best practices requires a structured approach and clear responsibilities. It is related to the creation of a coordination team. It should be composed of experts on the subject, representatives of key stakeholders and a process coordinator. The team will lead the process, collect information from different sources and organize the presentation of good practices.

Act

(This section focuses on practical steps and actionable solutions.)

1.Plan

Provide a roadmap for planning actions, including defining goals, identifying stakeholders, and gathering necessary resources

In the roadmap for action planning, it is extremely important to define the goal, which must be precisely formulated. It is necessary to clearly define the priorities, which can be divided into short-term, medium-term and long-term, as well as the indicators of success. Identification of stakeholders, as well as communication with them, is extremely important in planning. This roadmap provides a structure for systematic planning, implementation and management of actions, which will contribute to the achievement of the set project objectives.

2.Implement

Explain how the actions will be executed, detailing specific steps and roles.

A food waste reduction project can be implemented through the following key actions, each of which includes specific steps and roles of participants:

**1. Analysis of the current situation
   and research on the causes of food waste** – the state of the problem at the EU level and at the local level in Bulgaria. It is necessary to collect data on the different types of food waste, as well as to define their main sources.
No less important is the study of the factors that lead to waste (expiration dates, overproduction, improper storage).

2. Developing strategies to reduce food waste
- Creating food donation programs.
- Establishing partnerships with food banks and charities.
- Educational campaigns related to promoting awareness about food waste and changing consumer behaviour.

3. Introduction of technological solutions
Creating food donation apps, connecting surplus food with organizations in need.
Installing composters, which will process unusable food as organic fertilizers.

The success of the project depends on the coordination between the various participants, transparency in the processes, and active community engagement.

3.Monitor & Evaluate

Provides methods for measuring the effectiveness of actions, such as performance indicators, assessments, or stakeholder feedback

Measuring the effectiveness of actions to reduce food waste is key to assessing the success of the measures taken and to improving strategies. Indicators that can be used:

✔ Measuring the amount of food waste produced before and after the information campaign to reduce food waste.

✔ Monitoring the percentage of food waste that is composted.

✔ Surveying consumers about their attitudes and behaviours regarding food waste reduction.

Using these indicators, a comprehensive and objective assessment of the effectiveness of food waste reduction actions can be achieved, ensuring that efforts lead to real positive results at an environmental, social and economic level.

4.Communicate

Describe how to share the results, raise awareness, and involve stakeholders effectively in the process

Sharing the results of a food waste reduction project, raising awareness and involving stakeholders in the process is a key step to ensure sustainable success. To achieve this goal, it is necessary to:

✔ Produce detailed reports that describe the results achieved, the methods used, and recommendations for future actions. These documents can be distributed online via websites, social media, or sent directly to stakeholders.
✔ Organizing public events (online and offline) to present the results and discuss options for next steps. This will allow direct communication with the audience and create a space for interaction.
✔ Sharing short but informative posts on platforms like Facebook, Instagram, Twitter, LinkedIn, etc. Using hashtags and visual elements (graphics, infographics, videos) will increase engagement.
✔ Create short videos or animations that show the results of the project and its impact on waste reduction. The video can be shared on YouTube, social media or specialized platforms.
✔ Invitations to interested parties (communities, businesses, schools and organizations) to participate in joint workshops to discuss ideas for continuing the initiative and new opportunities for partnerships.
✔ Sending surveys and research to understand how future actions can be improved and what people's attitudes are about reducing food waste.

These strategies will ensure not only the successful sharing of results, but also the active involvement of various stakeholders in the process of reducing food waste.

5.Manage

Detail how to coordinate and manage the entire process, ensuring alignment with the toolkit's objectives

The process of coordinating and managing activities to achieve the goals of the toolkit is key to the effectiveness of any organizational system. This may involve specific steps to manage projects, processes, or initiatives that aim to achieve predetermined goals. The first step is to clearly define the goals of the projects or activities, as well as the tools that will be used to achieve these goals.

This step is followed by the planning stage:

1. Create an implementation plan

2. Resource provision

3. Define key performance indicators

Effective coordination of the team and resources is critical to the successful achievement of goals, as is constant monitoring to ensure that the project or activities are progressing in accordance with the goals.

Coordinating and managing the process, ensuring compliance with the objectives of the toolkit, requires consistency, attention to detail, and constant adaptation to changing conditions. Success depends on clear planning, effective communication, and constant monitoring and analysis of results.

Resources and Tools

(List materials, tools, and references to support this section.)

1.Educational resources

Describe the situation in your country regarding food waste and its management. The description may include:

Current legislation on:

Applicable legislation:

- Books
- Guides
- Training material

Current legislation

Food waste management in Bulgaria is regulated in accordance with national legislation and European directives. The main legal acts include:

1. Waste Management Act (WMA) - This law sets the framework for waste management, including waste prevention, reuse, recycling and recovery. Provisions for separate collection of biodegradable waste are included.

2. National Waste Management Plan - This strategic document covers the objectives and measures for waste reduction, including food waste.

3. European Waste Directive (Directive 2008/98/EC) - Transposed into Bulgarian legislation through the WMA, this directive requires Member States to take action to reduce food waste at all stages of the supply chain.

4. Food Act - Regulates food safety and quality requirements, which includes aspects of food donation to reduce its disposal.

5. EU Regulation No. 1069/2009 - Relates to the management of animal by-products and derived products, including catering waste.

Books and guides

Books:

✔ "Waste Management: European and National Policies" – summarizes the legal frameworks and good practices in waste management, including biodegradable waste.

✔ " Food Waste and Sustainability: How to Reduce Losses" – examines the causes of food waste generation and offers practical solutions.

Good practices and initiatives

✔ Food donation programs - Some supermarkets and manufacturers work with organizations that distribute food to those in need.

✔ Composting - More and more municipalities are introducing home and municipal composting systems.

✔ Educational campaigns - Training and information campaigns are being conducted aimed at reducing food waste.

Bulgaria has the potential to improve food waste management through wider application of legislation, investment in infrastructure and promotion of sustainable practices.

2.Digital tools

- **Platforms**
- **Apps**
- **Software relevant to the section**

Food waste management in Bulgaria is an important aspect of the national policy for environmental protection and sustainable development.

According to the National Waste Management Plan 2021–2028, in 2018, about 500 thousand tons of food waste were generated in the country, with approximately 57% of this being domestic.

Households are the main source of food waste, followed by the food processing and production sector. In 2016, about 94 kg of food waste per person were generated in Bulgaria, which is below the average for 14 EU Member States (127 kg per person in 2012).

To address this problem, the Ministry of Environment and Water (MoEW) provides guidelines and information on preventing the generation of food waste.
In addition, digital resources have been developed in Bulgaria to raise awareness on the issue. For example, a digital game aimed at schoolchildren has been created, which aims to inform them about the importance of food waste and ways to reduce it.
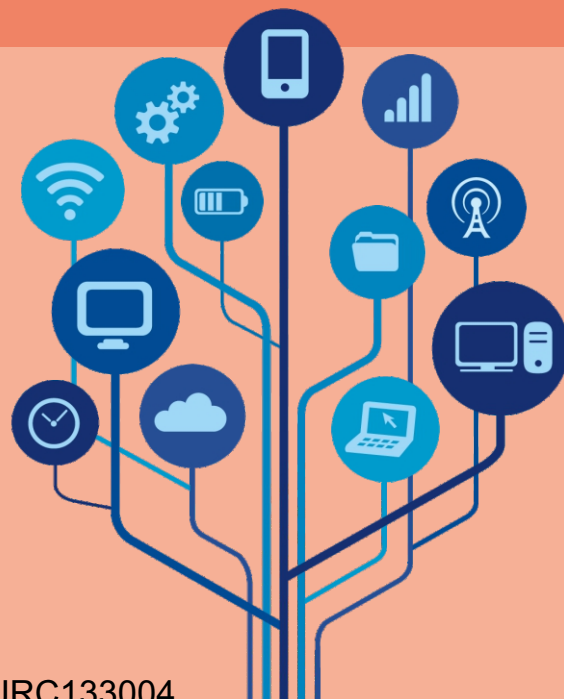
Despite these efforts, continued education campaigns and implementation of effective measures to reduce food waste are needed, both at national and local levels. This includes promoting practices such as urban composting, which can contribute to waste reduction and soil quality improvement.

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Food-Waste-Reduction-Best-Practice-updated.pdf

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source=1&gclid=EAIaIQobChMIyfGDjLTZigMV9UJBAh34lRhAEAMYASAAEgL2QfD_BwE

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2.Additional information

- **Reports**
- **Articles**
- **Case study**

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D0%BE%D1%82%D0%BF%D0%B0%D0%B4%D1%8A%D1%86%D0%B8

(Bringing the Map to Life)

Interactive Activity

Interactive Activity - Workshop on food

Explanation

The workshop on food is an interactive activity that seeks to inspire participants to reflect on how food resources can be better utilized, how food waste can be minimized, and how the environmental footprint of food consumption can be reduced. Through engaging and practical methods, the workshop emphasizes choosing local and seasonal food while fostering community-based solutions to food-related challenges.

Aim

The activity aims to:

- Educate participants on conscious food choices and their impact on food waste and the environment.

- Encourage collaboration among participants to design their own workshops based on real-world data.

- Promote sustainable practices by connecting local businesses, producers, and consumers.

- Prepare participants to contribute to larger-scale initiatives like the Replate Festivals.

Target group

Adult trainers & municipal representatives from different countries and areas

Description of the Activity:

The Workshop on Food is divided into two main parts, each with a specific focus and structured engagement.

First Part: Interactive Workshop on Food (1h 20 min)

The first part of the workshop is led by the facilitators and aims to engage participants in a practical exploration of food waste and resourceful food use. Participants will be encouraged to reflect on their own food consumption habits and consider innovative ways to prevent food waste.

Activities in this session include:

Identifying commonly wasted food items that often remain unused in refrigerators until they spoil.

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Activities in this session include:

Identifying commonly wasted food items that often remain unused in refrigerators until they spoil.
Brainstorming methods to repurpose these ingredients into new dishes, such as making jams from overripe fruits or preparing soups from vegetable scraps.
Developing simple, creative recipes that minimize food waste and maximize the use of available resources.
The session will be highly interactive, incorporating discussions, hands-on exercises, and knowledge-sharing among participants.

A 10-minute break will follow this session.

Second Part: Design "Workshop on food" (1h 30 min)

In the second part of the activity, participants will transition from learners to designers, applying their knowledge to create structured workshops on food.
This part builds upon the data and insights gathered during the previous day's activity, Bringing the Map to Life, where participants explored and documented aspects of the local food ecosystem.

This phase consists of three structured steps:

Step 1 – Data Collection & Reflection (20 min)

Participants review and analyze the information they collected during Bringing the Map to Life.
They identify key insights, challenges, and opportunities related to food waste and local food systems.
They record their observations on paper.

Step 2 – Workshop Design & Planning (40 min)

Working in teams, participants develop a structured "workshop on food".
They define clear objectives, target audiences, and step-by-step methodologies.
They determine time allocations for each activity and justify their choices.
Teams are encouraged to focus on the real-world impact of their proposed workshops.

Step 3 – Presentation & Discussion (30 min)

Each group presents their designed workshop to the plenary, sharing their ideas, methodology, and expected outcomes.
A discussion follows, where participants exchange feedback, refine concepts, and explore opportunities for real-world implementation.

Tools

Non-digital tools: Flipcharts, pens, markers, stickers.

reduce food waste

Interactive Toolkit
Partner Contribution

A step-by-step guide for designing and implementing awareness campaigns

(Specify the title of your section, e.g., "Introduction to Food Waste," "Preventing Food Waste," or "Creating a Food Waste Awareness Campaign.")

Learn

(This part focuses on understanding the topic and its broader implications)

1.Plan

What needs to be prepared to effectively convey the learning objectives? Include resources, stakeholder involvement, and pre-knowledge assessments.

Awareness campaigns play a critical role in shaping public attitudes, driving behavioral changes, and influencing policies. These campaigns aim to educate, inspire, and mobilize individuals, businesses, and communities to take voluntary action against food waste.

To effectively convey the learning objectives:

Define Clear Learning Objectives: Start by articulating the desired outcomes. What specific knowledge, skills, or attitudes should participants gain? Ensure these objectives are SMART (Specific, Measurable, Achievable, Relevant, Time-bound).

Understand Your Audience: Determine the specific needs and learning styles of the target audience. This will guide the choice of activities and delivery methods.

Develop a Detailed Schedule: Create a realistic timeline for all activities, including planning, preparation, delivery, and evaluation.

Before delivering the lesson, facilitators must prepare resources, engagement strategies, and assessment tools to ensure an effective learning experience.

1. Resources:

- Case studies from high-impact awareness campaigns

- Articles and reports analyzing how awareness campaigns drive change.

- Digital materials (videos, infographics, news articles) showcasing different campaign formats.

2. Stakeholder Involvement:

- Interactive icebreaker: Ask participants to recall awareness campaigns they have encountered and discuss their impact.

- Pre-session surveys to assess participants' familiarity with the topic.

3. Pre-Knowledge Assessment:

Ask questions such as:

- What is an awareness campaign?

- What formats do awareness campaigns take?

- What makes some campaigns more effective than others?

BUSINESS PLANNING

2.Implement

Describe how the learning content will be delivered, e.g., workshops, reading materials, online modules, etc.

The lesson will be conducted in three segments, incorporating examples from food waste awareness campaigns to illustrate broader campaign principles.

1. What is an Awareness Campaign?

● Definition: An awareness campaign is a structured communication effort designed to inform, educate, and influence behavior.

● Purpose: Campaigns focus on:
  - Increasing public understanding of key issues.
  - Encouraging behavioral change (e.g., reducing food waste).
  - Mobilizing communities toward collective action.

● Example: Food Waste Action Week (UK) uses targeted messaging and digital outreach to change consumer behavior, showing that small household changes can significantly reduce waste.

2. Formats of Awareness Campaigns (Illustrated by real-world examples of successful food waste awareness campaigns)

● Social Media Campaigns – Example: Stop Wasting Food (Denmark), which mobilized online communities and influencers.

● Traditional Media Campaigns – Example: Love Food, Hate Waste, which used television and print ads to educate households.

● Community Engagement & Fieldwork – Example: Project Wasteless (Hungary), which engaged students in food waste education.

2.Implement

- Educational Programs – Example: Youth Towards Zero Food Waste, which integrated sustainability into school curriculums.

- Advertising & Outdoor Awareness – Example: China's Clean Plate Campaign, which used posters and billboards to promote mindful eating.

3. Importance of Awareness Campaigns

- Influence consumer behavior (e.g., Love Food, Hate Waste reduced household food waste by 21% in five years).

- Raise visibility of critical issues (e.g., Food Waste Action Week made expiration date confusion a public topic).

- Support policy change (e.g., France's Food Waste Law was influenced by public awareness efforts).

3.Monitor & Evaluate

Provide methods for assessing learning outcomes, such as quizzes, surveys, or feedback sessions

Follow-up surveys administered to participants after the lesson will assess changes in their knowledge, attitudes, and behaviors related to campaign design. Comparing post-lesson data to the pre-lesson baseline helps quantify the lesson's impact. These surveys can also identify any specific challenges or barriers that participants are facing in implementing their new knowledge and skills.

Group discussions will be held to analyze:

1. The campaign's objectives, target audience, and key messages.

2. The communication channels used and their effectiveness.

3. The campaign's impact and lessons learned.

To measure learning outcomes, implement mechanisms to assess the campaign's effectiveness and gather feedback for continuous improvement:

1. Pre- and post-session quizzes on campaign formats and effectiveness.

2. Group analysis of real-world case studies to identify success factors.

3. Discussion on what makes campaigns effective or ineffective.

4.Communicate

Describe how the learning content and results will be shared with the target audience and other stakeholders

The following methods will be used:

- Participants are involved as presenters or facilitators to enhance the sharing of firsthand experiences and insights.

- Interactive elements like group discussions, Q&A sessions, and case studies are utilized to make the information more engaging and relatable.

- Digital resources (slides, videos, reports) are provided for post-session learning.

- Concise and visually appealing presentations, handouts, or brochures summarizing the key messages and actionable steps for reducing food waste are developed.

- Infographics or short videos are used to convey complex information in a visually engaging and easily digestible format.

- Successful case studies and testimonials are highlighted to inspire and motivate others to take action.

Participants are encouraged to share campaign examples via social media.

5.Manage

Outline the process for organizing and coordinating learning activities, assigning roles, and managing resources effectively

- Allocate sufficient time for each activity. Build in flexibility for unforeseen circumstances.

- Budgeting Strategically. Develop a realistic budget and explore cost-effective solutions. Consider free or low-cost resources, such as online tools, public libraries, and community partnerships.

- Secure Necessary Resources. Identify and secure all necessary resources, including venue space, equipment, materials, technology, and any necessary human resources (instructors, facilitators, support staff).

- Assemble a Skilled Team. Select individuals with relevant skills and experience (e.g., subject matter experts, instructional designers, logistics coordinators, communication specialists).

- Assign Clear Roles & Responsibilities. Define specific roles and responsibilities for each team member.

Inspire

(This part highlights ideas, best practices, and case studies to motivate action.)

1.Plan

Detail how inspiring examples or success stories will be selected and prepared for presentation

Over the years, various organizations, ranging from national governments to non-governmental organizations (NGOs) and local authorities, have launched food waste awareness campaigns targeting different sectors of society. These campaigns aim to educate, inspire behavior change, and advocate for systemic policy reforms to reduce food waste at multiple levels, including households, restaurants, schools, and food industries.

Some of these campaigns have focused on household food waste reduction, encouraging individuals to adopt sustainable habits such as meal planning, proper storage, and creative leftover usage. Others have taken a business-oriented approach, pushing for supply chain improvements, surplus food redistribution, and innovative food labeling strategies. A few have even been policy-driven, influencing government regulations on food production, expiration dates, and redistribution laws.

This lesson presents **real-world examples** of awareness campaigns that successfully changed behavior. Facilitators will:

● Gather case studies, testimonials, and campaign metrics.

● Prepare videos, infographics, and social media content showcasing success stories.

The provided examples are chosen based on several criteria, including:

● Diversity

● Measurable Impact

● Practical Solutions

● Community Engagement

2.Implement

Explain how best practices or stories will be shared, such as through presentations, storytelling, videos, or interactive methods

The following case studies will be explored through storytelling, discussion, and interactive exercises.

1. Case Study: Love Food, Hate Waste (UK)

● Goal: Reduce household food waste.

● Methods:
- Educational resources on meal planning and proper food storage.
- Social media challenges and community engagement.
- Public-private partnerships with food retailers.

●Impact: 21% reduction in household food waste over five years.

2. Case Study: Project Wasteless (Hungary)

● Goal: Educate students on food waste reduction.

● Methods:
- School programs integrating food waste awareness.
- Hands-on learning (e.g., food waste audits in cafeterias).

● Impact: Recognized as a European best practice; led to 15-20% reduction in household food waste.

3. Digital & Social Media Strategies (Examples from food waste campaigns)

● Too Good To Go (food rescue app): Used gamification and AI to reduce restaurant waste.

Olio (community sharing platform): Created local networks to prevent food surplus from being wasted.

3.Monitor & Evaluate

Describe how to measure the impact of inspiration efforts, e.g., feedback from participants, engagement metrics

The impact of this session will be measured through:

● Reflection exercises: Participants write about the campaign they found most impactful.

● Engagement tracking: Monitoring participation in discussions and activities.

4.Comunicate

Describe how to disseminate the inspirational content to ensure maximum reach and engagement

The content of this unit will be disseminated as follows:

● Campaign insights will be shared through social media, newsletters, and blogs.

● Participants will be encouraged to research and present their own case study findings.

5.Manage

Outline how the process of collecting and showcasing best practices will be coordinated and who will oversee this work.

For the proper management of this unit:

● Facilitators that will compile and present case studies need to be assigned.

Access to campaign-related materials will be ensured.

Act

(This section focuses on practical steps and actionable solutions.)

1.Plan

Provide a roadmap for planning actions, including defining goals, identifying stakeholders, and gathering necessary resources.

A successful campaign requires good planning . Participants will learn how to design a campaign by following these key steps:

1. Identifying the Core Issue

Before launching an awareness campaign, it is essential to clearly define the problem that needs to be addressed. Campaigns should focus on a specific issue, ensuring it is relevant and urgent for the target audience.

Guiding Questions for Issue Identification:

● What specific issue are we trying to raise awareness about?
● Is there a gap in public knowledge or misconceptions that need to be addressed?
● Is the issue local, national, or global in scale?
● Are there existing campaigns on this topic? If so, what gaps can our campaign fill?

2. Defining the Campaign Goals

Examples of Awareness Campaign Goals:

● **Short-Term Goal:** Increase awareness of food waste issues among students by 20% in three months   (measured through pre- and post-surveys).

● **Long-Term Goal:** Reduce household food waste by 10% over a year by promoting proper storage and meal planning.

3. Identifying the Target Audience

A campaign must tailor its approach to a specific audience to maximize impact. Different audiences require different messaging, channels, and engagement strategies .

Key Questions to Define Target Audience:

- Who is most affected by or responsible for this issue?
- Who has the power to create change? (e.g., individuals, businesses, policymakers?)
- What are the demographics (age, location, interests) of our audience?
- What are the best ways to reach them? (e.g., social media, school workshops, public events?)

4. Developing a Core Message and Slogan

An effective awareness campaign requires a clear, memorable, and emotionally engaging message . The core message should be simple and action-oriented.

Steps to Shape a Core Message:

- Make it relatable: Speak to the audience's daily experiences.
- Use emotional appeal: Stories and real-life examples create impact.
- Provide a clear call to action: What should people do after seeing the campaign?

5. Choosing the Right Communication Channels

Different audiences find information through different platforms. Selecting the right communication channels ensures the campaign message reaches its intended audience effectively.

Campaign Channel Options:

- Social Media (Instagram, TikTok, Twitter, Facebook)
  Best for younger audiences, viral challenges, and interactive content .

- Traditional Media (TV, Newspapers, Radio)
  Best for reaching a broad audience, including older generations .

- Community-Based Events
  (Workshops, Public
  Demonstrations, School
  Programs)
  Best for direct engagement
  and education.
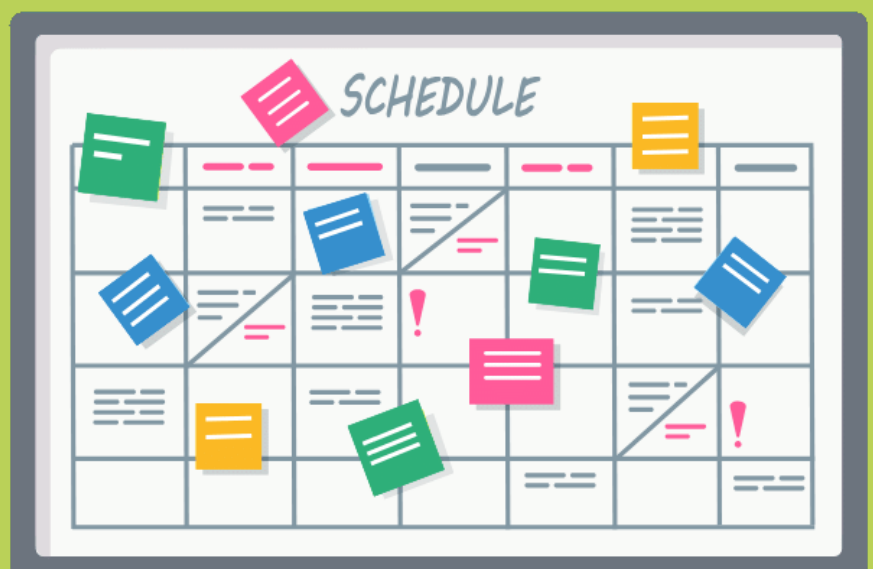
2.Implement

Explain how the actions will be executed, detailing specific steps and roles.

A successful campaign requires structured execution through clearly defined roles and responsibilities. Participants will learn how to transform campaign plans into action by following these key steps:

1. Establishing the Campaign Team

A well-functioning campaign team consists of individuals with distinct roles that ensure smooth execution.

Activity: Participants will be assigned different roles and must work in teams to simulate campaign execution , coordinating their activities in real time.

2. Content Development and Messaging Execution

A successful campaign should produce high-quality, engaging content that esonates with the target audience.

Participants will learn how to:

1. Develop impactful messages aligned with the campaign's goals.
2. Choose the right content formats (videos, infographics, blog posts, social media challenges, community workshops).
3. Create compelling visual and written materials that encourage engagement.

Activity: Participants will design campaign materials (social media posts, flyers, videos) based on a chosen food waste issue and present them to the group.

3. Selecting the Right Communication Channels

Participants will explore different communication channels and match them with the target audience. They will learn:

1. How to choose the best platform for their message (social media, traditional media, public engagement).
2. How to schedule content releases for maximum impact.
3. How to use interactive engagement techniques (e.g., gamification, live Q&A sessions, workshops).

Activity: Participants will map out a communication strategy for a specific campaign scenario, choosing the most effective platforms and messaging techniques.

4. Organizing Events and Community Engagement

Real-world engagement is essential for campaign success. Participants will learn how to:

1. Plan and organize awareness events (e.g., workshops, zero-waste cooking classes, school programs).
2. Engage communities in hands-on activities (e.g., food rescue programs, composting initiatives).
3. Collaborate with local businesses and policymakers to enhance impact.

Activity: Participants will design a community event plan , detailing logistics, partnerships, and engagement strategies.

5. Campaign Launch and Public Outreach

The official campaign launch is a critical moment for engagement. Participants will learn:

1. How to build momentum before launch (e.g., teaser campaigns, countdowns).
2. How to organize a campaign kick-off event (e.g., press conferences, viral social media challenges).
3. How to encourage participation through calls to action and incentives.

Activity: Teams will simulate a campaign launch , presenting their planned activities and public outreach strategies.

3.Monitor & Evaluate

Provides methods for measuring the effectiveness of actions, such as performance indicators, assessments, or stakeholder feedback

To evaluate success, campaigns must identify clear and measurable indicators. Participants will learn about different types of KPIs, such as:

Type of KPI - **Reach**
Definition - How many people were exposed to the campaign?
Example - Number of social media impressions, event attendees, or website visits

Type of KPI - **Engagement**
Definition - How many people interacted with the campaign?
Example - Social media shares, likes, comments, survey

Type of KPI - **Behavioral Change**
Definition - Did people change their habits after the campaign?
Example - % reduction in produced quantities

Type of KPI - **Policy Impact**
Definition - Did the campaign influence decision-makers?
Example - New local regulations

Type of KPI - **Media Coverage**
Definition - How widely was the campaign discussed in the media?
Example - Number of news articles, interviews, mentions on TV/radio

4.Communicate

Describe how to share the results, raise awareness, and involve stakeholders effectively in the process

Describe how to share the results, raise awareness, and involve stakeholders effectively in the process

In order to communicate the results effectively:

● Teams are encouraged to publish their campaign ideas on social media.

A platform for participants to connect with organizations working on their chosen issue is provided.

5.Manage

Detail how to coordinate and manage the entire process, ensuring alignment with the toolkit's objectives

Establish clear, measurable objectives for each initiative within the food waste project.

- **Implementation Plan:** Develop a detailed plan outlining timelines, responsibilities, and actions required to meet the defined goals.

- **Resource Allocation:** Ensure the necessary resources—financial, human, and technological—are in place to support the plan. This system should include clear allocation of coordination and responsibility to ensure timely and effective implementation. It is essential that each participating party is specifically responsible for its own actions, ensuring both effective coordination and process transparency, as well as quick responses.

- **Key Performance Indicators (KPIs):** Identify and establish KPIs to track the progress of activities and assess alignment with toolkit objectives.

- **Monitoring, Evaluation, and Sharing of Results:** Efficient monitoring and evaluation systems help achieve better outcomes. This may involve various data-gathering methods, such as surveys and feedback, from which the impact can be identified through analysis.1. Resource Allocation and Logistics Coordination

Managing a campaign requires careful planning of resources, including:

● Financial Resources:

- Budget for advertising, materials, venue rentals, and digital tools.
- Funding sources: grants, sponsorships, crowdfunding, government support.
- Example: Love Food, Hate Waste (UK) partnered with supermarkets and local councils to fund its campaign.

● Human Resources:

- Volunteers, facilitators, marketing specialists, event coordinators.
- Example: Project Wasteless (Hungary) trained teachers and students
  to become campaign ambassadors.

● Material Resources:

- Digital tools: social media platforms, website hosting, design software.
- Physical materials: posters, brochures, event kits.

2. Team Structure and Role Assignment

Participants will learn how to:

● Define key roles and responsibilities
● Create a workflow chart that maps out who does what.
● Establish clear lines of communication between teams.

Team Role - Campaign Manager
Responsibility - Oversees project planning and execution.
Example - **Example** - Ensures campaign stays on schedule.

Team Role - Social Media Coordinator
Responsibility - Runs online platforms, schedules posts.
Example - Works with local schools for awareness events.

Team Role - Community Coordinator
Responsibility - Organizes workshops, partnerships.
Example - Works with local schools for awareness events.

Team Role - Volunteer Manager
Responsibility - Recruits and trains volunteers.
Example - Coordinates local food rescue initiatives.

Team Role - Monitoring and Evaluation Lead
Responsibility - Tracks campaign impact.
Example - **Example** - Conducts pre- and post-campaign surveys.

3. Creating a Timeline and Task Management Plan

Managing an awareness campaign requires a well-structured timeline with clear deadlines.
Participants will learn how to:

● Break down campaign execution into phases (planning, launch, monitoring).
● Use project management tools (e.g. Google Sheets) to track progress.
● Ensure accountability by assigning deadlines and deliverables to team members.

4. Communicating Progress and Managing Stakeholders

A well-managed campaign ensures that all stakeholders are informed and engaged. Participants will learn:

- How to create progress reports for sponsors and partners.
- How to hold effective team meetings to maintain coordination.
- How to communicate updates to the public (press releases, newsletters, social media updates).

Resources and Tools

(List materials, tools, and references to support this section.)

1.Educational resources

E-LEARNING

Describe the situation in your country regarding food waste and its management. The description may include:

Current legislation on:

- Books
- Guides
- Training material

Historical Overview: Past and Present Food Waste Awareness Campaigns

Food waste campaigning has evolved in three major phases over time, with each phase reflecting the prevailing social, economic, and environmental concerns of the period.

Phase 1: Early Awareness Campaigns (Pre-2000s)

- Focus: Hunger Relief, Ethical Responsibility
- Strategies Used: Public charity drives, food donation programs, and religious or humanitarian messaging
- Target Audience: General public, faith-based groups, food industry
- Key Campaigns:

  - "America's Second Harvest" (Now Feeding America) - USA (1979-present): Initially focused on food rescue and hunger relief.

  - Food Banks Movement (1980s-1990s, Global): Spread across Europe and North America, advocating for redirecting surplus food.

  - UN's World Food Programme (1980s-present): Focused on global hunger but began highlighting food loss as a root cause.

Phase 2: Environmental and Policy-Oriented Campaigns (2000-2010s)

- Focus: Sustainability, Food Supply Chains, Government Policies
- Strategies Used: Public-private partnerships, food labeling improvements, food waste audits
- Target Audience: Policymakers, businesses, institutions, households
- Key Campaigns:

- Love Food, Hate Waste (UK, 2007-present): One of the first large-scale campaigns linking household food waste to climate change.
- Save Food Initiative (FAO & Messe Düsseldorf, 2011-present): A global effort to raise awareness through business collaborations.
- Think, Eat, Save (UNEP & FAO, 2013-2021): Aimed at policymakers and food industries to align global food waste strategies.
- Zero Waste Food (EU, 2014): A European campaign advocating for sustainable food consumption.

Phase 3: Data-Driven & Digital Campaigns (2020s - Present)

- Focus: Personal Behavior Change, Data Analytics, Community-Based Interventions
- Strategies Used: AI-based food tracking apps, gamification, online challenges, nudging behavior
- Target Audience: Individuals (families, youth), restaurants, tech-savvy consumers
- Key Campaigns:

  - Food Waste Action Week (UK, 2021-present): Uses digital tools to track consumer engagement and pledges.
  - Stop Wasting Food (Denmark, 2020-present): Mobilizes online communities and influencers to encourage waste reduction.
  - (USA, 2020-present): A restaurant-focused campaign using social media engagement and promotions.

This historical breakdown sets the foundation for analyzing strategies and campaign methodologies. In the next section, we'll dive into specific campaign strategies - which ones have worked, which ones haven't, and how they've evolved.

Overview of Notable Food Waste Awareness Campaigns

Over the years, various organizations, ranging from national governments to non-governmental organizations (NGOs) and local authorities, have launched food waste awareness campaigns targeting different sectors of society. These campaigns aim to educate, inspire behavior change, and advocate for systemic policy reforms to reduce food waste at multiple levels, including households, restaurants, schools, and food industries.

Some of these campaigns have focused on household food waste reduction, encouraging individuals to adopt sustainable habits such as meal planning, proper storage, and creative leftover usage. Others have taken a business-oriented approach, pushing for supply chain improvements, surplus food redistribution, and innovative food labeling strategies. A few have even been policy-driven, influencing government regulations on food production, expiration dates, and redistribution laws.

The table below provides a comparative analysis of some of the most notable food waste awareness campaigns from around the world. Following the table, each campaign is discussed in greater detail to highlight its methodology, key strategies, impact, and lessons learned.

Love Food, Hate Waste (UK)

One of the most well-known and longest-running food waste awareness campaigns, Love Food, Hate Waste was launched in 2007 by the Waste & Resources Action Programme (WRAP) in the United Kingdom. The campaign was designed to reduce household food waste by educating the public on the financial and environmental benefits of better food management.

Figure 1.
Love Food,
Hate Waste
awareness poster

Key Strategies:

- Public education through digital and print media, TV campaigns, and social media outreach.
- Providing practical tips on meal planning, portion control, and proper food storage.
- Community-based engagement, such as local workshops, food-sharing initiatives, and school programs.

Impact:

Since its launch, Love Food, Hate Waste has been instrumental in reducing household food waste in the UK by 21% over five years. It has inspired similar initiatives across Europe and beyond, demonstrating that a well-structured educational campaign can have a substantial impact.

Food Waste Action Week (UK)

Food Waste Action Week is a newer initiative launched in 2021 as an extension of the Love Food, Hate Waste campaign. Unlike its parent program, Food Waste Action Week operates on an intensive, short-term model, using a week-long national campaign to maximize public attention.

Key Strategies:

- Nationwide media engagement, including social media challenges, TV spots, and influencer collaborations.
- Encouraging business partnerships to promote food waste reduction in the hospitality and retail sectors.
- Hosting interactive webinars, live Q&As, and digital engagement tools to involve people in the conversation.

Impact:

Despite being relatively new, Food Waste Action Week has reached millions of individuals each year, significantly boosting engagement in food waste reduction practices. It has pushed food retailers to adopt better food labeling practices, reducing confusion around expiration dates.

Project Wasteless (Hungary)

Launched by the National Food Chain Safety Office (NÉBIH) in Hungary, Project Wasteless is a unique initiative targeting students and educators. Recognizing that long-term behavioral change begins with early education, this campaign focuses on integrating food waste awareness into school curriculums.
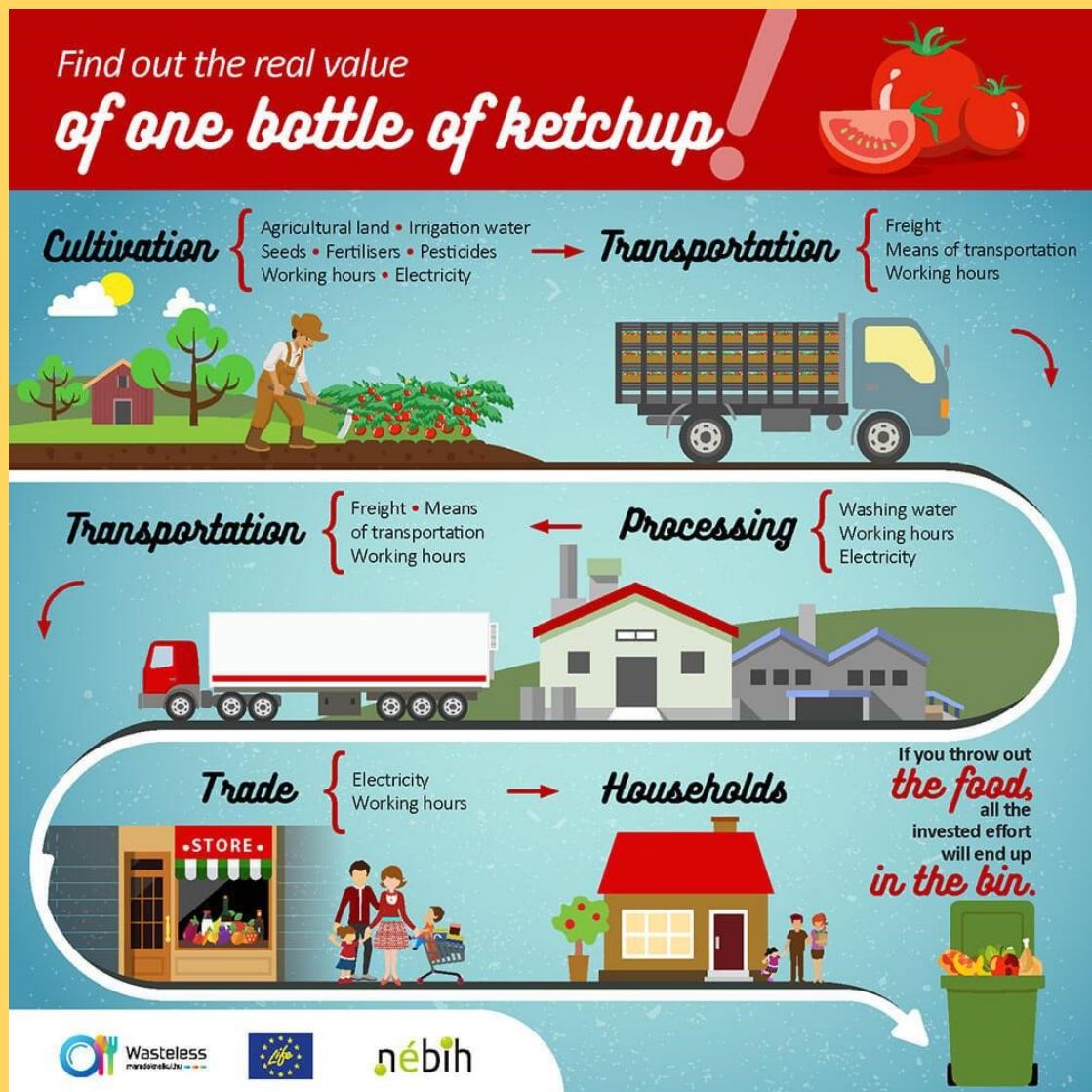
Figure 2. An example of a graphic guide for food waste of Project Wasteless

Key Strategies:

● Developing educational materials, including interactive textbooks, workshops, and classroom activities.
● Conducting scientific research to measure food waste patterns among students and families.
● Partnering with schools and universities to institutionalize food waste education.

Impact:

Project Wasteless has been recognized as a European good practice model, helping to reduce food waste in participating schools by 15-20%. The campaign's research-backed approach has provided valuable insights into youth food waste behavior, influencing policy decisions.

Youth Towards Zero Food Waste (World Food Forum)

Youth Towards Zero Food Waste is a global initiative spearheaded by the World Food Forum to engage young people in the fight against food waste. Unlike many campaigns that focus on households or businesses, this program mobilizes youth through educational tools, community projects, and interactive challenges.

Key Strategies:

- Hosting food waste awareness workshops, hackathons, and sustainability competitions.
- Using social media influencers and digital platforms to reach a younger audience.
- Partnering with schools and universities to foster campus-based food waste initiatives.

Impact:

This campaign has successfully increased youth awareness of food waste issues, with many participants launching their own local initiatives. By integrating peer-to-peer education, it has created a self-sustaining awareness movement.

Clean Plate Campaign (China)

Unlike the previously mentioned initiatives, China's Clean Plate Campaign is more policy-driven, initiated by the Chinese government in 2013 and expanded in 2020. The campaign was a response to widespread over-ordering and food waste in Chinese restaurants.

Key Strategies:

- Government-mandated messaging in restaurants encouraging customers to order responsibly.
- Implementing restaurant portion controls and penalties for excessive food waste.
- Encouraging community action and peer pressure to create social norms around mindful consumption.

Impact:

While the campaign has successfully reduced food waste in many urban areas, it has also faced controversy due to concerns over government overreach. Despite this, it remains an example of how policy-based approaches can complement educational campaigns.

2.Digital tools

- **Platforms**
- **Apps**
- **Software relevant to the section**

Big Data & AI for Waste Reduction

Businesses track food waste patterns and optimize stock levels accordingly.

Real Examples:

Too Good To Go (EU & USA): A food-rescue app where restaurants sell surplus food at reduced prices instead of throwing it away.

Figure 3.
Too Good To Go banner for promotion

Karma(Sweden): Uses AI to predict surplus food patterns, allowing grocery stores to offer discounts on near-expiry products.

Figure 3.
Too Good To Go banner for promotion

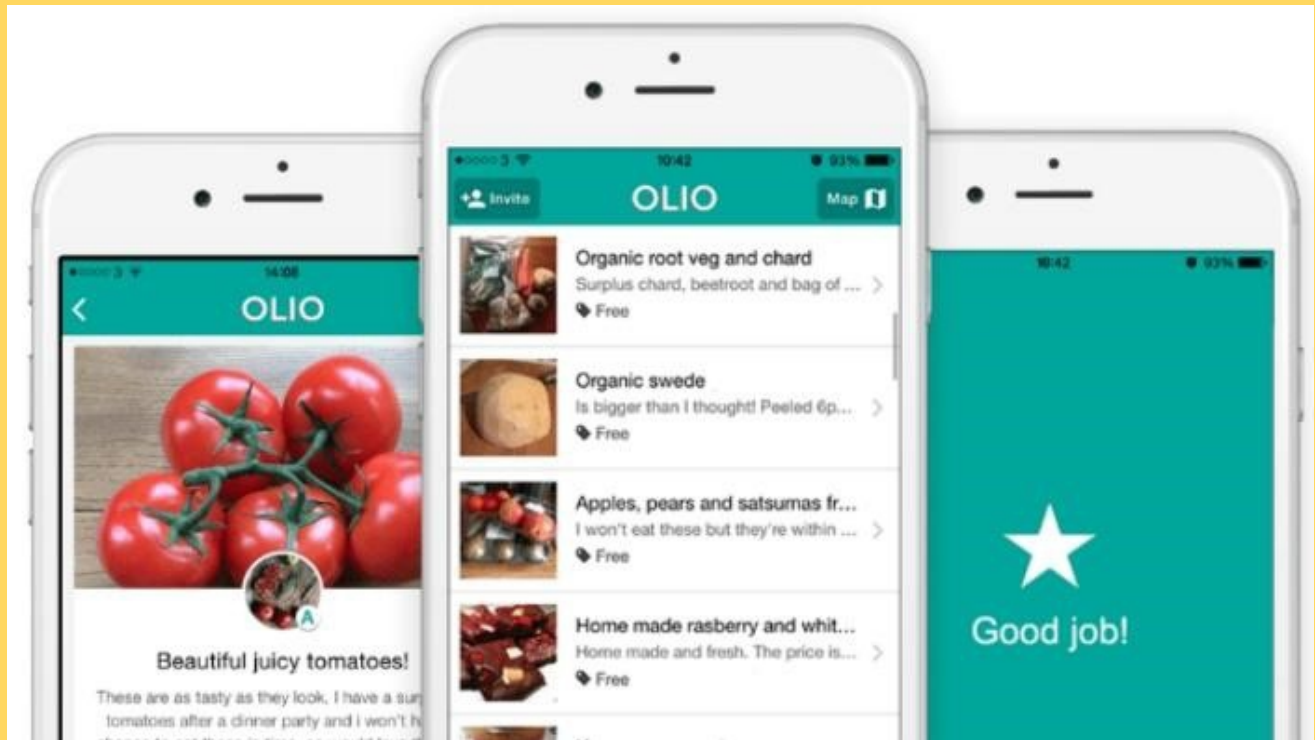**Olio (UK):** A peer-to-peer app that connects individuals to share surplus food with neighbors.

Figure 5. *OLIO media for food sharing*

3. Additional References

- Reports
- Articles
- Case studies

- Research papers on behavioral change strategies in awareness campaigns.
- National and regional policy documents on food waste prevention.

(Bringing the Map to Life)

Interactive
Activity

Explanation

In this workshop, we will train trainers and municipal representatives on how to design an effective awareness raising campaign on food waste, tailored to the characteristics and needs of their municipality.

Working in teams, participants will go through key steps such as defining goals, identifying target audiences, selecting communication channels, setting metrics, creating an action plan, and developing a timeline. Through this process, they will gain hands-on experience in organizing and structuring an awareness raising campaign.

Additionally, we will explore strategies for dissemination and audience engagement at a foundational level, ensuring participants understand how to maximize the impact of their campaigns. By the end of the workshop, teams will have developed pilot campaign concepts aimed at raising awareness and inspiring action on food waste reduction.

Aim

The activity aims to:
- Equip trainers and municipal representatives with the essential skills to design effective food waste awareness campaigns
- Provide a structured approach to campaign planning
- Foster practical learning through hands-on easy exercises.
- Inspire and introduce basic key strategies for dissemination and audience engagement.
- Develop pilot campaign concepts, they could successfully execute in real life.

Target group

Adult trainers & municipal representatives from different countries and areas

Description of the Activity:

Workshop Agenda: Afternoon Session - Design
This session is designed to guide participants through the practical steps of planning an effective awareness campaign on food waste. The participants will already have a foundational understanding of campaigns from the morning session. The workshop will focus on recapping key points and guiding them through designing their own campaigns interactively. The session is a hands-on activity, involving group work, discussions, and structured exercises. Below is a detailed breakdown of each step, along with facilitator guidance to ensure a smooth and engaging experience.

Step 1 - Recap of Basic Campaign Elements (20 minutes)
Participants will begin with a quick review of the core campaign elements covered in the morning session. The goal is to refresh their memory and ensure a common understanding before moving into the design phase.

- Facilitators will provide a brief summary of key concepts, including audience segmentation, goal setting, messaging, communication channels, timeline structuring, and budget considerations.
- Printed posters and handouts with step-by-step campaign guidelines will be available for reference.
- A short discussion on real-world awareness campaigns will serve as inspiration, highlighting successful examples and best practices. This will be presented in a mini slideshow.

Step 2 - Team Formation & Campaign Selection (10 minutes)
- Participants will be divided into mixed teams, ensuring a diverse range of perspectives. Each team will choose a specific campaign focus, guided by facilitators. Facilitators will ensure a balanced distribution based on expertise and roles.
- The goal is for each team to have a clear campaign focus before moving into the planning phase.

Step 3 - Guided Brainstorming Session (40 minutes)
This phase focuses on defining the foundation of each team's campaign. Participants will be led through structured brainstorming exercises to develop a solid starting point.
- Defining the campaign goal: Teams will define the main goal of their campaign and use the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework to articulate a clear and actionable campaign objective. Facilitators will help refine vague or overly broad goals.
- Identifying the audience: The target audience for each campaign will be pre-determined for convenience and to ensure broad coverage. In this step, the teams will focus on their assigned audience, discussing its characteristics and needs, and working through personalized worksheets to better understand it.
- Design criteria: It is essential for all teams to align in a common direction. Key criteria: Message Effectiveness, Creativity and Community building.

Coffee Break (15 minutes)

Step 4 - Campaign Design Session (50 minutes)
Teams will work step by step to build their campaign, guided by key structuring elements. Facilitators will provide support as needed.
- Selecting communication channels: Based on their audience profile, teams will decide which channels (social media, posters, community events, etc.) will be most effective for campaign dissemination.
- Crafting the key message and content ideas: Teams will develop core messages based on their campaign goals and target audience insights. The goal is to explore different wording, techniques and visual tools such as storytelling, infographics etc. to enhance engagement.
- Choosing key messaging strategies: Teams will determine the best way to communicate their message (e.g., emotional appeal, factual approach, humor). Facilitators will provide examples and insights to guide this choice.
- Developing a timeline and action plan: Teams will map out key steps for campaign execution, ensuring alignment with realistic deadlines and available resources.
 A structured template will be provided for consistency.

Step 5 - Monitoring & Evaluation (15 minutes)
Understanding how to track and measure the success of a campaign is crucial.
This segment focuses on evaluation techniques. In this step, an effort will be made to highlight the key points, ensuring that participants understand the process of selecting the appropriate metrics, without going into deep detail. More information on this topic can be found in section 3 - Theory..

- Introduction to Key Performance Indicators (KPIs) and Methods for measurement: Teams will identify key performance indicators (KPIs) based on their campaign objectives (e.g., reach, engagement, behavior change, event attendance) and explore methods for data collection and analysis, such as surveys, social media insights, and community feedback.
- Setting up evaluation checkpoints: Teams will determine when and how often they will review campaign performance to make necessary adjustments.

Coffee Break (10 minutes)

Step 6 - Peer Review, Feedback & Next Steps (20 minutes)
The workshop concludes with presentations and structured feedback to refine campaign ideas. Facilitators will guide the discussion to highlight strengths and areas for improvement, encouraging teams to reflect on their work and consider next steps for real-world implementation.
- Each team will present a 3-minute overview of their campaign concept, outlining the goal, audience, key messages, channels, and evaluation methods.
- Teams will participate in a group evaluation of their campaigns, providing and receiving constructive feedback. The assessment will focus on three key aspects: Message Effectiveness, Creativity and Community building.

Tools

Supplies: Flipcharts, pens, markers, stickers.
Training Materials: Worksheets, Leaflets, Campaign steps Poster
The workshop is designed to be conducted in person, which is why most of the materials provided are non-digital and in printed format. However, if it needs to be delivered online, there are tools and methods available to ensure its effective implementation.

reduce food waste