

Globally one-third of all food that is produced for human consumption is wasted<sup>1</sup>. Although it happens across the entire food supply chain, **53% of all food waste in Europe occurs within consumers' households<sup>2</sup>**.

This is mainly due to the lack of 'good food habits' as a result of several conflicting goals.

On the one hand **consumers** are **willing to reduce** their food waste because it is a pure waste of money, ethically wrong and because they feel ashamed or guilty when doing it<sup>3</sup>. On the other hand, consumers waste food because they **strive for convenience**, want to be good providers by making sure there is enough to eat and want to be prepared for uncertainties such as working overtime or unexpected dinner guests<sup>4</sup>.

**Eetkaartjes** provides the solution by being **convenient but also the right choice**.

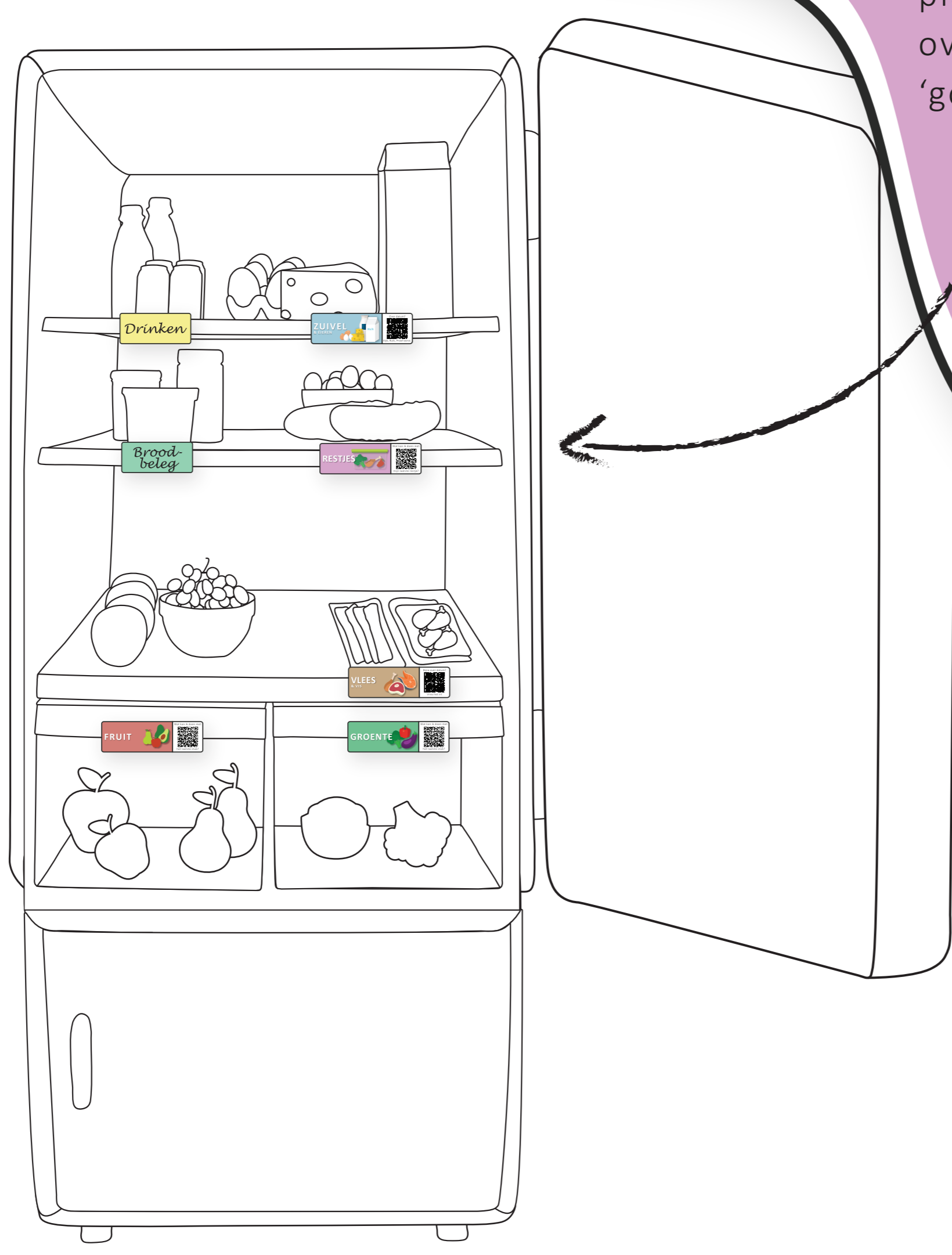
Based on **results** from the testing phase it was concluded that through better organization, several of the previously lacking **'good food habits'** improved. This ultimately resulted in **less food being wasted**.

# Eetkaartjes

MAKKELIJK MINDER VERSPILLEN.



1. **Place the labels** onto the drawers and shelves in your fridge, freezer and/or kitchen cupboards.
2. **Group the products** according to the placed labels. This improves the overview, and helps to improve your 'good food habits'.
3. **Stay organized.**



Each existing label consists of a **QR code** that directs the consumer to a website which **helps** them **do something with the last item** from each specific product group or leftover.

**Four empty labels** are added, which allow the consumer to **make his/her own product categories** based on their **personal needs**. These can then be used in the fridge, freezer or cupboards.

1. FAO (2013). Global Food Losses and Food Waste - extent, causes and prevention. Rome, Food and Agriculture Organization of the United Nations.  
2. Stenmarck, A., Jensen, C., Quested, T., & Moates, G. (2016). Estimates of European food waste levels. 10.13140/RG.2.1.4658.4721.  
3. van Dooren, C., Mensink, F. (2018). Consumer food waste fact sheet. Voedingencentrum  
4. Graham-Rowe, E., Jessop, D. C., & Sparks, P. (2014). Identifying motivations and barriers to minimising household food waste. Resources, conservation and recycling, 84, 15-23.

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