



Waste Watcher

Permanent observatory on Italian households' food waste

Report 2013



FUSIONS SOCIAL CAMP
8 aprile Bologna



Beside the engagement in reducing food waste through the definition of the problem and the organization & dissemination of activities, Last Minute Market has founded an observatory of food waste related to the Italian households.



Waste watcher answers to the need for a continuous research in the field, in one of the most critical point of the chain: the consumers.

The stakeholders ask for an intervention through research in technology, logistics and organization; in addition, they also call for a further knowledge about consumer behavior and its awareness raising.

Waste Watcher (WW): the observatory

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- The observatory is financed by 
- The survey is based on a sample of 2,000 individuals representative of the Italian citizens. The sample is provided by 
- WW consists of a scientific socio-economic research based on OPINIONS and SELF-PERCEPTION
- The questionnaire is composed of a hundred questions and the duration is approximately 25 minutes
- WW allows a better comprehension of household food waste through an ad hoc **survey** which collects data on opinions, behaviors, ideas and estimations related to the food waste phenomenon.
- The main goal is ***Policy implementation (public and private), starting from opinions, needs*** and ideas of citizens.

The environmental sensitivity

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The issue of food waste, as analyzed by Waste Watcher, fits into the broader picture of the relationship between citizens and the environment. The sensitivity for the preservation of the common sources has considerably increased over the last two decades, particularly along two conductive lines: widespread of the topic and overcome of the antithesis “development/protection” in the ecological/economic discourse.

The research conducted by the Centre aims to put in evidence, through the use of indicators that will be shown, the evolving relationship between citizen and environmental topics. Data indicate that:

✓ It steadily grows the knowledge that the economic development is not incompatible with actions for sustainability and employment growth; on the opposite, they may be a prerequisite. Almost $\frac{3}{4}$ of the public opinion support this equation;

The environmental sensitivity

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✓ on the other side, there are some prejudices strongly supported: it is shown that about 1 citizen over 3 thinks that there is an excessive alarmism on the environmental issues;

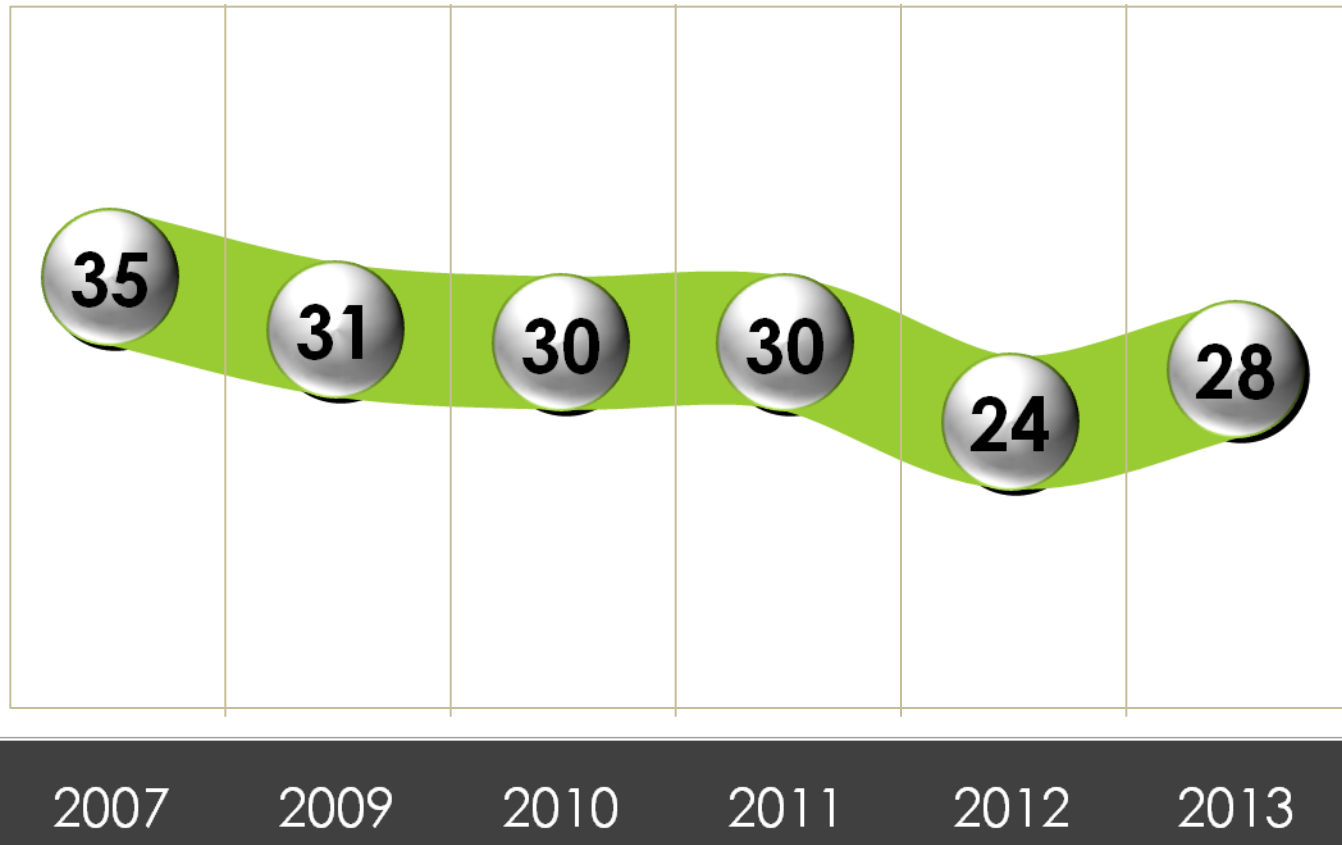
✓ indeed, almost 40 % of citizens assumes an attitude of resignation accepting the future scarcity of food ; 50% ,instead, show a proactive reaction purposing the reduction of food waste as a solution.

A positive trend related to the subject is recorded, even though there is still a good part of the public opinion which is unconvinced; for those who support environmental issues it is important to work in a more comprehensive and incisive manner to raise awareness.

Ecology, pollution and alarmism

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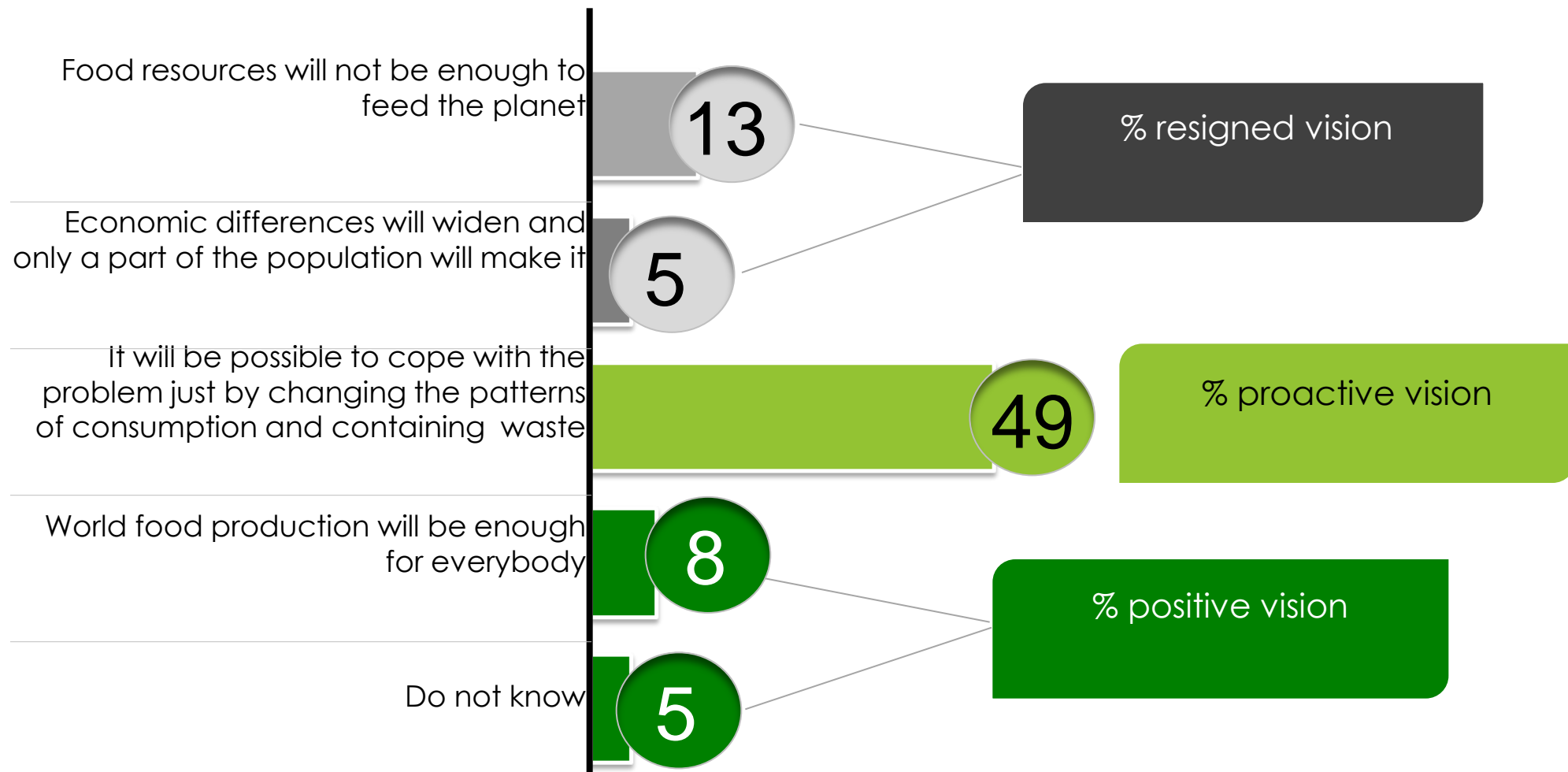
There is too much alarmism when it comes to ecology and pollution: the general situation is not so worrying (% agreement)



% concerning those who have an attitude of general propensity towards the trend in the absence of non-response

Food resources in the world

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Causes of households' food waste

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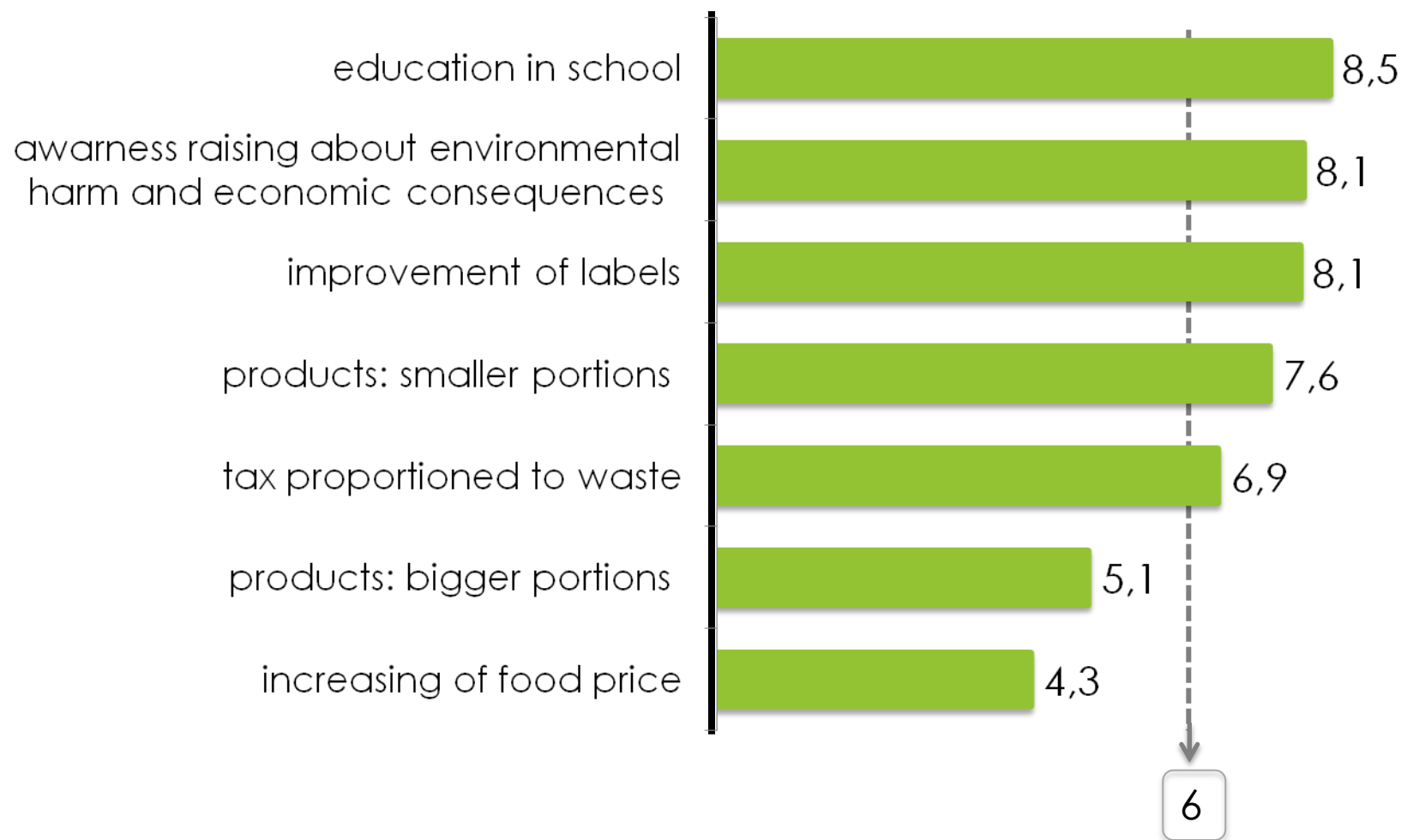
Why do you usually waste food?



Solutions suggested by respondents

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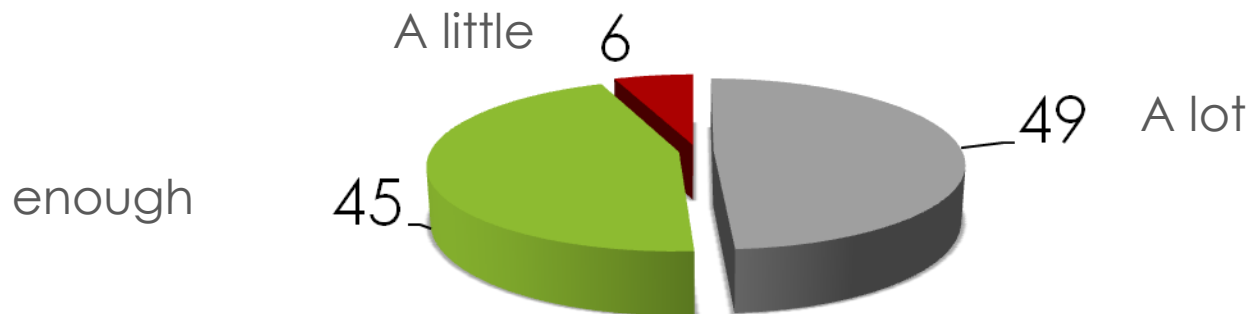
Indicate how useful you consider each measure to reduce food waste (score: from 1 to 10)



The perception about food waste

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Do you think that the daily, wasted food in Italy, is ...



Food thrown away every day is...

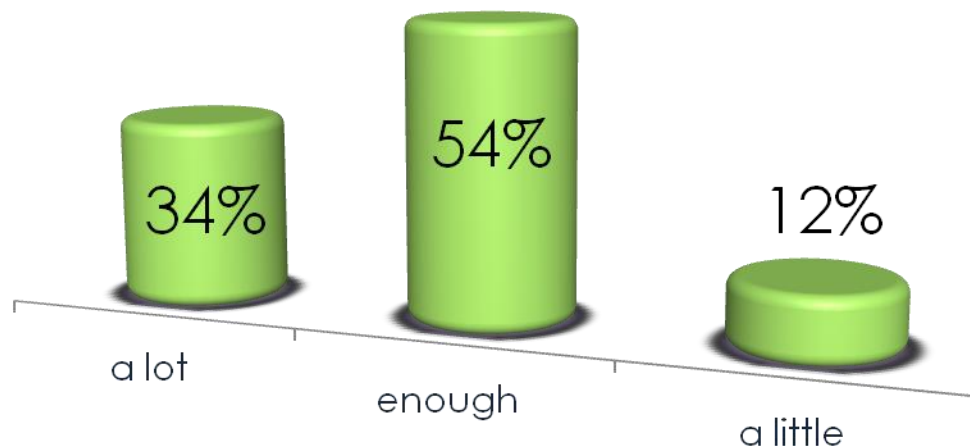


- ✓ **53%: women**
- ✓ **54%: person responsible for the shopping**
- ✓ **54%: person responsible of food managing and storing at home**
- ✓ **75%: those who live in a large family (5 or more components)**

The concerns about food waste

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How you're worried about the problem of food waste?



Food waste is a major problem for ...



- ✓ 38% women
- ✓ 39% responsible of purchasing and shopping
- ✓ 40% responsible of storing and managing of food at home

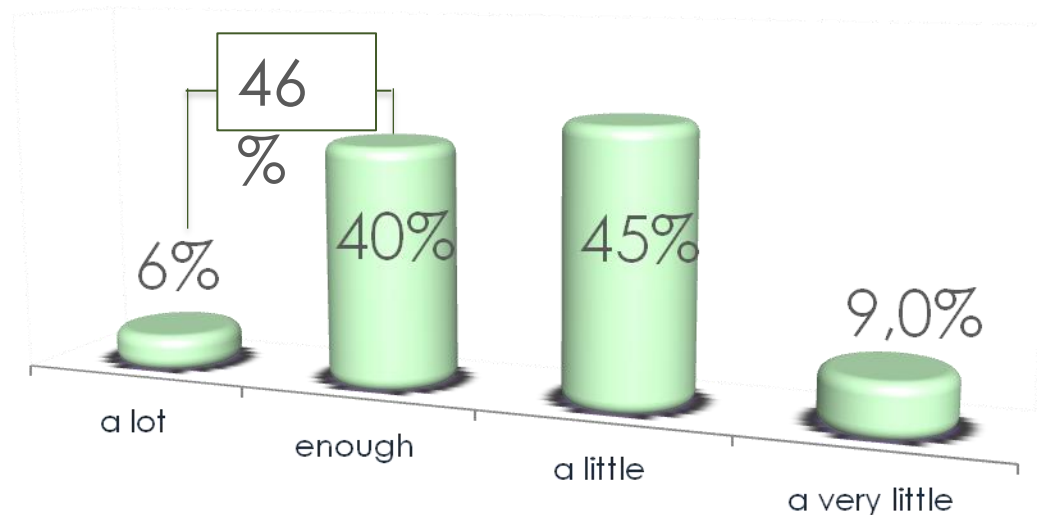
The reasons of food waste

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Why do you think that the Italian families waste? (spontaneous answer)



Do you think you are informed about the consequences of food waste ..



Who defines him/herself as informed...



- ✓ 50% of shopping responsables
- ✓ 51% of who deals with storing and managing of food at home
- ✓ 56% of 64 years'old people
- ✓ 185% of who lives with a large family (6 or more)



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by  last minute
market

 **SWG**
Survey partner

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SWG spa ha scelto di certificarsi nel 1999. È stata tra le prime società del settore a farlo, cogliendo quella che sarebbe stata la linea adottata dall'associazione internazionale della categoria. La certificazione UNI EN ISO 9001:2008 ricomprende tutta l'attività di ricerca, anche quella più recente legata al mondo Internet.

La società è membro di due organizzazioni di categoria: ESOMAR e ASSIRM. ESOMAR è l'associazione internazionale della ricerca di mercato e di opinione; svolge un'intensa attività formativa, normativa, regolamentare e rappresentativa della categoria con le istanze pubbliche e private (Unione europea, Stati, associazioni imprenditoriali). ASSIRM è l'omologa associazione italiana; svolge un'intensa attività legata ai problemi e alle necessità delle società di ricerca, con particolare attenzione al tema della qualità. È interlocutore della Pubblica Amministrazione e del mondo delle imprese private per i diversi aspetti dell'espletamento del lavoro di ricerca. SWG fa parte dal 2007 del consiglio direttivo dell'associazione.

SWG fa, inoltre, parte di un network internazionale di società di ricerca indipendenti INTERSEARCH - che non fanno parte di gruppi multinazionali; la partecipazione a questa rete consente uno scambio di esperienze e conoscenze e una possibilità di compiere lavori a carattere internazionale.