

CHORIZO: Changing practices and Habits through Open, Responsible, and social Innovation towards ZerO food waste

CHORIZO project has started

In October the first kick-off meeting took place online, and the second kick-off meeting was held in Ghent on November 23rd-24th, where all the partners met for the first time face-to-face.



CHORIZO project, financed by Horizon Europe program, aims to improve the understanding between social norms, consumer behaviors and economic actor decisions and FLW generation and use this knowledge to improve the effectiveness of decision-making and engagement of food chain actors, towards zero food waste.

The consortium is formed by **15 European partners** (Food Associations, Technological Centers, Universities, Food Bank Association, Innovation Clusters, among others) **and coordinated by ILVO, Institute for Agriculture and Fisheries Research;** working all together through 7 Work Packages with different objectives such as: data **collection of FLW through 6 different Case Studies,** creation of a model to predict and better understand behaviour towards food waste, foster educational packages, and the development of a City Interest Group for changing social norms towards zero FLW.

Main aims of **CHORIZO**

CHORIZO aims to improve the understanding of how social norms of consumers influence their behaviour related to FLW generation. To significantly accelerate progress towards zero food waste, CHORIZO aims to use this knowledge to increase the effectiveness of decision-making and engagement of food chain actors, in changing social norms towards zero food waste. To achieve its aim, the project will provide evidence on the role of existing social norms in actors' FLW behaviours through translating results from previous FLW actions into evidence and generate new evidence on social norms & FLW behaviours through Case Studies. CHORIZO will foster the diffusion of this new knowledge through Open Science.

Furthermore, this knowledge will be tailored into tools that will support the innovation within FLW prevention and reduction activities. For example, a FLW prevention/reduction index can guide food actors in prioritising alternative actions based on results previously achieved. The FLW rapid appraisal tool will provide actors with knowledge on the key social norms that drive FLW in their contextual environment. There will also be emphasis on the exploitation of the CHORIZO 'Insighter' datahub involving the rules-based data sharing of empirical evidence between data providers and consumers, and the provision of services to corporate actors pursuing FLW prevention initiatives.

At last, CHORIZO will also embed the new knowledge and research results into innovation products that can foster change of FLW-related social norms. These products include more effective (sector-based) guidance, communication & science education packages and capacity building actions, which will contribute in changing social norms towards zero FLW at the consumer, corporate and policy level

CHORIZO Work Packages

The objectives of CHORIZO will be pursued by the consortium through the implementation of a work plan, described in this section, consisting of seven Work Packages (WPs) spanning a three-year period (36 months). Partners participate in each WP, according to their specific expertise, knowhow and research, innovation, and business interests, thus creating the ideal mix of technical competence, and R&I capabilities, which is the key to guarantee a successful and timely achievement of project objectives.

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Case Studies

To overcome shortcomings of the evidence-based analysis associated to the use of secondary data, CHORIZO will also implement a range of Case Studies (CSs). Through basic interviews, in-depth interviews, workshops, and other interactive activities, the partners will collect information about the different CSs.

Case Study 1: Household food waste in and off crisis periods.

Case Study 2: Hospitality food waste.

Case Study 3: Food services food waste.

Case Study 4: School waste and relation with obesity and malnutrition.

Case Study 5: Food waste in a food bank' mediated supply chain.

Case Study 6: Food waste in relation to date marking and sustainable and smart food packaging.

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