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PROJECT TITLE.



“SUPERSIZE WASTE”

PROJECT ABSTRACT.

Our project aims to raise the awareness between the consumer towards food waste, based on open data about the issue in Italy. In order to understand how to intervene/ influence the consumer behavior, we have outlined the “customer journey” of the buying process, identifying the moments/ phases of the activity, starting from the checklist up to the moment in which the product is thrown away. Subsequently, we have pointed where we should take place through the communication, in order to motivate the user to be aware and conscious about the products (quantity, price, expiration date) that buys.

The analyzed moments are:

- Making decision process about what items to buy.
- Choice the location where go to do shopping
- Buying moment
- Use and conservation of the products
- Expiration date

Based on this analysis, we have recognize the steps in which we can develop some solutions, that are: when people do shopping and then, the use and conservation phase.



SHOPPING ORGANIZATION



CHOOSE THE LOCATION



GO TO THE LOCATION



DO THE SHOPPING



USE AND CONSERVATION OF THE PRODUCTS



EXPIRATION DATE

CONSUMERS

List
Checking fridge
Checking flyer and offers
Take the shopping bag

By Proximity
By Convenience
By Quality

Supermarket
Street Market
Mini Market

Division products for necessity
Thinking about recipes
See offers
Quality control products

Put in refrigerator
Put in fridge
Cooking
Throw leftovers

Throw leftovers
Reusing waste
Eating expired products

NEEDS

Need check list
Using the right bag

Knowing the offers
Knowing the portions

Indication path

Suggestions of recipes
Knowing the quality products
Knowing position products
Knowing reading labels

Tips for storage
Tips for alternative uses
Monitor deadlines
Avoid leftovers

Tips use expired products
Knowing trash waste

SUPERMARKET

Prepare deals
Packs and cleans
gil foods

Send flyers
Add Deals Online

Arrangement of desks
Highlighting deals
Cleanliness of the place
distribution weave
Help / consumer service

Do offers of the product that have near expiration date
Giving to charities
Sent back to the manufacturer
Thrown

STREET MARKET

Prepare deals
Select products

Call the consumer towards his stall
Help / consumer service
Highlighting deals

Recommended Preparation

Thrown

DATA TO BE USED.

From Barilla center database
“Lo spreco alimentare: cause, impatti e proposte”

PERDITA E SPRECO, CAUSE E IMPATTI

• LE CAUSE

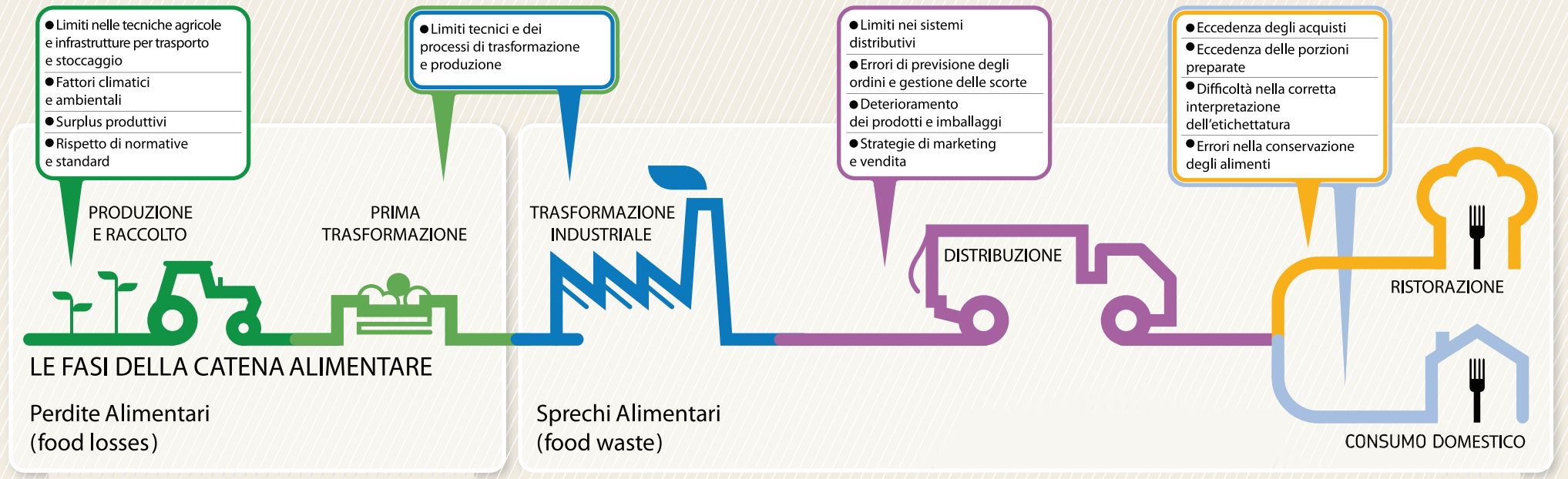
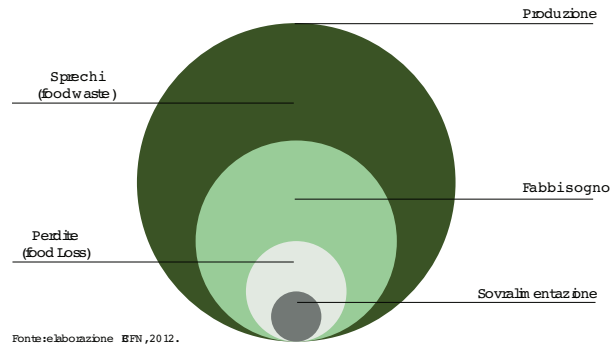


Figura 1.1. Perdite, sprechi e sovralimentazione tra produzione alimentare e fabbisogno nutrizionale



Fonte: elaborazione BFN, 2012.

Figura 2.4. Livelli di sprechi alimentari procapite (kg/anno)



Figura 2.1. Stime relative allo spreco domestico

	2008	2009	2010
Spreco annuale a famiglia in €561	515	454	
Prodotti freschi (frutta, verdura, carne ecc.)	37%	37%	35%
Pane	19%	19%	19%
Frutta e mele	17%	17%	16%
Affettati	10%	9%	10%
Prodotti in busta	6%	8%	10%
Pasta	4%	4%	4%
Scatolame	3%	3%	3%
Surgelati	2%	3%	3%

Fonte: Segob e Falasconi, 2011.

2.2.2 Crisi economica e sprechi alimentari in Italia

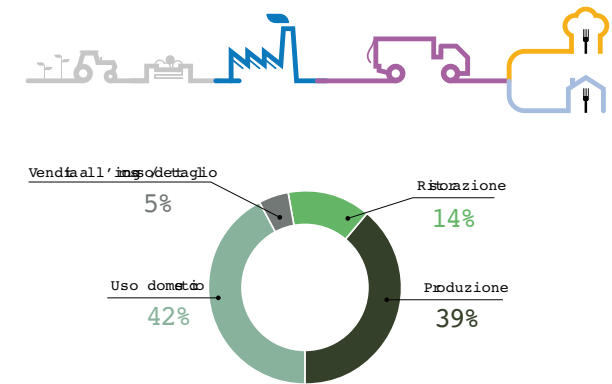
Secondo un'indagine realizzata a ottobre 2011 da Collietti-Swg, gli italiani hanno ridotto del 15% lo spreco alimentare perfetto della crisi economica.

Ben tre italiani su quattro, infatti, prestano maggiore attenzione alla spesa rispetto al passato per combattere gli sprechi e quindi risparmiare di più.

Tra le azioni in essere in pratica per ridurre il food waste al primo posto si trova il fare la spesa in modo più oculato (47% degli intervistati), seguito dalla riduzione delle quantità acquistate (31%), dall'utilizzo degli avanzi nei propri pasti (24%) e dal porre più attenzione alle date di scadenza (18%).

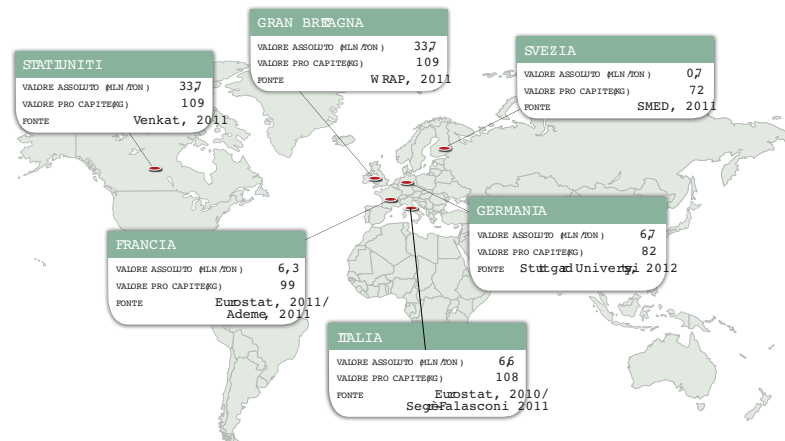
Dopo anni inverte la tendenza e si allunga il tempo passato dagli italiani a fare la spesa, il 51% confronta con più attenzione i prezzi, il 59% guarda alle offerte 3x2 senza però rinunciare alla qualità. È un dato che si riconta osservando come il 43% degli intervistati dichiara di accentrarsi sempre di più sulla qualità dei prodotti come una percentuale analoga verificata in ogni dimensione.

Figura 2.3. Stime della composizione attuale del food waste a livello europeo



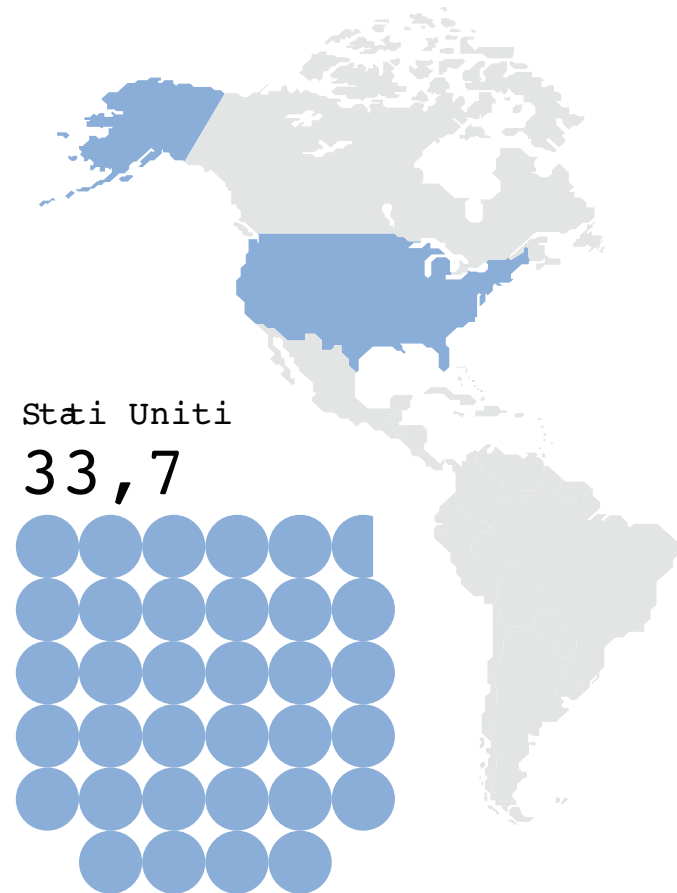
Fonte: elaborazione BFN da DG Environment, Commission Europe, 2010.

Figura 2.1.8. Lo spreco alimentare domestico nella UE intervistati

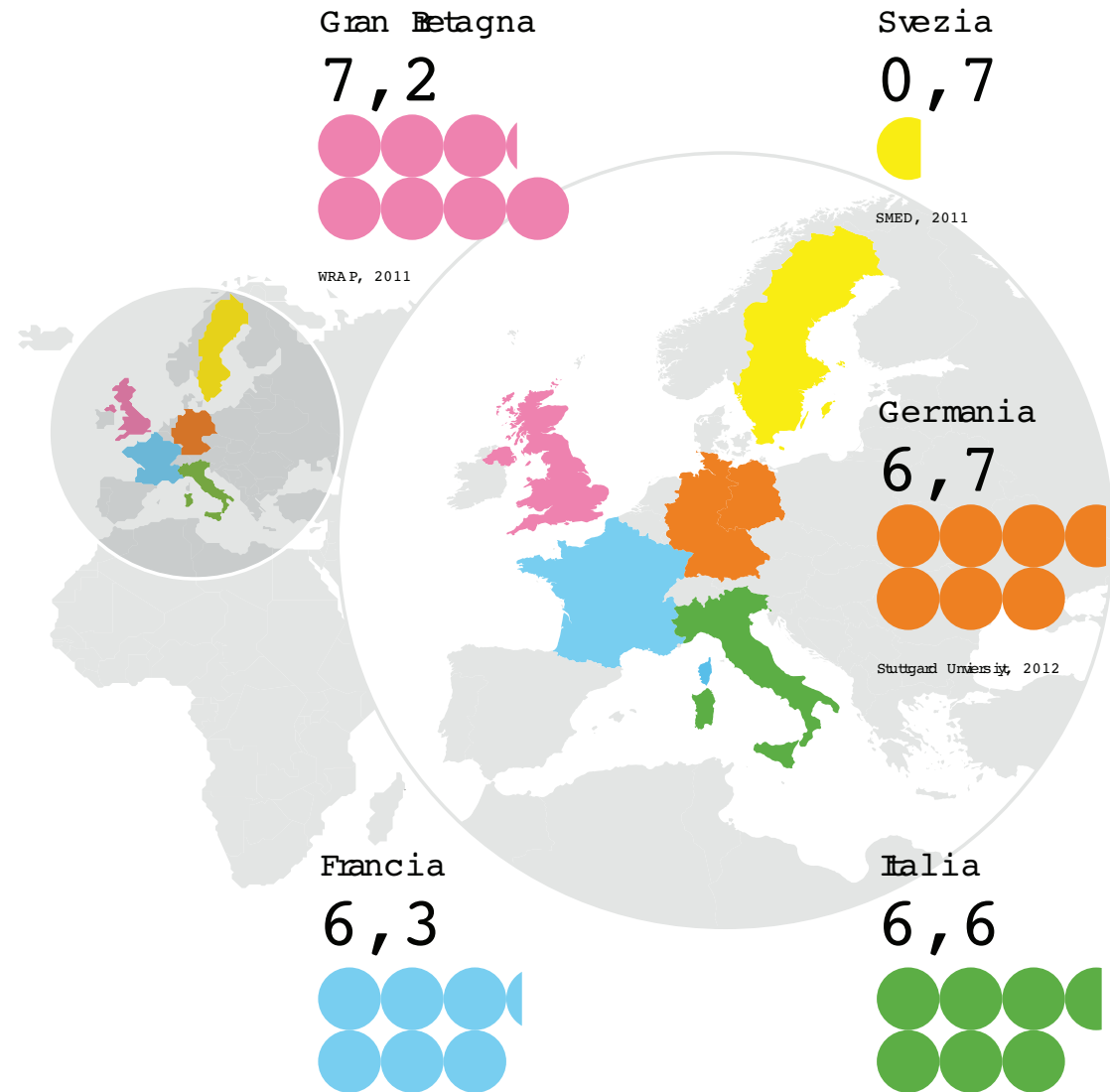


LO SPRECO DOMESTICO: CONFRONTO GENERALE

Valore assoluto (miliardi di dollari)



Venkat, 2011



WRAP, 2011

SMED, 2011

Stuttgart University, 2012

Eurostat, 2011

Eurostat, 2010/2011

COMPTON

STAKEHOLDERS.

Consumers

- . families (3+ people)
- . couple (family or old people)
- . single (workers, students or old people)
- . students

Supermarkets

Street Markets