

Project title:

Aufgaben! – Measuring Food Waste Together

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<p>Key Partners 🤝</p> <ul style="list-style-type: none"> - catta: project manager, provides expertise for the design and implementation of the citizen science project and its communication measures. - Foodwaste.ch: supports the project's communication and the optimization of the method. - Municipal representatives: support the recruitment of participants and the communication about the project, its goals and its outcomes. Actively engage for establishing long term solutions. - Kanton Aargau, Departement Bau, Verkehr und Umwelt: supports the projects with the learnings from the pilot phase. - Local associations and organizations: act as multipliers to find participants and spread the word about the project. - Web Application developers at ETH Zürich: provide a Web Application for Food Waste Assessment - City of Winterthur: potential partnership for the implementation of the project in 2024. 	<p>Key Activities 🛠️</p> <p>Collect valuable data about food waste in private households in Switzerland in order to fill the knowledge gap.</p> <p>Participatively elaborate tips for food waste reduction at home and create a practical guide with practical and actionable solutions together with the citizen scientists.</p> <p>Implement accompanying communication measures and events in order to strengthen the learnings and extend the impact of the project beyond the participants.</p>	<p>Value Propositions 📦</p> <p>At the moment, there are very little data on household food waste in Switzerland. We want to change that.</p> <p>Furthermore, we want citizens to start reflecting about their food waste and effectively implement measures to reduce food waste at home.</p> <p>Through our citizen science project we can achieve both: data on food waste will be collected at household level and participants will learn more about their own food waste, create solutions together and implement actions to reduce food waste.</p> <p>Close collaboration with the municipalities and tailored communication measures help to spread the outcomes beyond the participants.</p>	<p>Customer Relationships ❤️</p> <p>Our project is focused on involving citizens to measure and reflect on their food waste. They take an active role in collecting and analyzing data and are asked to generate solutions. This participatory approach leads to knowledge gain for all participants and motivates to find solutions.</p> <p>The citizen scientists will not only collect the data but also attend events where they actively exchange experiences and ideas as well as develop solutions together.</p> <p>The community will be reached through multipliers (local associations or organizations) within the selected municipalities.</p>	<p>Customer Segments 👥</p> <p>Primary target group: citizens of at least two municipalities - one in the Swiss German part and one in the Romandie. We aim to involve 50-100 citizens per location. Participants represent diverse demographic characteristics (all ages, backgrounds, household types, ...).</p> <p>Secondary target group: people not directly active in the project but who hear about it from family and friends as well as the local authority and the media. These people are also encouraged to reflect about their household food waste through the various means of communication linked to the project.</p>
<p>Cost Structure 💰</p> <p>We expect costs of 50'000 CHF per municipality. The budget calculation includes project management, data assessment, citizen scientist recruitment, data evaluation, support to citizen scientists, organization of event and project evaluation as well as the costs for the web application.</p>		<p>Revenue Streams 🌱</p> <p>Thanks to awareness raising, both for the participants themselves but also from the project's resonance, people reduce their food waste and thus reduce the avoidable environmental impacts of food production. Prior to the measurement phase as well as directly after the closing event (short time impact) and after one year (long time impact), the behavior towards food waste will be assessed through a questionnaire.</p> <p>Scaling up by increasing the participation of more municipalities and consequently more citizen scientists is one aim to raise impact. Furthermore, developing the project independently from municipalities and initiate a Switzerland-wide action to raise awareness about food waste and its reasons will have an enormous effect on the impact.</p>		