Third COST CA22134
FoodWaStop meeting , 5-6
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Sustainable Food Awareness Network (S-FAN): Study design

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ΠΑΝΕΠΙΣΤΗΜΙΟ
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UNIVERSITY of the PELOPONNESE

The global food waste challenge

↓ food waste : United Nations Sustainable Development Goal (SDG 12.3) .

By **2030, reduction, 50 %**
- **food waste** generated per capita worldwide, at retail and consumer levels
- of **food losses** throughout the production and supply chain, including post-harvest losses.

Global Food Waste Crisis – Key Statistics
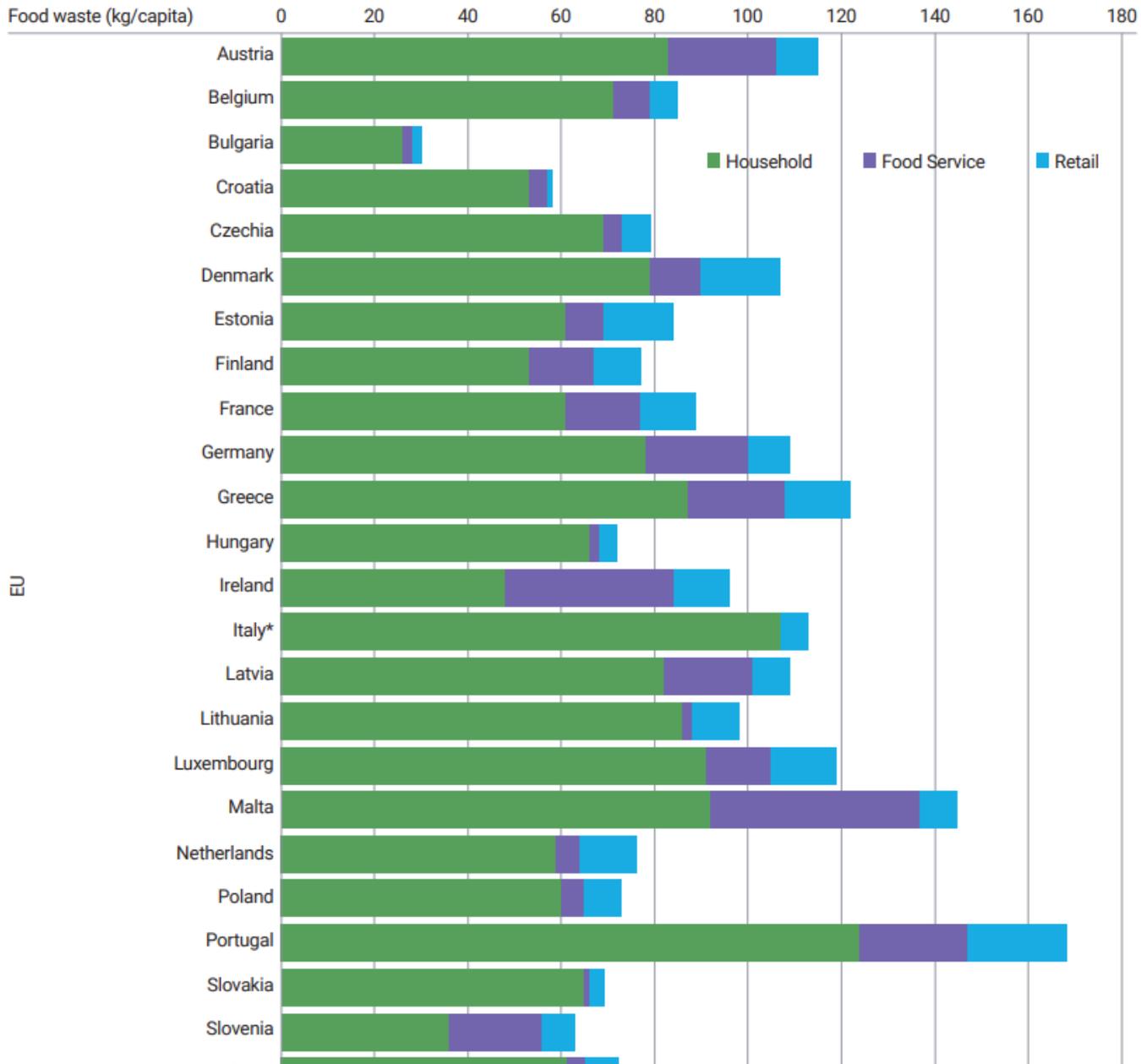
1.05

BILLION METRIC TONS

Global food waste reached in 2022

9/193

COUNTRIES

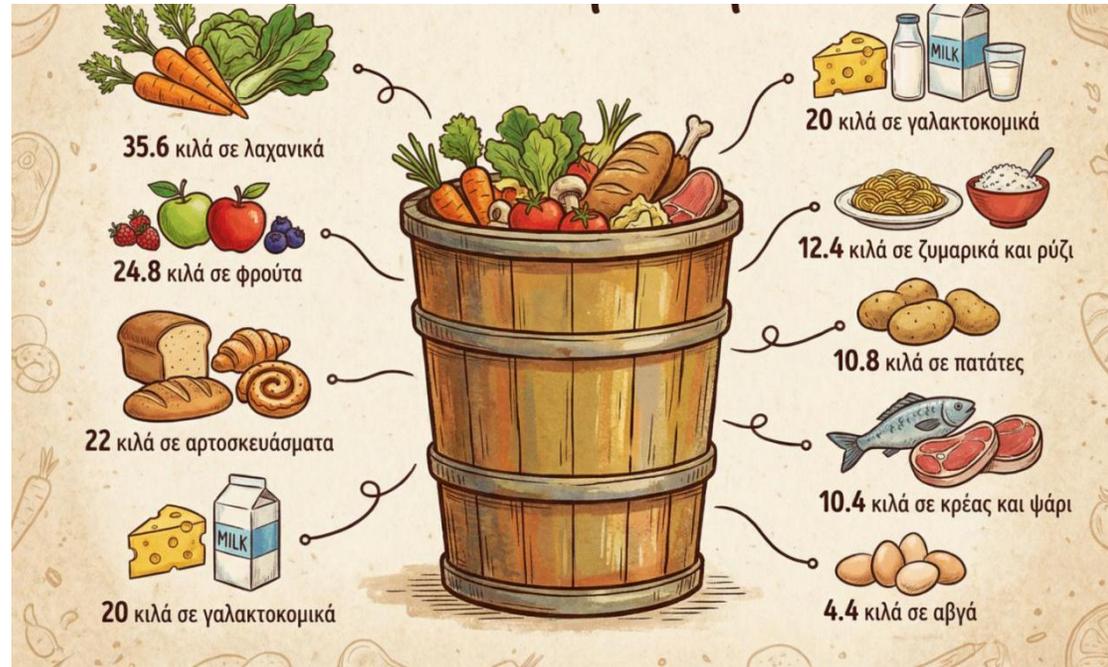Include food waste reduction in climate action plans

United Nations. *The Sustainable Development Goals Report 2024.*

Food waste in European countries (Kg/ inhabitant/year)

Food waste in Greece
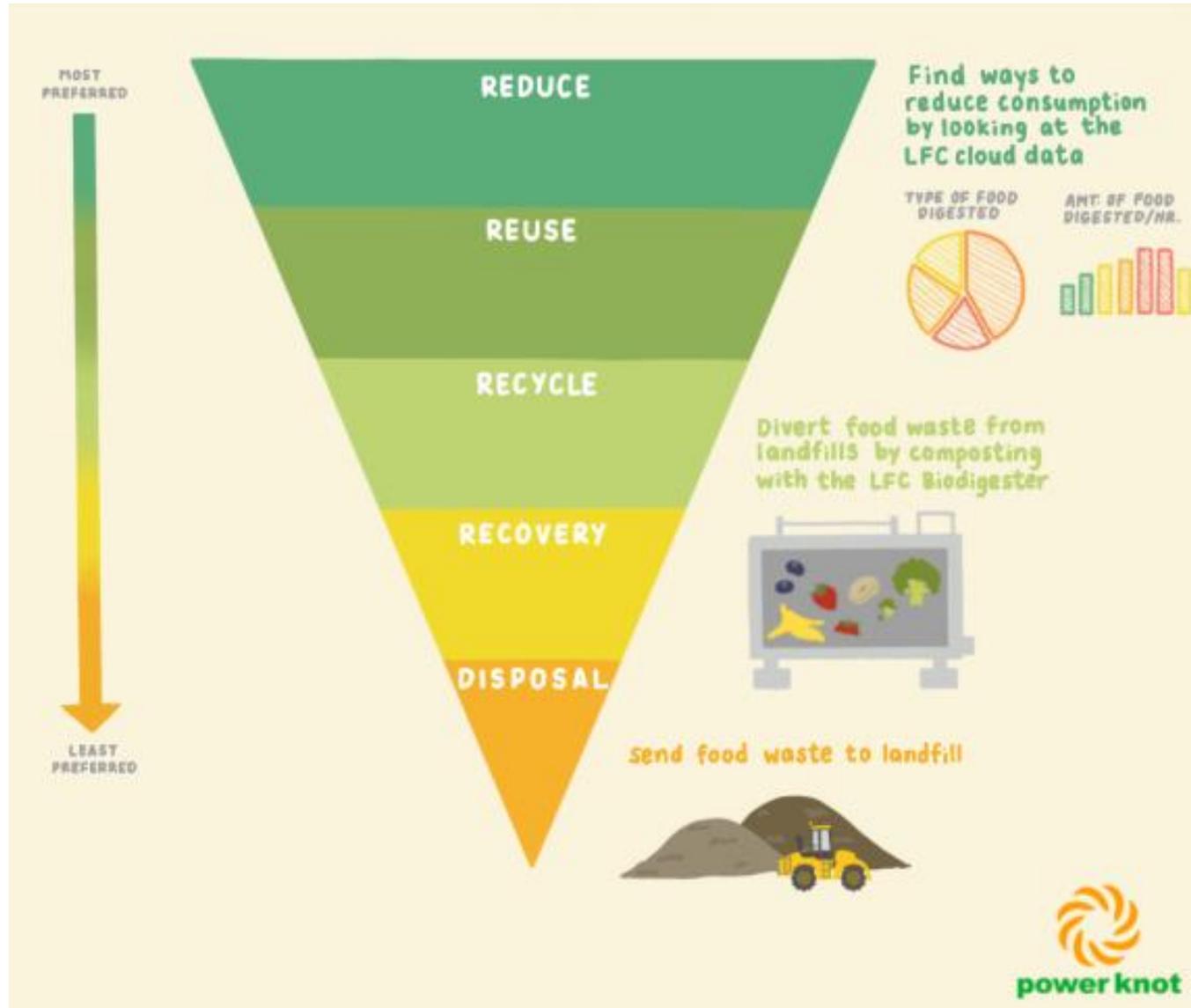## (kg per 4 member family per year)

https://foodsavingalliancegreece.gr

11.2% of the Greek population faces food insecurity

Eurobarometer (2015), ec.europa.eu/ COMMFrontOffice / publicopinion / index.cfm /Survey/ getSurveyDetail /instruments/FLASH/ surveyKy /2095

Priority order of actions to reduce food waste

Causes of Food Waste

- Oversupply (e.g. food discounts)
- Poor preservation of foods
- Poor understanding of product labeling
(e.g. use by… or preferably by…)
- Cooking/ bying larger quantities than needed.
- Not utilizing leftovers

S-FAN: Project Objectives

- **Preventing and tackling food waste**

- Long -term behavioral change

- Promoting sustainable food practices

S-FAN: Research model (PIO)

Population

👥 **Population**

Target groups and stakeholders involved in the project

Intervention

🫶 **Intervention**

Strategies and activities to tackle food waste

Outcomes

📈 **Results**

Measurable impacts and results of the project

S-FAN: Groups - goals

General public
End consumers who can reduce food waste through informed choices

Educators
Educators who can integrate sustainability into the school curriculum

Students
Students of all ages who can adopt sustainable practices

Healthcare professionals
Health professionals, nutrition experts who can promote sustainable diets

Apprentice Chefs
Future culinary professionals who can implement sustainable practices

Strengthening shared responsibility in reducing food waste.

Content Creation & Digital Outreach Strategy

Educational Videos

• Food production & waste solutions

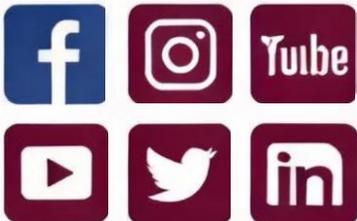• Mediterranean diet focus

• Nutrition innovations

Podcasts

10 episodes
Sustainable consumption
Food systems awareness

Infographics

Visual data support
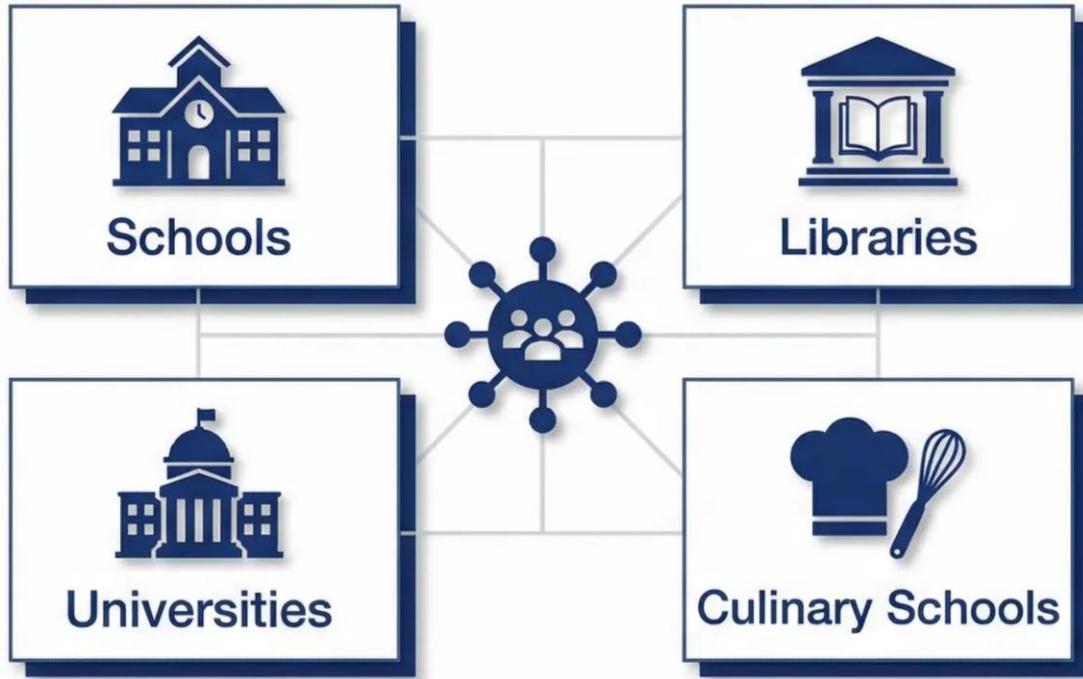Research findings
Educational materials

Social Media Campaigns

60-90 second clips
2+ posts per month
Multi-platform reach

Integrated Digital Strategy

Community Engagement: Workshops & Webinars

Schools

Libraries

Universities

Culinary Schools

10 Workshop Topics:

- Meal planning strategies
- Food storage techniques
- Composting methods
- Food donation options

3 Targeted Webinars

Educators

Health Professionals

General Public

AR/VR Experience: From Farm to Table

360° Immersive Journey
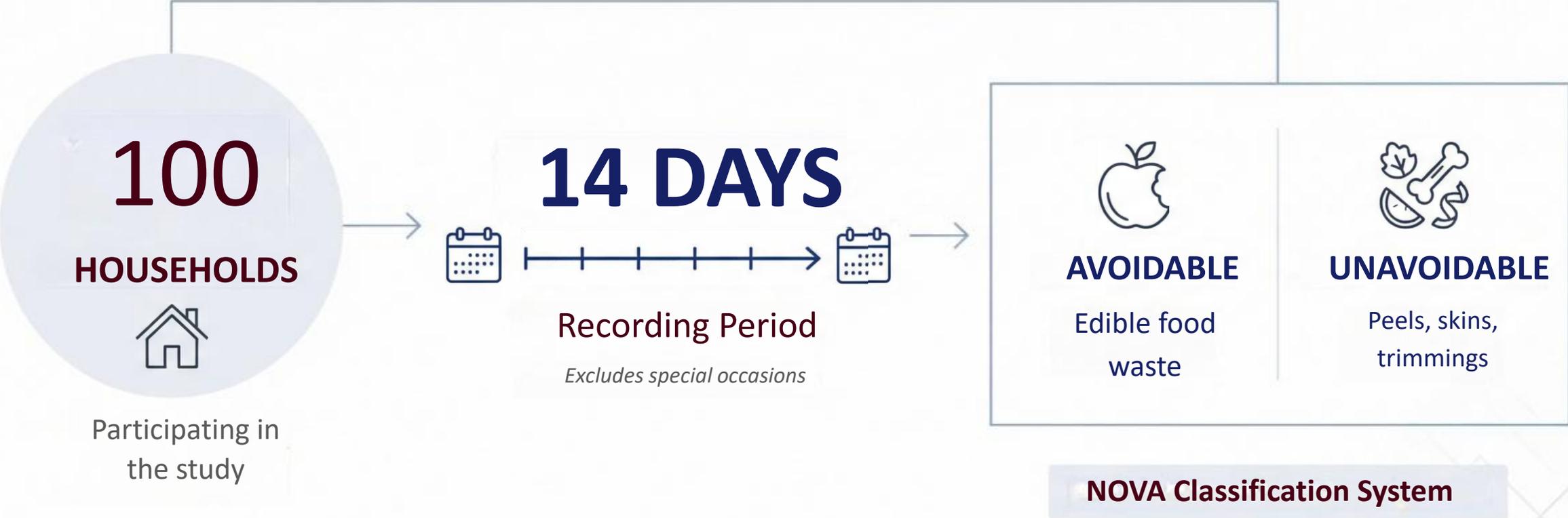
Farm Production → Processing → Consumer Purchase → Waste Impact

- Interactive exploration of food lifecycle
- Augmented reality table experience
- Real-time consequences visualization

CO2 Footprint: 15g
Water Usage: 20L
Water Usage: 20L
Nutritional Value: High

Food Waste Measurement: Baseline & Follow-Up

100 HOUSEHOLDS

Participating in the study

14 DAYS

Recording Period

Excludes special occasions

AVOIDABLE

Edible food waste

UNAVOIDABLE

Peels, skins, trimmings

NOVA Classification System

Vittuari M et al. JRC Technical Report: Literature review on drivers of consumer food waste and levers for behavioral change. 2023.

Measurement & Evaluation

Assessment of knowledge, attitudes, beliefs

SHED Questionnaire
(checked for validity in Greek) + questions about food shopping planning

Household Weighing Food Waste

100 households for 2 weeks

Tepper S, et al. Eur J Nutr . 2021 Oct;60(7):3897-3909.
Alexandropoulou I et al. Nutr J. 2025 Feb 26;24(1):32
Kritikou T, et al 2021;13(20):11451.
Zacharatos T et al, Waste. 2025? 3(1):2.

Measurements social media

likes, shares, comments, views, downloads, interactions

Long term monitoring

Deliverables & Timeline Overview

Online Platform Creation & Enrichment

Educational Series & Social Campaign

Making-of Video Showcase

Data Collection (Baseline & Follow-up)

Social Media Channels, Posts & Podcasts

AR/VR Material

Workshops & Seminars

Data Collection (Baseline & Follow-up)

Webinars

Research Kit for Educators

Scientific Publication (Open-Access)

Engagement & Social Media Metrics

Phase 1: Foundation & Content Dev

Phase 2: Launch & Outreach

Phase 3: Active Engagement & Data

Phase 4: Analysis & Reporting

S-FAN: Project impact

Environmental

- ✅ Promotes long-term change through partnerships
- ✅ Addresses gaps in consumer knowledge

Scientific

- ✅ Evaluation of interventions to reduce food waste
- ✅ Relationship between food waste and degree of processing

Social

- ✅ Empowering individuals as "agents of change"
- ✅ Strengthening social cohesion

S-FAN: Stay informed about our actions!

S-FAN : Team

Paraskevi Detopoulou Responsible
Assistant Professor
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George Panoutsopoulos Deputy Coordinator
Professor, UoP

Paola Rojas
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Department of Nursing
UoP

Apple tree Juju
Postdoctoral Researcher

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PhD candidate

Spyros Tsitsis
VR developer

Kosmas Filiousis
Video production
Informatics

Eleni Filiousi
Film Production
Actor

Undergraduate students
Eleni Albanopoulou
Vasiliki Varsami
Panagiotis Lygouris
Stefanos Soros

Thank you for your attention!

Small actions done by hundreds of people add up to massive impact.