

# WORKSHOP SUMMARY: TRANSNATIONAL BLOGGER MEETING

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Date: 15<sup>th</sup> December 2017

Location: BOKU University, Vienna, Austria

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# 1. Workshop

This summary aims to provide our participants and all people interested in this topic an overview of our workshop activities.

The workshop was started with a short introduction by Iris Gruber (ABF-BOKU), followed by the actual workshop session with activities and group discussion. The workshop concluded with a short wrap up with short presentations summary of the workshop outputs of the different groups.

As not all participant of the meeting were active bloggers, for the workshop the participants were divided into two groups - meaning the bloggers and the non-bloggers. Each group received tailor-made activities which allowed participants to be actively engaged in the workshop.

While the non-bloggers were working on questions related to the “consumers’ perspective”, the bloggers were addressing questions related to the “bloggers’ perspective”. In order to interlink both groups, the deficits in food waste communication identified by the non-bloggers were used as a starting point by the blogger to discuss possible solutions.

The total duration of the workshop was about 2 hours 45 minutes.

Group 1 „The consumers’ perspective“	Group 2 „The bloggers’ perspective“
? Which food waste prevention activities are most difficult for you to realise in everyday life?	? How can bloggers cooperate with NGOs and similar organisations? (moderated by WWF)
? Which food waste prevention measures for households should receive more attention in communication?	? How can bloggers cooperate on international level to tackle food waste?
? How can information on food waste prevention be presented in the most appealing way using digital media?	? Solutions for current deficits in food waste communication



## 1.1. Workshop Outputs

### 1.1.1. The consumers' perspective

#### ? Which food waste prevention activities are most difficult for you to realise in everyday life?

Summarizing the notes of the workshop participants, the waste prevention activities considered most difficult to implement in everyday life belong to the following fields:

##### 1) Dealing with leftovers

- *How to handle leftovers from big family events or parties e.g. after special occasions*
- *Especially hard when you really don't like the taste or don't want to eat specific food items again - personal food choices make food waste prevention more difficult*
- *Sometimes hard to use whole fruit or vegetables when the size is too big*
- *Leftovers that will occur before a holiday - how to handle in advance?*

##### 2) Food storage

- *How to handle food if you cooked too much and don't have a freezer?*
- *How to store/handle vegetables when the refrigerator is not working or always full?*

##### 3) Food packaging

- *even when the food is already price reduced some people don't want to buy it in case it is wrapped in plastic*

Beside those three, several other fields of action have been mentioned:

- **Overestimation / Price Advantage**
  - too big package sizes
  - Consumers believe that they will eat the whole package
  - It's tempting to buy products that are - 50% even when you don't need them.
- **Self-Confidence in Cooking**
  - lack of ideas how to work with leftovers and especially old/not very common sorts of fruits and vegetables



- Network
  - Hard to find networks that can help you to reduce food waste (e.g. food sharing, dumpster diving, ... )
- Unexpected Changes
  - Time management often difficult
  - unplanned eating out

### **? Food waste prevention measures that should receive more attention in communication**

Summarizing the notes of the workshop participants (Figure 1), a lot more attention in communication should be given to the correct meaning of expiration dates such as “best before” and “use by” dates and how “expired” products should be handled as well as to the provision of a better overview of existing food waste initiatives and food donating charity organisations.

Slightly more communication is needed about food waste preventing shopping behaviour. The workshop participants concluded that there is sufficient communication about food conservation methods.

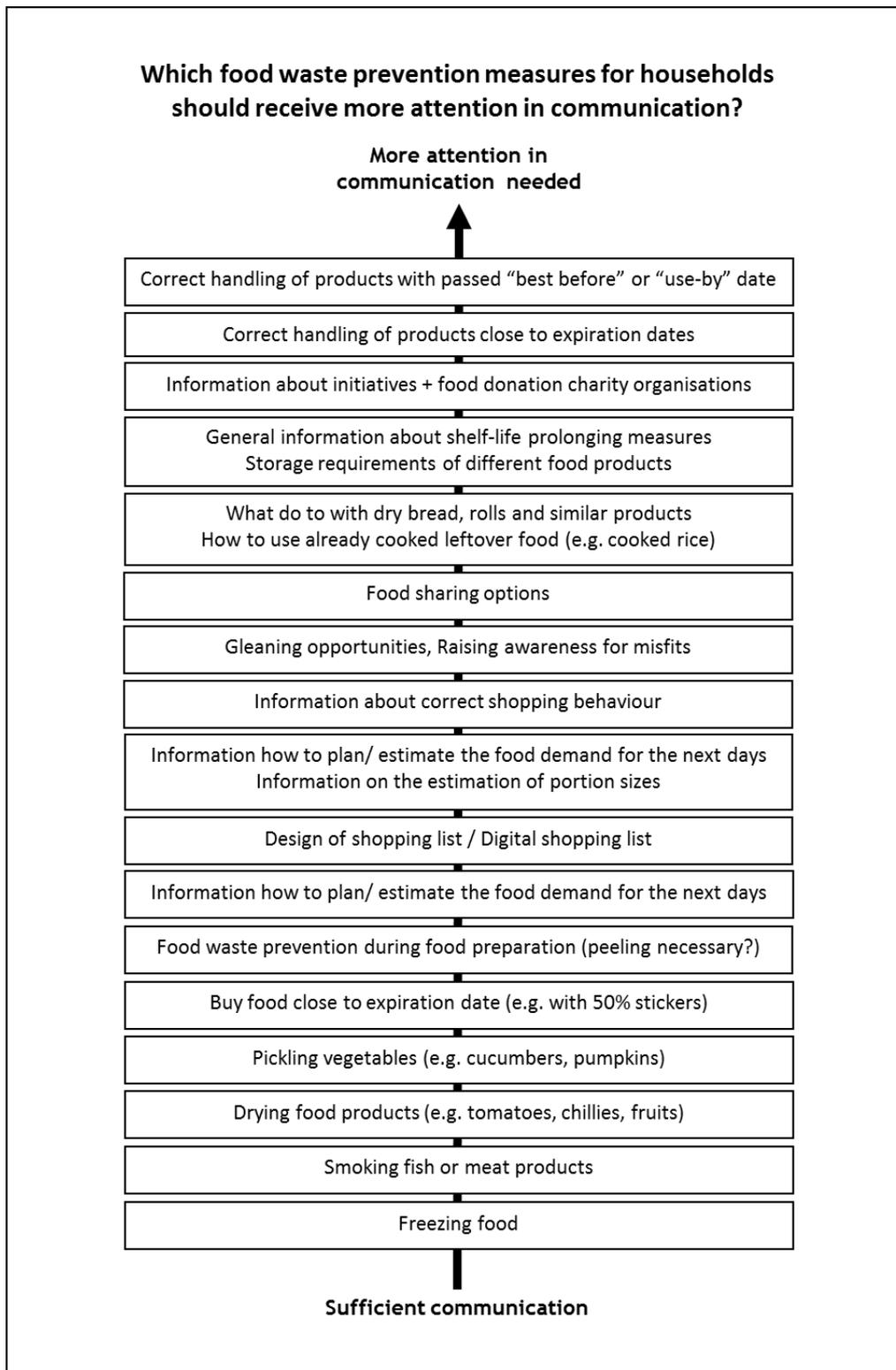


Figure 1: Food waste prevention measures that should receive more attention in communication



## ? Ideas to communicate / present food waste prevention in social media

The bloggers' discussion on good ways to communicate / present food waste prevention in social media concluded in the following three main statements:

1. Videos are a very good way to communicate with a big audience. They should not be longer than 1-2 minutes!
2. Use of not that obvious communication channels (e.g. flyers, ...)
3. Youtube has a high influence on the behaviour of many people, but is it a trusted source?

Type of communication	Advantages	Disadvantages	Contents that are best for this communication channel
Video/Video Clips (Youtube)	Higher engagement on social media Artistic freedom Intense information More entertaining value	Recourses + equipment needed Trusted source? Need to be very natural	Stop motion Agriculture insights Daily routines Interviews
Photos	Quick information Short consumption time Easy to create content	Finding the right backgrounds Short consumption time High competition	
Infographics	More detailed and structured information High engagement rate More effective than texts	Need more consumption time	
Texts (newsletter, articles..)	Most detailed information Can cover more complex issues	How to get general public to sign up for a news letter?	
Others	Flyers Public Transport Ads		

### 1.1.2. The bloggers' perspective

## ? Benefits and challenges of a cooperation between bloggers and NGOs or similar organizations

The workshop participants' notes on how bloggers can cooperate with NGOs and similar organisations are summarized in Table 1.



Table 1: Cooperation of bloggers and NGOs or similar organisations: benefits and challenges

Benefits / Synergies	Challenges / Problems
<ul style="list-style-type: none"> <li>• Network with companies/NGOs</li> <li>• Content can be widely spread</li> <li>• Broader reach for both sides, reaching people with different background possible</li> <li>• Interaction</li> <li>• Critical questions can be set up together</li> <li>• New ideas / new perspectives on topics</li> <li>• Sharing of learnings</li> <li>• Working together to use synergies: e.g. for promotion, design of event booth, ...</li> <li>• Possibility to expand the topic from food (waste) to design, green lifestyle, climate change, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of (bloggers') credibility</li> <li>• Blogs shall not look/act like a tool for fundraising</li> <li>• Transparency of money flows?</li> <li>• Cooperating partners have to fit, otherwise it is not authentic</li> </ul>

## ? Ideas how bloggers can cooperate on international level to tackle food waste

The workshop participants' ideas on how bloggers could cooperate on international level to tackle food waste concentrate on 3 aspects being exchange of information, cooperation in creating and sharing contents and networking:

### Networking

- Forum: online-platform with special interest groups and regions
- Facebook: own group to stay in contact
- Events: Organized meetings with a transnational character in different European cities, because Face-to-Face Meetings are more productive, blogger boot camps
- Blogger Networks: Maps with all Bloggers interested in one topic, with information where members meet and content to share

### Cooperation in terms of content

- Blogger Parade: one topic - many bloggers: bloggers discuss together, work together, change together --> use specific hashtags together



- Sharing each other's contents --> bloggers try to overcome language problems, translate interesting contents and articles, share interesting posts of other bloggers, recommend other articles and bloggers --> reach out to audiences in other countries
- Create content together (e.g. track food imports and exports)

### Exchange of information

- share regional experiences on how to reduce food waste (e.g. recipes ...)
- Zero Waste/Food waste - Guided Tours
- Better connection between all the different Zero Waste associations --> United Zero Waste platform (Zero waste world(?))
- Visit other countries, meet with local bloggers, write about it
- Ask other bloggers about e.g. zero waste practices or recipes or policies in their countries, cities or regions
- Monthly newsletter with information that can be shared

### ? Solutions for current deficits in food waste communication

The input for this activity in terms of the food waste aspects with communication deficits was received from second activity of the non-blogger group.

#### # expirations dates

- share already existing contents about expiration dates (e.g. Greenpeace study) on many blogs;
- explain the correct meaning of expiration dates;
- show how everybody can check if the food is still edible or already spoiled and how the durability of products can be extended e.g. by cooking (cottage cheese out of milk) → using videos?;
- offer workshops (where people for example can experience with all their senses food that already exceeded its expiration date; show benefits of using expired products (e.g. different (better) taste of cheese)

#### # overview on initiatives

- give a better overview on local initiatives; → create a map to give easier access to information about different initiatives;



- get in touch with the initiatives and describe their work (and probably also other users' experiences), provide easily understandable information

### # correct storage & expanding shelf life

The central question: There is already a lot of information, how is it possible to make consumers use it?

- create nice and easy to understand infographics
- life style tour through kitchens
- make the cellar popular again for food storage

### 1.1.3. Summary of main workshop outputs

#### Food waste in the consumers' perspective

- The **waste prevention activities considered most difficult to implement in everyday life** are dealing with leftovers, food storage and food packaging.
- In terms of communication, a lot more attention should be given to the correct meaning of expiration dates such as “best before” and “use by” dates and how “expired” products should be handled as well as to the provision of a better overview of existing food waste initiatives and food donating charity organisations. Slightly more communication is needed about food waste preventing shopping behaviour.
- The bloggers' discussion on good ways to communicate / present food waste prevention in social media concluded in the following three main statements:
  - Videos are a very good way to communicate with a big audience. They should not be longer than 1-2 minutes!
  - Use of not that obvious communication channels (e.g. flyers, ...)
  - Youtube has a high influence on the behaviour of many people, but is it a trusted source?

#### Food waste in the bloggers' perspective

- The **main benefits** of a cooperation between bloggers and NGOs or similar organisations are that content can be shared and spread more easily and the reach for both sides is broader as also people of different backgrounds can be addressed. The **main challenges** of such a cooperation are that bloggers maybe lose their credibility because of the cooperation. Further, blogs shall not be a tool for fundraising.
- In terms of **international cooperation** between bloggers the main aspects are:
  - Networking using different online channels, spreading of information about food waste initiatives and bloggers; events, meeting, boot camps, ...
  - Cooperation in development and distribution of content



- Intensified exchange of information
- For current deficits in food waste communication the following solutions were presented by the bloggers:
  - # expiration dates: Already existing content shall be spread more widespread on blogs. There is the potential to highlight differences in the meaning of “best before” and “use by” as well as how the quality of expired food can be tested.
  - # overview on initiatives: give a better overview on local initiatives (e.g. as a map) and provide easily understandable information.
  - # correct storage / expanding shelf life: In order to make people use all the information that already is available nice infographics and pictures could be used and the cellars could be promoted for food storage.



## 2. Annex

### 2.1. Agenda of blogger meeting



**15.12.2017**  
Muthgasse 62  
1190 Wien



**Interreg**  
CENTRAL EUROPE

**STREFOWA**

8:30 - 9:00 Come together

#### 9:00 - 12:30 How to tackle food waste ?

**Gudrun Obersteiner:** Food waste – Myths and Facts

**Helene Pattermann:** How to make food waste prevention as trendy as Zero Waste?

**Theresa Imre:** The link between online direct marketing and food waste prevention

**Helene Glatter-Götz:** Blogger and the WWF – success stories & cooperation potentials

**Cornelia Diesenreiter:** Unverschwendet – Saving surplus food and establishing a company

12:30 - 13:30 Lunch time

All our participants are invited to a nice lunch.

#### 13:30 - 14:15 Meet the winners of the #reducefoodwaste Blogger Award

**Kristina Heilinger** *Wastesend*

**Jana Karasová & Helena Škrdlíková** *Czech Zero Waste*

**Annemarie Miesbauer** *Ein Jahr im Glas*

#### 14:15 - 17:00 Workshop

•How to focus consumers` attention on this important topic? Which issues should be communicated and how?

•How can bloggers work together to tackle this issue- maybe even on an international level?

•How can bloggers work together with NGOs?

After 17:00 Let`s visit a Christmas Market together

For questions please contact:

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**STREFOWA**

