

# Nudging Intervention - Zero waste cooking

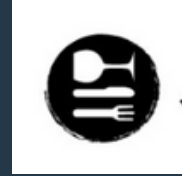
**FOODRUS**

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#ZeroWasteCooking  
#Nudging  
#Consumer&Customers



This study investigates the effectiveness of Zero Waste Cooking as a nudging intervention to promote sustainable dietary practices and reduce food waste within university canteens. Zero Waste Cooking classes are designed to empower participants with practical skills and knowledge to repurpose food scraps into flavorful meals, thus contributing to a more sustainable food system.

Through hands-on experiences and educational sessions, participants learn innovative techniques to minimize waste and maximize the use of ingredients. Evaluation of the Zero Waste Cooking initiative reveals positive feedback from participants, highlighting increased awareness of food waste issues and newfound culinary skills.

Key findings underscore the importance of community engagement and practical education in fostering sustainable behaviors. The success of Zero Waste Cooking as a nudging intervention suggests its potential to drive meaningful change in consumer habits and contribute to a more environmentally conscious food culture.

This research offers insights into the efficacy of Zero Waste Cooking as a sustainable solution within food service settings, emphasizing its role in promoting resourcefulness and reducing environmental impact. Further exploration of this intervention holds promise for advancing sustainability efforts in culinary environments and beyond.



Lessons learned from this study emphasize the importance of tailored messaging, understanding consumer behaviors, and continuous reinforcement in promoting sustainable dietary choices. Practical implications include the necessity of ongoing engagement with stakeholders and the integration of participant feedback to refine and enhance nudging strategies for long-term effectiveness.

Overall, this research underscores the potential of nudging interventions in driving meaningful behavior change towards a more sustainable and environmentally conscious future.

## About

Coordinated by the University of Deusto and comprising 27 partners from 10 different European countries, the EU-funded FOODRUS project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain. FOODRUS is working to tackle the food waste and losses by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation.

## Consortium



[www.foodrus.eu](http://www.foodrus.eu)



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