

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Tuesday, 22 June 2021 20:00 GMT +08:00
DIALOGUE TITLE	Using Behavior Insights to tackle Food Waste in China and beyond / 000000000000000000000000
CONVENED BY	Rare China Center for Behavior / 000000, Co-Convenor: WWF International; Good Food Fund (UNFSS Action Track 2 China Action Hub)
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/22263/
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	China, No borders

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

1. PARTICIPATION

TOTAL NUMBER OF PARTICIPANTS

PARTICIPATION BY AGE RANGE

0-18	17	19-30	28	31-50	3	51-65	66-80	80+
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PARTICIPATION BY GENDER

11	Male	24	Female	14	Prefer not to say or Other
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NUMBER OF PARTICIPANTS IN EACH SECTOR

1	Agriculture/crops	9	Education		Health care
	Fish and aquaculture	1	Communication		Nutrition
	Livestock	6	Food processing	2	National or local government
	Agro-forestry	3	Food retail, markets	1	Utilities
13	Environment and ecology		Food industry		Industrial
2	Trade and commerce		Financial Services	12	Other

NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

10	Small/medium enterprise/artisan		Workers and trade union
1	Large national business		Member of Parliament
4	Multi-national corporation		Local authority
	Small-scale farmer	2	Government and national institution
	Medium-scale farmer		Regional economic community
	Large-scale farmer	1	United Nations
7	Local Non-Governmental Organization		International financial institution
10	International Non-Governmental Organization		Private Foundation / Partnership / Alliance
	Indigenous People	1	Consumer group
9	Science and academia	3	Other

2. PRINCIPLES OF ENGAGEMENT

HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

When organizing the dialogue, Rare had a clear ambition to bringing together different stakeholders from all sectors linked to Food Waste, to make sure everyone is represented, exchange learnings and challenges, and allow for discussion and consensus-building. We hand-selected the participants, drawing on individuals from China and across the globe, in order to ensure inclusivity of as many different sectors, regions, and cultures as possible. The dialogue involved specialists (for example, focused on either food waste or behavior change), allowing them to exchange insights and learnings. In the breakout sessions, groups were given the same discussion topic, but drawing on the challenges faced in their geographic region or area of sectoral expertise.

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

When developing the dialogue, we wanted to ensure that the principles were reflected throughout: • 'Act with Urgency' – breakout groups focused on a future vision of 2030, whilst individuals were asked to draw and reflect on current challenges they are facing. • 'Commit to the Summit' – the convenors of the dialogue helped to link the outcomes of the dialogue to both the Food Systems Summit work ongoing within China, and form new partnerships between actors within the Food Waste remit within China and across the globe • 'Be Respectful' – the dialogue and breakout groups were designed in a way to allow individuals to explore their local challenges, with facilitators ensuring participants listened to each other and were open to divergent points of view • 'Recognize Complexity' - Reducing food waste will involve many actors, from systems of production to consumption. In our talks, we recognized the need for transformation at differing stages, from the systems that produce food and get it to the consumer, to the individual behaviors related to food waste. Solutions must be adapted to the differing stakeholders involved. • 'Embrace multi-stakeholder inclusivity' - By inviting stakeholders from different sectors and mixing them into different breakout sessions, we were able to ensure both diversity and inclusion of our stakeholders groups. The breakout groups allow the opportunity for different actors along the chain to exchange regarding specific challenges they face. • 'Complement the work of others' - Through allowing individuals to use behavioral insights to explore their own challenges related to Food Waste, we were able to learn about specific challenges within their sector or region, which allowed us to explore various perspectives that were able to complement our discussions. • 'Build Trust' – the dialogue was curated and facilitated in a way which creates a "safe space" and promotes trust, encouraging mutual respect. The dialogue use Chatham houses rule to ensure comments are not attributed to single individuals.

DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

A translator was used to host the dialogue, ensuring that content was available in Chinese and English. Since the dialogue wanted to surface and exchange insights between China and a wider audience, the use of translators ensured the content could be accessed by all in attendance. We also choose to share the statement in advance of the dialogue, in addition to asking individuals to reflect on either an individual or personal challenge they have found in their fight against food waste. By allowing individuals to reflect in advance of the dialogue, we were able to ensure all felt confident in sharing challenges with other participants, ensuring the time could best surface commonalities in terms of challenges and potential solutions. The Principles of Engagement are very important to create a safe space where individuals feel able to engage in a direct yet respectful exchange. It's important to make sure each participant understands they will be contributing to the breakout group discussion and not only be a passive listener. Finally, by upholding Chatham House Rules we can ensure that honest conversations about obstacles and work can be explored.

3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

Yes

No

4. DIALOGUE FOCUS & OUTCOMES

MAJOR FOCUS

In this dialogue, our approach was to explore how behavioral insights can be used to address the challenges of food waste. Food waste reduction offers multi-faceted wins for people and planet, improving food security, addressing climate change, saving money and reducing pressures on land, water, biodiversity and waste management systems. UNEP's food waste index report estimates that around 931 million tons of food waste was generated in 2019, 61 per cent of which came from households, 26 per cent from food service and 13 per cent from retail.

In China, the topic of food waste in the country has gained increasing political and public attention. China launched a Clean Plate Campaign in August 2020 that encouraged citizens to order less food at restaurants and to eat everything on their plates in order to reduce food waste. Building on the momentum, in April 2021 China's National People's Congress passed the new 'Anti-Food Waste Law', which marks another important milestone in China's continued focus on reducing food waste. In light of this, how can behavior insights accelerate the adoption of solutions and implementation of the law?

As actors across the food industry and beyond increasingly recognize the importance of behavior change in the battle to reduce global food waste, behavior scientists and practitioners have identified bright spots that can enable individuals as well as foodservice teams to make the immediate operational changes to reduce waste, while also changing behavior and mindsets to prevent the recurrence of food waste over the long term. However, this dialogue aimed to explore where this work is happening, and where it can be further strengthened.

The purpose of the dialogue was to develop a collaborative call to action among stakeholders from across the food chain, identifying current opportunities and challenges in reducing food loss and waste in China and across the world.

The guiding topic and vision statement for the breakout groups was:

"As part of Sustainable Development Goal 12 there is a need to halve per capita global food waste by 2030 at the retail and consumer level. While the actors and steps required to make this goal achievable are many, through using behavioral insights we can ensure that solutions developed are informed with an understanding of the drivers behind individual behaviors." Each breakout group explored this same vision statement, although consisted of individuals from different sectors and regions. As such, the challenges explored and solutions raised varied considerably.

Using this framing statement, at the start of the dialogue individuals explored the specific problems related to food waste they are trying to address through their work, initially by sharing both problem and target behaviors related to food waste. This was then followed by an opportunity for participants to discuss commonalities, allowing room for participants to surface not only areas that needed greater focus, but also areas for collaboration to overcome common challenges.

ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- Finance
- Innovation
- Human rights
- Women & Youth Empowerment
- Policy
- Data & Evidence
- Governance
- Trade-offs
- Environment and Climate

MAIN FINDINGS

The dialogue took place two months after announcement of a new national law in China focused on reducing food waste at all levels. Whilst the legislation marks a shift of greater political and public attention to the topic of food waste, this dialogue acknowledged that legislation alone cannot be used as a singular tool used to change behaviors leading to food waste. This legislation has come at a time of other developments which are being harnessed in different regions to reduce food waste (for example, through AI technology, shared economy applications, refined waste management principles and public awareness campaigns). However, dialogue attendees felt that for this myriad of interventions and tools to be truly effective, there is a greater need to look at how these can be connected across the whole food system, and an increased need for connectivity across different actors, solutions and legislation focused on reducing food waste.

Through the different breakout groups, there was a recognized need to better inform and educate individuals around not just how to reduce food waste, but also the multi-faceted benefits of reducing food waste. Most individuals agreed that within their regions, often public messaging and education failed to clearly emphasize and communicate the scale of global food loss and waste, and the following issues that result from the scale of this waste. Whilst the point and reasons at which food may become 'waste' varies across different geographical regions and contexts, it was argued that better education around the challenge can be key to solving the challenge. This form of education can take many forms, from incorporation into formal curriculums, information campaigns, to using networks of advocates at a community level to deploy messaging and best practice.

A reoccurring challenge faced by attendees was the need for better standardized measurement of food waste to further quantify and deepen understanding of where food waste occurs. Whilst in some countries there has been more research and data made available, it was acknowledged that more data on food waste can help actors realize where interventions can best be made. For example, attendees argue that it's difficult to track data on individual behaviors on food waste within the home, because natural household behaviors are not easily observable, and service providers are usually hesitant to share or make public detailed data related to waste management. To effectively address the food waste challenge, publicly available data related to the measurement of food waste is critical, with countries building on each other's learnings to develop a strong global framework for measurement and sharing of food waste information.

Breakout groups argued that there needs to be a better understanding of the individual behaviors that contribute towards food waste, particularly in the context of post-farm and post-processing waste. Throughout the dialogue breakout sessions, attendees shared the behaviors they seek to change through their work to reduce food waste, with many acknowledging that there is a need for more information and understanding on the exact reasons for this behavior. Therefore, alongside a need for better quantitative data on food waste, it was felt that there needs to be a deeper understanding of behaviors to ensure targeted solutions are developed.

The dialogue highlighted that the issues leading to food waste are vast, both within China and across the world. A message that resulted from all breakout groups was that in order to create a more sustainable food system by 2030 there is a need for behavior change among producers, retailers, the food service sector and the end consumer. Current consumption levels, changing dietary patterns and the unequal increase in purchasing power is leading to overexploitation and degradation of food systems. Therefore, it's critical that there is a shift in consumer behavior which leads to a real reduction in food waste. Conversations across the dialogue highlighted that behavioral insights can be a powerful tool to empower individuals across the food system. Traditional behavioral levers might focus on monetary short term benefits or regulation to encourage a reduction in food waste, and while these remain an important part of the solution, transformative change needs to go beyond this and truly consider and understand the attitudes, motivation, background and cultural context of individuals when looking to enable change. Through understanding this, we can better look at other levers which effectively enable behavior change. This can include using emotional appeals to drive a shift in behavior, or building a system of choice architecture to change the context in which choices are made, prompting behaviors which can reduce food waste. Likewise, ensuring individuals have information on what the desired behavior is and why it matters can help lead to lasting change, in addition to using social influences the utilize the behavior and beliefs of others to fight against food waste.

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- Action Track 1: Ensure access to safe and nutritious food for all
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- Action Track 5: Build resilience to vulnerabilities, shocks and stress

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OUTCOMES FOR EACH DISCUSSION TOPIC - 1/4

The dialogue group involved stakeholders from national government, academia, international NGO's and food retail associations, and was conducted in English. Throughout the dialogue participants shared and explored the different challenges and behaviors they are seeking to adapt to reduce food waste, with a focus on exploring the different audiences they are trying to reach, and the target behaviors they are trying to change. Whilst these audiences and behaviors varied, the group shared some common outcomes.

The group felt that technology should be further embraced to help reduce food waste. Whilst each participant acknowledge technology could help them reduce waste in different ways depending on their sector, a common outcome was the fact that recent development should be embraced wherever possible to aid a reduction in food waste. This comes with questions regarding funding, as whilst it may be more profitable in the long run, investment in technical solutions to reduce food waste can come with upfront costs which can be unattractive, particular when upfront financial support or incentives are not provided.

Participants believed that there is a need to rethink the overall food distribution model adapted, with some claiming that they feel a centralized system isn't working. Whilst supply chains have been streamlined and waste reduced in many regions, some participants argued that there needs to be a look to local solutions to ensure that food that would become waste at a retail or post-retail level is redistributed through local networks to avoid it becoming waste.

Within the group, there was also an argument that there needs to be greater alignment across between supply and demand to reduce food waste. The COVID-19 pandemic has highlighted the fragility of our supply chains in places, with food typically destined for consumption in food-service outlets initially being wasted in many regions, and shortages in other products being seen in the retail space.

The group felt that there needed to be a cultural shift in peoples attitudes to help drive a reduction in food waste. Current attitudes prominent in some regions (for example, norms of surplus in retail outlets and rigid expectations help by consumers of how food should look) need to be changed to ensure that there is less waste post-farm, at the point of retail and in the home, whilst there needs to be a greater shift in changing a conceived norm that a certain amount of food waste is acceptable.

The group argued that behavioral insights can be of benefit in helping reduce food waste through their work. The group believe that there needs to be interventions across the whole food system to effectively reduce food waste, with efforts made to identify effective leverage points at which these interventions can be made and solutions can be utilized.

ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
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KEYWORDS

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| <input type="checkbox"/> | Finance | <input checked="" type="checkbox"/> | Policy |
| <input type="checkbox"/> | Innovation | <input checked="" type="checkbox"/> | Data & Evidence |
| <input type="checkbox"/> | Human rights | <input type="checkbox"/> | Governance |
| <input type="checkbox"/> | Women & Youth Empowerment | <input type="checkbox"/> | Trade-offs |
| | | <input type="checkbox"/> | Environment and Climate |

OUTCOMES FOR EACH DISCUSSION TOPIC - 2/4

The dialogue group was conducted in English, and involved participants representing food retail outlets, the food service sector, technological solutions aimed at reducing food waste, food redistribution platforms and NGO's. The dialogue again allowed a space for these individuals to explore the different challenges they are facing within their sector to reduce food waste, sharing the behaviors they are seeking to change and the behaviors they wish to achieve.

Some participants within the group felt that cultural institutions can be utilized within different contexts to empower and enable change in social attitudes, which can lead to a reduction in food waste. Whilst this would vary across different contexts, some participants felt these institutions could be a powerful tool to challenge and change individual behaviors leading to food waste.

The group felt that education of citizens can be a powerful tool to empower change in individuals. The group discussed a need to engage a group of advocates to champion the need to reduce food waste, with a need to then use these advocates to mainstream arguments against food waste and ensure the topic is connected in peoples 'hearts and minds' to wider issues, such as climate change and biodiversity loss.

The group argued that more information on the total scale of food loss at different stages is needed to ensure interventions can be targeted in the best places. Through capturing more and better data in relation to food waste, actors can then decide where they should best target their interventions to lead to impactful change. This sentiment was echoed by all stakeholders looking to reduce waste across their respective target areas.

Across the breakout group the different actors acknowledged that the behaviors that cause food waste amongst the target actors they work alongside can vary significantly. However, the group believed that through more data on where waste is generated, and a deeper understanding of these actors and the individual behaviors that can generate food waste we can better target interventions and develop long term behavior change solutions.

ACTION TRACKS

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KEYWORDS

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| <input checked="" type="checkbox"/> Finance | <input checked="" type="checkbox"/> Policy |
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| <input type="checkbox"/> Women & Youth Empowerment | <input type="checkbox"/> Trade-offs |
| | <input type="checkbox"/> Environment and Climate |

OUTCOMES FOR EACH DISCUSSION TOPIC - 3/4

The dialogue group involved stakeholders from academia, restaurant business, food retailers, international organizations and waste reduction business, and was conducted in Chinese.

Food security is a national priority in China, and whilst the government policy has been focused on increasing yield, less attention has been paid to reducing food waste until recently.

Recent anti food waste law indicates the commitment from government to tackle food waste. The cost of law enforcement is high and lack of objective measurement makes it even harder. Therefore, behavioral insights should be integrated during the legislation process and enforcement process. It must be recognized that the government can play an important role in monitoring and the measurement of food waste.

Different behavior levels are needed to be considered into the solution development, such as emotional appeals, social influence, and choice architecture.

The group also developed slogans to call for actions to be used in the future food waste reduction works, that they felt best mirrored the direction and areas of focus for the future food system. These included "tasty food, balanced diet: reduce waste, act today"; "technology enables green low carbon lifestyle"; "Reducing food waste to respect life and nature"; "small step everyday, reduce waste with big impact"; "fight food waste with everyone in the food industry"; "innovative technology and business models can help achieve sustainable food life cycles."

ACTION TRACKS

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OUTCOMES FOR EACH DISCUSSION TOPIC - 4/4

The dialogue group involved stakeholders from academia, international NGOs, Chinese NGOs and food delivery platform and waste reduction business, and was conducted in Chinese.

During the COVID-19 pandemic, restaurants business have been heavily affected, as well as wet markets. On the other hand, the business of food delivery services increased significantly. This has seen Chinese consumers behavior patterns shift, with less waste occurring from group dining activities and more waste occurs at household level and overproduction from business. Studies on the shifting behavior patterns and effective channel to reach audience are needed.

Technologies have played a critical role in reducing food waste in China. For example, AI technology is used to track plate waste, internet delivery companies encourage restaurants to customize their menu to reduce waste, and apps have been used to share leftover food among communities. To further increase the effectiveness of technology, deeper understanding on human behaviors lays at the foundation.

The group identified one of the challenges is a lack of access to food waste data. Food businesses are not willing to share data because it may reveal financial status, so it's difficult to track the progress of food waste reduction. For the redistribution of leftover food from retailers, concerns on food safety were raised, such as who would be responsible for the potential risks during redistribution?

The group also proposed that the national goals on food waste reduction could be more ambitious than UN targets of 50% reduction. They felt that more tax incentives or policy should be available for the business that practice waste reduction solutions throughout their operations.

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AREAS OF DIVERGENCE

Despite the multiple actors in the dialogue, limited areas of divergence presented themselves across the breakout groups. It became apparent that some attendees believe there needs to be a move towards a less centralized and more localized food system, which focusses on a shift towards more local produce and short distribution chains or channels. However, other attendees believed the opposite, and felt that there needed to be more connectivity across all aspects of the farm to fork chain to ensure waste is minimized and there is a better oversight of overall food distribution. Whilst this issue was raised in the dialogue, it did not form part of the major scope for discussion, and as such was not explored further.

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