



International workshop on Food Loss and Waste: Prevention targeting Mediterranean countries



Impact of a digital campaign on students perceptions and attitudes toward food waste

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Institut National Agronomique de Tunisie

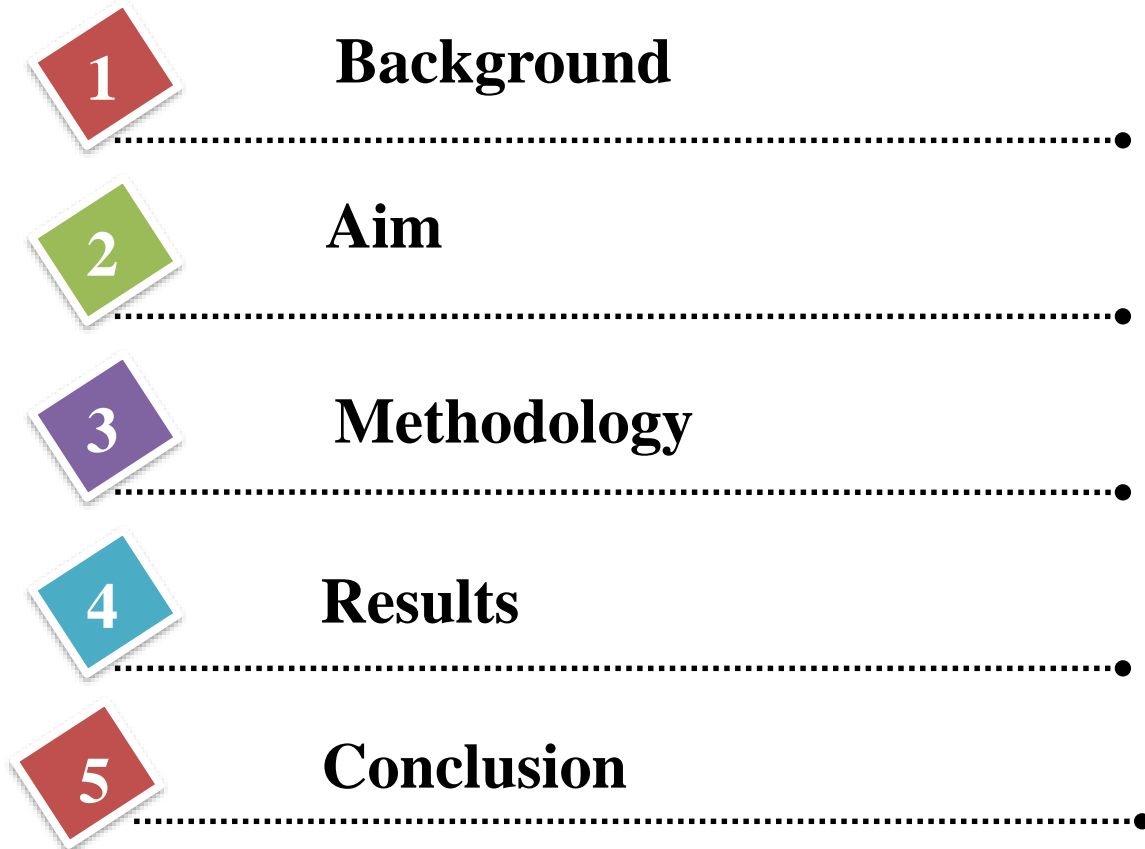
Established in 1898 under the dual supervision of the Ministry of Agriculture and the Ministry of Higher Education and Scientific Research.

350 students enrolled in the engineering cycle and 300 students enrolled between Masters and Doctorates.

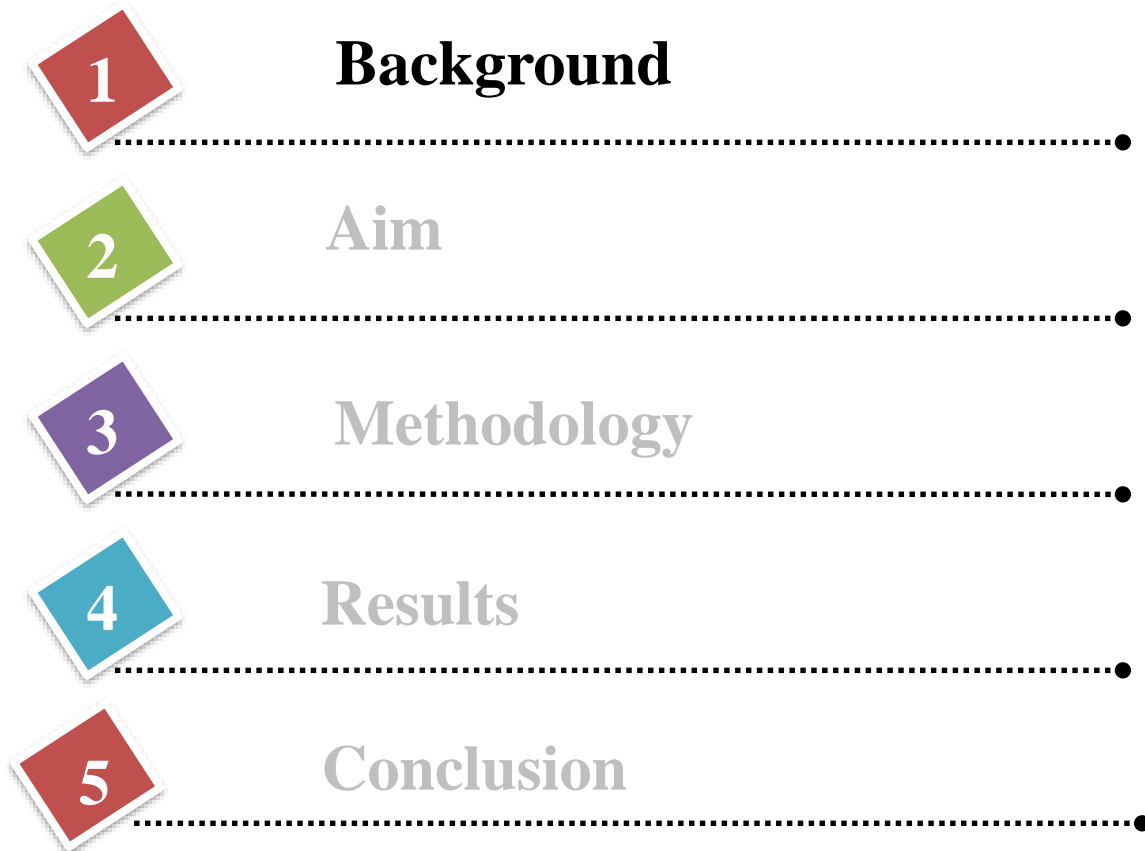
Work focuses on a wide range of topics related to **climate change and sustainable development issues**, including biodiversity, environment, functioning and engineering of natural and cultivated ecosystems, marine ecosystem, water, animal production, and agri-food sciences and technology.



Plan



Plan



Background

About **1.3 billion tons** of food are **wasted** globally each year.

One **third of all food** produced for human consumption.

The global full **costs of food wastage** amount to about **2.6 trillion USD per year**:

- USD 700 billion of environmental costs
- USD 900 billion of social costs.



Background

Hunger (more than 1 in 10 people)

Economical impact

Demographic growth

Environnemental impact



Background

- Food waste affects **12%** of the food prepared in **hotels** and **16%** of meals in **restaurants** (INC, 2016).
- In **Tunisian University canteens**, **83%** of managers stated to have **witnessed food wastage** in their establishments, where **6%** of the served meals were **thrown away**.
- In order to develop and **implement awareness, education programs and policies to reduce food waste**, it is necessary to **estimate food waste** level and its drivers.



FOOD WASTE

Background

Strategies?

Awerness

Prevention

Green policy

Waste management



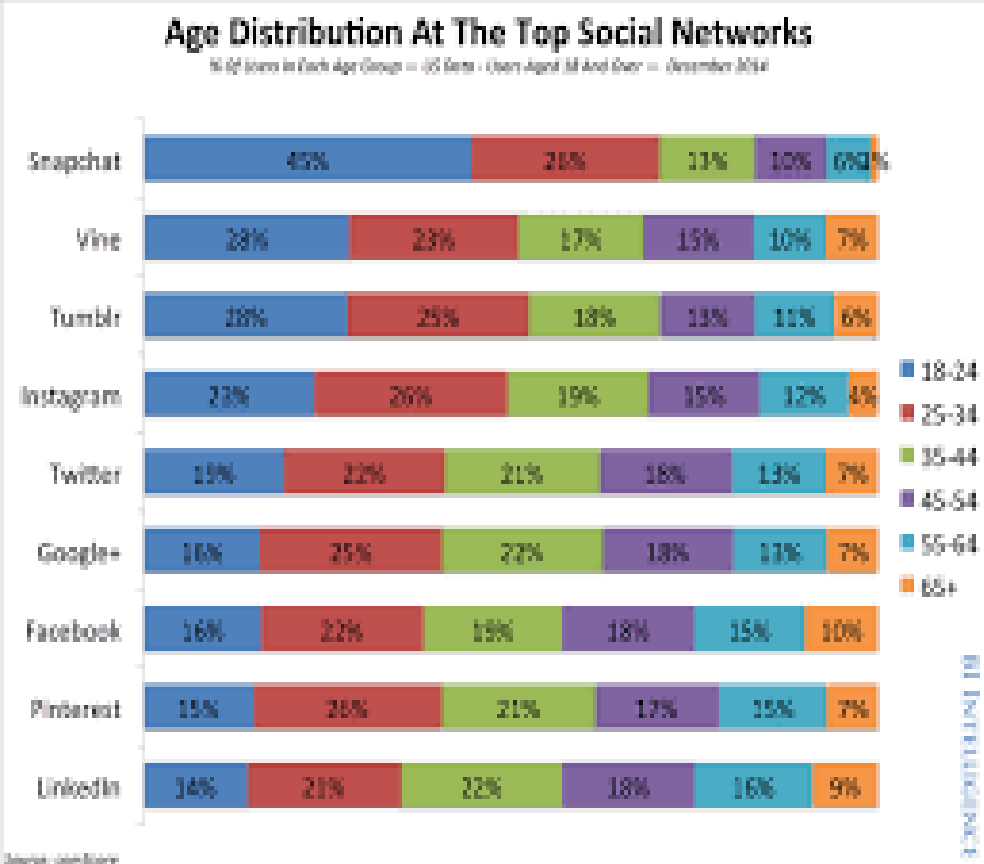
Background

Yo
cons

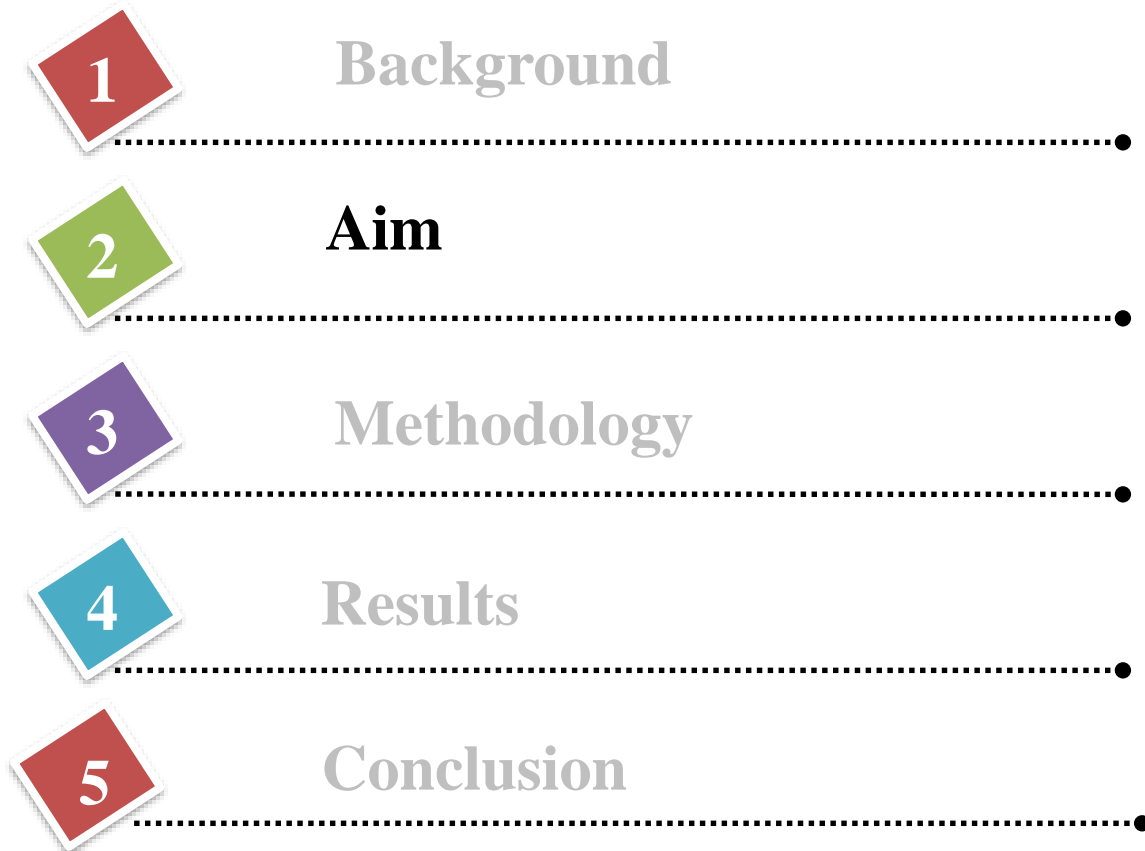
Most
affected

Tomorrows
leaders

Main social
media users



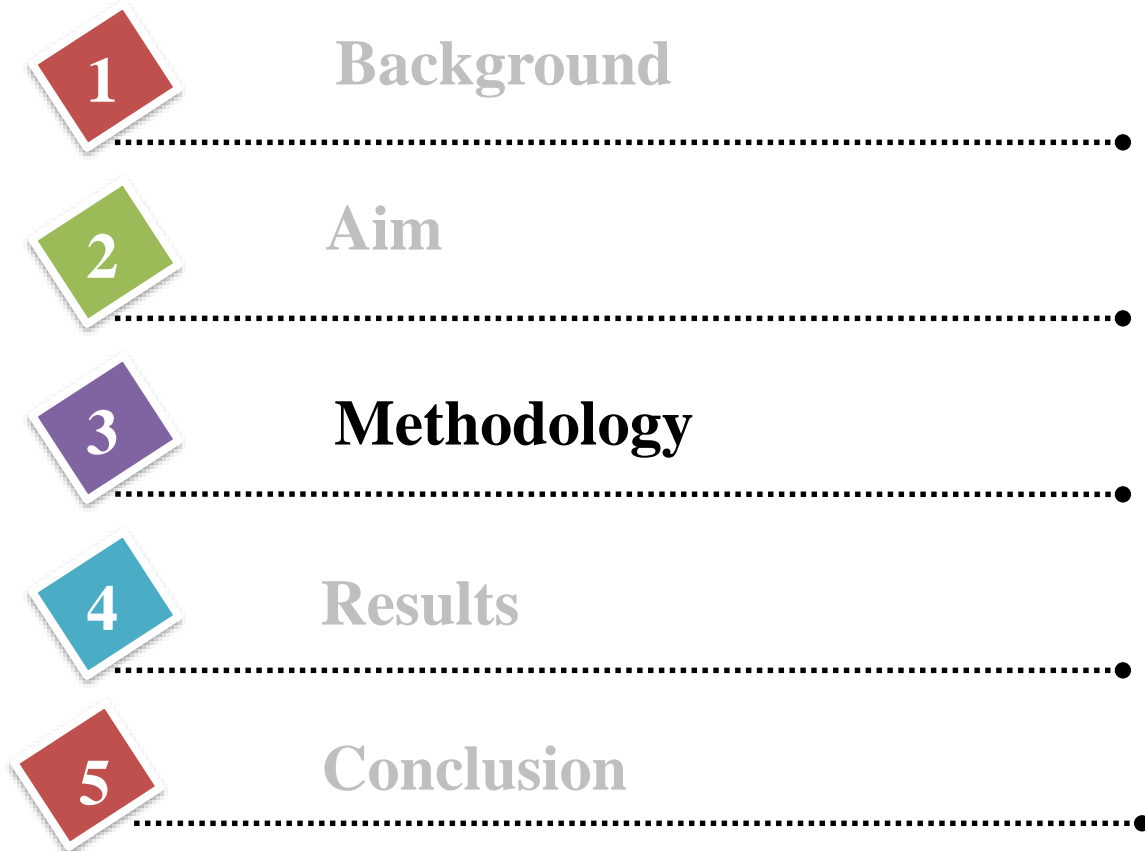
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Aim

This research aimed assessing the impact of a digital sensibilisation campaign on students perception and attitude toward food waste

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Methodology

1. Assessment of food waste levels

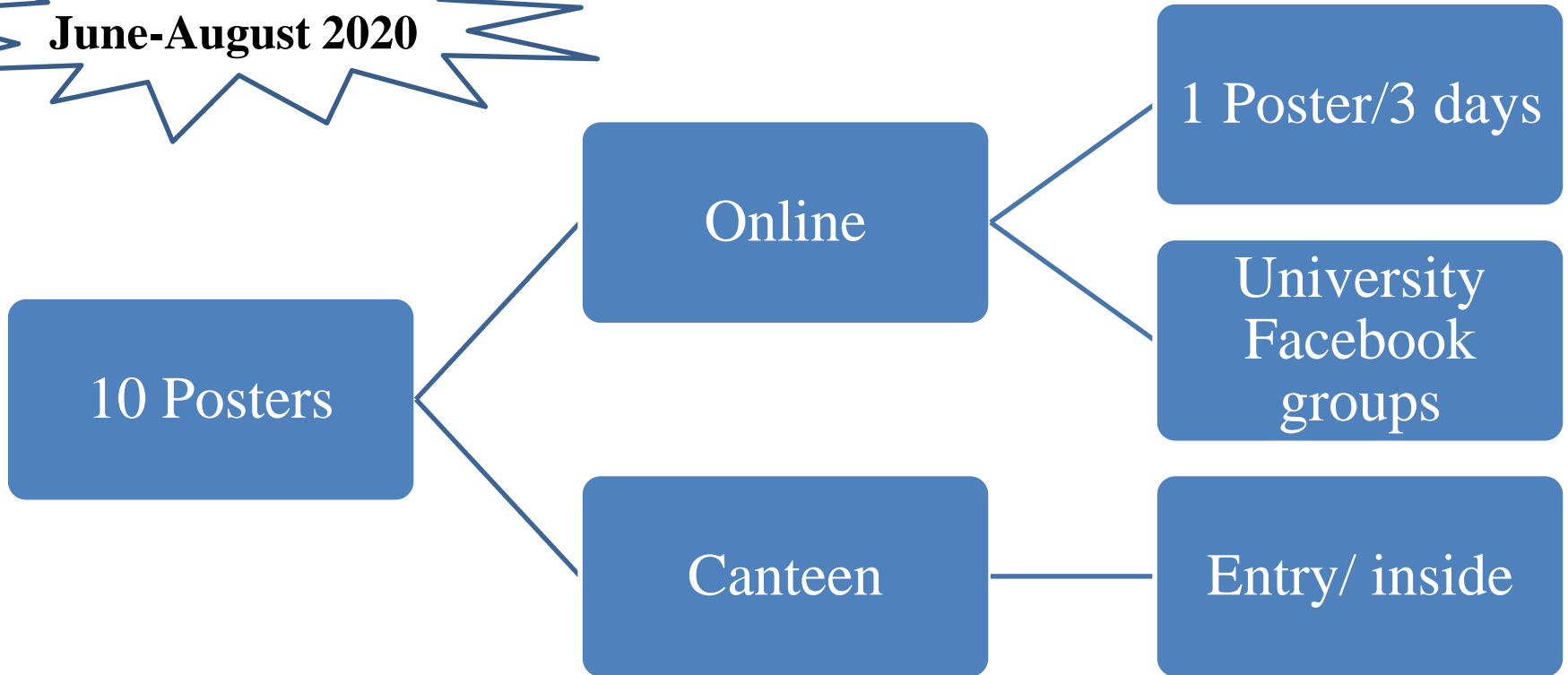
- An online survey based on a structured questionnaire, was conducted to assess information on students' :
 - **food purchase** behavior,
 - **awareness and attitudes** towards food waste,
 - self-estimation of **food waste**



Methodology

2.Sensibilisation campaign

June-August 2020



Methodology

2.Sensibilisation compaign

علاش هكا؟
#ANTI_GASPILLAGE

1/3
DE NOS ALIMENTS
EST GASPILLÉ
CHAQUE ANNÉE

علاش هكا؟

GASPILLAGE ALIMENTAIRE
2020
7.7 MILLIARDS D'HABITANTS
+1 300 000 000 000 DE KILOS

2050
9 MILLIARDS D'HABITANTS
1 300 000 000 000..... DE KILOS

علاش هكا؟
الي في الزبلة ترميه
ما فماش شكون أولى بيه ؟

علاش هكا؟
AU RESTAURANT
UNIVERSITAIRE DE L'INAT

علاش هكا؟
كل عام في الزبلة
570 مليار

MOYENNE DE 104 G PAR CONVIVE
53 KG DE PERTE EN 2 JOUR

81 KG DE GASPILLAGE EN 2 JOURS

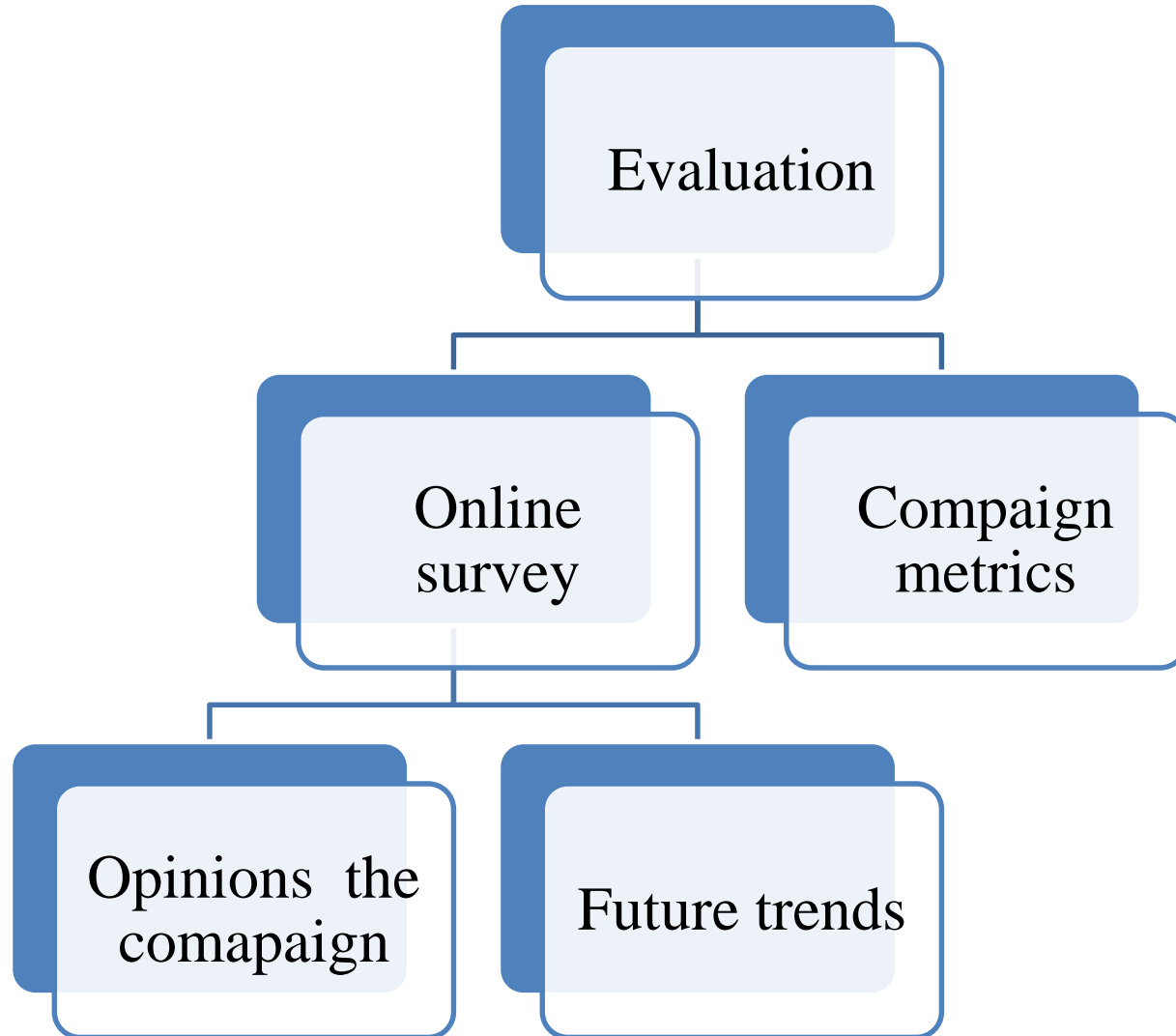
UNE MOYENNE DE 17 KG PAR JOUR
UNE MOYENNE DE 510 KG PAR MOIS
UNE MOYENNE DE 6120 KG PAR AN

علاش هكا؟

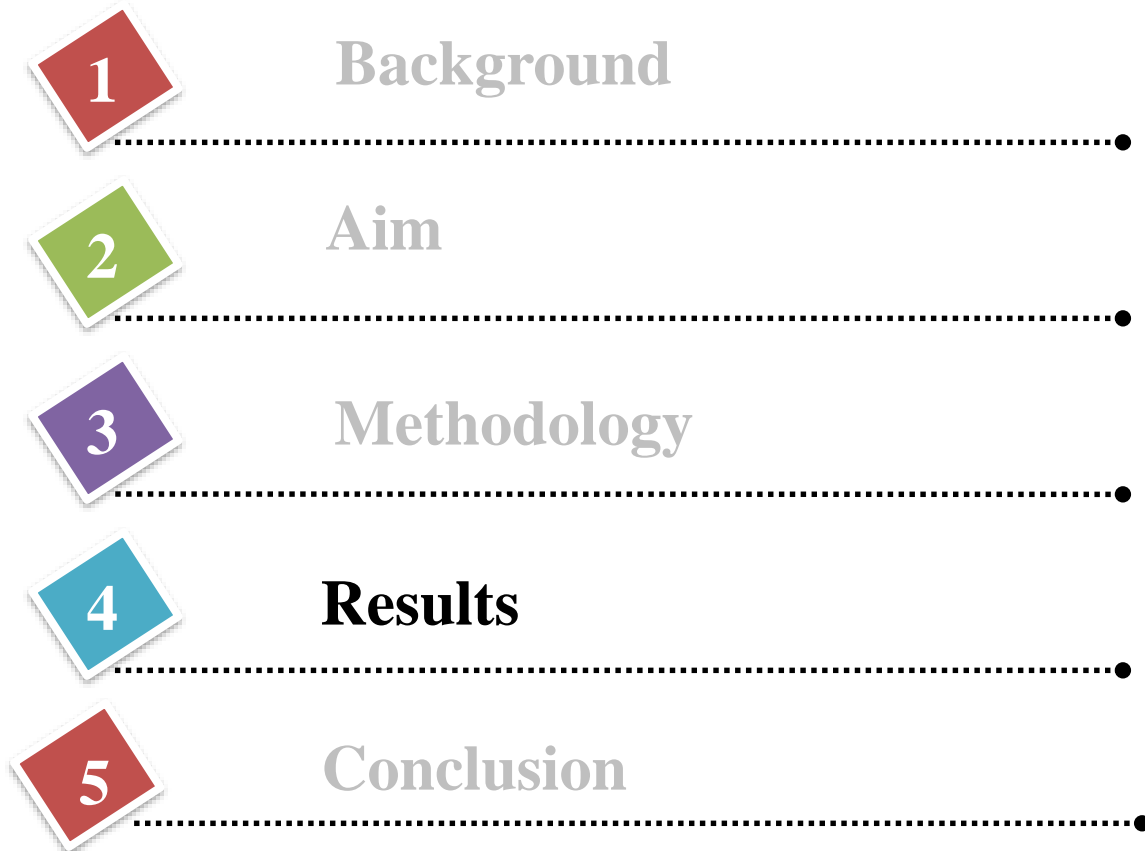
موش هكا خير؟
NE GASPILLE PLUS
NE GASPILLE PLUS
0% GASPILLAGE

Methodology

3.Evaluation of sensibilisation campaign



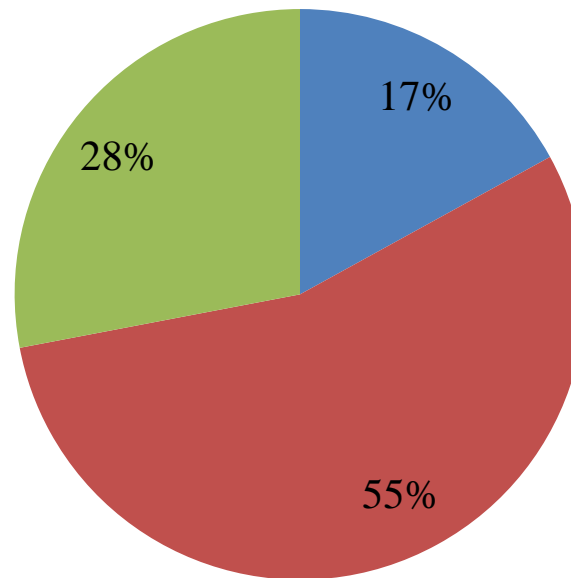
Plan



Results

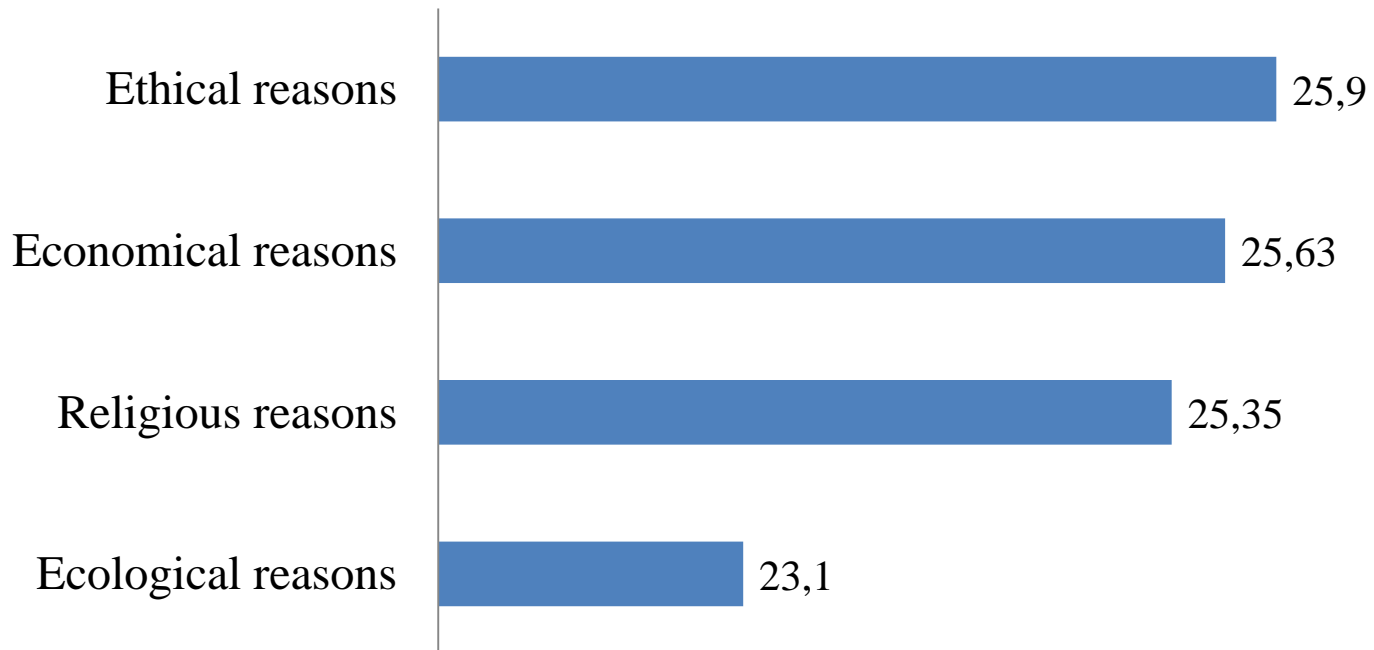
Current trends of students

■ I will stop food waste ■ I will reduce food waste ■ I will keep my current habits



Results

Main motivations for changing behavior



Results

Campaign metrics

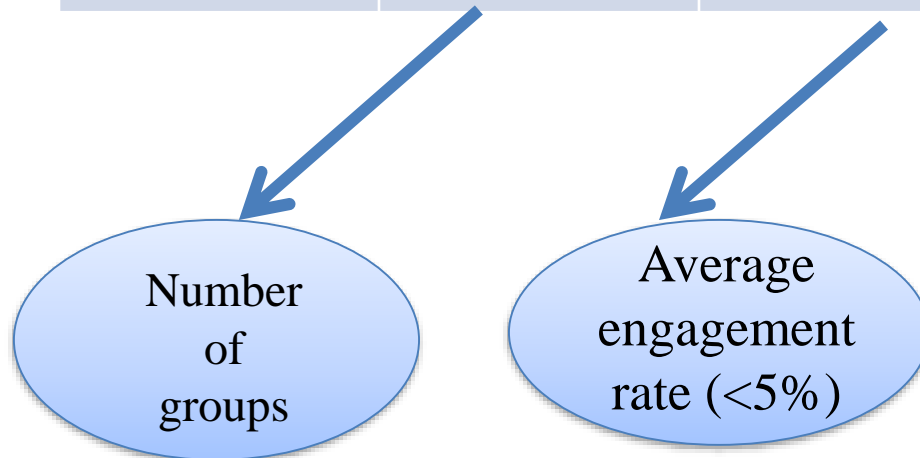
Target	Number of members group	Total number of view	Average of view per publication	Number of interactions	Average of interaction per publication
« Inat students »	1806	10039	1003.9	207	20.7
« Cité universitaire les Jardins »	167	1145	114.5	51	5.1
Canteen official page	502	809	80.9	30	3

Results

Campaign metrics

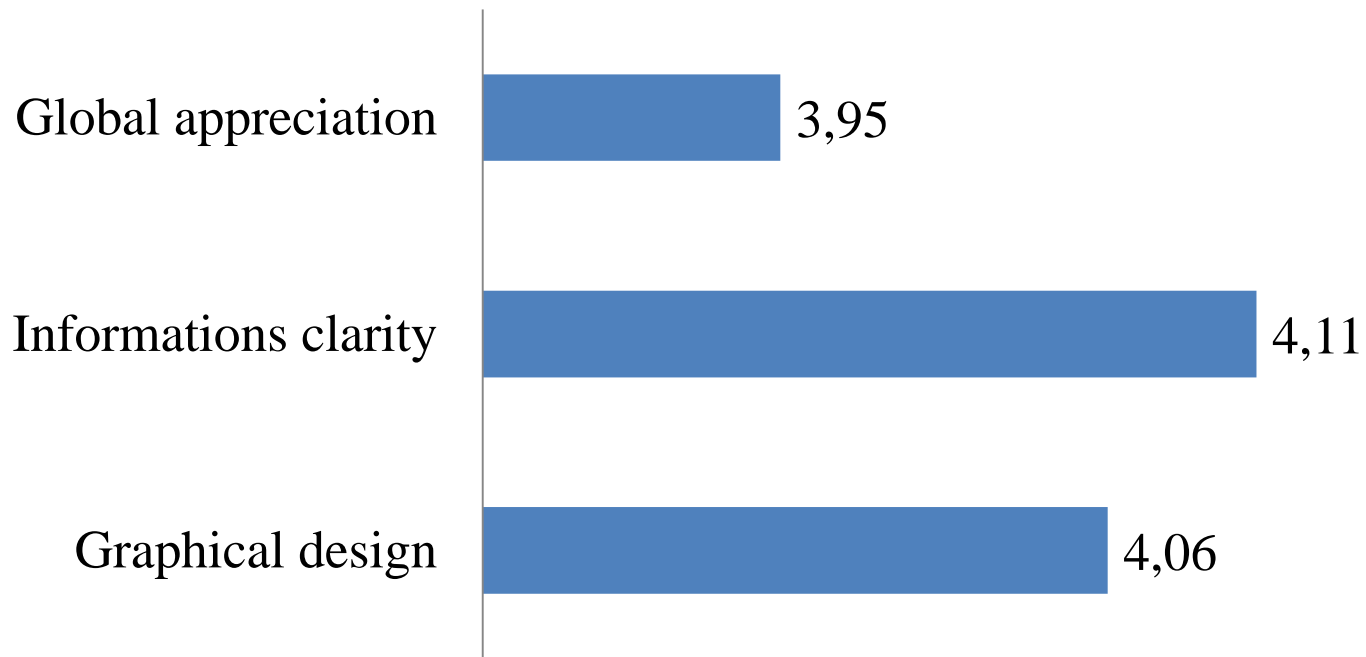
Key Performance Indicators (KPI)

KPI	Number of view (%)	Interactions (%)	Negatif feedback
Value	48.5	2.5	0



Results

Evaluation of the campaign: Online survey

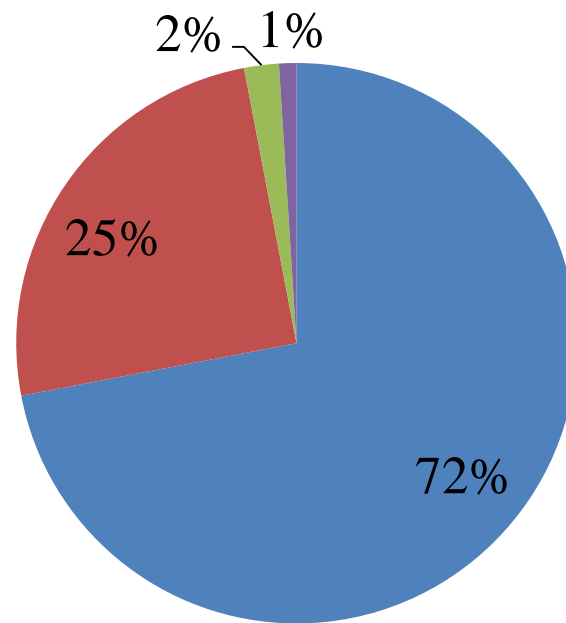


Results

Evaluation of the campaign: Online survey

Evaluation of food waste rate at university canteen

■ Shocking ■ Fair ■ Weak ■ No opinion

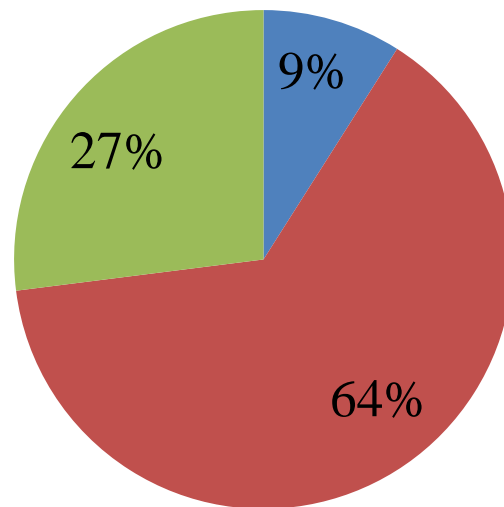


Results

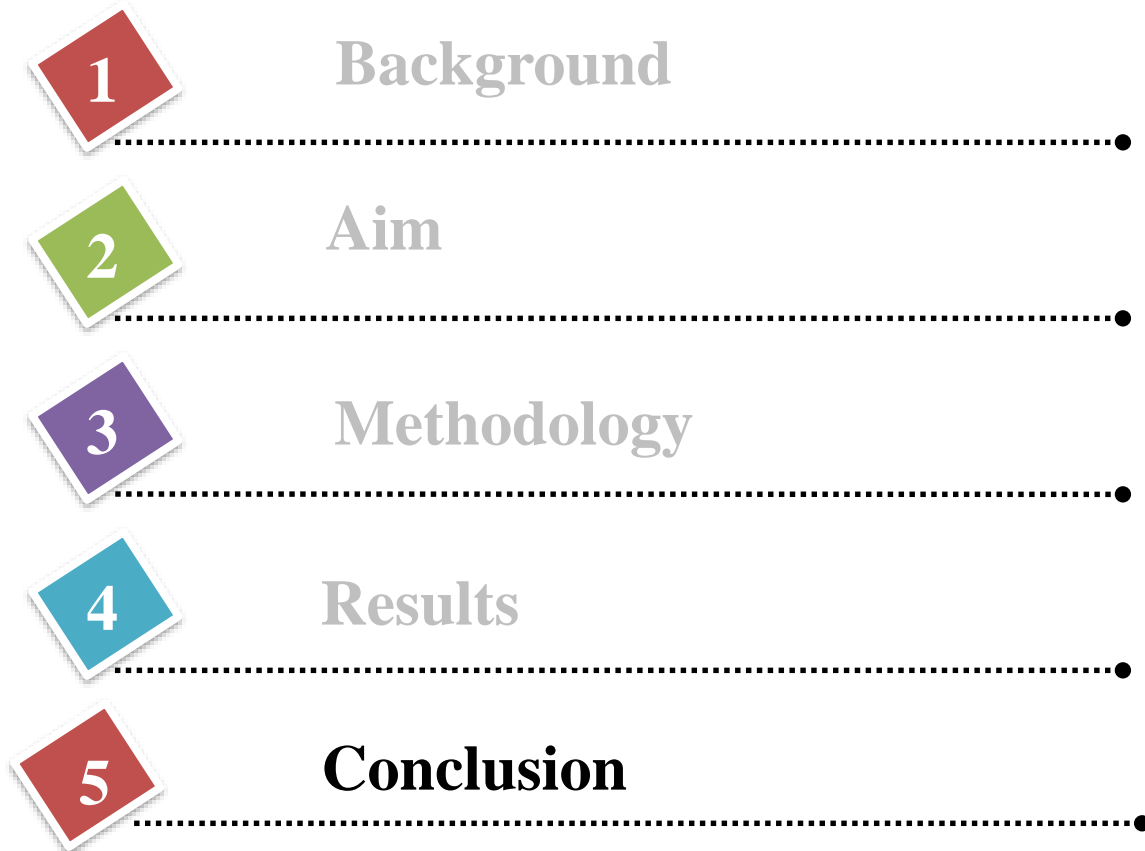
Evaluation of the campaign: Online survey

Trends of respondents post sensibilisation campaign

- I will keep my current habits
- I will reduce food waste
- I will stop food waste



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Conclusion

The use of social media and digital tools would be recommended to rise students awerness

Positive impact on future trends

Need of quantitative measurments



THANK YOU !

Institut National Agronomique de Tunisie

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Hajer Debbabi

Hanen Ben Ismail

Institut National de la Consommation

Darine Doggui