



SCHAD DRÖM - AVOIDING FOOD WASTE

Every year, consumers in Europe throw away over 80kg of food per person, most of which is still safe to consume. It's time to make people aware of how to avoid wasting food. Cologne's 'schad dröm' project ('it's a pity') is doing this by targeting young people.



FOOD WASTE

mostly at consumer level
&
mostly people under 40
↓
if households make an effort, great savings can be made both in terms of food and money

STARTING WITH THE YOUNG

collaboration with schools
↓
teach young people the reasons for food waste and how to avoid it
&
making it fun by involving them in the creation of a video

“ *If consumers were more aware of the difference between the 'best before' and the 'use by' dates, this would already help in reducing food waste.*

Valentin Thurn,
filmmaker

We need to learn to value food more again.

Rosi Hoepfner,
Cologne's environment agency



TOWARDS THE FUTURE

not only a German initiative, but a wider anti food waste movement
&
supermarkets collaborate with food sharing platforms
&
apps and web portals on how to reduce waste and creatively use leftovers



NUMBERS AND FIGURES

30
schools
involved

80kg
food thrown
away per
person

€1,000
potential annual
savings per
family