

9th February 2023

CHORIZO: Changing practices and Habits through Open, Responsible, and social Innovation towards ZerO food waste

CHORIZO project has started

In October took place the first kick-off meeting online and the second kick-off meeting was hold in Ghent, on November 23rd-24th, where all the partners met for the first-time face to face.



CHORIZO project, financed by Horizon Europe program, aims to improve the understanding between social norms, consumer behaviors and economic actor decisions and FLW generation and use this knowledge to improve the effectiveness of decision-making and engagement of food chain actors, **towards zero food waste**.

The consortium is formed by **15 European partners** (Food Associations, Technological Centers, Universities, Food Bank Association, Innovation Clusters, among others) and **coordinated by ILVO, Institute for Agriculture and Fisheries Research**; working all together through 7 Work Packages with different objectives such as: data **collection of FLW through 6 different Case Studies**, creation of a model to predict the impact of the actions taken, foster educational packages based on previous research of the actions taken until now, or development of a City Interest Group for changing social norms towards zero FLW.

CHORIZO objectives

O1: To undertake a comprehensive evidence-based analysis of previous/ongoing FLW prevention/reduction actions and tools, including a cost/benefit analysis and an impact assessment (economic, environmental, societal).

O2: To develop an FLW Datahub, which will incorporate: the results of the evidence-based analysis of previous/ongoing FLW actions (O1); new empirical case study evidence on social norms, consumer behaviour, economic actor behaviour and charity (e.g., food banks) behaviour in relation to FLW.

O3: To develop a modelling & predictive analytics backbone based on data from **the Case Studies (CSs)** and use it to discover and explain the correlations between social norms, business practices, consumer behaviour and food waste.

O4: To foster change in social norms and behaviours, by embedding the new evidence and understanding gained on FLW-related social norms and behaviours.

O5: To effectively manage the project's innovation upscaling.

O6: To engage with national EU, and global initiatives on a dialogue towards changing social norms to achieve a near-zero FLW and to undertake appropriate dissemination, exploitation, and communication actions to maximize the project's impact outside the consortium.

CHORIZO Work Packages

The objectives of CHORIZO will be pursued by the consortium through the implementation of a work plan, described in this section, consisting of seven Work Packages (WPs) spanning a three-year period (36 months). Partners participate in each WP, according to their specific expertise, knowhow and research, innovation, and business interests, thus creating the ideal mix of technical competence, and R&I capabilities, which is the key to guarantee a successful and timely achievement of project objectives.

CHORIZO Case Studies

To overcome shortcomings of the evidence-based analysis associated to the use of secondary data, CHORIZO will also implement a range of Case Studies (CSs). Through basic interviews, in-depth interviews, workshops, and other interactive activities, the partners will collect information about the different CSs.

Case Study 1: Household food waste in and off crisis periods.

Case Study 2: Hospitality food waste.

Case Study 3: Food services food waste.

Case Study 4: School waste and relation with obesity and malnutrition.

Case Study 5: Food waste in a food bank' mediated supply chain.

Case Study 6: Food waste in relation to date marking and sustainable and smart food packaging.

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