

General Conclusions

This book aims to analyse the food waste phenomenon in depth at consumer level. Drawing from behavioural and marketing theories, a new theoretical framework called the *Household Food Waste Journey Model* is proposed with the aim of better explaining food waste behaviour particularly at household level. Along with this, a conceptual framework helped in defining the actors responsible and the correct behaviours that significantly tackle food waste during the *away from home* phase. In addition to these two frameworks that will add knowledge to the literature in the field, two analyses have been proposed in order to highlight the main policies and initiatives that policy makers and practitioners are implementing in order to tackle the phenomenon. All these aspects concerning the food waste issue have not been researched before.

Thus, what have we learned?

Firstly, from a theoretical perspective, there are two main aspects for study. On the one hand we learned that food waste represents a mainstream problem and therefore a growing field of research. Among the areas that need to be further studied by academics are: the search for a harmonized food waste definition in order to collect direct data (i.e. the actual weight of food waste, which is not subject to underestimation problems due to self-estimated measures) on food waste and to compare them accurately for all countries; and the commitment of institutions to finance official sample surveys in order to enable researchers to analyse and compare sub-national levels (such as municipalities), since the local environment is such a crucial dimension for policy makers and practitioners when planning interventions.

On the other hand we also learn that behavioural and marketing theories could help to better explain the complex multi-facet food-waste behaviour. Indeed, we have seen that wasteful behaviour can be driven by influences such as psychological, social, situational, and demographic and socio-economic factors. These factors influence both wasteful behaviour and every phase of what I called the *household food waste journey*, that is the various theoretical drivers of wasteful behaviours drawing on the *consumer food management* process: planning,

provisioning, storing, preparing, consuming, disposal, and the *consumer decision process*: planning, pre-acquisition, acquisition, preparation, consumption, disposition.

Therefore, based on the literature findings, we have seen that every phase of the *household food waste journey* could contribute to some extent to wasteful behaviour among individuals.

Secondly, since we know that individuals alone cannot make the difference, we provided an advanced analysis and highlighted the main policies and initiatives to tackle the phenomenon of food waste, that could represent an interesting starting point for governments, institutions and food companies in order to take action against it, thus ensuring a sustainable development of our Planet and to meet the 12th UN Sustainable Development Goal in which food waste has been included.

This work adds to an important and rapidly growing literature base, making it fertile ground for future research.