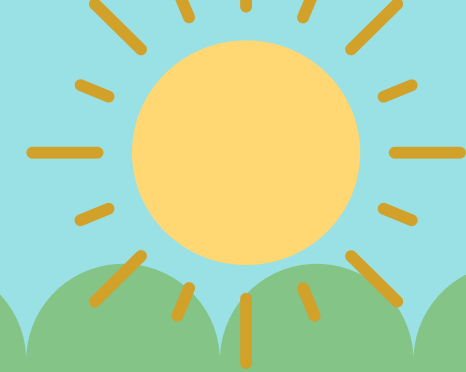# LEFT LOVERS

TARGET GOAL

11:6
REDUCE THE ENVIRONMENTAL IMPACTS OF CITIES

PURPOSE

The purpose of our project was to assist the many municipalities that lack systems for handling food waste in Sweden. Through understanding why some municipalities recycle food waste in much higher amounts per capita, and what common success factors there are, we could create a clear and distinct picture of how to implement a system with proven success.

THE PROJECT

1. GATHER KNOW-HOW FROM SUCCESFUL IMPLEMENTORS
Obtained tips and key success factors from 15 municipalities in Sweden that have successfully implemented food waste collection

15 Municipalities

2. RESEARCH PUBLIC OPINIONS AND BEHAVIORS
Conducted survey with over 150 respondents, asking demographic, geographic, behavioural and qualitative questions regarding sorting of waste and primarily food waste

150 Respondents

3. ANALYSE THE RESULT AND FIND COMMON DENOMINATORS
Analyse and determine key success factors for successful implementation of food waste collection and compile useful statistics and insights from the survey

4. PRESENT KEY SUCCESS FACTORS TO NON-ACTIVE ACTORS IN FOOD WASTE COLLECTION
Distribute the complete report to municipalities that have yet to establish a system for sorting food waste, or that can use our insights to increase efficient collecting

CHALLENGES ALONG THE WAY

The goal from the beginning was to work with the organisation responsible for food waste in Stockholm, through direct communication we wanted to increase the proportion of households sorting their food waste. However, due to the Covid-19 crisis, the organisation was no longer able to collaborate with us. To adapt to this challenge, we decided to keep pursuing our goal of increasing food waste sorting, but to work with the topic on a more conceptual level and a larger impact.

HOW DOES THIS CONTRIBUTE TO THE 11.6 GOAL?

The implementation of food waste collecting systems in current non-collecting municipalities will be more successful

Municipalities can make more effective campaigns than before and reach the right target groups

The report will be a channel and a starting point for cooperation among municipalities. Also, it inspires more municipalities to implement food waste collection

All of this will result in more municipalities succesfully implementing food waste management and a higher proportion of food waste being recycled amongst individuals

WHY ITS IMPORTANT

Currently, only 73% of all municipalities in Sweden have systems for collecting food waste, which is far from the ideal 100%. This means that hundreds of thousands of people in Sweden do not access an easy way of disposing their food waste. Additionally, even in places where there is such a system in place, more than half of food waste gets misplaced in a garbage can.

There are huge environmental repercussions to food waste not being properly collected and disposed of. Food waste that isn't converted into another energy source releases methane into the air, which is one of the harmful greenhouse gases contributing to global warming. Instead, food waste can be repurposed into biogas which can then be used to generate electricity, heat and transport fuel. It can also be used as fertilizer for farming.

OUR FINDINGS

KEY SUCCESS FACTORS

MUNICIPALITIES WHOSE FOOD WASTE IMPLEMENTATION HAS BEEN SUCCESSFUL HAD THESE FACTORS IN COMMON:

- A LONG, GRADUAL IMPLEMENTATION PROCESS

- COMMUNICATION ABOUT ENVIRONMENTAL IMPACTS IN BEGINNING OF PROCESS

- A FOCUS ON MAKING SORTING FOOD WASTE EASY

- A COMBINATION OF ONLINE AND OFFLINE MEDIA TO REACH DIFFERENT TARGET GROUPS

- PRAISE TO THOSE WHO SORT THEIR WASTE TO KEEP THEM ENCOURAGED

SURVEY INSIGHTS

- MOST COMMON REASON TO NOT SORT FOOD WASTE IS BECAUSE OF LAZINESS WHICH COULD MEAN THAT THE SYSTEMS ARE NOT SMOOTH ENOUGH

- ONLY 43% HAVE RECEIVED INFORMATION ABOUT FOOD WASTE SORTING FROM AUTHORITIES. AT THE SAME TIME, THERE IS A CORRELATION BETWEEN INFORMATION RECEPTION AND INCREASED FOOD WASTE SORTING

- THERE IS A CORRELATION BETWEEN HIGHER AGE AND MORE ENVIRONMENTAL AWARENESS. OLDER PEOPLE WERE ALSO MORE CERTAIN ABOUT SORTING CORRECTLY

If every person in Stockholm recycled their banana peels for a year, it would be enough biogas to travel four times around the world by bus!

Bio Gas