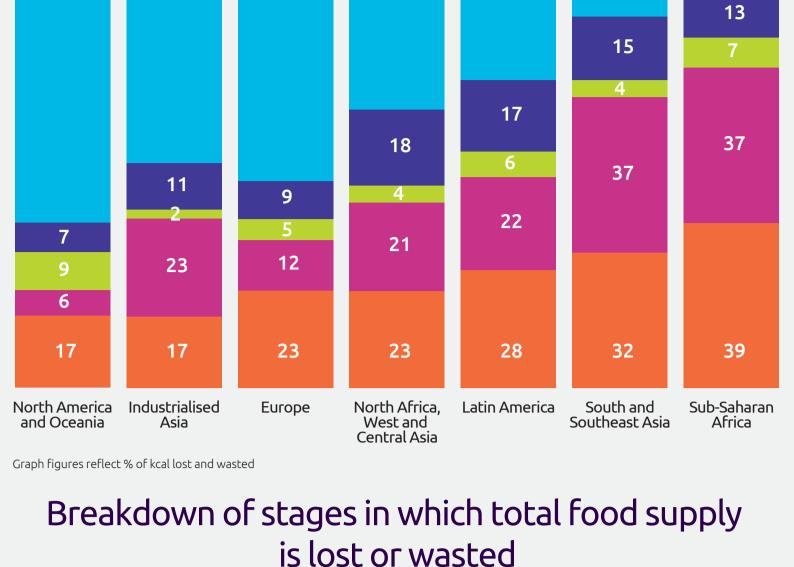


Smart Reduction of Consumer Food Waste: Using technology for the benefit of retailers and consumers



industrialized nations the majority of food waste stems **from Consumers**1 46 52 34 28 13 5

In most developed countries and



Consumption

## Source: WRI analysis based on FAO. 2011. Global Food Losses and Food Waste—Extent, Causes, and Prevention. Rome: UN FAO.

Processing

Handling

and Storage

**Production** 

Distribution

and Market



Milk left 0.5 liters
Add to shopping list

Menu
Recipes

important role in reducing

food waste at home

< Smart fridge 🖰

Calendar
Shopping list
On-line market



Via real-time data

analytics based

on business rules

(e.g. forecast and actual sales)

"No Waste" function in App

**DURING SHOPPING** 

helps consumers reduce

over-purchasing of food

In-store beacon

Shopper receives "No waste" promotion while entering the store.

**Shopper recieves** 

notification when

in proximity

to promo item.

**BEFORE SHOPPING** 

A Shopper's Journey

**Shopper creates** 

shopping list via

Shopping list

the app.

Shopping list

**Electronic Shelf Label** 

accordingly (e.g., after

and POS changes

30 minutes)

**AFTER PAYMENT** 

Customer can see

their savings on

"No waste"

personal savings

Electronic Shelf Label for

promo items on shopping list flashes.

Shopper chooses

promoted item(s)

form store shelf.

Recipe suggestions appear, including discounts for

additional products.

product suggestions product detail recipe suggestions

May agreed food analysis

The state of the s



 Increase the transparency and information consumers have regarding the production processes

consumers' trash bins instead of being enjoyed as

Get started.

Help consumers waste less

Understand why some of your products are landing in

of food
 Make information about your products easy to

understand

waste at home

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- Apply information technologies to help consumers
- quantify the amount of food wasted at home
   Help consumers build a tailored strategy to cut food