

# LIFE The Tough Get Going



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## The role of packaging in food waste prevention

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# Introduction to food waste



**WHERE:** Developed countries > Use stage > Consumer behaviour

**WHY:** Lack of planning of grocery shopping, improper conservation, inadequate packaging...

**HOW MUCH:** Too much, about 30% of food produced!

*“The food wasted in developed countries (222 millions of tons) is equal to the food production in Sub-Saharan Africa (230 millions of tons)” [FAO 2013]*





# Food waste in Grana Padano PDO supply chain

Data collected in 18  
packaging plants (years  
2016/2017)

↑  
**1,4%**

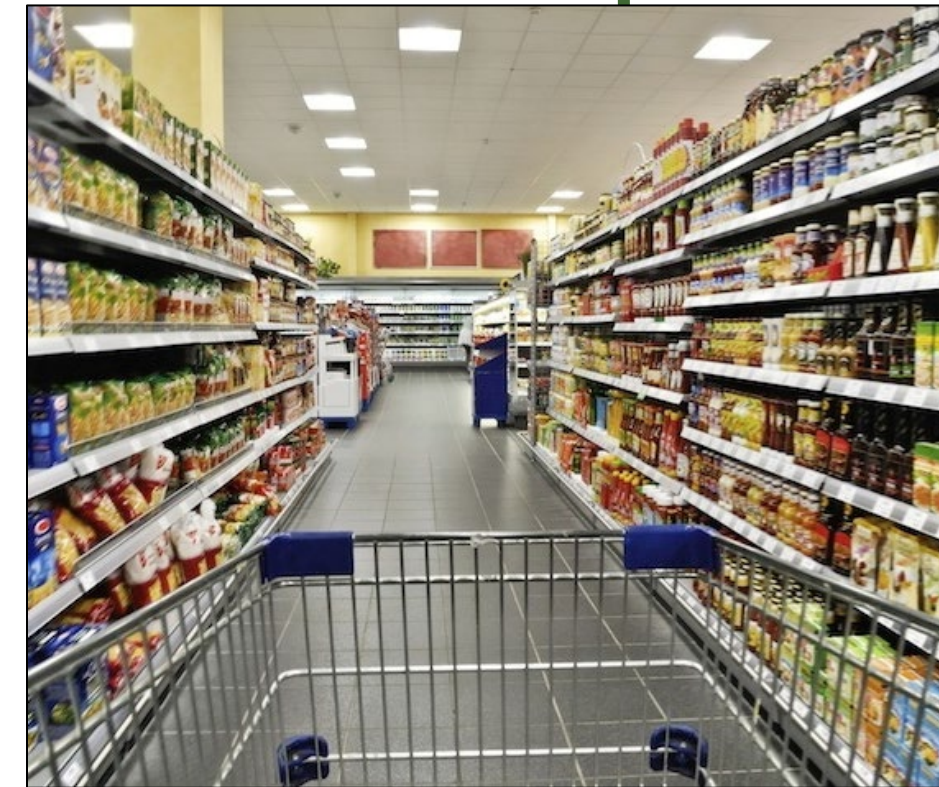


European Commission data  
(PEFCR for Dairy Products)

**0,5%**



**7%**



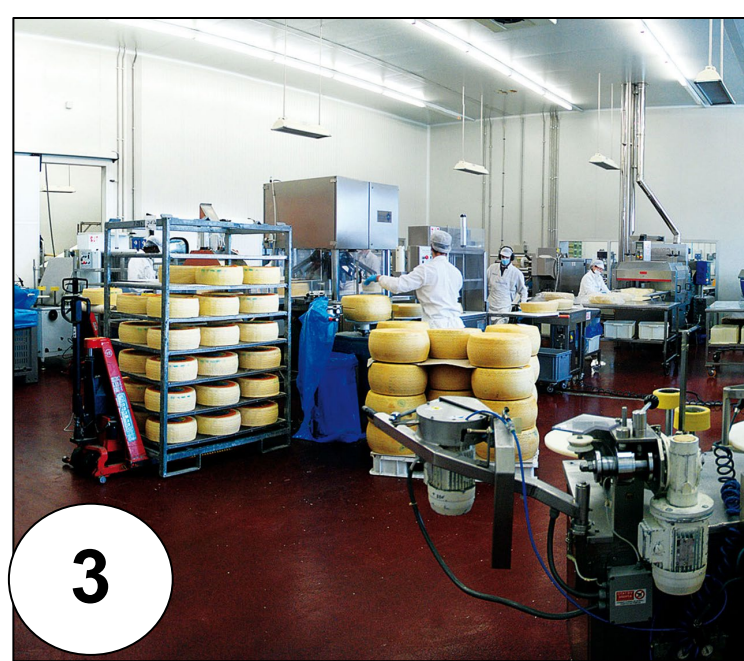


# Food waste in Grana Padano PDO supply chain

**13,75 litres  
of raw milk**

«Virtual» supply chain without waste

**1 kg  
Grana Padano**



**15,1 litres  
of raw milk**

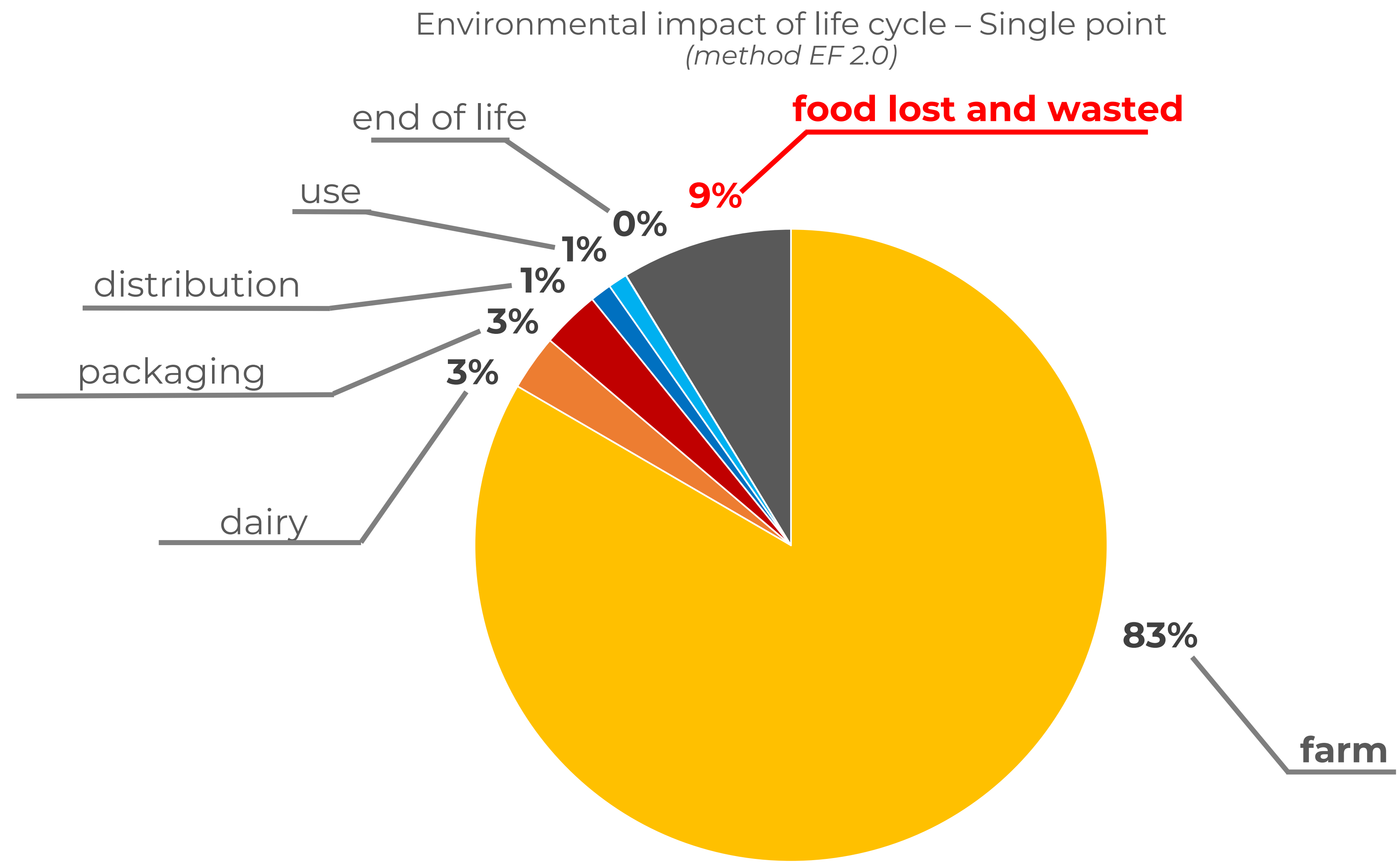
Real supply chain with waste

**1 kg  
Grana Padano**



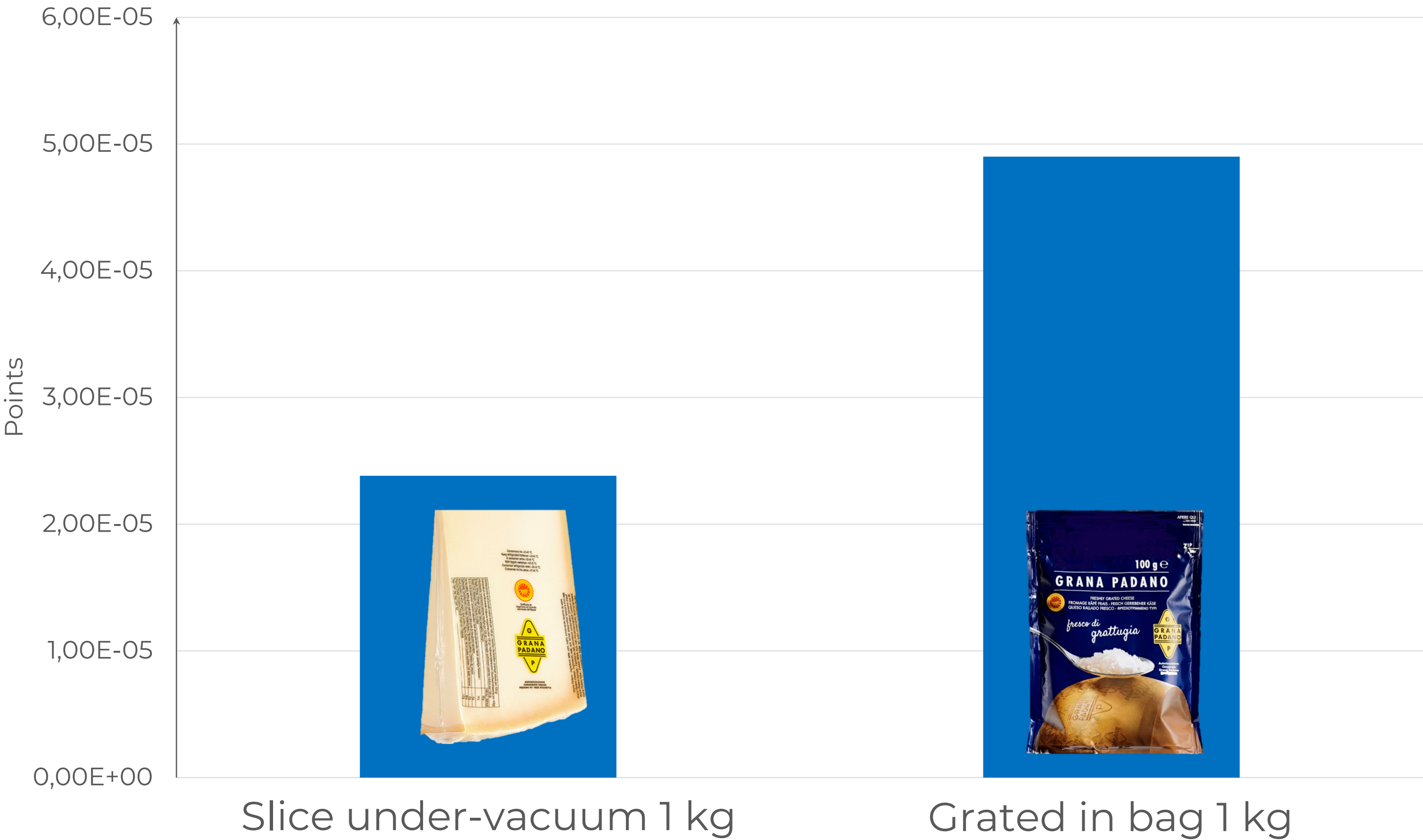


# Food waste and environmental impacts (PEF)



# Food waste and packaging solutions

Environmental impact of packaging stage – Single point  
(method EF 2.0)



# Food waste and packaging solutions

Environmental impact of packaging stage – Single point  
(method EF 2.0)



# When packaging prevents food waste

- ✓ Extend food shelf life;
- ✓ Protect and preserve food;
- ✓ Allow to acquire the desired amount of food;
- ✓ Assist consumer to implement actions to prevent food waste (e.g. «open and close» packaging);
- ✓ Support the right interpretation of expiry date;
- ✓ Inform about correct practices of prevention (e.g. proper storing);
- ✓ Empower consumers about environmental impacts of food waste.





# When packaging generates food waste

- ✓ Induce to acquire food that will not be eaten;
- ✓ Generates conflicts between reality and expectations (e.g. *buy something that I don't like*);
- ✓ Inadequacy about functional dimension (e.g. *possibility to empty the packaging*);
- ✓ Inadequacy about consumer information:
  - 85% of packaging surface is dedicated to secondary functions (e.g. *marketing appeal*);
  - 15% of packaging surface is dedicated to primary information (e.g. *expiry date*).

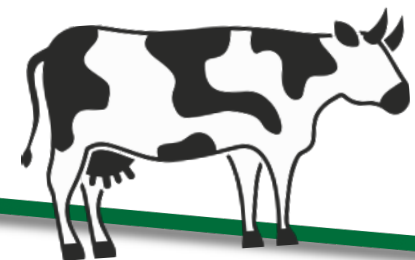


# Packaging ethic card

1. responsible
2. balanced
3. safe
4. accessible
5. transparent
6. informative
7. contemporary
8. forward-looking
9. educational
10. sustainable



<https://fondazionecartaeticapackaging.org/>







# Thank you

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