

# Packaging

An overview of consumer perceptions on recycling and reducing practices



## Purpose statement

The Consumer Observatory, powered by EIT Food, drives food systems transformation by providing consumer insights and guidance for agri-food stakeholders and offering market trend services to enable informed actions and decision-making toward a healthier, more sustainable and resilient future.



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European Union

# Content

1. Executive summary
  - Key findings
  - Advice
2. Methodology
3. About packaging: an overview
4. Recycling
5. Reducing packaging
6. Appendices

# 1



## Executive summary

## The study

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**W**hile foods rely on packaging for protection from pathogens, safe transportation, and longevity, packaging waste has a detrimental impact on the environment. The production of new packaging materials, as well as the disposal of used packaging, take an increasingly large toll on our planet.

On average, a European generates almost 180 kg of packaging waste per year (food and non-food). Furthermore, packaging waste has increased by more than 20% over the last 10 years in the EU, and plastic waste is projected to increase by 46% by 2030 if no action is taken.

In November 2022, the EU Commission proposed new EU-wide rules on packaging. The proposed set of rules aims to:

- Ensure reusable packaging options are available,
- Ban unnecessary packaging,
- Provide clear labels to support correct recycling.

How will European consumers react to these changes? Will they embrace the proposed developments, or will new barriers get in the way of reducing packaging waste?

To answer these questions, we need to understand the attitude of Europeans towards food packaging and know how they need help in reducing food packaging waste.

## Aim of the study

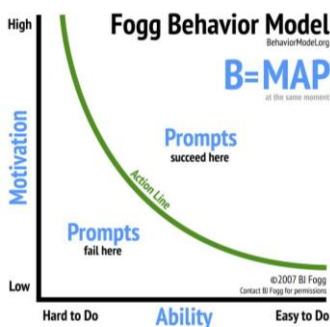
The aim of this study was to provide manufacturers and policy makers with concrete tips on how to reduce food packaging waste in a way that aligns with consumers' wishes, abilities, and expectations.

The tips stem from the developed understanding of European consumers' attitudes towards plastic packaging, and focuses on the two significant ways consumers can reduce their waste:

- **Reduce:** cut back on amount of packaging they purchase (e.g., zero waste)
- **Recycle:** systematically and correctly separate recyclable packaging from other refuse

To better understand consumers' perceptions of these two activities, we employ B.J. Fogg's Behavior Model, which predicts that a specific action will happen only when a combination of high motivation, high ability, and the presence of a prompt, occur at the same time.

To predict whether people will reduce the amount of packaging they buy and increase the amount they recycle, we will look at what the motivations, abilities, and prompts are for the two behaviours. Based on this analysis we made recommendations on how to reduce food packaging waste.



<sup>1</sup> BJ Fogg. 2009. A behavior model for persuasive design. In Proceedings of the 4th International Conference on Persuasive Technology (Persuasive '09). Association for Computing Machinery, New York, NY, USA, Article 40, 1–7. <https://doi.org/10.1145/1541948.1541999>

## Key findings

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- The motivation among participants to recycle is very high. Almost all participants want to recycle and will do so if it is not made too difficult for them.
- Participants feel negatively about products that use too much packaging.
- Recycling is perceived as easy to do (high ability) by most. Only when it comes to mixed packaging do participants feel like it is difficult to recycle correctly, which negatively impacts recycling behaviour.
- Uncertainty when it comes to recycling certain packaging correctly is a main reason not to recycle.
- Only about a quarter of participants believe that (nearly) everything in the recycling bins is truly recycled. However, this does not stop consumers from sorting their refuse.
- Participants feel like recycling is simply ‘the right thing to do’ but do not feel responsible for what happens to the materials after disposing of them into the ‘correct’ bin.
- Recycling happens much less outside the home due to lack of bins. Motivation to recycle remains high, but it is made too difficult for consumers.
- Participants consider avoiding packaging to be a more sustainable solution than recycling. Still, avoiding packaging happens a lot less. Perceived higher prices are the main barrier.
- In combination with not offering personal benefits that are persuasive enough, it is difficult to get consumers on board to avoid packaging.



## Advice

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Suggestions are made for packaging manufacturers, companies selling products to consumers, and for policymakers. These suggestions can lead to increased motivation, can make recycling easier and can stimulate action.

### For manufactures:

- Avoid unnecessary packaging. Make conscious choices about what packaging is necessary and what's merely for marketing purposes. Consumers feel negatively about over-packaged products.
- Avoid mixed-material packaging. If packaging needs to be mixed, make it easy and obvious for consumers to separate.
- Label each component of the packaging with instructions on how to correctly recycle it (e.g., colour labelling).

### For companies selling B2C:

- Consumers know how to recycle glass, cardboard and plastic best. Choose these materials to enhance recycling rates.
- Provide information and infographics on the brand website. Consumers look for information regarding correct recycling.

### For policymakers:

- Inform and educate consumers on cases where having packaging is more sustainable than a lack of packaging.
- Make the benefits of choosing unpackaged products more obvious (e.g., in campaigns).
- Consider introducing international colour-coded labels for packaging.

Provide more recycling bins at out-of-home locations.

# 2



## Methodology



## Methodology and participants

**T**his study was conducted in the Citizen Participation Forum, an online community of Europeans who are interested in talking about food. A total of 85 participants from 18 countries took part in the study, by completing online assignments, including forum discussions, questionnaires and photo challenges.

The participants were divided into two groups to discuss the topics recycling vs. reducing.

The participants in this study are front-runners when it comes to food. They are generally well-informed about the food they are consuming and think about aspects of health and sustainability when making food choices.

Country	Participants
Belgium	5
Czech Republic	4
Denmark	5
Finland	5
France	5
Germany	5
Greece	5
Hungary	5
Ireland	5
Israel	5
Italy	4
Netherlands	4
Poland	4
Portugal	6
Romania	4
Spain	4
Switzerland	3
United Kingdom	5
<b>Total</b>	<b>85</b>



# 3



## About packaging: an overview

## Packaging is noticed, but does not drive purchasing behaviour

**F**or most participants, the type of product packaging matters. Participants notice different types of packaging and are aware that some types are 'better' than others. However, packaging type does not determine purchasing behaviour. According to Fogg's Behavior Model, there is/are currently not enough motivation or prompts available for packaging to become a decisive factor when it comes to purchasing products. Participants will not avoid a product if there is no product with 'better' packaging available at that moment. Allowing packaging type to determine purchasing behaviour is therefore also not perceived as easy to do.

*"If there's a product I really want or need or like, and there is no similar alternative available, I will still purchase, and the packaging alone would not prevent me from buying it." Kevin (34), Ireland*

Only one in ten participants regularly avoid products because of their packaging. However, approximately three quarters of participants say that they have avoided a food product because of its packaging at some point.

Interestingly, more attention is paid to packaging when it is the first time a product is bought. After the product has become part of one's routine, the packaging is no longer considered.

*"I also pay less attention to the packaging if I have been buying that product for a long time. I pay more attention to a newly purchased product." Csaba (51), Hungary*

According to one participant, packaging is also less likely to be taken into consideration when a product is bought online, as opposed to in store. This could be related to the fact that packaging material is not as obvious when it is viewed on a screen rather than in person.

## Participants recognise the usefulness and versatility of packaging

# P

Participants were asked to think about all the ways in which packaging provides a service. They came up with many 'jobs' packaging does:

- Contains food so that it does not get mixed with other foods (e.g., in the shopping cart)
- Keep food together in set portions, no need to measure (e.g., kilo of flour)
- Preserves the quality (taste, smell), keeps food fresh, increases shelf life, preserves food, hygienic
- Protects the product from damage and breakage, especially during transport
- Communicates ingredients, particularly important for allergens
- Communicates origin of ingredients
- Communicates material and recyclability
- Can include recipes or serving suggestions
- Attracts buyers, branding, easy to recognise and communicate quality/value
- Makes it possible to eat food that is out of season and therefore supports varied diets
- Makes products stackable for better transportation, storage and in-store display

*"It would be hard to live in a world without packaging. Not possible and not practical." Rebeka (41), Switzerland*

## Needless packaging is a pet peeve for many

**W**hile participants recognise the usefulness of packaging, they also notice when packaging is used that does not fulfil a vital function. “Over-packaged” food was mentioned frequently as a pet peeve and something that should be avoided when possible. Seeing over-packaged products motivates participants to be more aware of the packaging problem.

*“I am frightened by the quantity of products that are ‘over-packaged’. I am really happy to choose more and more brands that make the effort to use a minimal amount of packaging.” Laetitia (41), France*

Participants talk about packaging that does not have a practical purpose, such as keeping food fresh, but is for example a branding choice.

*“I don't like to buy products with excessive packing material, like half-empty plastic packaging or multiple layers of plastic.” Jaakko (45), Finland*

However, some participants also mentioned plastic-wrapped vegetables as part of this category. An example that came up often is cucumbers, which are sometimes wrapped and sometimes not. This makes consumers doubt the legitimacy of the packaging.

*“I get really annoyed when some food has packaging that seems unnecessary, one example being cucumbers that are shrink-wrapped. It's just silly and annoying to remove.” Lucy (45), United Kingdom*

Some participants recognise the role packaging can play in reducing food waste.

*“I do not see anything wrong with packaging. It is good for less food waste.” Poul (48), Denmark*

## Participants take responsibility for discarding packaging properly

**W**hen it comes to discarding packaging, most participants make a conscious effort to do this. They often talk about separating their refuse in order for it to be recycled.

When possible, they return containers to receive the deposit they paid when purchasing the product.

*“In Finland most drinks bottles and cans are recycled because you need to pay a deposit when buying them. If you don't feel like taking the empty can back to the store yourself, just leave it in a visible place and somebody else will take it, receiving your deposit as a reward.”*  
Jaakko (45), Finland

Other food packaging materials are kept and reused at home - glass jars, hard plastic tubs, plastic bags for refuse.

*“Sometimes, when it comes to glass jars, I keep them to make my own jam for example. When I can reuse packaging, I do it 😊.”*  
Michaël (44), France

Participants also mention being able to compost cardboard packaging in their garden.

*“Packaging made of cardboard or paper I compost myself.”* Poul (48), Denmark

A small group avoids packaging where possible as an even better solution than recycling.

*“At work, I sometimes buy food with minimal packaging, and I bring my own coffee or water, so not too much to recycle.”* Andreea (28), Switzerland

# About the Consumer Observatory

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# 4



## Recycling

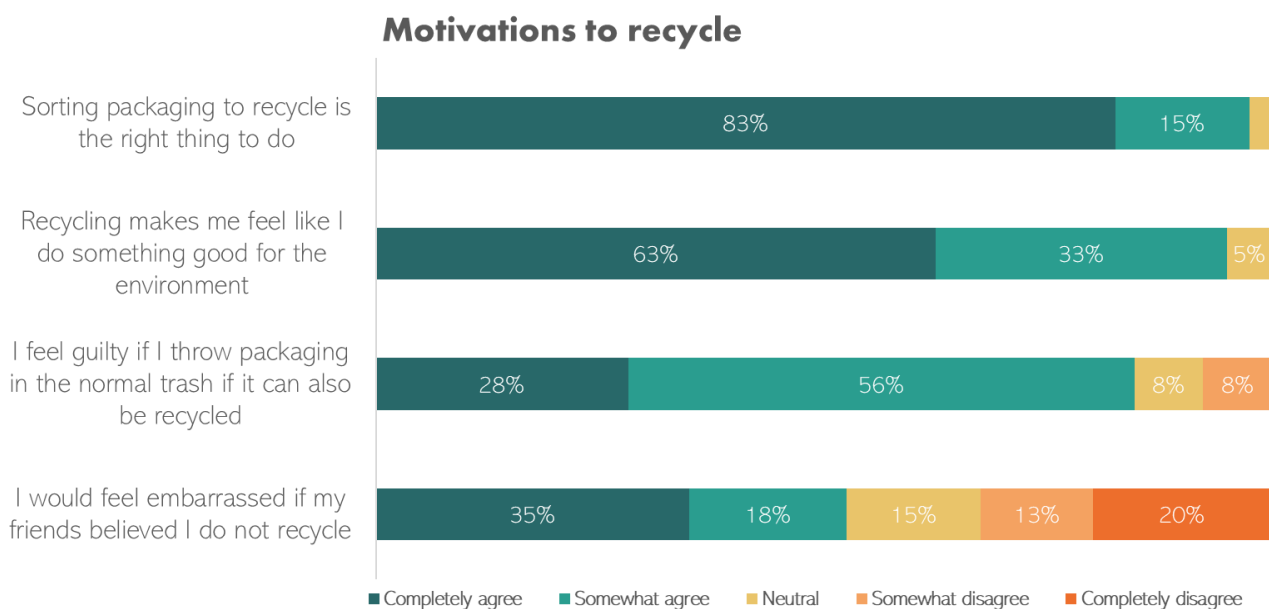
## Motivation to recycle is high: ‘right thing to do’

The motivation to recycle is high and driven by the feeling that recycling is simply ‘the right thing to do’, with nine out of ten agreeing with this statement. Recycling has become a social norm, which in turn likely also acts as a prompt to drive more people to recycle.

*“We do this out of social responsibility - it is absolutely the right thing to do & we will always do it.” Neil (54), UK*

Recycling is seen as a social responsibility, but also an action that actively helps the environment. Participants link lack of recycling with packaging ending up in nature, for example plastic ending up in the sea. Tangible examples that help individuals visualise the way in which recycling benefits nature is therefore a useful prompt to promote recycling behaviour.

*“Whenever possible I try to recycle all types of packaging because it's good for the environment.” Francesco (38), Italy*



## Recycling is a habit

Recycling, or at least separating refuse, is a routine behaviour that is ingrained in many participants' lives, with eight out of ten participants saying that sorting packaging is a habit for them. According to Fogg's Behavior Model, this means that the motivation to recycle is high, that participants have the ability to recycle (do not find it too difficult to do so), and that prompts succeed in persuading individuals to recycle more.

Many participants are so used to recycling that they cannot imagine not separating their refuse at home.

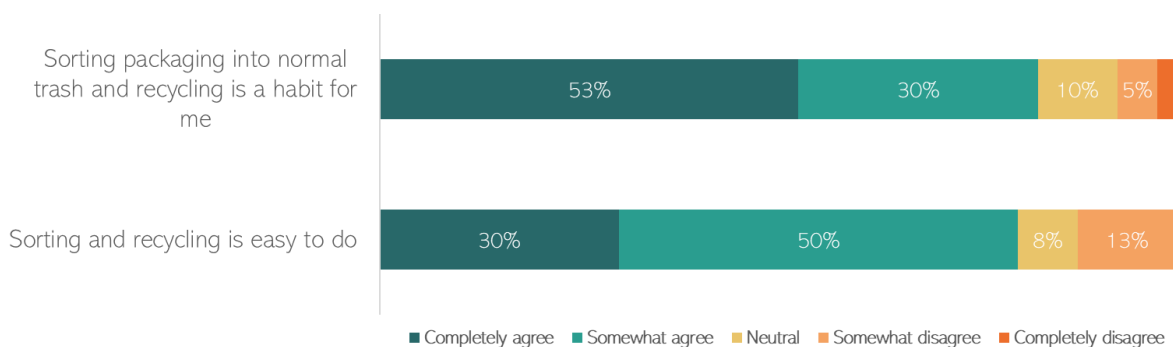
*"We have paper collection every few months, so why throw it into the regular bin if it can be recycled?" Andreea (42), Switzerland*

*"If we can do it, we don't need to give a reason, because it is self-evident." Dorottya (28), Hungary*

Approximately half of the participants estimate that they recycle nearly all their food packaging when they are at home. Only a fifth say that they recycle half or less.

Most participants have the ability to recycle and find it easy to do so, at least at home. Only around two in ten participants claim to find it difficult to do so.

### Ease and habit of recycling



## Out-of-home recycling: high motivation, but low ability

Recycling happens much more at home than outside the home. Participants find it easier to separate refuse at home, where they make sure that they have separate refuse containers. Motivation outside the home remains high, with participants feeling discomfort or even guilt when they are unable to recycle properly.

*“I'm honestly always a bit uncomfortable if I'm outside and don't find the right bin to recycle my packaging.” Julia (40), Germany*

Participants are often unable to separate refuse outside their homes, as most bins are for general waste.

*“When I'm away from home it's more difficult to recycle the packaging because you don't always find the right containers.” Carmen (53), Italy*

There are not enough recycling bins accessible outside.

*“An occasional large place or shopping centre do have bins with various sections, and they are labelled well with plastic bottles, cardboard, general waste etc., but I feel where I live anyway there certainly isn't enough of this to be able to dispose of waste better whilst out and about or outside of my home.” Kevin (34), Ireland*

So, according to Fogg's Behavior Model, the motivation to recycle is already high, but for recycling behaviour to be successful outside the home as well, the ability to recycle needs to be improved. Recycling needs to be made easier for individuals by providing more recycling bins in accessible out-of-home locations. More prompts, such as visual cues to make recycling bins more noticeable, may also help.

## Low ability is a barrier: uncertainty about recycling correctly

The most frequently mentioned reason for not recycling certain packaging is a lack of knowledge and uncertainty regarding how to correctly recycle certain packaging made from mixed-materials. While the motivation to recycle is there, participants feel a lack of ability.

*“I do not recycle the milk carton because it has a plastic lid but is made of some sort of cardboard, so I am unsure how to do it properly.” Henriette (52), Denmark*

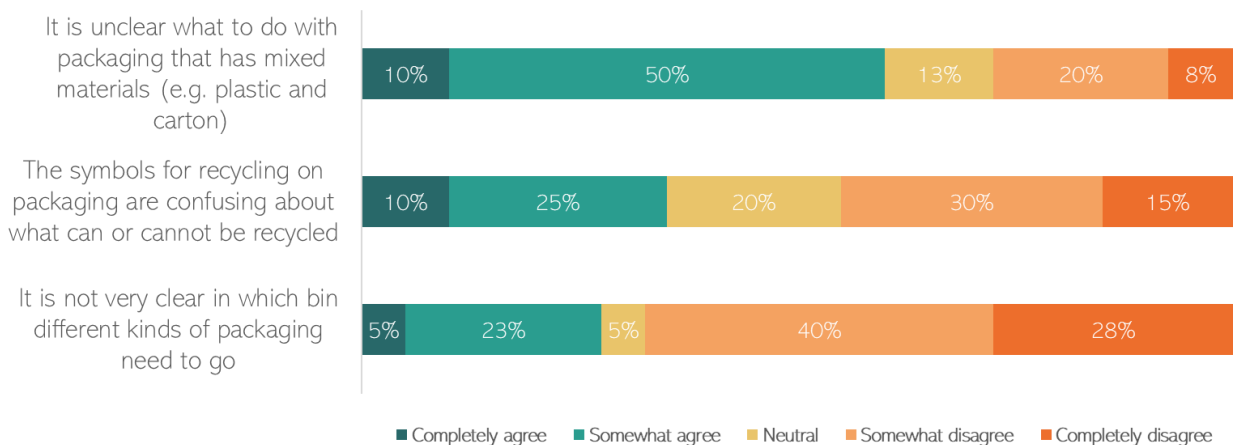
Participants are also concerned about whether cleaning packaging to recycle it defeats the environmental ‘win’ of recycling in the first place. This sometimes causes them to throw dirty packaging in the normal bin.

*“Sometimes I have doubts if I’m doing the right thing when I have to spend more water and detergent to clean some packaging before putting it in the recycling bin.” Jose (37), Portugal*

Instructions on which bin each type of packaging needs to go into is an issue for about a quarter of participants. This is the case for mixed-materials packaging rather than ‘obvious’ packaging such as glass bottles or cardboard boxes.

According to Fogg’s Behavior Model, to promote recycling behaviour, it needs to be made easier for individuals. Better instructions are required on packaging the itself, but also prompts in the form of infographics may help.

### Barriers for recycling (I)



## Lowest ability with mixed materials: less recycled because of uncertainty

Glass and paper are the materials that are recycled by most participants (at 95%), followed by plastic (90%) and then metal and aluminium (80%).

Plastic is generally recycled by most, unless it is mixed with other materials or is dirty. Only a small handful of participants discuss the fact that plastic is complicated to recycle because not all types of plastic are recyclable.

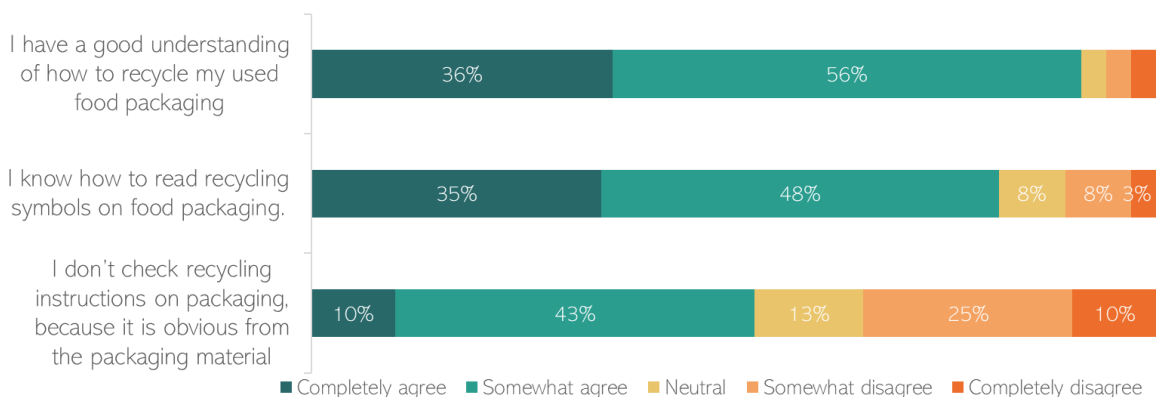
*“I try to recycle plastic packaging, but unfortunately this is rather complicated. In order to do this properly, all must be sorted according to their specific type of plastic.” Arthur (61), Germany*

A few participants are aware of mixed materials and how those are more difficult to separate. Participants show a lower ability when it comes to recycling mixed materials, which causes participants to recycle these materials less compared with other materials. Manufacturers should make it obvious to consumers how each component needs to be recycled and make it easier to physically separate mixed-materials packaging.

*“I would like to recycle milk or juice packaging better but because they consist of both paper and plastic layers it is too complicated.” Christian (41), Germany*

Nearly all participants are confident about their understanding of how to recycle their used food packaging correctly.

### Understanding of recycling



Eight out of ten participants have looked up recycling instructions or rules, for example on the internet.

## Home and living area plays a role in recycling habits

Motivation to recycle is reduced when co-habitants do not have the motivation to recycle correctly. Needing to correct others' poor recycling practices is a barrier to people's recycling behaviour. To improve recycling behaviour amongst those with low motivation, recycling will have to be made even easier (improving ability) and more prompts are needed (possibly extrinsic motivators such as apps that reward recycling).

*"I am trying to do the same with the coloured bags but it's not easy when you have 3 other people at home, they need training 😊 I need to train them on which container goes where. And of course, always check every bag has the correct materials inside. Too much work to recycle." Georgia (32), Greece*

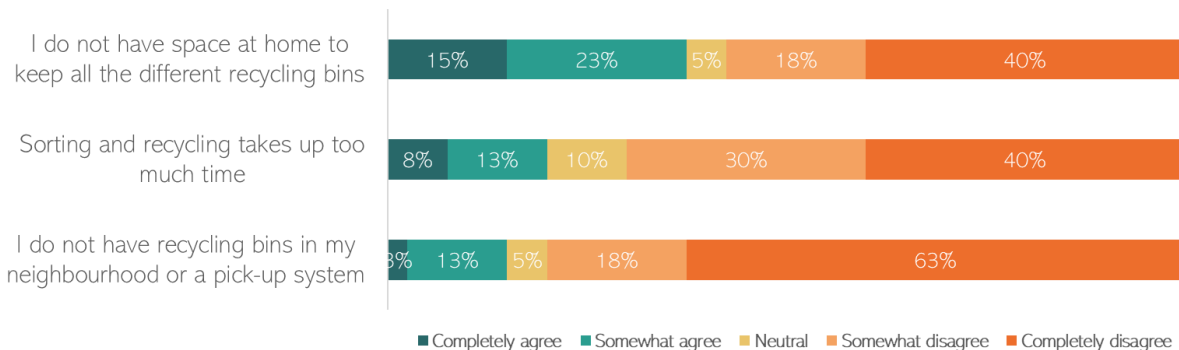
Some participants experienced a lack of space for all the different compartments required for recycling. This is particularly an issue in apartments in cities. Bin manufacturers could design in-home separation systems that are more space efficient to help out this group of consumers.

*"I do the same but can't separate all kinds of packaging because of the lack of space in our home." Eleni (34), Greece*

On the other hand, participants living in the countryside also face issues with recycling. In their case it's mostly a lack of facilities at a convenient location or a lack of regular collections.

*"Also here in Finland 'comprehensive' sorting is often not possible if you live outside of towns and cities (unless you're willing to carry the sorted waste over long distances)." Jaakko (45), Finland*

### Barriers for recycling (II)



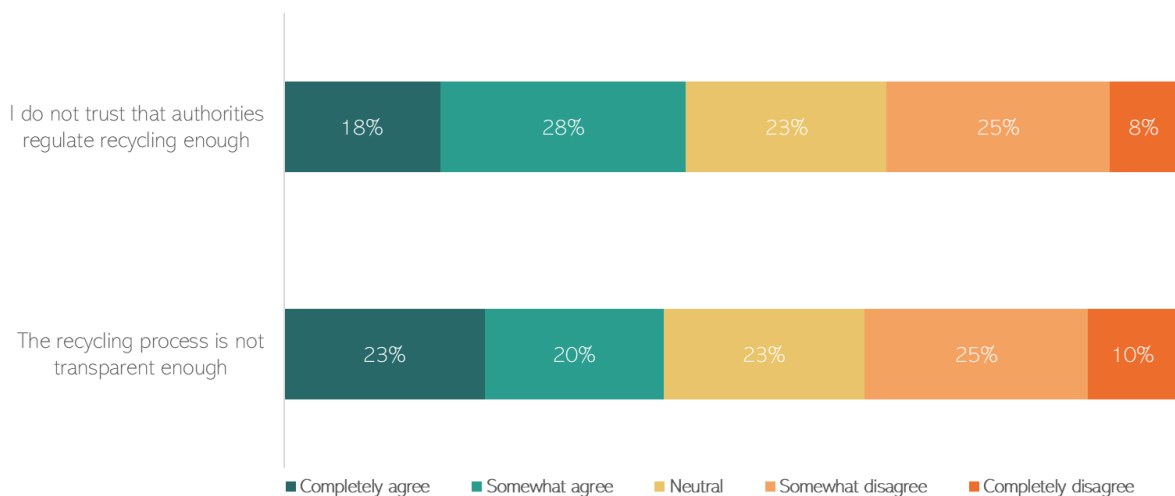


# Trust is a barrier to motivation, but participants still recycle as much as they can

Opinions about whether recycling is well-regulated and transparent enough are divided. About half of the participants are optimistic, and another quarter is neutral about this.

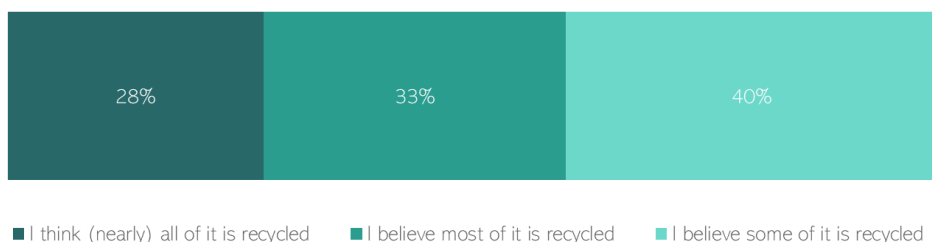
*“In fact, recycling does not happen in reality. There are figures which state that less than 1% of produced plastics is recycled.” Michael (57), Germany*

## Trust in the recycling process and regulation



The majority of participants does not believe that everything that goes into the recycling bins actually gets recycled. And yet, in order to feel that they have done their part, they participate in the recycling process, possibly because it has become a routine behaviour.

## Do you believe that the materials you bring to the recycling bin are really recycled and used again?



## Barrier: Overflowing recycling bins

Participants share many instances where recycling does not go well due to poor planning from collectors as well as poor sorting by consumers. This can lead to bins overflowing.

Participants who have to deal with this are very frustrated, primarily towards people who throw their recycling next to full bins. Even though some participants call the system 'broken', authorities are not blamed as much for these overflowing bins.



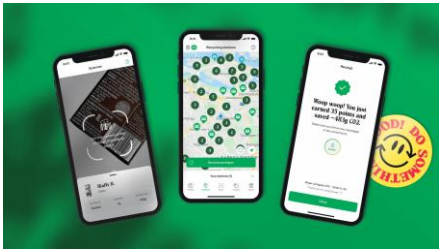
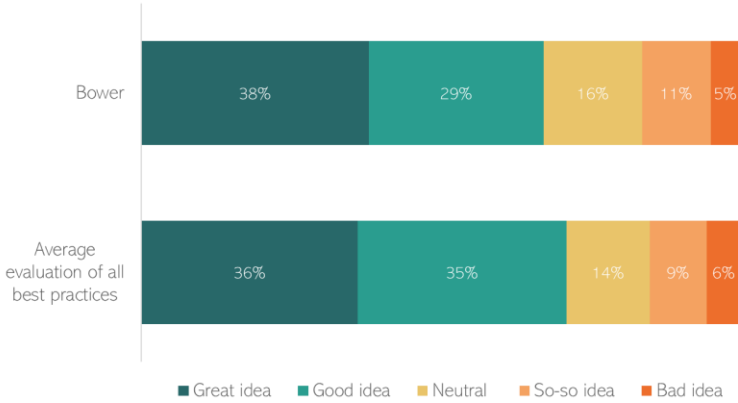
*“We all know in some countries (and I speak for mine too, Greece) the recycling system is either broken or not being respected by the residents. This results in overflowing bins and literally the area being full of refuse and waste.” Kostas (24), Greece*

*“The containers in a central square in Madrid are almost always overflowing. The neighbours who come to throw the rubbish away squeeze the bags sticking out of the bins. The laziest don't even try.” Inda (48), Spain*

# Best practice: Bower app

*Bower is a UK-based app that offers its users a reward for all the packaging they recycle. Plastic containers, milk cartons, metal cans – anything that has a barcode can be recycled with Bower. How it works: users drop off their packaging at the nearest participating recycling station and scan the barcodes. They then earn points on their ‘deposits’ which can be redeemed for cash, discounts at participating shops, or even donated to charities. In addition to receiving points, they also receive tips on how to better recycle and learn about their environmental impact of recycling the packaging instead of throwing it away with normal waste.*

**Evaluation Bower compared to other best practices**



## Best practice: Colour coding separation

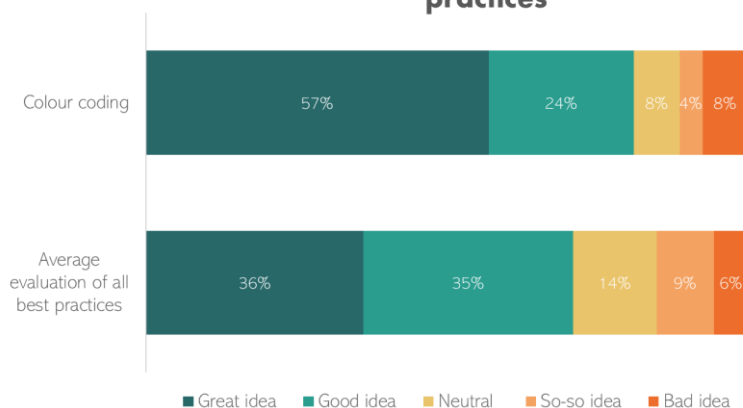
In some countries, recycling bins are colour-coded, while in others they are not. What if all EU recycling bins had the same colours for the same materials?

Imagine that all municipalities in the EU would be required to use the same colour coding system for recycling, for example: green for glass, orange for plastic, blue for paper, etc.

Now imagine that all food packaging is required to contain a colour-coded label for each material it contains, so that it is clear which recycling bin it needs to go into.



### Evaluation colour-coding compared to other best practices







**“My philosophy is that recycling should be made as easy and intuitive as possible to people to get as many on board as possible, and as much material as possible sorted and recycled the right way. This system is anything but that.”**

***Henriette (52), Denmark***



# 5



## Reducing packaging

## Package-free shopping: high motivation needed

Most participants are familiar with packaging-free shopping in the form of avoiding single-use plastic bags at the market or supermarket, but few do so and only if there is an easy alternative.

The majority do not have any experience with shopping at packaging-free shops, where buying products void of plastic packaging is the norm. Participants have to go out of their way to go to packaging-free shops. According to Fogg's Behavior Model, this means that high motivation and prompts are needed, as more effort is required from individuals, which makes packaging-free shopping hard to do.

Compared to recycling, packaging-free shopping and consistently avoiding packaging is therefore a habit that is in its early stages.

*"I don't know any such shops. Maybe they are located in bigger cities. I don't know anyone who has shopped there. I think that the products may be fresher there." Tarja (50), Finland*

*"This is the first time I hear about something like that. We don't have it in Israel". Vika (35), Israel*

However, a few participants mentioned that farmers' markets tend to be packaging-free. This is more familiar to respondents than an entirely packaging-free shop.

*"The farmers' markets can be close to that, where farmers are selling their products only in bulk." Gheorghe (29), Romania*



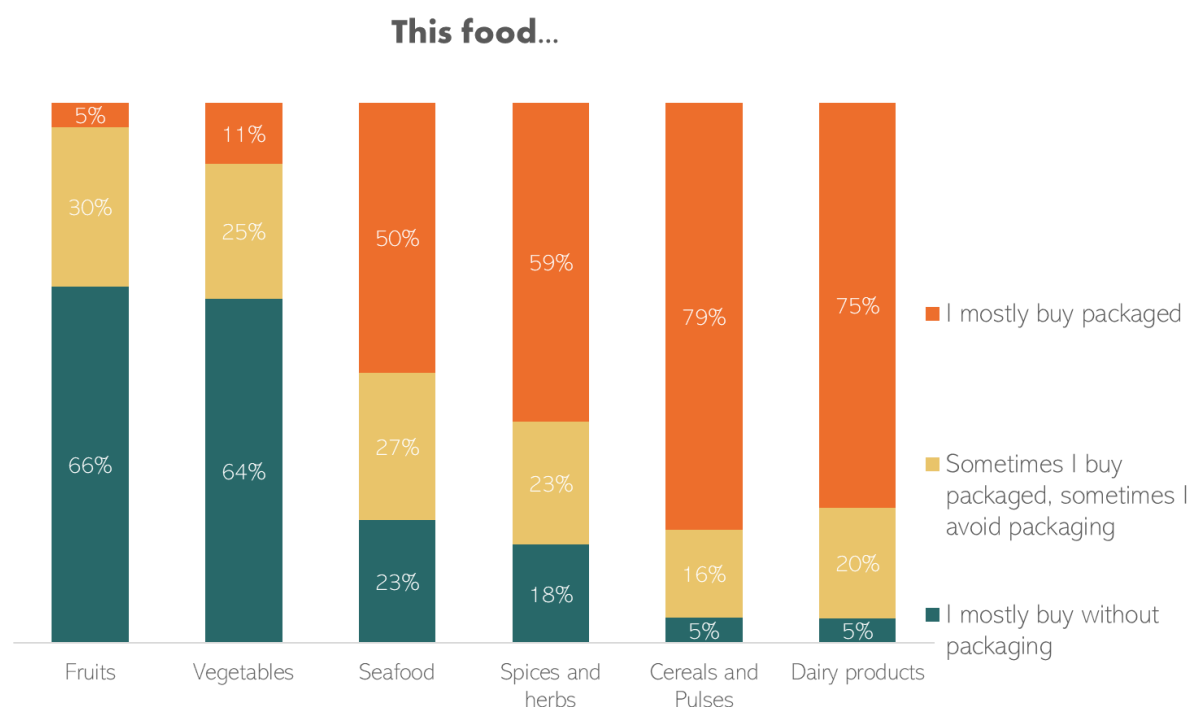


## Fruit and vegetables are the only categories bought without packaging by majority

Products that participants avoid due to packaging are mostly fruit and vegetables wrapped in plastic. In this category, it is easier to avoid packaging, so not much motivation is necessary from consumers. Lack of packaging in this category is also not viewed as inconvenient, in fact packaging is often viewed as unnecessary.

*“Yes, on some occasions I stop buying fruit and vegetables when they come packaged and in containers.” Endika (36), Spain*

Other food categories are not as often bought packaging-free. To motivate individuals to purchase products with less packaging, packaging-free alternatives need to be obviously visible next to their counterparts with packaging. Alternatively, individuals can be motivated by prompts that highlight the benefits of packaging-free products to the environment, and the consumer as well. Recycling practices come with a sense of pride that is not yet inherent to packaging-free practices.

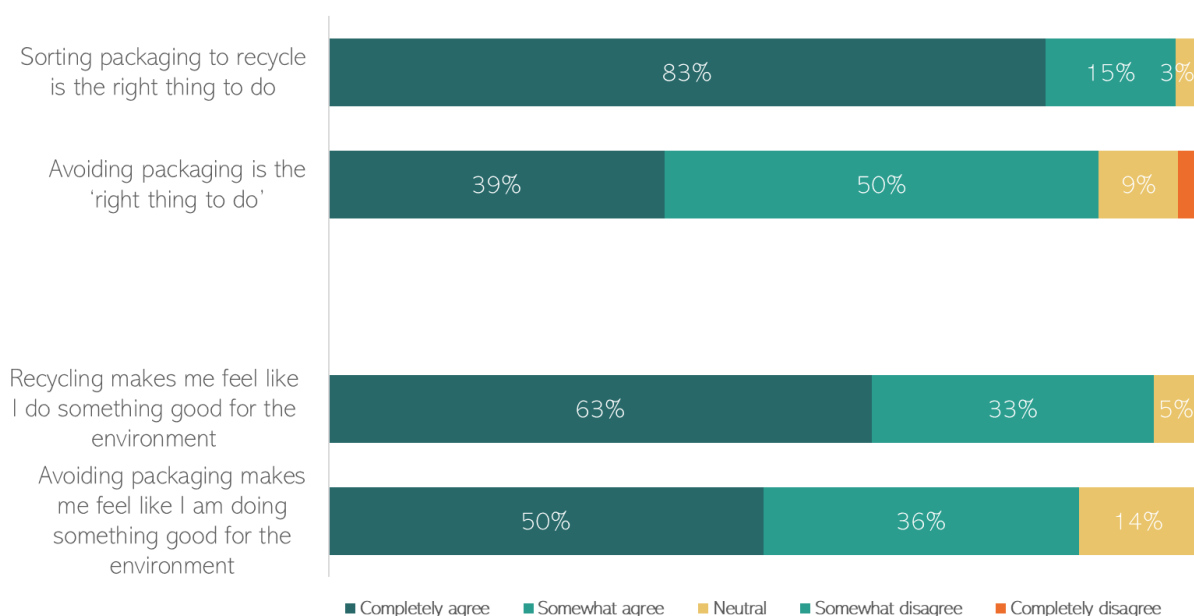


## Reducing packaging is seen less as ‘the right thing to do’ compared to recycling

Even though a minority of participants disagrees with the fact that avoiding packaging is the right thing to do, the belief is not held as strongly as that about recycling.

However, the difference is smaller when it comes to feeling that they are doing something good for the environment. Nearly as many people completely agree with this statement for both recycling and reducing.

### Positive feelings linked to recycling vs reducing

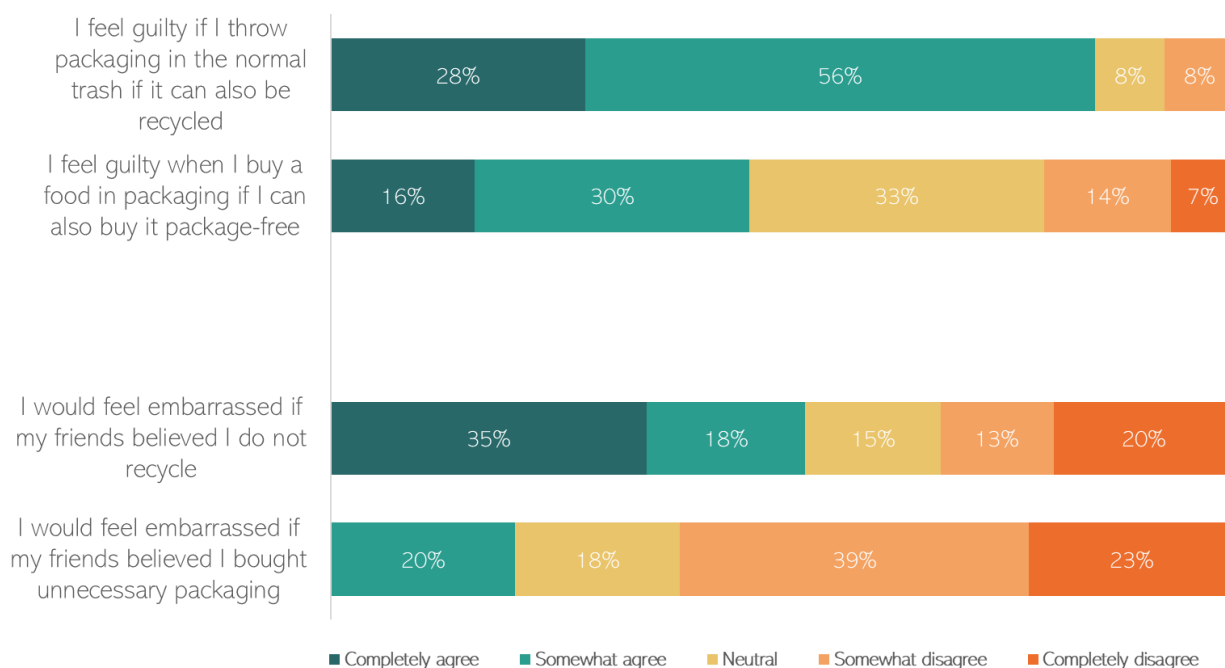


## Participants are more likely to feel negatively about failing to recycle than failing to reduce

Participants are much more likely to feel guilty about throwing refuse in the general bin if it can also be recycled, compared to buying food with packaging if it can be bought without.

Similarly, embarrassment about friends knowing their suboptimal recycling habits is higher than embarrassment about buying unnecessary packaging.

### Negative feelings linked to recycling vs reducing

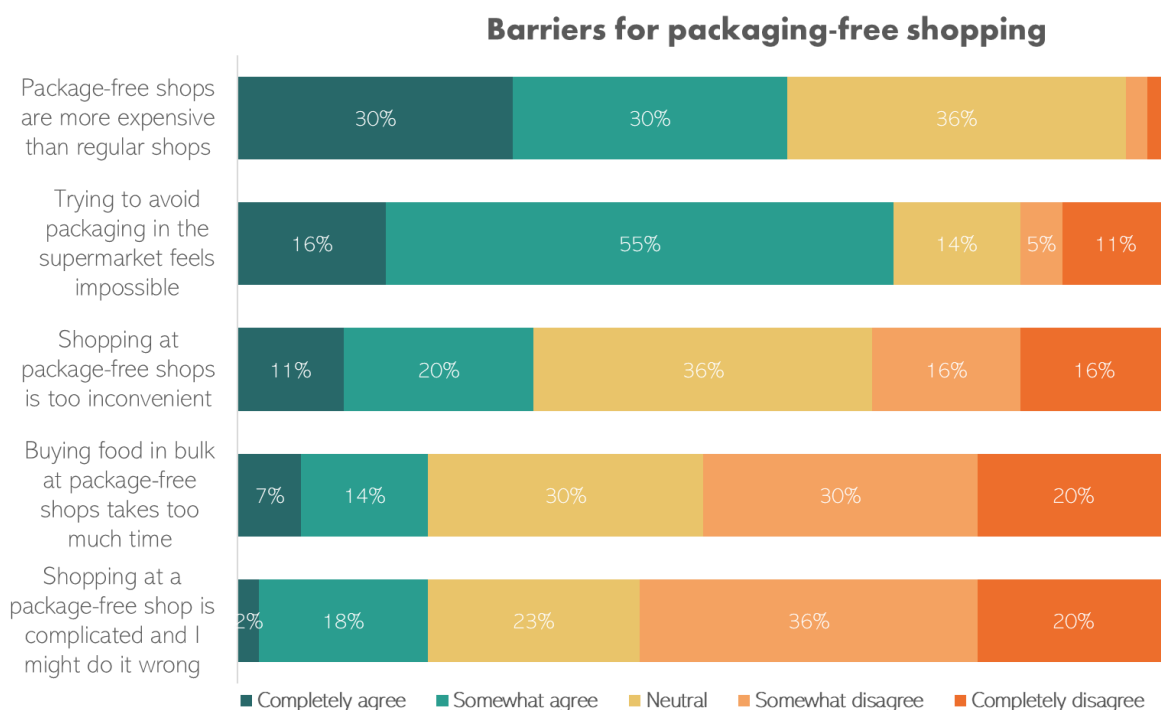


## Shopping at packaging-free shops is perceived as expensive and inconvenient

Perceived high prices in specialty packaging-free shops is a common barrier, as is being unable to shop packaging-free in the supermarket (most common retailer). According to Fogg’s Behavior Model, the ability to shop at packaging-free shops is low (harder to do), so prompts are required and motivation needs to increase. Benefits to consumers need to become more obvious to improve motivation.

However, the lack of convenience of shopping at packaging-free shops is not as much of an issue. Rather, it is the lack of packaging-free shops in general that is the bigger issue for respondents.

Shopping at packaging-free shops being complicated is an issue for only about a fifth of respondents.



## Low motivation: personal benefits of buying packaging-free are not persuasive enough

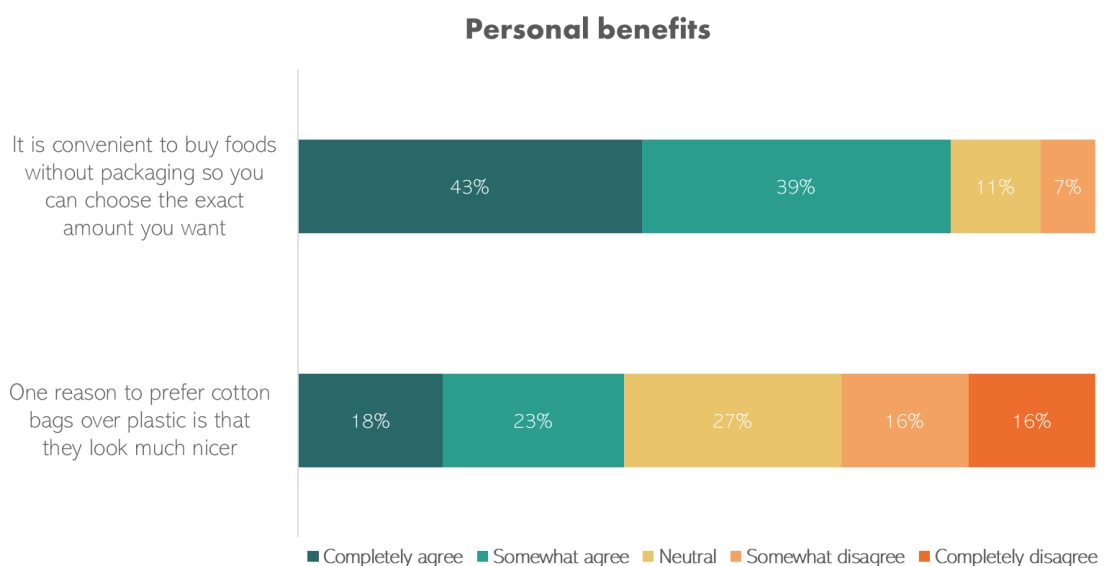
Personal benefits of buying packaging-free groceries are currently not very persuasive, leading to low motivation.

Being able to buy the exact amount you need is a personal benefit of buying products packaging-free that most participants recognise, but is not a good enough reason for shelf-stable products.

The benefit of cotton bags being more appealing than plastic bags is not very convincing, as about a third of participants disagree with this statement.

Other personal benefits that participants mentioned is being able to stick to a budget, as it limits the amount you can carry. In other words, something that would otherwise be seen as a disadvantage (not being able to buy more than you can carry), now has a 'bright side' (no overspending).

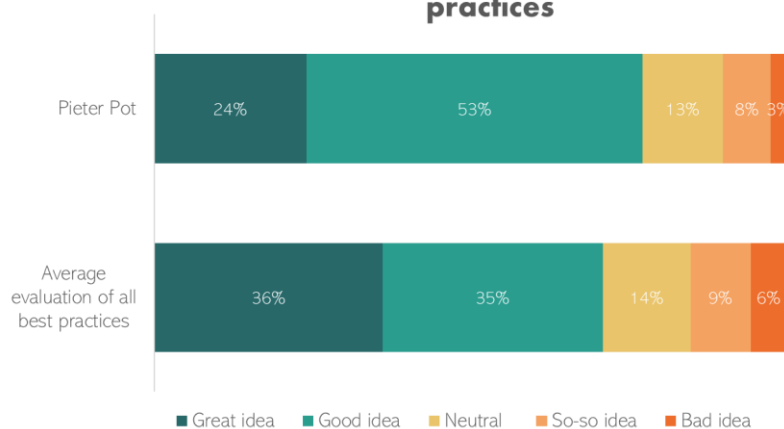
*“Using your own bag also helps to limit the amount of products you buy as sometimes you go to buy a couple of things and come back with a month’s worth of shopping.” Inda (48), Spain*



## Best practice: Pieter Pot

Pieter Pot is an online grocery service. They mainly deliver items with a long shelf life, such as pasta, dried legumes, nuts, cereals, sugar, oil. Groceries are delivered in glass jars for a deposit. Once your jars are empty, you collect them in the bags—dirty as explicitly requested by Pieter Pot to avoid water wastage—and hand them over to the driver with your next delivery. Once returned to Pieter Pot, the deposit for the jars and bags is added to your account which you can use as credit for your next order. This way you do not have to use any single-use packaging, and do not have to go shopping carrying jars around.

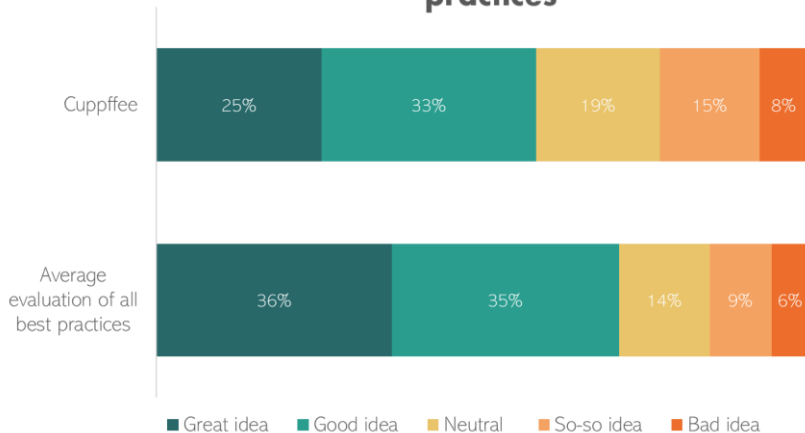
**Evaluation Pieter Pot compared to other best practices**



## Best practice: Cupffee

Cupffee is an edible coffee cup that can replace single-use 'to-go' cups. It can be used for cold or hot beverages up to 85°C without burning your fingers. It stays rigid for up to 40 minutes after the beverage has been poured into it. It comes in two sizes for smaller and larger drinks, does not contain any animal products, and contains 50 or 100 calories (depending on size). It is 100% GMO-free with no artificial colorants, sweeteners, or preservatives. Using a Cupffee generates two times less CO2 compared to cardboard and plastic cups.

**Evaluation Cupffee compared to other best practices**







**“But I quickly noticed that the products were much more expensive than elsewhere, even more expensive than in organic stores and with equivalent quality. I do not understand why the customer must then make an effort to bring and store jars and bags. You need a win-win scenario, which is not the case for this type of store.”**

***Noelle (80), France***

# 6

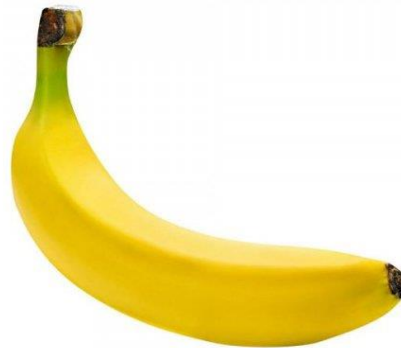


## Appendix



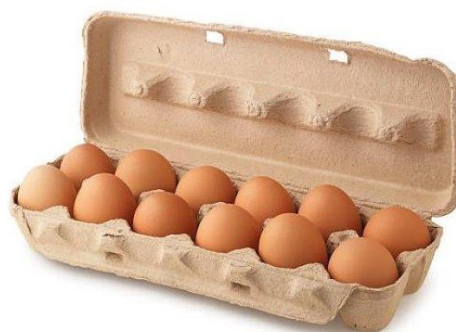
## Best practices packaging I

*“The best food packaging I know is the peel of a banana. It protects the contents well and can be composted”  
Christian (42), Germany*



*“The image I selected shows minimalist packaging. A small amount of material, enough to protect the product and a small label with the product information that we need.” Gheorghe (29), Romania*

*“For me this is one of the greatest ideas in the history of packaging. It fits the product, it's fully sustainable, recyclable, and easy to carry. I live in a small town and I buy the eggs directly from a farm, and when I place a new order, I give him the previous packaging to obtain a full one.” Victor Manuel (47), Spain*



## Best practices packaging II



*“Some supermarkets in Thailand have started wrapping veggies in banana leaves. It is compostable, organic and can take advantage of waste from banana trees. I love the idea!” Jose (37), Portugal*

*“I have been reading that seaweed could be used to wrap food instead of plastic and preserve it from external agents and keep them safe. I think it’s a great idea. The problem will come when we are told about the costs of changing to this kind of packaging, but if it is not much, I am willing to give it a try.” Victor Manuel (47), Spain*



*“I keep it in the wallet (yes, when it's folded it's that small), and each time I find myself in the grocery store I use it instead of plastic bags.” Vika (35), Israel*

## Best practices packaging III

*"I share with you 'Zembag' which is a bag for potatoes, and it was made in the Czech Republic. We can use this bag for storing potatoes and it also makes them keep longer." Zuzana (27), Czech Republic*



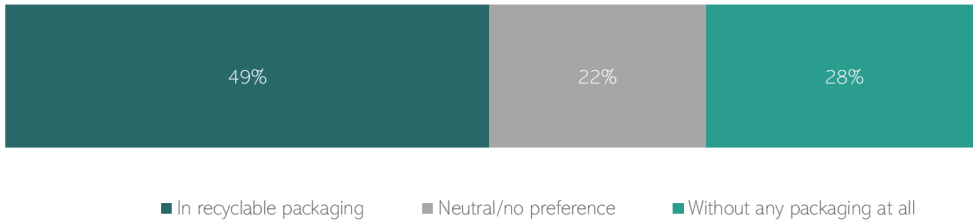
*"I recently discovered an ecological and reusable food packaging, this packaging is made with beeswax, it is antibacterial, the fabric is impenetrable and keeps food fresh, it is washable and reusable, natural material, but a bit expensive!" Ismail (47), France*



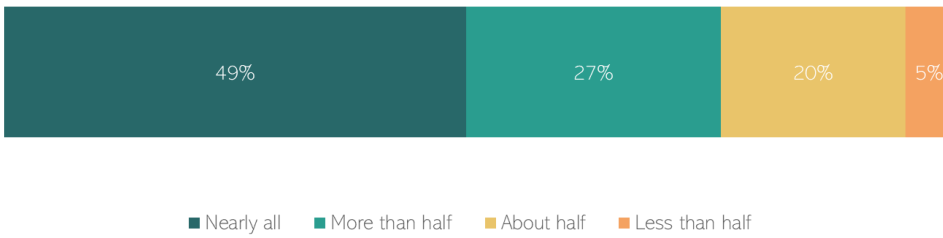
*"I think this snack pouch is very smart. It is small enough to be easy to travel with but big enough to be considered a good size. It has no excess liquid, it is resealable and very good for for example a train ride or day trip. This bag is also SUPER easy to open!" Pihka (28), Finland*



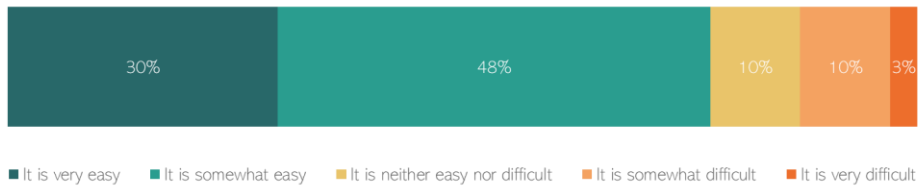
### I prefer to buy food...



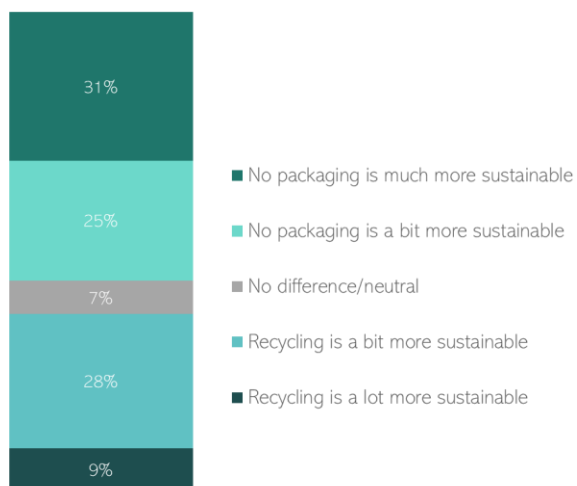
### About how much of your food packaging do you recycle (at home)?



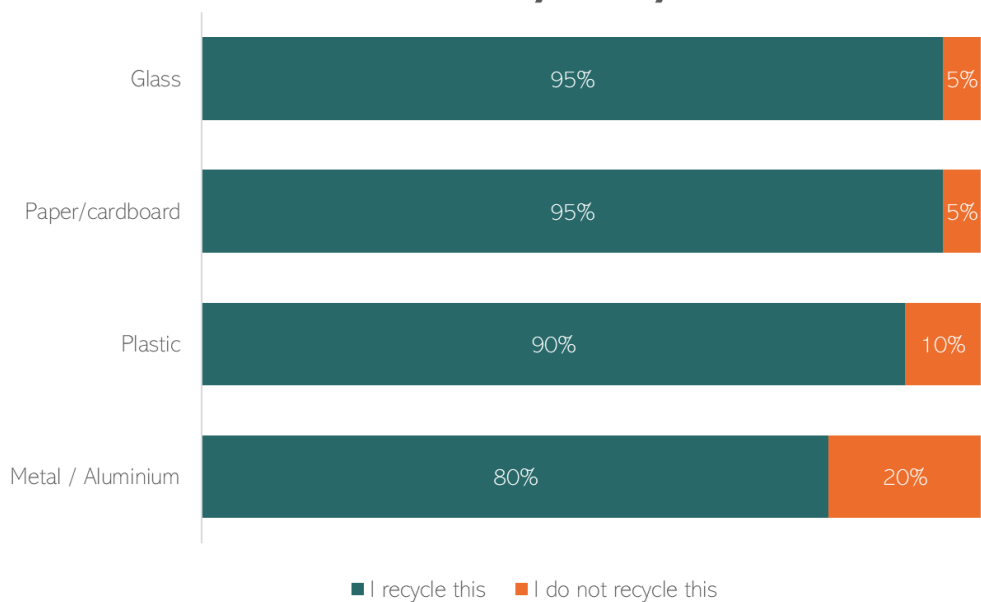
### How difficult or easy is it for you to recycle?



### Is recycling or reducing more sustainable?

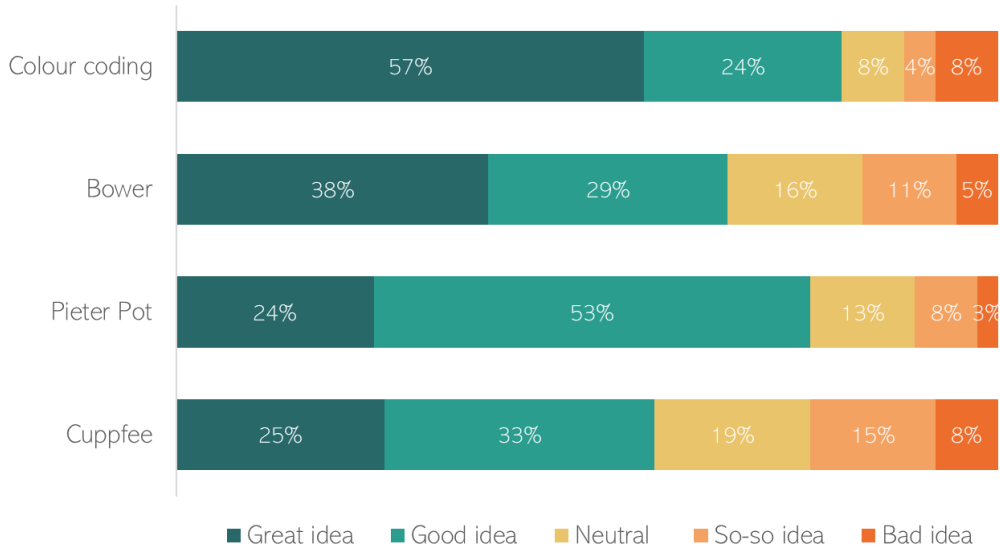


### Which materials do you recycle?

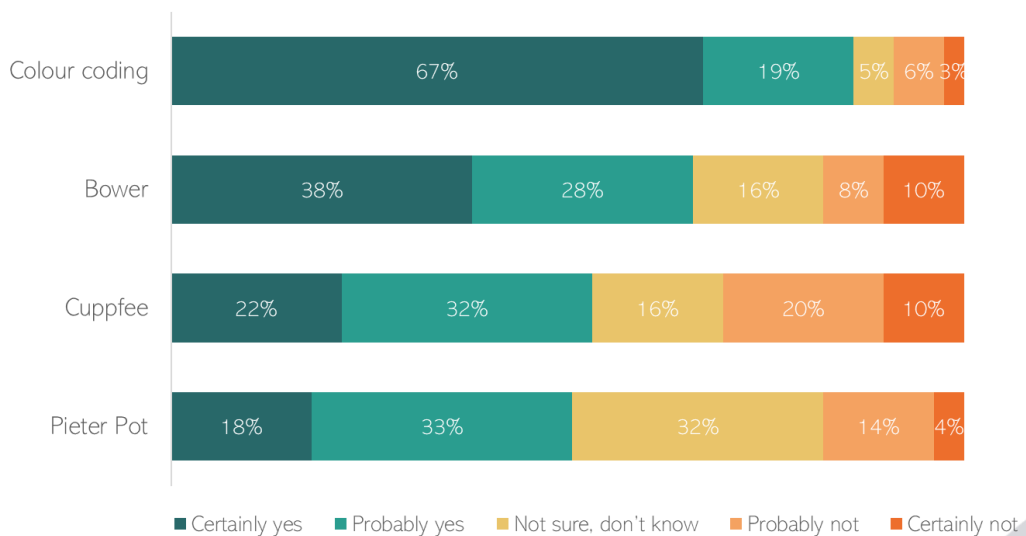


# Evaluation of four best practices

## Is it a good idea?



## Would you use it?





# Knowledge about recycling

Have you ever looked for recycling instructions or rules about recycling? (e.g. on the internet)



■ Yes, I am sure I have

■ Yes, I think I have

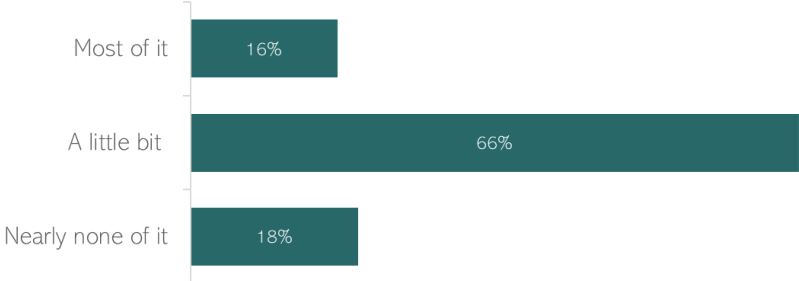
■ No, I have not



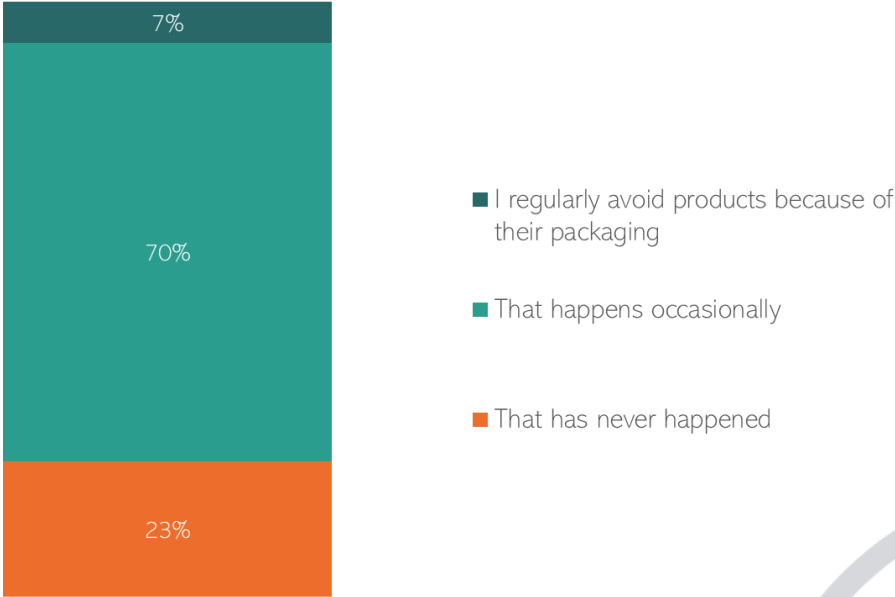
# Packaging-free shopping



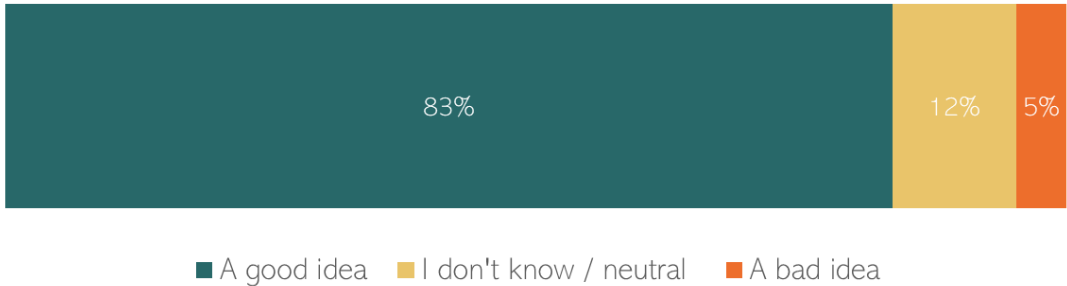
**How much of your food/drink do you buy package free?**



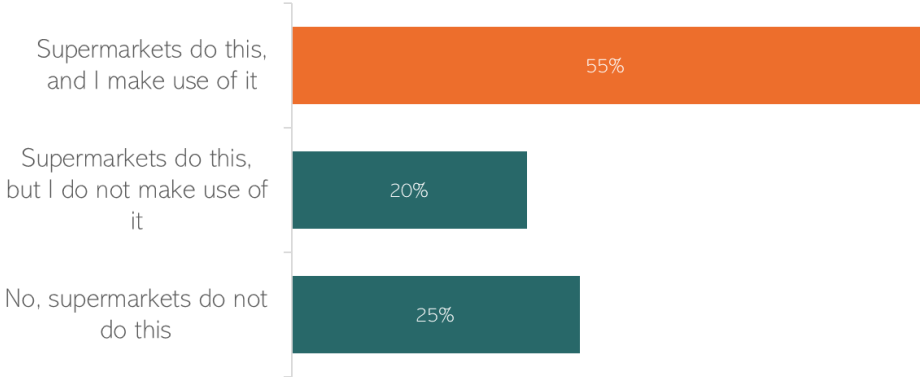
**Do you ever avoid buying a food item because of its packaging material?**



**France has banned the use of plastics to package most fruit and vegetables. This is:**

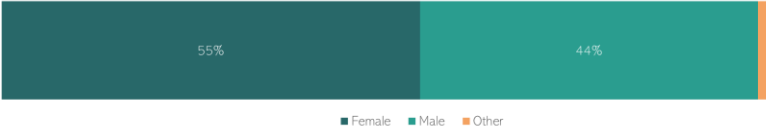


**Do supermarkets in your area allow you to use your own packaging for some products?**

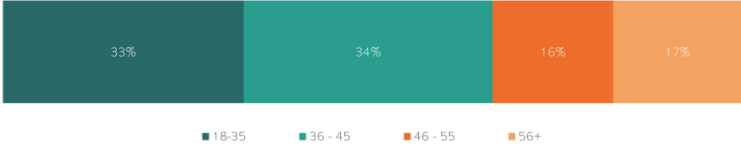


# Demographics

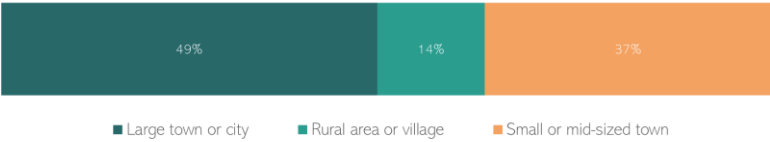
Gender



Age



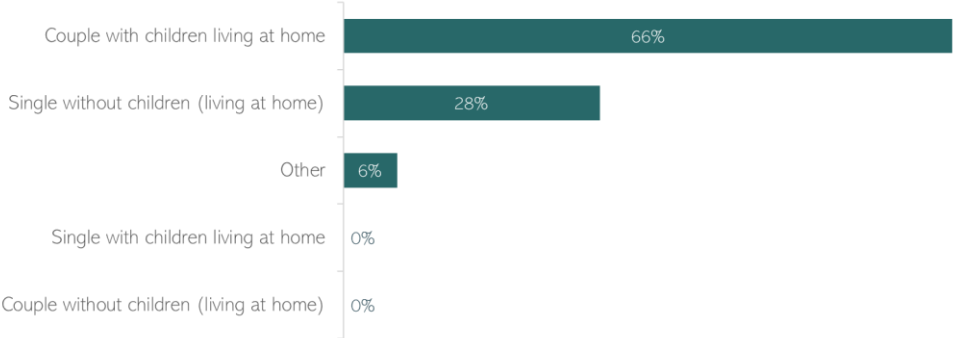
Living Area



Education



Household status





# Improving food together

[eitfood.eu](http://eitfood.eu)



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