

**Titolo del Progetto**

(MEED) Mapping Environmental Engagement Dynamics: Insights for Circular Economy and Food Waste Mitigation through Digital Platforms

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**Fonte di Finanziamento**

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**Abstract**

Production and consumption have led to significant environmental impacts, prompting various corrective policies. However, the latter often overlooks underlying causes and maladaptation, necessitating interventions targeting social norms, which play a key role in promoting virtuous behaviour. Social norms differences as well affect environmental concern and behaviour, highlighting the need for context-specific studies. While the European Parliament's Circular Economy Action Plan underscores the urgency of transitioning to sustainable production and consumption patterns, a host of barriers hinder effective implementation. Food waste is a major global issue with substantial environmental implications. The MEED project seeks to analyse environmental engagement and circular economy practices across territorial levels, focusing on individual concerns and behaviours alongside municipal and regional environmental performance data. Additionally, MEED explores the role of digital platforms in reducing food waste, providing a methodology for assessing their effectiveness in urban areas.



The project comprises two main work packages (WPs).

WP1 investigates government intervention and individual engagement in promoting environmental consciousness and behaviour, customising survey questions for context-specific analysis.

WP2 examines digital platforms' role in reducing food waste, assessing innovative market-based solutions like Too Good To Go (TGTG) to promote surplus food management.