

## Oman Food Waste Awareness Study

### Challenge:

- Growing concern over food waste's impact on food security, greenhouse gas emissions, and waste management systems.
- Food waste comprises approximately 27% of total municipal solid waste.

### Objective:

- Develop tools to continuously measure public awareness regarding household food and food packaging waste.
- Establish baseline measurements, analyze root causes of low awareness, and propose strategies and solutions to increase awareness.

### Insights:

- Aligned with UN Sustainable Development Goal 12.3, targeting a 50% reduction in food waste by 2030 at retail and consumer levels.
- Created a research-backed framework for understanding and addressing food waste awareness issues.

### Impact:

- Informing policy decisions, guiding future public campaigns, and supporting behavioral change.
- Providing a benchmark tool for long-term monitoring of food waste awareness.
- Supporting Oman's progress towards Sustainable Development Goal 12.3 and Vision 2040.

