Tackling Food Waste through a sharing economy approach: an experimental analysis

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Authors: Piergiuseppe Morone and Pasquale Marcello Falcone and Enrica Imbert and Marcello Morone and Andrea Morone
Unitelma Sapienza, University of Rome, University of Ancona, University of Bari, University of Castellon
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Why did we select this research?

Food sharing could represent an effective way to tackle food waste at the consumers' level, with both environmental and economic potential positive effects. Currently, several initiatives and start-ups are being developed in the US and Europe, involving the collection and use of the excess of food from consumers and retailers and the promotion of collaborative consumption models. Nevertheless, there is still little empirical evidence testing the effectiveness of introducing sharing economy approaches to reduce food waste. This experimental research shines light on this relatively unexplored relationship.

Key findings

Sharing practices associated with food purchase and consumption might lead to a reduction in the amount of organic food mostly for those families (or groups of individuals) showing a certain degree of environmental and economic awareness, adequate domestic skills and collaborative behaviors.

Reference

Morone, P., Falcone, P. M., Imbert, E., Morone, M., & Morone, A. (2016). *Tackling food waste through a sharing economy approach: an experimental analysis.*