



8 November 2022- Masterclass “How to prevent food waste by analyzing human behaviour?”

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**Content masterclass:** Introduction of behaviour analysis, using several behaviour models such as DINAMO and Triade.

**Small Challenge 3: “Changing your Behaviour”**

Step 1: Choose **per person** in your group one specific food waste hotspot from one other person (not your own behaviour) : so per group you will make several analyses. Make a summary of the persons (age/gender/living situation) and the situations (place/ time/ extra information) for which you make each analysis.

Step 2: Together, using the Dynamo/Triade-model and the question list provided (\*) you will analyse the behaviour of the persons in the specific situation. What conclusion can you draw on the chance that the persons will change their behaviour towards less wasting food?

Step 3: Using the knowledge provided in the masterclass, think of interventions to influence the want to, be able to and have to aspects of the behavior towards higher scores and less food waste. For example: looking at each question in the list, what could change the answer from “no” to “doubt” to “yes”. This is your list of possible interventions. Could you combine this list into one campaign? What would it look like?

Step 4: Make a report of step 1, 2 and 3. In this report you make clear what the recurring theme is throughout these processes and steps. Make sure you place your individual names and team name in this document.

Step 5: Upload the report under the name SC2 team xxx on the MS Teams environment before next **Tuesday 15 November 2022 19:00**. So you get 1 week to complete and hand in the assignment.

**\*DINAMO / Triade questionnaire and scoring (see ZFWC small challenge 3)**