

TAMMARA SOMA



Biography

Dr. Tammara Soma MCIP RPP is an Assistant Professor at the School of Resource and Environmental Management (Planning program) at Simon Fraser University and Research Director of the Food Systems Lab. Originally hailing from Indonesia, she conducts research on issues pertaining to food loss and waste (FLW), food system planning, food access, and the circular food economy. Dr. Soma is a Co-editor of the Routledge Handbook of Food Waste, and co-founder of the International Food Loss and Food Waste Studies group, a global network of food loss and waste researchers and practitioners. Dr. Soma was selected as a committee member of the US National Academies of Sciences and co-authored the consensus study A National Strategy to Reduce Consumer Food Waste. She leads numerous tri-council funded research projects and is routinely featured in international and local media (BBC, CBC, TVO, CTV, Huffington Post, National Observer, Chatelaine and more). In 2021, the Food Systems Lab was recognized as one out of the four women-run projects that are redefining agriculture by the Canadian Organic Grower. She was also named in Chatelaine magazine as one of the 10 inspiring Canadian women saving the environment and a Style Canada 30 Changemakers. She is a registered professional planner and a proud mother of three.

An Evaluation of a Consumer Food Waste Awareness Campaign using the Motivation Opportunity Ability Framework

Abstract

As awareness around the issue of food waste has grown, various types of interventions to reduce food waste have emerged, many of which tackle waste at the household level. The most popular type of intervention is the awareness campaign, where information and tips are provided to individuals in order to motivate and improve the abilities of households to reduce the amount of food waste they generate, and to better manage food in general. This study is the first to apply the Motivation Opportunity Ability (MOA) framework to assess the experience of households who participated in an awareness campaign intervention study. Specifically, it highlights how the intervention impacted their motivations, opportunities and abilities to reduce food waste. Using two focus groups engaging a total of 44 participants in the City of Toronto, we found that the awareness interventions had positive impacts in improving motivation and ability. They were less impactful in providing opportunities to reduce food waste but we did find that interventions that act as nudges can help provide some opportunities, albeit at a micro-scale. The study also found that despite the campaign, there were many barriers that resulted in households not acting in accordance with their motivations and abilities, mainly due to challenges around store promotions. This paper contributes to an emerging body of literature applying the MOA framework in the field of food waste studies and recommends that future interventions are designed in a manner that addresses all three factors.



Date: Friday, February 10th, 2023

Time: 2:30-3:30pm

Zoom Meeting ID: 983 0409 2473

Open to all interested individuals



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