

Wasting food is one of today's global problems. People waste 30% of produced food every year, which is equal to 1.3 billion tons of food that will never hit the plate. By the fact that people waste enormous amounts of food, food prices are higher. It contributes to maintaining the problem of world hunger in different parts of the globe. Moreover, the food waste contributes to environmental degradation.

Food is wasted at every stage of the supply chain, but most of the food waste, comes from people's own households. Psychologists are trying to discover why people waste food, and more importantly, how to persuade them to reduce food wasting. One of the psychological studies have provided clues that people consider wasting food as immoral. They are willing to reduce waste, if they think that by this act they behave morally. This study was conducted on a very small group of people and it provides only preliminary data on the moral attitudes of people towards wasting food.

The aim of our project is to conduct a series of studies that will provide more details on people's moral judgments about food wasting.

The first study will verify the results obtained by previous researchers, but using a different method. We will carry out an online survey, which will verify whether people consider wasting food immoral.

The second study will be used to verify whether food wasting is perceived as immoral, not only in developed countries such as the United Kingdom, the United States, and Poland. We will investigate it among the members of four traditional tribes, living in Tanzania - a tribe of hunter-gatherers: Hadza, pastoralist tribe of Datoga, farmer tribe of Isanzu and the tribe, who resigned from the traditional way of life and moved to the town - Iraqw. These tribes do not have daily contact with Western culture, and therefore conducting a study among them provides unique and very valuable data.

The third study will be carried out in dozens of countries around the world, e.g.: Sweden, Ukraine, Kenya, Mexico and China. Our goal is to verify the hypothesis that the history of famine the country has, affected citizen's attitudes toward wasting food. For example, we will check whether the citizens of Ukraine, which in its history has experienced enormous famine, judge food wasting as more immoral than citizens of countries that were not affected by famine in the recent history.

The fourth study will serve to determine at what point of development a person begins to judge wasting food as immoral. In the early stages of development, children believe that immoral behavior, is this which hurts them or their closest family members. With age, people perceive that there are also immoral behaviors that could affect others, even those who live in other parts of the globe. An example of such immoral behavior may be a waste of food.

The fifth study will serve in determining the psychological mechanisms that mediate the formulation of moral judgments about wasting food. We will verify whether a more empathetic person, consider wasting food as more immoral. Also, we will check personality traits such as psychopathy and narcissism, which may affect that people are indifferent to wasting food. We will also check whether the person's closer relationship with nature also relates to moral judgements about wasting food.

A sixth study is a natural experiment. It will be conducted in several dormitories. We will examine whether the appeal to morality is an effective method to influence the amount of food wasted by people. In each of the dorms we will set the special bins for food that was not eaten. After some time, we check how much food is wasted in the dorm. We will weigh the food and identify its energy value. Then, after some time, we will hang posters convincing people that wasting food is immoral. We will measure the amounts of wasted food again and see if it is reduced

The aim of our research is primarily to discover the rules that govern moral judgments about food wasting behavior. We will check how people from different cultures vary in making these judgments. In addition, we will determine the age at which a person begins to see that wasting food is immoral. We will describe a psychological mechanism that is responsible for making these judgments. At the end, we will use this knowledge to verify whether the appeal to the moral arguments can persuade people to reduce food waste. We believe that our project will provide the basis for applied research - these that directly can test the psychological methods of influence on human behavior related to food wasting. We also hope that our findings will be used in the future by those responsible for the design of food policy and those responsible for conducting social campaigns dedicated to the limitation of food wasting.