Supplementary Material

Beyond one-size-fits-all: co-designing household food waste intervention concepts with households and public-sector actors

Contents

S1 Intercoder comparison of the motivational coding

S2 Evolution of the intervention concepts through the co-design process

S3 Visual trigger material used in the first round of prototyping workshops

S4 Prototypes used in the second round of prototyping workshops

S5 Characteristics of interview participants

S6 Interview guide

S7 Codebook for the motivational drivers

Supplementary Material S1

Intercoder comparison of the motivational coding

Supplementary Material S1. Intercoder comparison of the motivational coding

Number of coded segments per driver in each interview, by coder (FL, YR). The final column gives the category jointly assigned by the two coders.

Interview	Economic		environment / social		Convenience		Assigned category
	FL	YR	FL	YR	FL	YR	
Interview 1	4	4	0	0	0	1	Economy
Interview 2	0	0	5	5	1	1	Care for the environment/social responsibility
Interview 3	6	4	4	3	0	0	Economy, with care for the environment/social responsibility a strong secondary driver
Interview 4	5	5	2	2	0	0	Economy
Interview 5	0	0	3	4	3	3	Care for the environment/social responsibility, with convenience a strong secondary driver
Interview 6	1	1	3	3	0	0	Care for the environment/social responsibility
Interview 7	1	1	2	3	1	1	Care for the environment/social responsibility
Interview 8	6	6	1	1	2	2	Economy
Interview 9	3	3	0	0	0	0	Economy
Interview 10	3	3	3	3	0	0	No single dominant driver (evenly split between economy and care for the environment)
Interview 11	4	4	3	3	2	2	No single dominant driver (evenly split across all three)
Interview 12	3	3	2	2	1	1	Economy, with care for the environment/social responsibility a strong secondary driver
Interview 13	0	0	3	3	0	0	Care for the environment/social responsibility
Interview 14	4	4	2	2	1	1	Economy
Interview 15	5	5	2	2	2	2	Economy
Interview 16	1	1	3	3	1	1	Care for the environment/social responsibility
Interview 17	2	2	3	3	2	2	Care for the environment/social responsibility
Interview 18	2	2	4	4	0	0	Care for the environment/social responsibility
Interview 19	2	2	4	3	4	3	No single dominant driver (evenly split between care for the environment and convenience)
Interview 20	5	5	3	4	0	0	Economy
Interview 21	2	2	3	4	3	1	Care for the environment/social responsibility
Interview 22	4	6	1	3	1	0	Economy
Interview 23	0	0	2	2	2	2	No single dominant driver (evenly split between care for the environment and convenience)
Interview 24	0	0	1	1	0	0	Care for the environment/social responsibility
Interview 25	1	1	3	3	3	3	No single dominant driver (evenly split between care for the environment and convenience)
Interview 26	1	1	3	3	2	2	Care for the environment/social responsibility
Interview 27	2	2	0	2	0	1	Economy
Interview 28	6	6	1	1	1	1	Economy
Interview 29	3	3	2	1	2	2	No single dominant driver (split across all three)
Interview 30	3	3	0	2	2	3	No single dominant driver (split across all three)
Total coded segments	**79**	**79**	**68**	**75**	**36**	**35**	

Intercoder agreement (presence/absence of each driver per interview; 30 interviews × 3 drivers = 90 decisions)

Agreements	85 of 90 (94.4%)
Cohen's κ	0.83

Supplementary Material S2

Evolution of the intervention concepts through the co-design process

Supplementary Material S2. Evolution of the intervention concepts through the co-design process

Concept	Origin in interview findings	Round 1: concept presented	Round 1: participant feedback	Changes made for Round 2	Round 2: participant feedback	Public-sector focus groups	Final concept
1. Transparent fridge door	Limited overview of fridge contents; food forgotten at the back of the fridge.	A fridge with a transparent window, so contents can be seen without opening the door. Deliberately provocative, intended to trigger discussion about food visibility.	Acted as intended as a trigger: one participant's first reaction was enthusiastic, but most were critical. A window only shows the front of the fridge, while forgotten food is at the back: "the food at the front isn't the problem". Concerns about the resources needed to replace fridges, energy use and appearance. Privacy: having one's fridge "on display" was seen as an added stress; "food is a bit private". Would not change the priorities of uninterested household members. Participant alternatives: taking stock together as a household; a camera at the back of the fridge or a mirror; scanning receipts so the fridge "knows" what is in it.	Dropped as a stand-alone concept (research team decision, based on Round 1 feedback). Its underlying function, knowing what is in the fridge, was carried into Concept 4 (fridge photo) and Concept 2 (organising the fridge so that items are visible).	Not presented as a separate concept. One participant noted that a smart fridge would give a direct link to its contents but is a "luxury product", so a photo is a more realistic option.	Not discussed.	Not taken forward. Its function is addressed by the fridge photo in the planning tool (Concept 4) and by fridge organisation (Concept 2).
2. Fridge organisation ("eat soon" stickers / designated area)	Food forgotten in the fridge; food-saving practices applied inconsistently; household coordination, including children.	"Eat soon" stickers on items, and a designated "eat soon" box or shelf in the fridge.	The most positively received concept in both Round 1 workshops: "I believe in this concept". Compared with red reduced-price labels in shops: "the little red label makes me eat it so much faster". A reminder every time the fridge is opened; good for families with children, "a way to involve the whole family". A permanent "eat soon" place was seen as especially important. Participant suggestions: combine with recipe search (e.g. a photo of the "eat soon" box); dating leftovers as a simple first step; pull-out drawers sorted oldest to newest. Concerns: what to do when the box is empty; one participant felt it would not affect their household.	Developed into an integrated prototype (Prototype 2): stickers plus a designated shelf or box, linked to a fridge photo and recipe tips. The link to photos and recipes followed participants' Round 1 suggestions to combine concepts.	Mixed. Seen as fun for families and a way to communicate within the household, especially with children: "if my children brought it home, that would be OK". A shelf was preferred over a box: "a box is dangerous, it becomes a throw-away box"; "something always ends up at the bottom". Suggestions: reusable stickers with space to write a date (e.g. whiteboard-style); a weekly fridge photo combined with stickers instead of a list. Critical views: stickers would be used for a while and then abandoned; habituation over time; an "extra step" that adds stress ("organised at work and then forced to be structured at home too"); would not reach uninterested people or teenagers; no room for a whole shelf. Alternative: a simple principle, e.g. new items to the left and older items moved right. Delivery ideas: housing companies, municipal mailings (stickers to cut out), food stores, schools and children's television.	Presented and discussed in both focus groups; the "eat soon" sticker was described as the concrete, practical component of a combined intervention. The notes record no specific feedback on its design.	Visual prompts (reusable stickers with space for a date) and an "eat soon" shelf rather than a box, framed as a tool for communication within the household, particularly for families with children.
3. Information and social forums (social media groups; printed information from a trusted source)	Uncertainty about storage and shelf life; economic and environmental motivations; need to reach less engaged households.	Social media forums for sharing tips and recipes, and printed or digital information from public authorities or another trusted source.	Forums were seen as appealing mainly to those already interested; the key challenge was reaching the "big mass" or "middle group". Authorities are constrained in what they can say about best-before dates. Newsletters tend not to be read ("I'll read it later, and then I don't"), but a	Not developed into a stand-alone prototype (research team decision). Repositioned as the communication and delivery layer for the other concepts: in Round 2, participants were asked how the public sector could package and	Format matters: a small, illustrated pamphlet or a sheet to put on the fridge, not a standard A4 letter; some would throw post away unread. Housing companies were seen as a credible sender; several senders working together on "several fronts". Long-term campaigns modelled on	Housing companies: their existing digital channels (resident apps, online tenant pages, text messages for older tenants) reach residents better than posters or letters; communicating in shared spaces was acceptable even if not all households take part; communication must feel genuine	Feedback on household and collective food waste (costs and environmental impact), combined with targeted information, the "eat soon" sticker and the planning tool, delivered through housing companies' existing digital channels and shared spaces.

Concept	Origin in interview findings	Round 1: concept presented	Round 1: participant feedback	Changes made for Round 2	Round 2: participant feedback	Public-sector focus groups	Final concept
			printed leaflet could feel "exclusive" and work as a one-off entry point with cost information, a recipe and a fun fact. Ideas: food influencers; visualising money lost ("this many padel sessions"); campaigns to change norms and reduce the stigma around saving food, with the national can-and-bottle deposit campaign (Pantamera) as a model. Barriers raised: feelings of disgust; some preferred a website to Facebook.	communicate the solutions.	Pantamera and anti-smoking campaigns; building social norms and identity ("a non-food-waste generation"). Feedback on collective waste at the housing-area level was seen as motivating without singling people out; money- and shame-based framing were also suggested. Critical views: information from the municipality could feel patronising, placing the blame on individuals; reaching uninterested groups and disadvantaged areas requires face-to-face activities, schools and events.	and personal; tenant turnover means information must be updated. A previous housing-company project using monthly feedback with diagrams in waste rooms, praise and a swap shelf was described as reducing residual waste by 14%. Waste organisations: measuring and giving feedback was seen as the main thing municipalities can do beyond information. Critical views: a lot of material already exists (e.g. from the National Food Agency), so how would this make a difference?; earlier social media campaigns received likes but no visible effect in waste composition analyses; messages to sort more food waste can conflict with messages to waste less food; reaching uninterested households when scaled up.	
4. Planning tool (fridge photo + shopping list on the phone)	Spontaneous and top-up purchases; uncertainty about what is already at home; shopping lists widely used.	Taking a photo of the fridge contents on one's phone, with the shopping list written underneath.	The photo was seen as a useful memory aid in the shop: "Do I have butter at home? Check the photo". Shared lists across the household were valued. Suggestions: link to recipes; show money saved; include the pantry. Concerns: users need to remember to take the photo (a reminder is needed); some find paper lists easier; planning takes time; one participant said a partner's fridge photo "didn't help me"; some felt lack of cooking and food-safety knowledge was the bigger problem.	Developed into an integrated prototype (Prototype 1): a shared shopping list combined with a fridge photo and links to recipes or tips. Presented within the existing notes function on participants' smartphones, so no new app was needed.	Group 1 broadly positive: "a relief that it isn't yet another app"; simple; seen as suited to the "middle group"; most useful for top-up and spontaneous shopping; sharing seen as essential. Group 2 more sceptical: the photo shows little (dates and items at the back are not visible); participants already use lists or retailer apps. The notetakers' workshop summary records that neither group believed the fridge photo would make a difference, although Group 1's own notes include more positive views. Suggestions: add pantry and freezer pages; dictation or scanning of handwritten lists; a standard list with a history to tick off; a weekly photo with a reminder to update it after three days. Combining the list and the photo was seen by some as too complicated ("just a photo in a shared album"). Recipe suggestions based on what is at home or about to expire were welcomed in both groups; links to fixed recipes divided opinion. Location-based reminders in the shop were rejected as intrusive unless optional.	Presented and discussed in both focus groups, as part of the combined intervention. The notes record no specific feedback on its design; discussion focused on delivery, measurement and feedback (see Concept 3).	A simplified tool: a shared photo of fridge (and pantry) contents updated regularly, used alongside existing shopping lists, with recipe suggestions based on what is at home.

Note: Interviews were conducted April–September 2024 (n = 30). Round 1 comprised two workshops (from 1 October 2024; nine participants, three breakout groups); Round 2 comprised one workshop (17 October 2024; 11 participants, two breakout groups). The focus groups were held January–March 2025 (seven participants). Quotations are translated from Swedish notes.

Supplementary Material S3

Visual trigger material used in the first round of prototyping workshops


LÄGG TILL BILD
FRÅN KYLSKÅPET
VECKANS INKÖPSLISTA
tomat
gurka
makaroner
chili
bönor




TA TILL TRÄNING
ANVÄND I GRYTAN
ÄT
ÄT
ÄGG
ÄT SNART!


VÄLKOMMEN PÅ RESTBYTARDAG I PARKEN
NU HAR VI MINSKAT VÅRAT MATSVINN SÅHÄR MYCKET! HÄR ÄR VÅRA TIPS!
VECKANS UPPDATERING MED TIPS FRÅN DIN GRUPP
TIPS! TIPS!
facebook
HAR NI TESTAT ATT..?
LIVSMEDELSVERKET TIPSAR OM FÖRVARING SOM FÅR MATEN ATT HÅLLA LÄNGRE

Supplementary Material S4

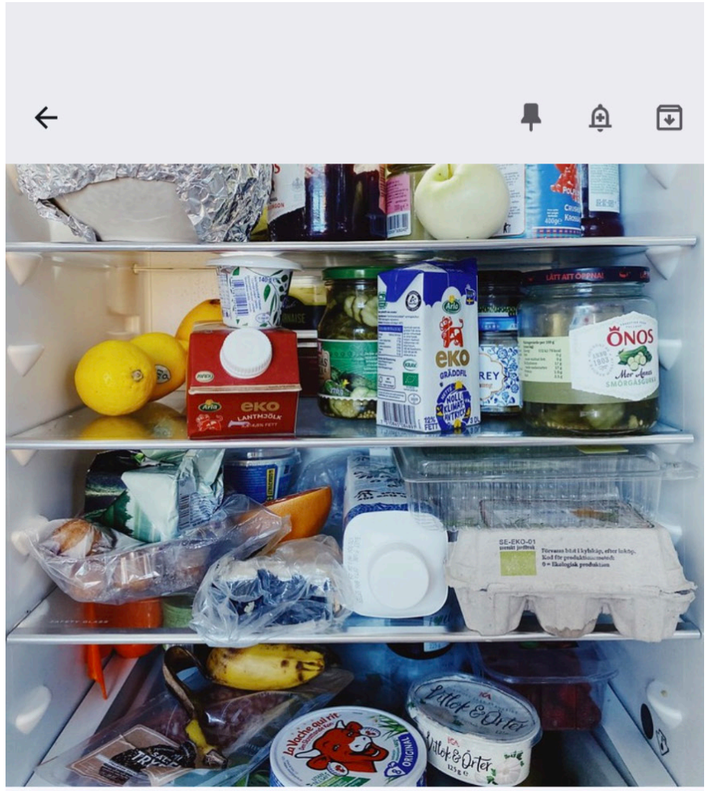
Prototypes used in the second round of prototyping workshops

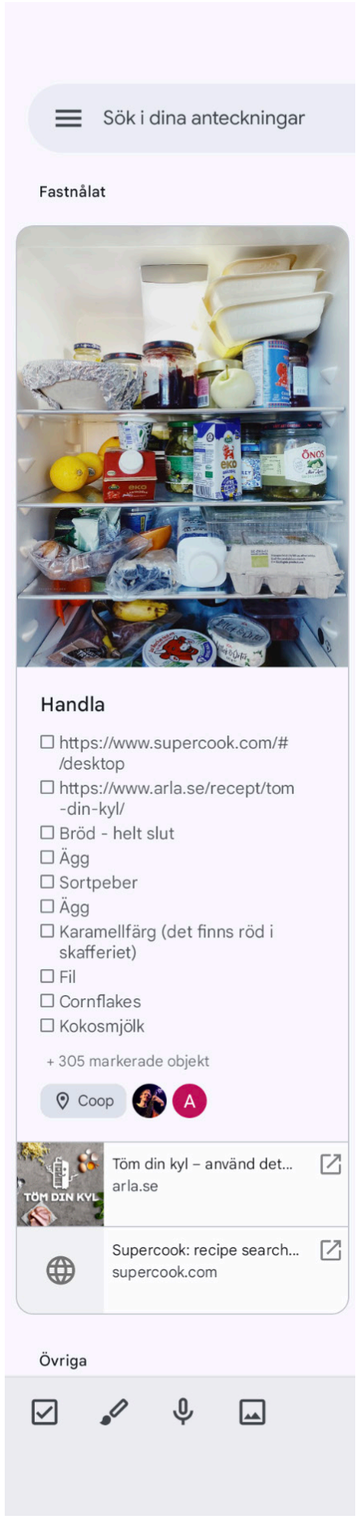

LÄGG TILL BILD
FRÅN KYLSKÅPET
VECKANS INKÖPSLISTA
tomat
gurka
makaroner
chili
bönor

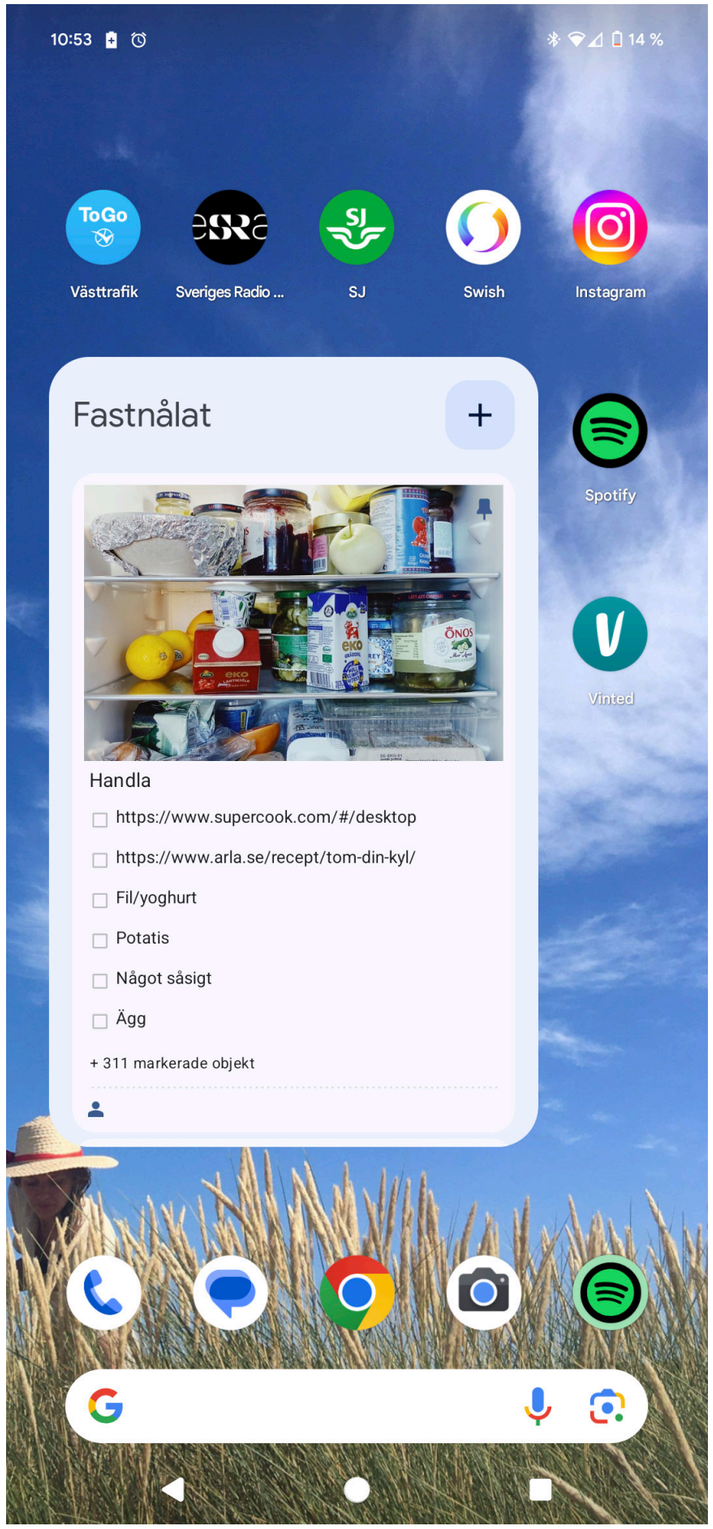


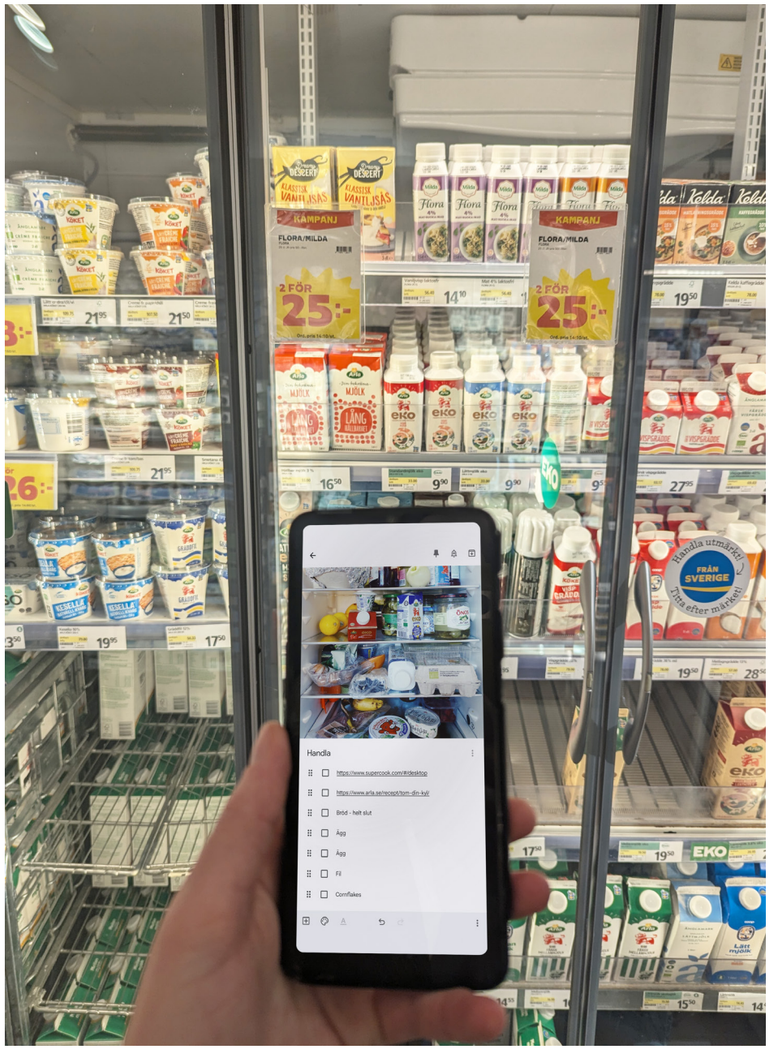


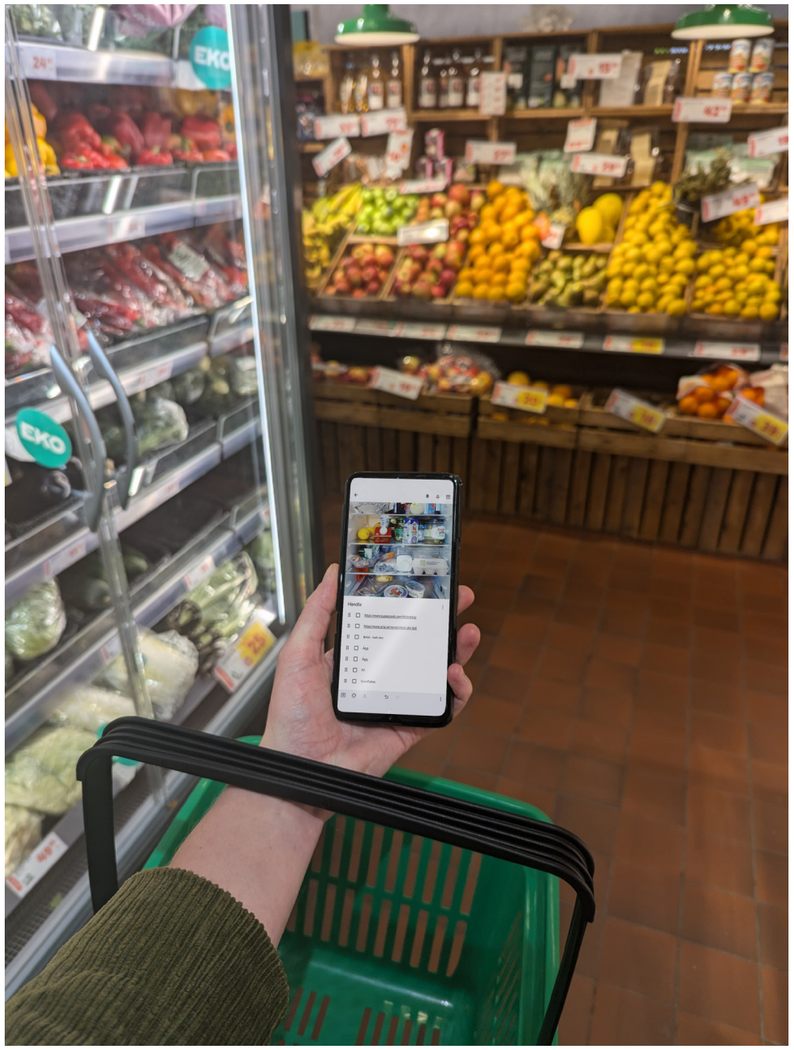



Handla
https://www.supercook.com/#/desktop
https://www.arla.se/recept/tom-din-kyl/
Bröd - helt slut
Ägg
Ägg
Fil
Cornflakes


Sök i dina anteckningar
Fastnålat
Handla
Övriga
https://www.supercook.com/#/desktop
https://www.arla.se/recept/tom-din-kyl/
Bröd - helt slut
Ägg
Sortpeber
Ägg
Karamellfärg (det finns röd i skafferiet)
Fil
Cornflakes
Kokosmjölk
+ 305 markerade objekt
Coop
Töm din kyl – använd det...
arla.se
Supercook: recipe search...
supercook.com


10:53
14 %
Västtrafik
Sveriges Radio ...
SJ
Swish
Instagram
Spotify
Vinted
Fastnålat
Handla
https://www.supercook.com/#/desktop
https://www.arla.se/recept/tom-din-kyl/
Fil/yoghurt
Potatis
Något såsigt
Ägg
+ 311 markerade objekt


Handla
https://www.supercook.com/#/desktop
https://www.arla.se/recept/hom-din-kyl/
Bröd - helt slut
Ägg
Ägg
Fil
Cornflakes


Handla
https://www.supercook.com/#/desktop
https://www.arla.se/recept/hom-din-kyl/
Bröd - helt slut
Ägg
Ägg
Fil
Cornflakes




TA TILL TRÄNING
ANVÄND I GRYTAN
ÄT
ÄT
ÄGG
ÄT SNART!


GRANOLA


SALT
QUINOA
HONEY
COCONUT
MIXED NUTS
STAR ANISE
GOJI BERRIES
PASTA
FLAX SEEDS
GINGER
CHIA SEEDS
CINNAMON
SALT
PAPRIKA
AGAR AGAR

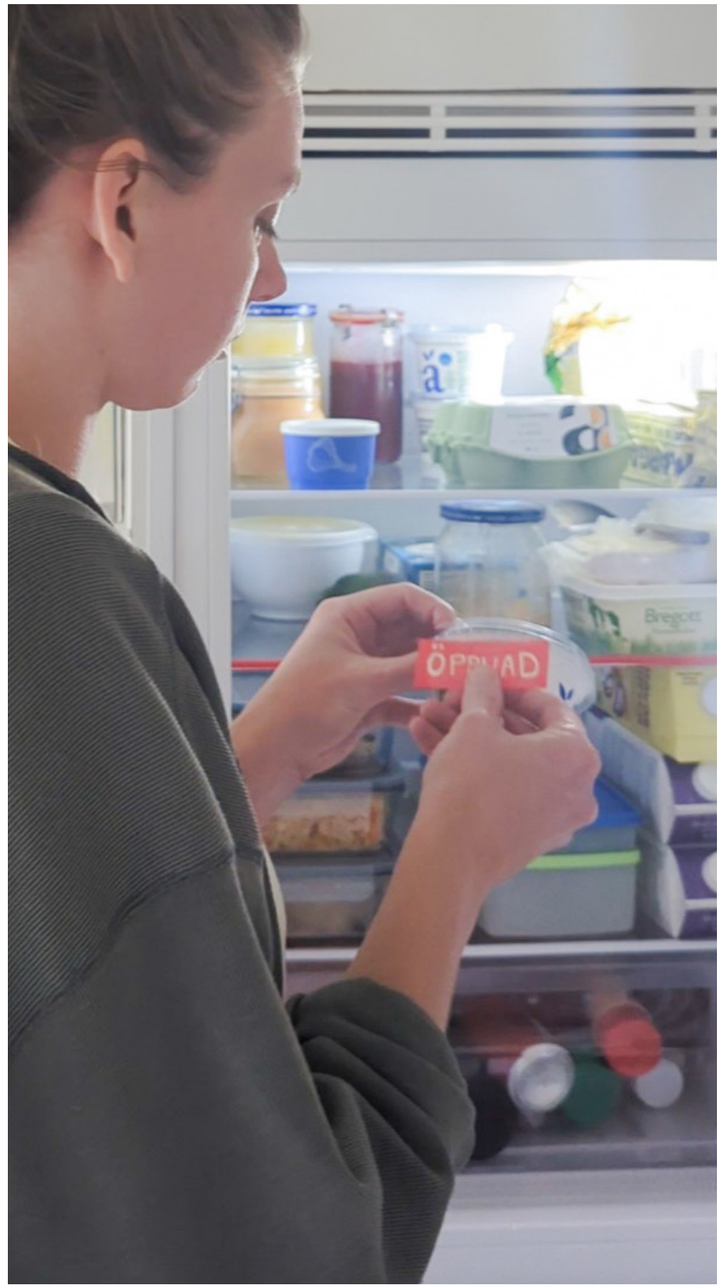

Xtra
GRANOLA
NATURAL
Crunchy
SVENSKT
PÄRLSOCKER
Dan Sukker
SVENSKT
PÄRLSOCKER




Smör

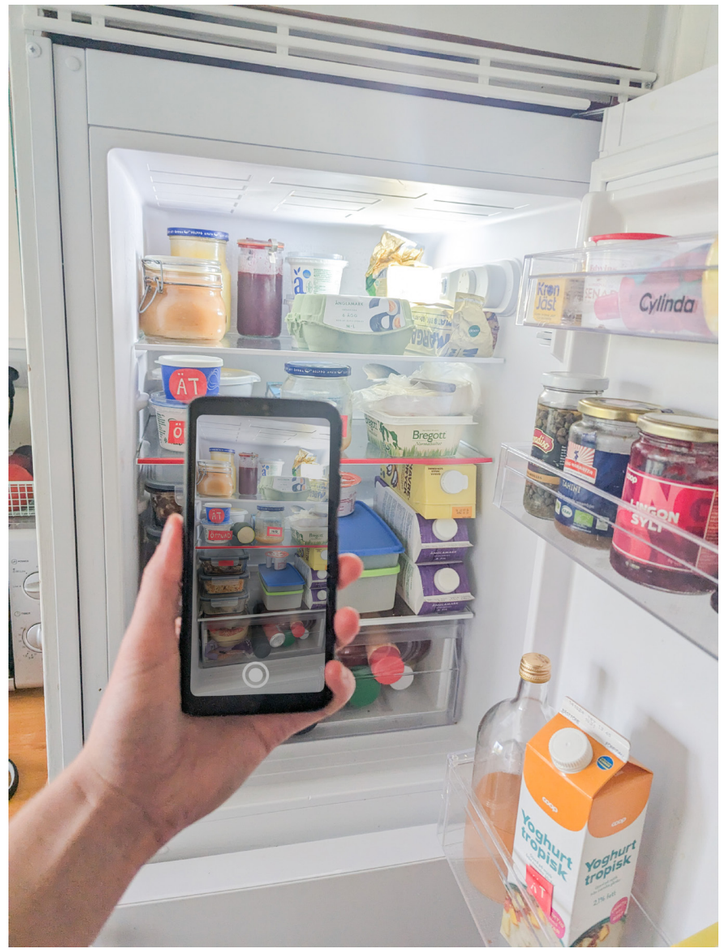

HAVRE-DRYCK
Yoghurt tropisk
HAVRE-DRYCK


ÄT
ÖPPNAD

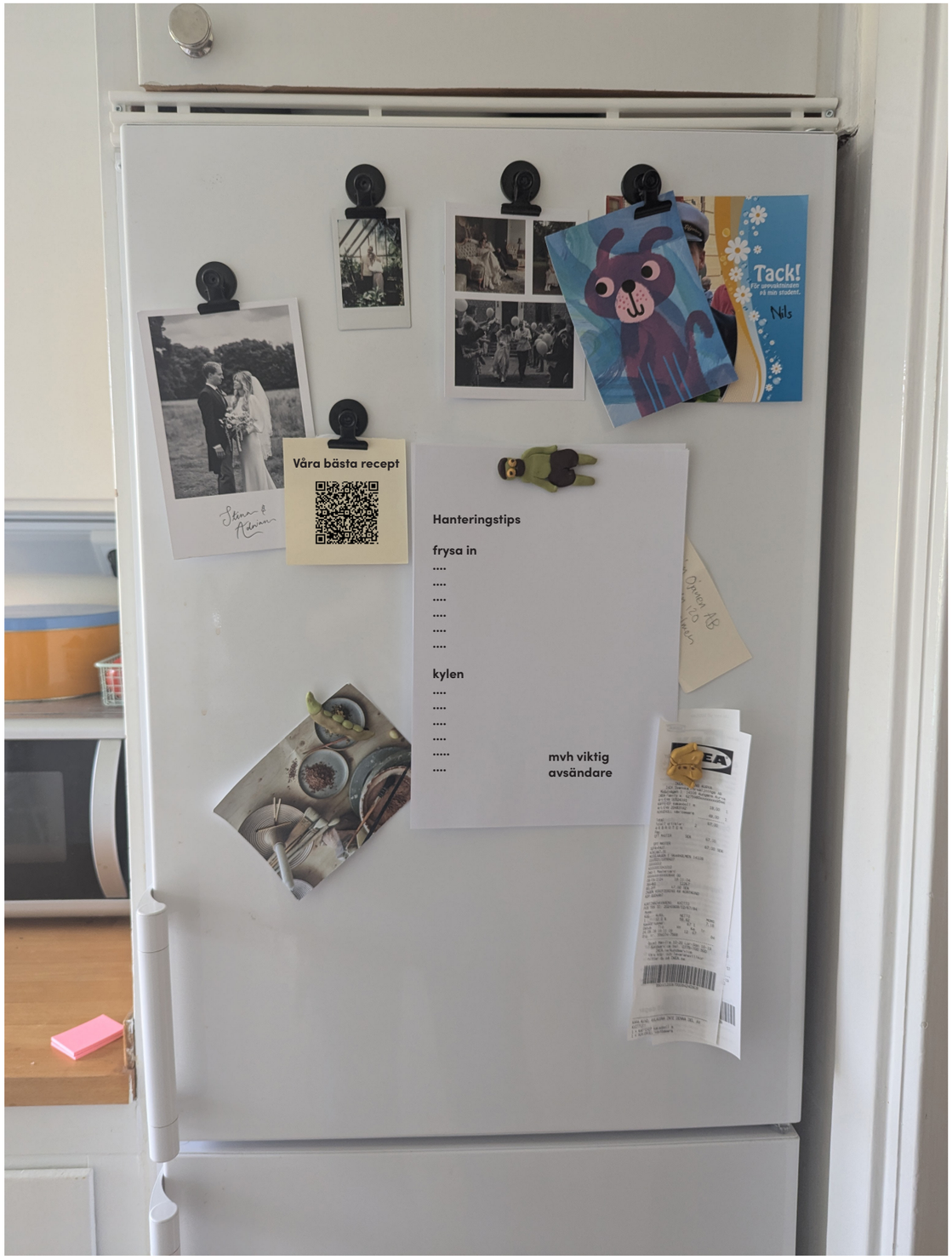

ÖPPNAD


ÄT
ÖPPNAD
ÖPPNAD
ÄT
ÄT
ÄT
Tack!
Nils


ÄT
ÖPPNAD
Bregott
Kvarg
Yoghurt tropisk


ÄT
Bregott
Cylinda
Yoghurt tropisk


Viktigt information kring ditt matsvinn!
Visste du att mängden svinn är såhär mycket per hushåll och det motsvarar såhär mycket pengart och det motsvarar såhär mycket i aktivitet
här är en räcka tips att sätta upp på kylskåpet


Våra bästa recept
Hanteringstips
frysa in
....
....
....
....
....
kylen
....
....
....
....
.....
....
mvh viktig
avsändare
Tack!
Nils


Recept & matsvinnstips
Mat som måste
ätas i veckan
grädde
morötter
ägg
Förslag på rätter för veckan
....
....
....
Tack!
Nils







Supplementary Material S5

Characteristics of interview participants

Supplementary Material S5. Characteristics of interview participants (n = 30)

Characteristic	Online panel (n = 24)	Göteborgsregionen networks (n = 6)	Total (n = 30)
Gender			
Women	15	6	21
Men	9	0	9
Age (years)			
30–39	7	1	8
40–49	5	0	5
50–59	5	0	5
60–69	3	0	3
70 or older	4	0	4
Not collected	0	5	5
Region			
Stockholm	6	0	6
East Central Sweden	5	0	5
West Sweden	4	6	10
South Sweden	6	0	6
North Central Sweden	1	0	1
Central Norrland	2	0	2
Type of area			
City	10	4	14
Town	8	0	8
Suburban	3	0	3
Rural	3	2	5
Household type			
Single-person household	7	0	7
Single parent with children	2	0	2
Couple without children at home	8	0	8
Couple with adult child at home	2	0	2
Couple with children under 18	4	6	10
Shared household (adults only)	1	0	1
Children under 18 living at home			
Yes	6	6	12
No	18	0	18
Housing			
Apartment	15	3	18
House (detached, semi-detached or terraced)	9	3	12
Main occupation			
Employed or self-employed	17	3	20
Retired	5	0	5
Parental leave	0	3	3
Student	1	0	1
Disability pension	1	0	1
Responsibility for food purchasing and preparation			
Mainly the interviewee	14	0	14
Shared with partner	5	6	11
Mainly partner (cooking); shopping shared	4	0	4
Each adult responsible for own food	1	0	1

Note: One adult informant per household. Gender, age and region for online panel participants are taken from the recruitment data; age was not systematically collected for participants recruited through Göteborgsregionen (one participant gave her approximate age). Region follows the Swedish NUTS 2 classification. Other characteristics are based on interviewees' own descriptions. Housing type is shown for the household's main residence.

Supplementary Material S6

Interview guide

Supplementary Material S6. Interview guide

Background and Icebreaker (approx. 5 min)

- Could you tell me a little about yourself? How old are you, who is in your household, and what is your living situation?
- How would you describe your neighbourhood and your everyday life?
- Do you ever think about food waste in your daily life? If so, when and in what way?
- When you think about the things that are thrown away in your household, what do you think you throw away the most? (e.g., food, packaging, or other consumable items)
- Can you tell me about a time when food was thrown away in your household? Please describe the whole sequence of events, from planning and shopping to the point when the food was eventually discarded.
- What was it that led to the food not being eaten?

In-depth Customer Journey – Planning, Shopping, Cooking, Eating, and Disposing of Food

- Are you the person who usually plans food purchases in your household?
- Do you have a typical way of doing this? Could you describe it?

Planning behaviour

- Why do you plan your food purchases? What makes planning important to you?
- Alternatively: Why don't you plan your food purchases?

Cooking and meal preparation

- Are you the person who usually cooks in your household? If so, how do you typically go about it?
- Do you usually plan in advance what you are going to cook?
- Do you check what is already in the fridge or pantry before deciding what to make?
- Does this vary over time, or do you generally follow the same routine?

Eating and leftovers

- To what extent do you and your household eat all the food that is prepared?
- When do leftovers typically occur?

- What do you usually do with leftovers? Are they eaten later?

Food waste

- What types of food waste do you generate in your household?
- What foods do you throw away most often?
- When was the last time you threw away something that could still have been eaten?
- Can you tell me what happened?

Food storage and expiry dates

- Do you pay attention to best-before dates?
- How long do you typically keep food in the refrigerator before deciding to throw it away?

Food waste disposal

- What do you do with your food waste?

3. Attitudes and Beliefs

- To what extent are you concerned about environmental impacts and carbon emissions? Why or why not?
- Do you see a connection between environmental issues and food or food consumption in your own life?
- Do you see a connection between environmental issues and food waste?
- Do you find it difficult or uncomfortable to throw away food? Why or why not?
- How do you feel when you have to discard food that could still have been eaten?
- What factors influence your decision to throw away something that could still be eaten?
- How do you decide whether food is still safe or acceptable to eat?

Self-efficacy and perceived influence

- Do you feel that your own choices and behaviours can make a difference, for example in reducing environmental impacts? Why or why not?
- Do you feel that your efforts to reduce food waste have an impact?

Beliefs and behaviour

- When you choose to throw something away, what are the main reasons behind that decision?
- What thoughts typically go through your mind when deciding whether to keep or discard food?
- Can you tell me about a time when you were about to throw something away but changed your mind?
- What made you decide to keep it instead?

4. External Influencing Factors

- Which sources of information do you trust? Friends and family? News media? Social media? Other sources?
- What kinds of information or messages tend to capture your interest and motivate you to act or change your behaviour?
- If nothing or no one particularly influences you, why do you think that is?

Social and external influences

- Is there anything that influences how you think about or manage food waste?
- Do the behaviours of other people influence you in any way?
- Have you read, seen, or heard anything that has affected how you think about food waste?
- Have school, children, family members, or other people in your life influenced your attitudes or behaviours related to food waste?
- Do you talk about food waste at home? If so, with whom and in what context?

Motivation and opportunities for change

- Would you like to reduce the amount of food you throw away?
- Why or why not?
- What do you think would need to happen for you to throw away less food?
- Are there any tools, services, information, or changes that would make it easier for you to reduce food waste?

Supplementary Material S7

Codebook for the motivational drivers

Supplementary Material S7. Codebook for the motivational drivers

The codebook was developed in Swedish and is translated here. Each interview was coded for the presence of the three drivers, using the definitions and coding rules below. The aspects listed under each driver, with their meaning statements and keywords, describe what each driver covers and helped the coders identify relevant passages. Meaning statements are written from the interviewee's perspective. Keywords are the Swedish terms used to help locate relevant passages, with English translations in brackets; as stated in each coding rule, a keyword alone was not sufficient for a passage to be coded.

1. Economic motivation (saving money) *(original code: Ekonomiskt motiverad)*

Definition: The household is motivated to reduce food waste by the economic value of food. Reducing food waste is seen as a way to avoid financial losses, get value for money from what they buy and manage household expenses.

Coding rule: A statement is coded as Economic motivation when economic considerations are expressed as a reason, priority, concern or motivation underlying a behaviour related to food or food waste.

Key principle: the presence of a keyword alone is not sufficient; the underlying meaning or motivation is coded.

Example: "We look out for special offers" is not coded as Economic motivation on its own, but is coded if the interviewee links it to saving money or a tight household budget.

Aspect (original Swedish)	Meaning	Keywords (Swedish, English)
Economic value of food *(Matens ekonomiska värde)*	I want to avoid wasting money and see reducing food waste as a way to save money.	spara / slösa / pengar (save / waste / money); kostnad / pris / matpris (cost / price / food price); dyr / dyra / ökande matpriser / inflation (expensive / rising food prices / inflation)
Price and cost awareness *(Pris- och kostnadsmedvetenhet)*	We try to buy food at a low price and make the food budget go as far as possible.	billig / billigt / billigare / lågkostnad (cheap / cheaper / low-cost); rabatt / rea / extrapris / kampanj (discount / sale / special offer / promotion); fynda / fynd (bargain-hunt / bargain); annons / kampanjblad / reklamutskick (advert / promotional leaflet / advertising mail); spik / spikat pris (fixed low price)
Economic purchasing strategies *(Ekonomiska inköpsstrategier)*	I buy larger quantities or do a big shop because I see this as economically advantageous.	storhandla / storhandlar (do a big shop); extra pris (special price)

Household financial situation *(Hushållets ekonomiska situation)*	My food purchases and spending are affected by my income or by when I get paid.	lön / löning (salary / payday); levnadskostnad (cost of living); ekonomi / ekonomiskt / finansiera (finances / financially / to finance); snål / snåla (thrifty / to skimp)
Avoiding economic waste *(Undvika ekonomiskt svinn)*	I usually buy short-dated items.	kort datum (short date)

2. Care for the environment and social responsibility *(original code: Göra rätt / miljömedveten)*

Definition: The household is motivated mainly by a wish to act responsibly towards the environment, the climate, nature, other people, animals or future generations. Reducing food waste is seen as part of doing the right thing and living more sustainably.

Coding rule: A statement is coded as Care for the environment and social responsibility when environmental, ethical, social or normative considerations are expressed as a reason, priority, concern or motivation behind a behaviour related to food or food waste.

Key principle: the presence of a keyword alone is not sufficient; the underlying meaning or motivation is coded.

Example: A statement about vegetarian food is not automatically coded under this code. It should be clear that the choice is linked to, for example, the environment, the climate, animal welfare or ethical or social responsibility.

Aspect (original Swedish)	Meaning	Keywords (Swedish, English)
Environmental awareness and consideration *(Miljömedvetenhet och miljöhänsyn)*	I am / we are aware of the environmental impact of my choices and try to act in ways that reduce it. I / we try to think about the environment when making choices about food and the household. Environmental considerations are an important factor in how I / we think about food, food waste and the household.	medveten (aware); miljötänk (environmental thinking); miljö / miljömedveten / miljömedvetna (environment / environmentally conscious)
Climate and emissions *(Klimat och utsläpp)*	I want to reduce my climate impact through my food choices and by reducing food waste. I / we think about emissions and greenhouse gases when making choices about food and food waste. I / we want my choices to have a positive, or less negative, impact on the environment and the climate. The respondent refers to climate engagement or public debate on climate as a reason to consider their own impact.	klimat (climate); utsläpp / växthusgas (emissions / greenhouse gas); påverkan (impact); Greta (Greta Thunberg)
Future generations *(Framtida generationer)*	I / we think about the world I will leave to my children or grandchildren when making choices about consumption and the environment. I / we want to take responsibility for future generations by reducing environmental impact and using resources more sustainably. I / we see it as important to take care of	barnbarn (grandchildren); framtid / generation (future / generation); planet / jordklot (planet / globe)

	the planet through my everyday choices.	
Nature and resources *(Natur och resurser)*	I / we want to show consideration for nature and reduce the negative impact my eating habits may have. I / we want to use natural and societal resources responsibly and avoid them going to waste. I am aware that food production requires water and want to avoid such resources being used unnecessarily. I / we value growing or producing food in a way that feels sustainable and responsible.	natur (nature); resurs (resource); vatten (water); odla (grow)
Animal welfare and food choices *(Djurvälfärd och matval)*	I / we consider animal welfare when making food choices. I / we choose, or consider, vegetarian or vegan food for environmental, ethical or animal-welfare reasons. I / we reflect on the environmental or ethical consequences of eating meat and how this affects my food choices.	djurvälfärd (animal welfare); vegan / vegetarian / vegetarisk (vegan / vegetarian); kött (meat)
Social and moral responsibility *(Socialt och moraliskt ansvar)*	I / we see food and consumption choices as part of a wider responsibility towards society. I / we think it is important to follow rules and norms on how food and waste or resources should be handled in society. Wasting food or resources feels wrong or gives me a bad conscience. I / we think about people living with food shortages, which makes food waste feel morally problematic. I / we consider people's health and well-being when thinking about food and consumption.	samhälle (society); lydig / regel (obedient / rule); samvete (conscience); svält (starvation); folkhälsa (public health)
Sustainable consumption *(Hållbar konsumtion)*	I / we want to make sustainable choices and reduce unnecessary consumption and resource use. I / we want to avoid overconsumption and think we should consume less and use what we already have. I / we reject a throwaway culture and want to use things and food for as long and as efficiently as possible. I / we try to recycle and manage resources responsibly in everyday life.	hållbar (sustainable); överkonsumtion / överkonsumera (overconsumption / to overconsume); slit-och-släng (throwaway culture); återvinn- (recycle)
Local production and self-sufficiency *(Lokalt och självförsörjande)*	I / we value local food production and local alternatives as a way of supporting more sustainable and responsible food systems. I / we value self-sufficiency and being able to produce more, or manage more, with our own resources.	lokal / lokalt (local / locally); självförsörjande (self-sufficient)
Alternative forms of consumption *(Alternativa konsumtionsformer)*	I / we prefer to reuse or buy second-hand where possible, rather than buying new.	andrahand (second-hand)

3. Convenience (saving time and energy) *(original code: Bekvämlighet / spara tid och ork)*

Definition: The household is motivated mainly by making everyday life easier and reducing the time, energy and effort needed to plan, buy, cook, store and handle food.

Coding rule: A statement is coded as Convenience when lack of time, stress, limited energy, simplicity, practicality or a need for flexibility is expressed as a reason, priority or motivation behind a behaviour related to food or food waste.

Key principle: the presence of a keyword alone is not sufficient; the underlying meaning or motivation is coded.

Example: A statement containing the word "time" is not automatically coded as Convenience. It should be clear that lack of time, or saving time, affects how the person handles food or food waste.

Aspect (original Swedish)	Meaning	Keywords (Swedish, English)
Time and lack of time *(Tid och tidsbrist)*	I / we have limited time and need solutions that work quickly and easily in everyday life. When everyday life is stressful, I / we have less time and energy for planning and handling food.	tid / tiden (time); stress / stressa / stressad (stress / to rush / stressed)
Simplicity and ease *(Enkelhet och smidighet)*	I / we prefer practical solutions that are easy to use and fit into everyday life. I / we appreciate solutions and routines that make handling food simple and easy. I / we prefer convenient options that take less time or effort.	praktisk (practical); smidig (easy / handy); bekväm / bekväma (convenient)
Energy and effort *(Energi och ork)*	I / we want to spend as little extra energy as possible on planning, cooking, storing and handling food. I / we have limited energy and prefer solutions that do not require much extra effort. At times, everyday life is about just getting by, so food-related routines need to be simple and manageable.	energi (energy); ork / orka (energy / to have the energy); överlev / överleva (survive)
Spontaneity and flexibility *(Spontanitet och flexibilitet)*	I / we want to be able to make spontaneous decisions about food and therefore prefer routines that do not require much advance planning.	spontan / spontana (spontaneous)