

GFPP member bios

Name:	Ylva Haglund
Organisation:	Zero Waste Scotland
Job title:	Food waste campaign manager
Relevant links:	www.zerowastescotland.org.uk www.lovefoodhatewaste.com
Briefly describe your experience as it relates to GFPP:	<p>Ylva leads Zero Waste Scotland's consumer food waste work including Love Food Hate Waste, a campaign aimed at helping householders to reduce their food waste, and the recent 'doggy bags' initiative Good to Go, working with hospitality businesses. Ylva's team delivers a range of behaviour change interventions in partnership with communities, businesses, retailers and the education sector. She is part of the Food & Drink team within Zero Waste Scotland, with the overall aim of meeting the recently introduced Scottish Government food waste target to reduce Scotland's food waste by 33% by 2025.</p>
What are your aspirations for GFPP:	<p>Scotland wastes 1.35 million tonnes of food every year and around half of this comes from our homes. Reducing food waste has huge potential social, economic and environmental benefits. I would like to see Glasgow take the lead in driving food waste prevention and food redistribution, and the GFPP facilitate partnerships and initiatives that can make this happen.</p>