

SDG 2: ZERO HUNGER

A SOCIAL PSYCHOLOGICAL PERSPECTIVE



SDG 2

End
hunger

1. SOCIAL NORMS

- Descriptive norms: do or tine
- Injunctive norms *yer – use*

Changing norms reduces food waste

1. SOCIAL NORMS

Descriptive norms. what others do

Injunctive norms: *OF*

Changing norms reduces food waste



4. ATTITUDES & BELIEFS

Unhealthy nutrition habits

Use ing both logic & emotion
↳ message campaigns



2. STIGMA & IDENTITY

Reframing food aid as community sharing

Reframe community as community sharing



5. SCARCITY MINDSET

Scarcity limits attention and planning

Present bias leads to short-term thinkin



INTERVENTION EXAMPLE: “Community Plate Project”

- **Norm Messaging:** Tell students “Most students finish meals”
- **Reframing food aid:** Call food banks “Communitysarey Sharing Centers”
- **Commitment:** Public pledges: Commit to reduce waste
- **Behavioral Nudges:** Smaller plates, donation bins, wate signs
- **Community Identity:** Foster a shared, zero-waste identity