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

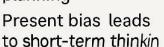
2. STIGMA & IDENTITY

Reframing food aid as community sharing

Reframe community as community sharing

5. SCARCITY MINDSET Scarcity limits

Scarcity limits attention and planning







INTERVENTION EXAMPLE: "Community Plate Project"

- Norm Messaging: Tell students "Most students finish meals"
- Reframing food aid: Call food banks "Com munitysarey 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