



# Initiatives of CAA to reduce Food Loss and Waste in EXPO2025

- One of Action Plans for the Expo2025 shows that we make an efforts to conduct promotional activities using nudge way on the venue so that visitors reduce FLW in the venue.
- As a result of the demonstration project at actual stores last year, Government of Japan (CAA) has created promotional materials to visitors as follows based on the most effective designs.
- These materials are using at restaurants in EXPO2025 venue as well as in Osaka pref. and near area.

## Designs of promotional materials



< Vertical digital signage •Poster•  
Tabletop triangular POP (Front side) >



<Tabletop triangular POP (Back side) >



< Horizontal digital signage >



< Sticker/ Image for SNS >