Survey questions and items

Table 1: Overview of intended behaviour supported by each intervention set.

Set	Behaviour A	Behaviour B
Waste bin insights	careful consideration of how much food is bought.	careful consideration of how much food is thrown away
Use-me-later tools	the efficient storage of partially used food.	the use of stored food in meal preparation.
Freezer integration	the effective storage of frozen items.	the integration of frozen items into meals.
Frozen ingredients	the use of frozen food in meals.	the mixing and matching of ingredients in meal patterns.
Consumption boxes	completing and changing meals with ingredients in stock.	the mixing and matching of different ingredient types.
Assessment labels	assessing food quality with the senses.	taking appropriate actions based on sensory evaluation.
Ingredientless recipes	the mixing and matching of different ingredient types.	the use of ingredients that are in stock at home.

Table 2: Overview of the full list of questionnaire items used in the analysis.

Item	Statement	Consumers	Experts/Companies
1	'This story is believable'	✓	✓
2a	'I can see myself using this innovation'	✓	
2b	'I can see consumers using this innovation'		✓
3a	'It would be attractive for a company to develop an innovation like this'	✓	
3b	'It would be attractive for a company to contribute to developing an innovation like this'		✓
4	'This innovation is a new and creative solution to the problem of food waste'	✓	✓
5	'This innovation will contribute to minimising food waste'	✓	✓
6	'This innovation will contribute to making consumption patterns more flexible'	✓	✓
7	'This innovation stimulates [individual behaviour A*]'	✓	✓
8	'This innovation stimulates [individual behaviour B*]'	✓	✓
9	'Do you think this innovation will (eventually) be available to consumers?'	✓	✓
10	'How many years before this innovation will be available to consumers?'	✓	✓
11	'The innovations in the portfolio show diversity (e.g., there is range of innovation types)'		✓
12	'The innovations in the portfolio show complementarity (e.g., the innovations bring something unique)'		✓
13	'The innovations in the portfolio show synergy (e.g., the innovations work together to have more impact)'		✓
14	'The innovations in the portfolio show reinforcement (e.g., the innovations boost the effectiveness of the other innovations)'		✓

| 15 | 'The innovations in the portfolio show coherence (e.g., the innovations fit well together)' | ✓ |

*See Table B1 for specific behaviours