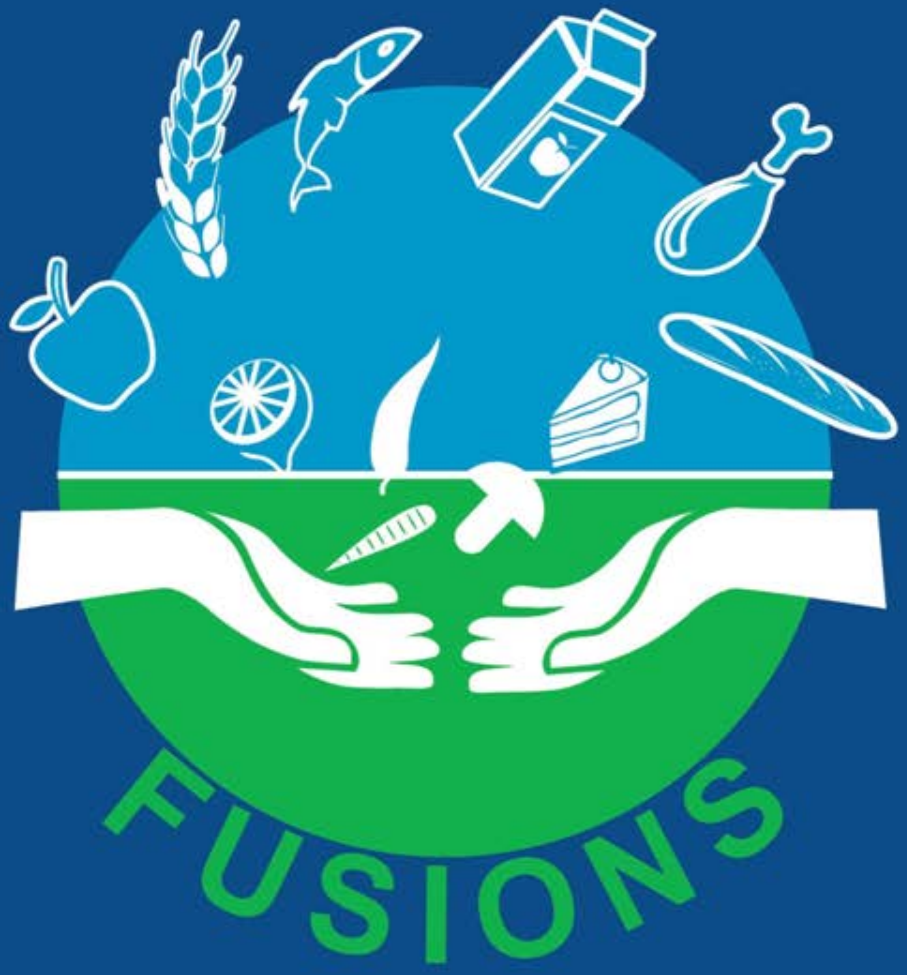


FUSIONS

Food Use for Social Innovation by Optimising waste prevention Strategies

Dora Paschali

ANATOLIKI sa, Development Agency of Eastern Thessaloniki Local Authorities.

ISEKI_FOOD 2014

Athens, 23 May

Reducing food waste through social innovation

Global perspective of Food Waste

- Growing world population + Increasing amounts of food waste, up to 1/3rd of all food produced (eq. to 1.3 billion tonnes *FAO 2013*

European context of food waste

Source: Wageningen World, April 2012

Project objectives

The overall aim of the project is to contribute significantly to the harmonisation of food waste monitoring, feasibility of social innovative measures for optimised food use in the food chain and the development of a Common Food Waste Policy for EU28.

Project duration: 48 months (2012 – 2016)

www.eu-fusions.org

Involving 21 partners in 12 Member States

WAGENINGEN UR
For quality of life

Sik your Science Partner

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

IVL Swedish Environmental Research Institute

Østfoldforskning

bio Intelligence Service

wrap

Magyar Élelmiszerbank Egyesület
Egy falat segítség mindenhol elkél

Ahold

BOKU
University of Natural Resources and Life Sciences, Vienna

ifr Institute of Food Research

INRA
Institut National de la Recherche Agronomique

last minute market

STOP WASTING FOOD

HACETTEPE UNIVERSITY
To the leading edge... Toward being the best...

Tristram Stuart
WASTE

FAO FIAT PANIS

MTT

COMMUNIQUÉ

ANATOLIKI S.A.

ANATOLIKI sa, Development Agency of Eastern Thessaloniki's' Local Authorities

ANATOLIKI sa was established in 1995

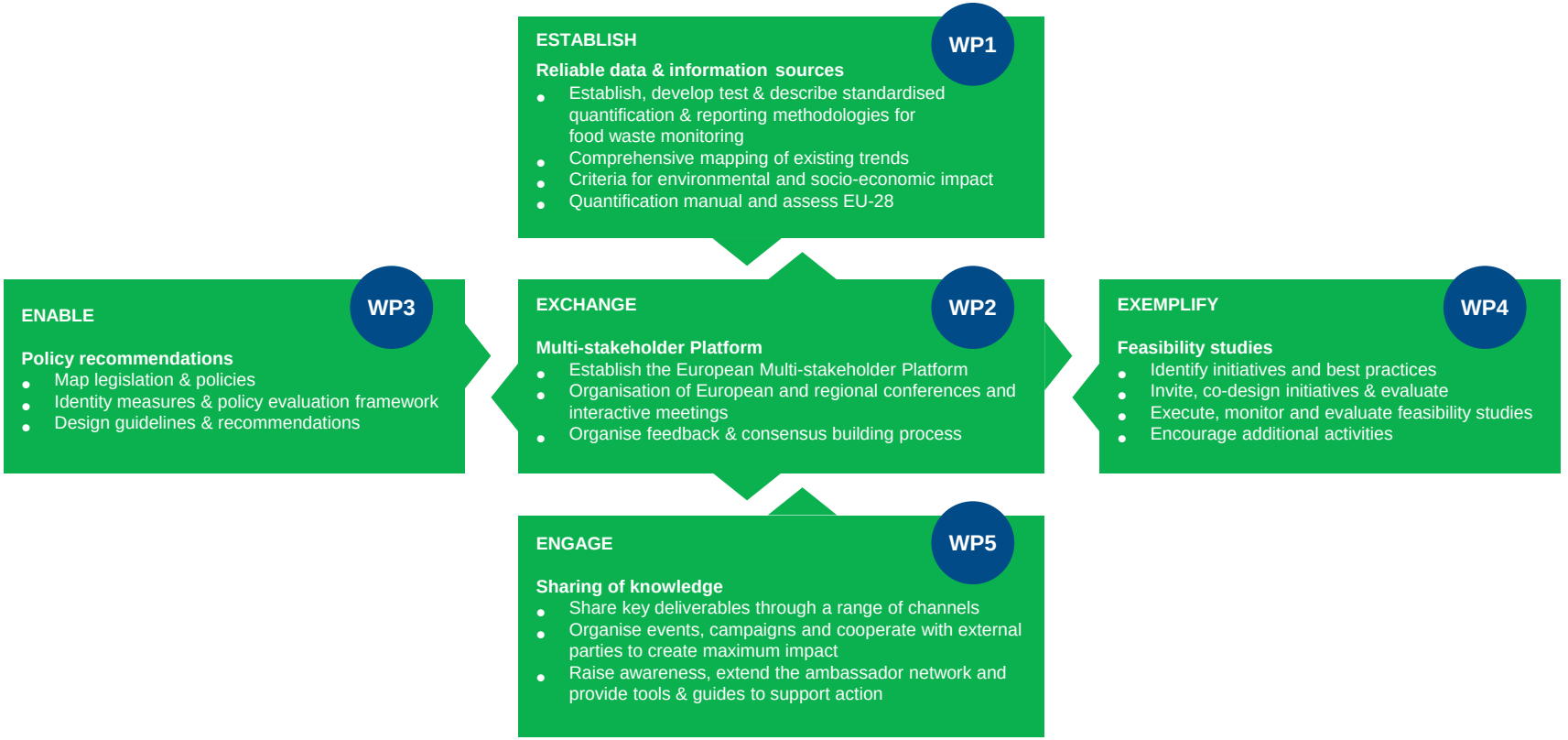
Sectors

- Human Resources
- Environment and infrastructure
- Energy
- Rural development
- New technologies
- Support Local Authorities
- Support Businesses

Shareholders

- Regional of Central Macedonia
- Municipalities
- Chambers
- Agricultural Cooperatives
- Associations of entrepreneurs and professionals

FUSIONS Project structure



WP1: Progress on food waste definition

- Proposed FUSIONS definition of food waste was developed in Year 1

  Any edible food* and inedible parts of food removed from the food supply chain

- Public consultation and review by project partners; presentation at the European Platform Meeting in October 2013, further consultation by Members, and the External Expert Advisory Board to FUSIONS

- A principal approach for defining food waste (a working definition) will be published in in June 2014

WP1: Other progress (1/2)

- Literature review on **food waste definitions and system descriptions**
- Review of **methodologies for collecting statistical data on food waste within the EUROSTAT framework** (deliverable finalised and published)

- Review of **methodologies for collecting food waste data from the whole food chain** (deliverable finalised, to be published shortly)

- Inventory and analysis of **food waste causes, future threats of increase, and opportunities for reduction** (deliverable finalised, publication coming shortly)

WP2: Objectives

- Establish a **European FUSIONS Multi-stakeholder Platform** with an appropriate tiered platform management structure, that enables it to last beyond the project timeframe.
- Organise a **feedback and consensus building process** to exchange ideas and suggestions to reduce food waste, and receive input from all other WPs and maximise output to the other WPs. This will incorporate supporting and facilitating the growth of existing platforms, to encourage the establishment of new regional infrastructure.

WP2: FUSIONS Platform Members

Already 160+ members have pledged support to the FUSIONS platform. We are looking for new committed stakeholders from business, government, universities, NGOs, networks and platforms to join.

WP2: Upcoming meetings

- **Regional meetings**
  - **North West Europe:** 28 May 2014 in London, UK

- **European Platform meeting: 30-31**October 2014 in Brussel, Belgium

For more information and to sign up: http://www.eu-fusions.org

WP3: Objectives

- Comprehensively mapping and analysing the **current legislation and policies which impact the creation of food waste** in the EU/EEA countries and evaluating the main trends of food waste generation
- Identifying sound measures and best practice for an **improved legislation to reduce food waste through social innovation**
- Establishing **indicators and criteria to develop a specific evaluation framework** for food waste policies
- Designing guidelines and recommendations for a **European Common Policy** targeting prevention and reduction of food waste through socially innovative measures

WP3: Progress to date

- An extensive **literature review** has been conducted on legislation and policy driving food waste generation and reduction
- A **database of relevant European and national legislation and policy documents** was created

WP4: Feasibility studies – Objectives

- To identify **existing social innovation solutions** that reduce waste
- To test **new social innovation ideas**
- To **evaluate their impact** on reducing waste

WP4 Vision

Social innovations are new ideas

that meet social needs

and create new relationships

"We simply describe it as innovations that are both social in their ends and in their means" (1)

FUSIONS will test how social innovation can reduce food waste

(1) http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm

WP4: Progress and upcoming activities

- An **inventory** has been developed of select **socially innovative food waste prevention and food waste management activities**:

  http://www.eu-fusions.org/social-innovations

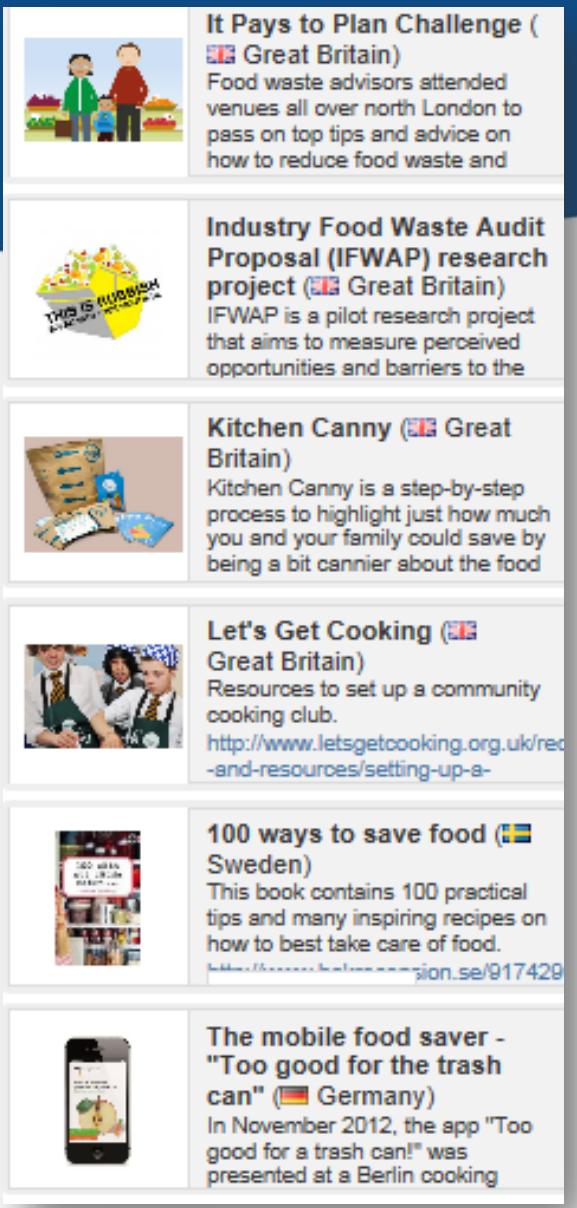
- A call was launched for **social innovation Feasibility Studies** to be tested within FUSIONS. Proposals were received for a number of different activities involving a variety of actors along the food supply chain.
- **Seven Feasibility Studies have been selected** for implementation throughout 2014

WP4 Social innovation inventory

- Demonstrates what we mean by social innovation
- Shares existing initiatives
- Catalyses new ideas

Visit - www.eu-fusions.org/social-innovations

- Send your examples to WRAP!



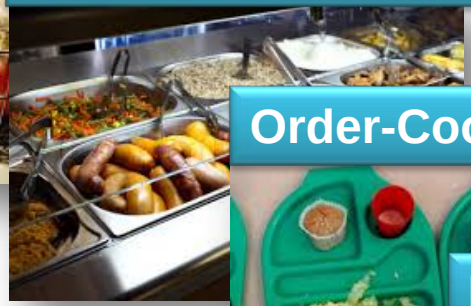
WP4 Selected Feasibility Studies

Decentralised Food Donation

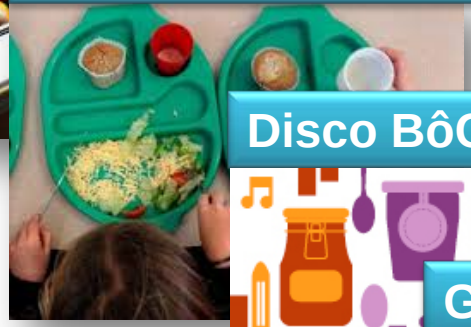
Cr-EAT-ive Schools

Advancing Social Supermarkets

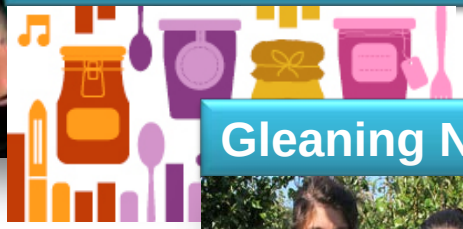
Food Service Surplus Solution



Order-Cook-Pay



Disco BôCô



Gleaning Network EU

WP5: Dissemination - Objectives

- **Disseminate knowledge and increase awareness of food waste and FUSIONS**
  - **Disseminating key outcomes and deliverables** of the project among relevant food chain stakeholders, policy makers and the wider public
  - **Raising awareness** among food chain stakeholders, policy makers and the wider public on the economic, environmental and social impact of food waste, and opportunities for its prevention through social innovation

WP5: Progress to date

- A FUSIONS **dissemination strategy** has been developed
- The **FUSIONS website** was launched, including a Members-only section
- Four **newsletters** have been distributed to ~150 members and subscribers
- Active **social media** presence (FUSIONS and partners' social media)
- WP5 partners have participated and presented at ~75 **events** and generated diverse **media coverage**
- Two FUSIONS **awareness raising events** were held in 2013:
  - Feeding the 5000 event in Amsterdam on 29 June 2013
  - United Against Food Waste event in Copenhagen on 4 October 2013

WP5: Awareness raising events

Two large awareness raising events organised in Year 1:

Feeding the 5000 Amsterdam (29 June 2013)

- Organised by Damn Food Waste (initiative by several organisations, including Feeding the 5000)
- 6500 visitors fed with food which would have otherwise been wasted
- Preparatory events included a food waste cook off between top chefs and a Disco Soupe to prepare the lunch

United Against Food Waste Copenhagen (4 Oct 2013)

- Organised by SWF / Communiqué
- Entire value chain represented
- 6000 visitors were fed with surplus food which would have otherwise been discarded
- Remaining surplus food was collected for the homeless, and organic waste was collected for conversion into biogas

Next event Berlin September 2014

WP5: Opportunities for stakeholder involvement

- **'Like' the FB page** and **follow us on Twitter** using your business and/or personal accounts
- **Share** with Facebook and Twitter relations and wider contacts
- **Post relevant food waste news** yourselves and **comment on existing articles** via Facebook and Twitter
- **Check out our website** and **share i**t with colleagues and partners

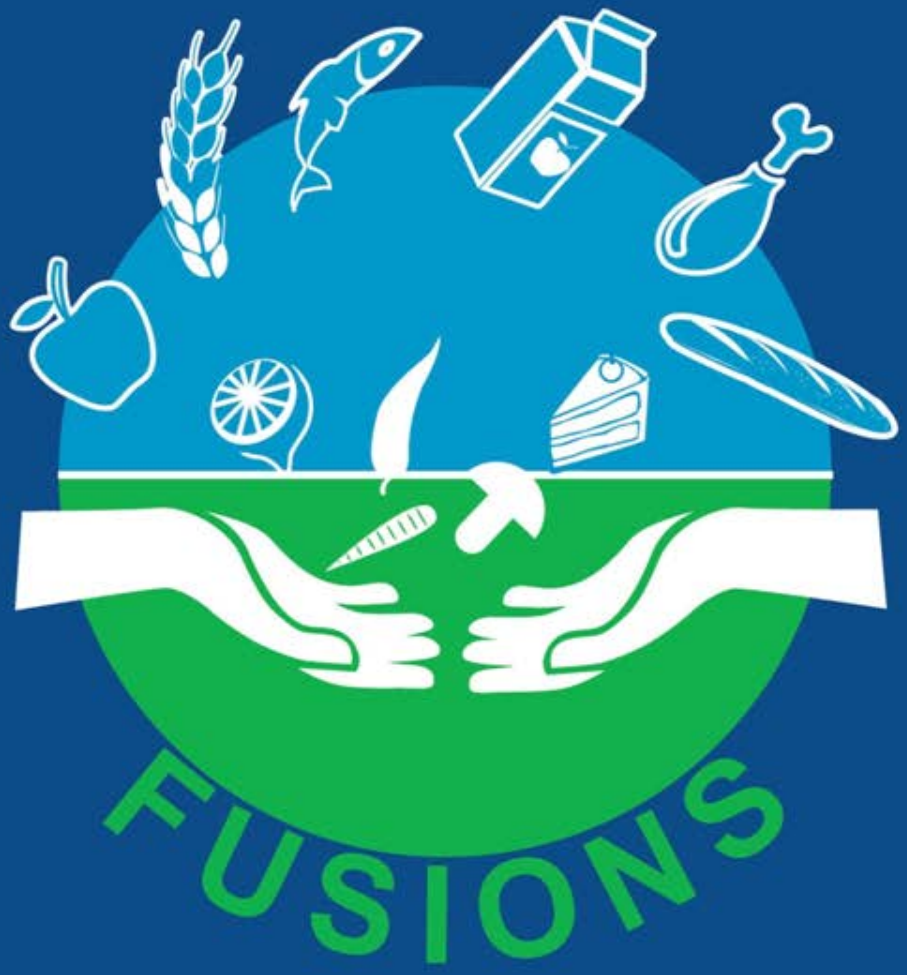
EU FUSIONS **@EU_FUSIONS**

www.eu-fusions.org

Questions & comments

Thank you for attention!
Any questions, comments?

Dora Paschali
thpaschali@anatoliki.gr



Reducing food waste through social innovation

FOOD & BIOBASED RESEARCH
WAGENINGEN UR