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## **FUSIONS 2<sup>nd</sup> European Platform Meeting**

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**Status: draft**

**Date: 30 & 31 October 2014**

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**Reducing food waste through social innovation**

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# Colophon

Title	FUSIONS 2 <sup>nd</sup> European Platform Meeting
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# 1 Thursday 30 October

## Programme

### Time

**11.30 hrs** Registration desk open at the PATIO  
Coffee & networking

**12.00 – 13.00 hrs** Networking Lunch at the PATIO

**13.00 – 14.30 hrs** Plenary session at the FORUM

*Introduction* Welcome & FUSIONS Project update  
**Toine Timmermans**  
Wageningen UR, NL, Coordinator to FUSIONS



*Key notes* **Chantal Bruetschy**  
EC - DG Health & Consumers  
*EU policy developments on food waste prevention & social innovation*



**Kai Robertson**  
WRI - World Resources Institute  
*Update on the Global Food Loss & Waste Measurement Protocol*



*Table top interview with the key note speakers and FUSIONS representatives*  
*Moderated by **Toine Timmermans***

Quantification



Policy & regulations



Innovation



Sharing knowledge



Members Platform



**Time**

14.30 – 15.30 hrs

Consultation session round 1 at the FORUM

## Exploring social innovation to reduce food waste

WRAP is leading the Feasibility Study activities of FUSIONS, testing the impact social innovation can have on food waste reduction. Three reports have been produced to date on social innovation, which can be found at [www.eu-fusions.org/publications](http://www.eu-fusions.org/publications). They describe what social innovation is, how the feasibility studies have been selected, and how policy might help enable and facilitate more social innovation projects to be initiated and scaled up.

For the European Platform Meeting, WRAP is keen to explore two key areas alongside providing an update on the feasibility study projects being operated by FUSIONS, the two areas are:

How can we support and scale social innovation projects that are reducing food waste?

How can we maximise the social benefits from social innovation food waste prevention projects?

*Introduction*

**Sophie Easteal**

WRAP, UK

*The role of social innovation in preventing food waste - introducing the FUSIONS feasibility studies*



*Inspiration Interviews*

*Benefiting people through food waste prevention social innovation projects*

**Alexander Theodoridis**

Boroume, Greece

*A volunteer initiative on independent food redistribution in Greece*



**Felicitas Schneider**

BOKU, Austria

*Measurement approaches for social innovations in food waste prevention*



Universität für Bodenkultur Wien

**Marine Lafon**

Disco BôCô, France

*Create a viral format of events where participants use discarded fruit and veg as they learn new skills in a convivial atmosphere, reducing social isolation and food waste*



*Q & A with the interview panel followed by table top discussions*

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**Time**

**15.30 – 16.00 hrs**

**Coffee Break at the PATIO**

**16.00 – 17.30 hrs**

**Consultation session round 2 at the FORUM**

## Supporting and scaling social innovation to reduce food waste

*Moderated by*

**Sophie Easteal**  
WRAP, UK



*Inspiration pitches*

**Markus Hurschler**  
Foodwaste.ch, Switzerland  
*Introducing 'Our Common Food' and entrepreneurship programme*



**Michael Minch Dixon**  
Snact, UK  
*Maximising business success and reducing food waste*



**Joris Depouillon & Alice Codsi**  
Food Surplus Entrepreneurs Network  
*Supporting food surplus entrepreneurs to grow and scale their activities*



*Table top facilitated discussions*

**17.30 hrs**

**Closing and Thank you**

**Networking Drinks & Bites at the PATIO**

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# 2 Minutes of 30.10.2014

## 2.1 Plenary session, keynotes

### 2.1.1 Introduction: Toine Timmermans

Welcome,

Most of the programme is interactive. Food waste is a relatively new topic (at societal level). More people are getting involved. Food waste takes places in all stages of the food chain (but we don't have the figures yet). FUSIONS is about setting the basics, but also starting action (bottom-up), leading to policies for reducing food waste. We are halfway the project, reports are appearing now.

How to define food waste and how to measure it. Most important is that everyone uses the same framework for measuring food waste. There are 300 different drivers that have an influence on causing food waste --> there is no easy solution! Growing community of Platform Members, enormous growth of new initiatives on resource efficiency. Achievement: technical framework, important for further work.

Policy: database of current legislation, many Ministries and directorates have an influence on policies related to food waste.

Feasibility studies: innovations pilots (Sophie will tell more about it later today).

Publicity: raising awareness, the project is attracting a lot of media attention, 3 peer reviewed publications, planning on more.

Plans: improvement of website to become a place for more interactions for stakeholders.

Leftovers of this meeting will go to the Armée de Salut /Salvation Army of Brussels. Important to set an example ourselves as well.

### 2.1.2 Chantal Bruetschy (EC, DG SANCO)

Presents on the perspective of EC on food waste.

FUSIONS research project is important for EC (definition, amounts). Everybody agrees that food waste should be reduced, but it still happens. Modification of business models is needed. Collaboration between all stakeholders is key, but food business operators (*fbo*) should be involved especially. Recovery of food into feed is also interesting (amounts). Food waste streams are more difficult to assess than waste streams for batteries, packaging etc. Where is food waste created and what are the advantages of it? Understanding what lies behind this. At business level: is it less expensive to waste than to donate, reuse?

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Major breakthrough in legislation:

Target: reduction 30% before 2025, it is not obliged, but will help the process to start.  
What has to be changed, what is the trigger for change?

Donation to food banks, logistics

FUSIONS project is key to EC and followed closely by EC, because political, environmental and social issues are involved.

#### *Questions by the audience*

- A lot of changes are taking place in Brussels, what are the new opportunities?
- Food waste will remain on the political agenda. DC SANCO will be renamed to DG Santé (but stays the same). Sustainability aspects must be integrated in all the policies. Fbo are key in food waste reduction, all Member States should be involved, the subsidiarity principle will be highlighted more often in the future.
- Publication of the Communication on Sustainable Food by DG ENVI is delayed, what is the status now?  
The food waste subject is not kidnapped from DG ENVI, it is a matter of efficiency of the parliament, cooperation with DG ENVI will continue. Communication, even if not published, we will continue to work on food waste (7-november 2014 coherence discussion with Member States will take place).
- Food waste before the farm gate, what is known about amounts?  
Hardly no data are available on farm level, what remains on the field sometimes is regarded as biofuel for soil. Logistics of these products is difficult. Agricultural sector is not covered by food waste target.
- It was stated that "Not having reliable data will not prevent us from taking action". How do you think about that now?  
It is a matter for the sector to find measures not to waste. Policy measures that do help are date marking (provision of food information), facilitation of donation (measures in hygiene legislation).

### 2.1.3 Kai Robertson (WRI)

Presentation on the Global Food Loss and Waste protocol

Governance of the Protocol: Secretariat and 7 person steering committee (7 organisations); external review group. There are technical working groups. Pilot testers will test the draft of the standard.

Build on existing efforts, build a common framework to be used around the world.  
Applicable farm-to-fork, modular. Not producing a definition of food waste.

Recommendation 1: develop a global food loss and waste protocol.

Precedent: the greenhouse gas protocol (GHG protocol), from 20 years ago, we can learn from this: measurement, quantification, development of food loss and waste targets etc.

About the food loss and waste protocol

Definitions: food (from Codex Alimentarius, 2013), inedible parts (from FAO, 2014)

Guiding principles, see slide

Key elements, see slide

Ad 3 the Protocol will be neutral on term loss and waste)

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Ad Destinations: no waste hierarchy will be provided

#### Questions

- What will the pilot phase consist of?  
Testing of the requirements, is it feasible to provide the information that is required, and to detect gaps, whether there are key elements that are missing.
- What type of organisations will use the protocol and how will it be rolled out?  
Users: entities (companies and others, e.g. WRAP), setting targets for reducing food loss and waste. Two types of users: Reporting users and Policy users.
- Target market for the protocol, will it be different for different sectors of the supply chain?  
Will be the basis for different sectors.
- Differences for developing versus developed world?  
Both will be included

#### 2.1.4 Table top interview with the key note speakers and FUSIONS representatives

Replaced by Q&A after each Key Note, as Mrs Bruetschy had to leave early due to other obligations.

## 2.2 Exploring social innovation to reduce food waste (Consultation session round 1)

### 2.2.1 Introduction: Sophie Easteal (WRAP)

Sophie shows the FUSIONS Feasibility Studies video, which introduces the seven Feasibility Studies that WRAP has selected: social supermarkets, gleaning UK, surplusfood.net, food service redistribution, cr-EAT-ive schools, Order-Cook-Pay and Disco Bôcô.

Remark from the audience: it could be beneficial for FUSIONS to cooperate with areas outside of Europe.

Subsequently, there are inspiration interviews with Alexander Theodoridis, Felicitas Schneider and Marine Lafon as experts on projects against food waste.

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### 2.2.2 Alexander Theodoridis (Boroume)

Alexander started Boroume three years ago with friends who also wanted to change so much food being wasted while so many people in Greece face food insecurity; to connect those who have an abundance of food with those who need it.

Currently, on average more than 3000 meals a day are donated. So far, more than 2 million meals have been donated.

Media has played an important role in the development of Boroume. As a result of media attention Boroume began to receive grants, which made it possible to have employees who proactively search where food is being wasted. The gleaning program in Greece is also started.

A follow-up system is set up to gather the needed information of everything that is donated.

With regards to donations, anything can happen: very large quantities of food can unexpectedly become available.

As a result of lobbying, recently a Greece tax was abolished that made donating food more expensive than throwing it away.

### 2.2.3 Marine Lofan (Disco Bôcô)

Cooking together is a very good tool to create social cohesion among underprivileged people. They benefit from their newly developed culinary skills; it gives them the power to regain control over their food security, also by giving them access to fresh fruit and vegetables.

Disco Bôcô works together with an organisation that measures the impact of the project by interviewing social residents who participated. A questionnaire is additionally distributed to survey how participants experienced the project and the skills they acquired.

Disco Bôcô has an open source methodology: the concept can also be set up elsewhere by others.

The initiative isn't funded, but entirely run by volunteers. There is no economic model.

### 2.2.4 Felicitas Schneider (BOKU)

There is no approved scientific method to measure impact of projects against food waste. Hopefully an approach will be provided that shows how this can be applicable in the future and what is necessary until then to develop such measurements.

There are 18 Social Supermarkets in Austria now, which is the maximum. The concept of Social Supermarkets could however be upscaled to all of Europe, because the basic conditions are similar in the sense that lots of surpluses occur along the food supply chain in all European countries.

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## 2.3 Supporting and scaling social innovation to reduce food waste (Consultation session round 2)

### 2.3.1 Introduction: Sophie Easteal (WRAP)

How to support entrepreneurs in their journey and how to turn initiatives largely driven by volunteers into viable business models.

Introduction of the three inspiration pitches by Marcus Hurschler, Michael Minch Dixon and Joris Depouillon & Alice Codsi.

### 2.3.2 Marcus Hurschler (Foodwaste.ch)

Two years ago foodwaste.ch was created as a platform to start talking about food waste with an idea competition to tackle food waste. The platform has been expanded to support entrepreneurs in Switzerland and other countries to set up their own businesses and start-ups, by offering a six month program to entrepreneurs. The program for example includes one on one coaching.

Aim to teach and coach on the one hand, and to create a community and network through the program on the other hand. Set up a network of coaches from the food sector; free accounting and legal advice for specific questions.

The network also enables the linking of ideas and business models to make them stronger.

### 2.3.3 Michael Minch Dixon (Snact)

Snact; combining social issue of food waste with the creation of a tasteful snack; blend of dehydrated fruits, hoping to create employment opportunities so people who depend on the Food Bank can afford buying food.

Relying on food organisations in the network to find food surpluses.

Using food surpluses can be more expensive than using new fruits due to the added costs of logistics etc.

There are changes in flavour of the snack due to the varying supply, but it's about the ongoing characteristics of the product, that's what people buy into.

Debate within the Snact organisation is what the ratio should be of surplus and regular input of fruit; it's now about 75% surplus and 25% regular fruit.

Snact is a little bit more expensive than competitors, but consumers are able to charge a premium because of the story behind the product and because Snact is made high-end.

Snact is primarily marketed as tasty of product as such; only the 'back of the pack' explains the concept.

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### 2.3.4 Joris Depouillon & Alice Codsì (Food Surplus Entrepreneurs network)

The FSE network includes a variety of European entrepreneurs who reduce food waste. There are four types of such entrepreneurs:

- Entrepreneurs who reduce food surpluses by processing it;
- Restaurants who use food surpluses right way;
- Platforms that connect people who have food surpluses and organisations who feed people with such surpluses;
- Reduce food surpluses at the source by preventing food waste.

The FSE network aims to support entrepreneurs by creating a community, which for example includes the connection of similar entrepreneurs and the provision of free advice.

Currently, the focus is on building the mobility, for example via the facebook page, online workshops, interviews with entrepreneurs not yet in the network and offline “get together” events.

Relevant networks as mentioned by the audience:

- “Save food” by FAO.
- KOMOSIE in Flanders; an umbrella organisation of social entrepreneurs with added value to the environment.
- Ashoka.org: worldwide entrepreneur network on (social) innovation.

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## 2.4 Consultation sessions

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### Keep in touch

 FUSIONS Website: [www.eu-fusions.org/social-innovations](http://www.eu-fusions.org/social-innovations)

 Twitter: @EU\_FUSIONS

### **Part 1 – The role of social innovation in preventing food waste.**

Introducing the FUSIONS feasibility studies. The audience were shown the FUSIONS social innovation film.

<http://www.youtube.com/watch?v=U2er3zHxJic>





<b>Social benefits</b>	<b>Measurement approaches</b>
The type of benefit varies by country's welfare system	Amount of food donated by companies
Converting / valorisation of 'inedible' parts to reclaim the 'whole' food – at high level creates new business models, relationships and sources of food that can be eaten by humans, and allows for connecting with 'food' opening up thinking	Good documentation from projects of what worked and what didn't work
Social exclusion, healthy diet, food security, teaching about food, address other learning opportunities (languages, skills), create networks between social groups	(1) Define what you want to measure (2) Define target formulation, indicators (3) Define tools for measuring and quantity Example – healthy diet – dietary survey
Sense of community, break out / counter social isolation, social employment, emancipation and social empowerment, encourage CSR on a local level, rebuild the connection between consumer and food production / food producer, helps to combat poverty, helps to stimulate healthier consumption patterns, helps to increase the feeling of value of food	
Empower entrepreneurs Providing food to people in need Social integration Food skills, food craft Reaching parents through children Awareness raising	Measuring output vs. impact Qualitative measures Temporary projects vs. solid business models Increasing impact, scale up – how you you generate its social purpose? Micro vs. macro measurement?
Nutrition, loneliness, feeling accepted, feeling good to do good, companies have better image, educate about food	Social stock exchange Interviews
Bottom up approach Work skills, rehabilitation Good nutrition education Environmental impact of food waste Giving more value to the food	New technology Online platform / sharing, open source Counting saved food Analyse the reduction of the food bought by social actors
Awareness of waste and resource efficiency	Questionnaire in schools
Improve management of income	Average yearly income
Creation of new jobs, reinsertion of unemployed people into working sector of society	Number of new jobs in certain sectors vs. unemployment levels in certain sectors
Changing perception about food value	Measuring food waste consumer data
Long term positive impact on the environment	Scientific data
Social links, empowerment, nutrition, food security, skills, create jobs	Connection with research If the project is a success in terms of participation we do not really need to measure
Dependant on the target of the project, you have to define what benefits you want to measure	How much measurement do we really need? Balance between measurement and project delivery
Re-socialisation, social inclusion, all inclusive, active ageing (keeping people integrated), education (what to eat, diet, self-initiative), gender split,	Attendance, head count, food received Questionnaires, it is very qualitative What would success look like?

<b>Social benefits</b>	<b>Measurement approaches</b>
interconnecting, profit?, financial efficiency	
Address social issues, bottom up approach – not waiting for government to do it, social networks	Hunger reduction, better nutrition, fewer health issues People working together, open collaboration
Teaching food literacy, availability, improve dietary skills, social network, understand society, wide vision, fulfill public service, save tax payers money, value food – awareness raising, connect different cultures	
Have an umbrella organisation that holds free smaller food groups	
Improve access to food to underprivileged people, collaboration, awareness raising, interaction between generations	
Education of people who handle redistributed products (around less known products)	
Social innovation isn't an answer to prevention of food waste	Discussion – are more food banks a good sign?
Food security, enlarge the sense of community, awareness on food waste, empowerment, job creation, environmental benefits	Food security indicators, environmental indicators, social capital indicators
Create employment	How many jobs created
Increase social cohesion	Number of people, number of new organisations / projects, surveys and interviews with participants, social media
Create economic value, empower people and teach skills, put back value into food, propose solutions that come directly from people	
Community cohesion, reducing food poverty, improved culinary skills, tackling climate change, education around food waste / food poverty	Very difficult, very subjective in cases Number of people receiving food from charity organisations / food banks Quantity of donated food & CO <sub>2</sub> e Number of dishes fully eaten
Cooking skills, social aspects of meeting (reduce isolation, increase empowerment, have fun), healthy food, less food waste, awareness raising, supporting poor people, empowerment, learning effect on business, businesses could profile themselves as a social institute, good examples, best practice, value of food, free meals	How many meals served Feedback from people involved Amount of companies involved Interviews / polls
Reduced food poverty linked to improved educational outcomes, reduced social exclusion	Volume of food being delivered Measured league tables
Improved well being / activity	Survey / reduced health issues
Improved well being / activity	Staff surveys
Reduced environmental impact	CO <sub>2</sub> e emissions, water consumption per kg food waste
Access to healthy affordable food, increased skills	Nutritional quality of food and access (number of beneficiaries)
Increased awareness of food waste	Survey (before and after)

<b>Social benefits</b>	<b>Measurement approaches</b>
Increased co-operation between private & public	
Connecting people Identifying common issues, sharing	Number of events, participants
Collecting data and information	Monitoring data & improvements
Offering jobs & business opportunities	Number of jobs, amount of funding awarded, number of new businesses, number of new clients and members
Offering food to disadvantaged people	Monitoring agreements between food businesses and food banks, social innovation and other social institutions, communities, volume of food donated
Bringing out of isolation	Co-operation with social workers
Improving business change	Client feedback, client retention, image surveys
Optimising supply chain	Business accounts
Reducing costs (business and private)	Monitor list of suppliers
Social media, use of the web	Number of clicks
'Feel good' impression of private donors	Monitoring the number of donors
Social connection, new networks, empowering, reduced sense of isolation, better self-esteem Training / skills (return to work), language, social skills Food nutrition (balanced nutrition) Displacement of less suitable redistribution routes (e.g. ambient, dry product only) Social engagement value to volunteers or retired people	Avoided costs of social security / welfare / benefits, return to work (in food service e.g.) Food diverted, meals secured, landfill avoided Can measure by activity but misses outcomes Survey of participants, survey of those involved on charity / welfare interface Benefits might be on the wider social welfare issues in community Need mid-term estimates of value rather than too much focus on immediate benefits

### Part 3 - Supporting and scaling social innovation to reduce food waste

Three inspiration pitches were presented, then the audience was again asked to consider key questions arising from the presentations.

Inspiration pitches

Markus Hurschler, [Foodwaste.ch](http://Foodwaste.ch), Switzerland - Introducing 'Our Common Food' and entrepreneurship programme

Michael Minch Dixon, [Snact](http://Snact), UK - Maximising business success and reducing food waste

Joris Depouillon, Food Surplus Entrepreneurs Network - Supporting food surplus entrepreneurs to grow and scale their activities

Table-top discussion notes

What support do entrepreneurs need to realise their ideas?

Which aspects are those a network can support?

Word cloud created with responses (full responses shown below)



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# 3 Friday 31 October 2014

## Programme Time

8.30 hrs

Registration desk open at the PATIO  
Coffee & networking

9.00 – 9.35 hrs

**Plenary session at the FORUM**

*Welcome*

Outline of today  
By **Toine Timmermans**  
Wageningen UR, NL, Coordinator to FUSIONS



*Key Note*

**Karin Östergren**  
SIK, Sweden  
*Reliable data for quantifying food waste in EU 28*



9.45 – 11.00 hrs

**Break-out Consultation Sessions Round 3**

## Quantification: guidelines & data gathering

SIK is leading the Quantification activities of FUSIONS, developing a definitional framework and methodologies for measuring food waste, its environmental, social and economic impact and working towards reliable data and harmonising food waste monitoring throughout the EU 28 by delivering the FUSIONS Manual. To date, five important reports have been published on this topic: the definitional framework for food waste, reviews of food waste reporting methodology & practice, the EUROSTAT reporting method & statistics, a standard approach on quantitative techniques and an overview of food waste drivers along the food supply chain. The scope and outline of the Manual is also available to the FUSIONS Members. The publications can be found at [www.eu-fusions.org/publications](http://www.eu-fusions.org/publications).

For the European Platform Meeting the consultation sessions will address the quantification of food waste from two perspectives, the European/National perspective and the stakeholder perspective. The main questions addressed are:

What is the readiness for producing good food waste statistics within EU and what can be achieved by 2025?

What is in it for me? How to benefit from knowing the kilograms and how to use it in a proactive way?

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## Producing good & reliable food waste statistics in the EU

Given the European goal to reduce food waste with 30% by 2025, how can FUSIONS' activities on quantification & harmonisation contribute in achieving the EC targets? FUSIONS has proposed a new definitional framework and is seeking how present information and management systems can deliver in achieving national and European levels of food waste statistics. What can be delivered today and what is needed in addition to collect qualitative and reliable data? What is the readiness for producing good European food waste statistics and what level of detail is possible today and towards 2025? How to make use of stakeholder data for national & European monitoring purposes?

These questions will be addressed in interactive sessions introduced by inspiration pitches from practice. The outcomes of all sessions will be reported on by the FUSIONS team and made available through our website.

### Session 3.1

Moderated by

**Karin Östergren**  
SIK, Sweden



Inspiration  
Pitches

**Ingela Dahlin**  
Livsmedelsverket: Swedish National Food Agency, Sweden  
*The role of trade standards in primary production, food industry & retail and how to measure liquid waste in households*



**Johanne Sønderlund Birn** (Agrotech, Denmark)  
*How to reduce food waste at producers and large scale kitchens: barriers & action*



### Session 3.2

Moderated by

**Clementine O'Connor**  
BIO by Deloitte, France



Inspiration  
Pitches

**Odile Le Boloch**  
Irish Environmental Protection Agency, Ireland  
*Irish food waste prevention strategy*



**Alfred Vara Blanco** (ARC Waste Agency of Catalonia, Spain)  
*General program for the prevention and management of waste and resources of Catalonia for 2013-2020 (PRECAT20)*



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### Session 3.3

Moderated by **Ole Jørgen Hanssen**  
Ostfold Research, Norway



**Paco Muñoz Gutiérrez**  
UAB : Universitat Autònoma de  
Barcelona, Spain  
*Assumptions & estimations used for  
measuring food waste in households,  
retail & hospitality sector in the Catalan  
region.*



**Ann Marie Manhart**  
Envicient, Austria  
*Methodology of quantifying food waste in  
restaurants*



**11.00 – 11.30 hrs**      **Coffee Break at the PATIO**

**11.30 – 13.00 hrs**      **Break-out Consultation Sessions Round 4**

## Quantification: Measuring for impact & efficiency

How to use the numbers? Once the kilograms are established, the next steps towards reducing food waste need to be taken. And, when measures are implemented, how can you measure for impact? How to benefit from knowing the kilograms and turn the numbers into an efficient use of resources? How to create added value in reducing the environmental, social and economic impact of food waste from a stakeholder, national and European perspective? What is needed to successfully follow up and communicate on the desired impacts? These questions will be addressed in interactive sessions introduced by inspiration pitches from practice. The outcomes of all sessions will be reported on by the FUSIONS team and made available through our website.

### Session 4.1

Moderated by **Camelia Bucatariu**  
FAO Food and Agriculture Organisation of the  
United Nations



*Inspiration  
Pitches*

**Paul Featherstone**  
EFFPA – European Former Foodstuff  
Processors Association, EU  
*Action for high end valorisation of former food  
stuff into feed*



**Müge DeBrun**  
Creafem, Belgium  
*Industry food waste project on valorising  
residual flows in the food processing sector*



### Session 4.2

Moderated by **Graham Moates**  
Institute of Food Research, UK



Inspiration  
Pitches **Clementine O'Connor**, associate  
UN Environmental Programme  
*Improving impact : update on the  
Think.Eat.Save campaign*



**Annika Marniemi**  
Kuluttaja-liitto: Consumers Union of Finland  
*Food waste prevention communications  
programme in Finland*



**Session 4.3**  
Moderated by **Felicitas Schneider**  
BOKU – Universität für Bodenkultur Wien



Universität für Bodenkultur Wien

Inspiration  
Pitches **Jane Bickerstaffe**  
INCPEN – Industry Council for Research on  
Packaging and the Environment, EU  
*Research & communication on reducing  
environmental impact targeting packaging in  
the food industry*



**Andrew Shakman**  
Leanpath, USA  
*Automated food waste measurements to  
improve the environmental sustainability of  
foodservice organisations*



**13.00 – 14.00 hrs**      **Networking Lunch at the PATIO**



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14.00-14.35 hrs

Plenary session at the FORUM

Key Note

**Matteo Vittuari**

University of Bologna, Italy

*European policy measures for food waste prevention through social innovation*



14.45 – 16.15 hrs

Break-out Consultation Sessions Round 5

## Policy and ambitions for governments and companies

The University of Bologna is leading the FUSIONS' work on creating recommendations for European policy targeting prevention and reduction of food waste through socially innovative measures. Making inventory on the current European and national legislations and policies that impact food waste generation and reduction, the FUSIONS projects wants to take the next step to identify sound measures and best practice for improved legislation and to establish criteria how to evaluate food waste policies. During the Social Innovation Camp in Bologna, Italy early 2014, FUSIONS Members and stakeholders discussed how policy can be used to facilitate social innovation and improve the use of food. During the European meeting, we want to take the next step in consulting all stakeholders on the following major questions:

What policy changes at the EU and Member State level are needed to achieve a 30% reduction by 2025?

What are the most promising market-based and other socio-economic governmental instruments and incentives?

How to stimulate social innovation through policy?

These questions will be addressed in interactive sessions introduced by inspiration pitches from practice. The outcomes of all sessions will be reported on by the FUSIONS team and made available through our website.

## Session 5.1: Policy changes to meet a 30% reduction target by 2025

This session will target the following questions:

- What policy changes and improvements are needed at the EU level to meet the target of 30% of reduction by 2025?
- What changes at the national level?
- What are the roles of different departments, stakeholders and geographical regions in effecting those changes?

*Moderated by* **Silvia Gaiani**  
University of Bologna, Italy



*Inspiration* **Anne-Laure Gassin**  
*Pitches* EC DG Health & Consumers  
*EU Policy developments towards*  
*2025*



**Julian Parfitt**  
Anthesis Group, UK  
*On the UK House of Lords' Inquiry*  
*into Food Waste & EU policy*



**Paula Policarpo**  
DariaCordar, Portugal  
*Cooperation on the Portuguese food*  
*waste prevention action plan*  
*including legislation & sharing of best*  
*practices, food security and food*  
*safety*





## Session 5.2: Market-based instruments and other socio-economic incentives

This session will target the following questions:

- What are the most promising market-based instruments and other socio-economic incentives as specific policy measures for stimulating food waste prevention and reduction?
- What could fiscal benefits contribute to private investments specifically addressing food waste reduction/prevention?
- Should governments establish specific taxes or fees by charging food waste produced at the different levels of the food chain through a system of compulsory protocols, targets and standards?

*Moderated by* **Lusine Aramyan**  
Wageningen UR, NL



*Inspiration Pitches* **Jolanda Soons-Dings**  
EUPPA - European Potato Processors' Association  
*Position statement on targeting food waste from the European potato processing industry's perspective*



**François Tasmowski**  
McCain, France  
*Socially innovative gleaning activities in practice to prevent food waste*



**Lisa Bennett**  
Greater London Authority, UK  
*Practical cooperation with small and medium-sized enterprises in food business from across London to reduce food waste and divert surplus food to charities*



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## Session 5.3: Stimulating innovation through policy

This session will target the following questions:

- What are the policy barriers to entrepreneurship and innovation around food waste prevention?
- How can policy be used to facilitate social innovation action? E.g. in the following areas:
  - Public procurement
  - CSR & business policy
  - Voluntary agreements
  - Intervening in education
- At what level are policies in these areas best able to facilitate social innovation (EU, national, local level) and how can each level be influenced?

Moderated by **Matteo Vittuari**  
University of Bologna, Italy



Inspiration  
Pitches **Tekla ten Napel**  
Dutch Ministry of Economic Affairs,  
NL  
*Dutch food waste prevention policy & cooperation with stakeholders, implementing pilot studies and sharing best practices*



Ministerie van Economische Zaken

**Rosita Zilli**  
EUROCOOP European Community  
of Consumer Cooperatives  
*Experiences of European consumer initiatives in the fight against food waste*



**Olivier Neufkens** (FoodWE.org,  
Belgium)  
*Developing new entrepreneurial social initiatives to reduce food waste through online redistribution*



**16.15 – 16.30 hrs** **Plenary closing at the FORUM**  
Presenting outcomes of the sessions & closing of the event

By **Toine Timmermans**

**16.30 – 17.30 hrs** **Farewell drinks in the PATIO**

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## 3.1 Plenary sessions Minutes

### 3.1.1 Toine Timmermans (WUR)

Short introduction and welcome.

### 3.1.2 Karin Östergren (SIK)

Presenting the FUSIONS' outcomes on reliable data and harmonisation of quantification of food waste throughout EU-28

Summary of what is being done so far and how we are going to continue.

We would like to hear what you think, what we should write in our recommendations, and how we can benefit from the gathered data, how to use in practical ways.

We need to start working now to reach the food waste reduction target.

Please make use of the knowledge we have built so far.

It took longer to develop the FUSIONS technical framework than expected.

Deciding whether food going to feed is food waste or not was a great issue, but it is most logical to not consider it waste.

Water is included in the definition of food waste when it is used to boil rice etc.

Question: What are the main challenges in developing the manual and quantifying food waste, also considering the diversity of European countries and their statistics and farming practices?

Answer: We need to find a way to get countries started which haven't gathered much statistics so far. We have to be aware that including uncertain data jeopardizes the research outcomes. We really have to listen to see how to make it easy for all the stakeholders to align with the framework. That's why we try to talk to you and gather input. The challenge is that there is very different out there; very unevenly distributed.

Question: working with the food service sector on food waste; easier to quantify food waste in sectors where you have large players because they have most means to gather data. How to go about gathering data from small actors in a large sector?

Answer: You'll never be able to go through everybody, but you need to pick indicative studies and create indicators. We take uncertain data to prevent jeopardizing more certain statistics.

Question: would gathering data for companies along the entire supply chain have a separate coverage within the manual, or do you refer to particular sectors for that?

Answer: keep in mind that the quantification manual is being developed for member states, not meant to be used by a company or supermarket to quantify supermarkets.

Remark: we can perfectly use standard approach on quantification looking at every step in the value chain, but we're looking for the root causes of food waste along the chain; you really have to open up and look on what type of causes will there be established by other partners in the food chain.

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### 3.1.3 Matteo Vittuari

Presenting the structure and outcomes of FUSIONS' work on policy for reducing food waste through social innovation.

Policy: Definition see slide (broad perspective)

Objectives, see slide

What policy changes can contribute to 30% reduction

Current challenges, see slide

Approach, see slides

First results:

- Fusions social camp, Bologna
- Position paper: stimulating social innovation through policy measures

Currently busy with Policy review: reviewing EU policy related to food waste

- 53 EU legislative acts in force, from 7 different directorates: complex situation
- National policy mixes: communications and campaigns/ reports and scientific publications / technical changes / other measures

Key questions, see slide

Upcoming work, see slide

MBI=market based instruments

*Questions*

no

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# 4 Minutes of the Consultation Sessions

## 4.1 Producing good & reliable food waste statistics in the EU

### **Question being discussed:**

*What is the readiness for producing good European statistics what level of detail is possible today and 2025*

- 1 List of what can be achieved today
- 2 List of what we would like to be able to achieve 2025.
- 3 Solutions and needs for reaching the 2025 goals identified.
- 4 How can FUSIONS support in this process?

Solutions and needs for reaching the 2025 goals and how can FUSIONS support in this process?

### **Summary:**

Governmental institutions and NGO

- We need a common understanding of what is food waste (a definition is not enough to reach out) .
- We need better statistics to reach goals in 2025
- Action: We can't wait for accurate data .
- Free sharing of environmental metrics (e.g. of companies)
- Involve Eurostat
- Economic incentives to collect data. Embed mechanism to reduce food waste (e.g. through tax)
- incentives + penalties not just for food waste but as part of a larger concept (e.g. energy consumption)
- In ten years you have good results from improving the awareness of children in schools.

FUSIONS can

- Provide methodology
- Facilitate networking among different groups/ stakeholders
- Make recommendations for post-FUSIONS (economic impact)
- FUSIONS does a lot of important work in WP4, via the feasibility studies, these are good starts!
- Share trends and developments (show best practices and propose guidance on quantification)

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## Food businesses

- It's important to have a baseline for quantification of food waste.
- It might be useful that national governments help to establish a common methodology to measure food waste.
- It's important for food companies to develop a business model which fits in a circular economy.
- Create a dialogue between policy makers and the other actors in the food chain

## Knowledge institutions and consultancy

- Should be pressure (e.g. legislation) to support that data is actually produced.
- Not so much data available right now, so there should be a voluntary agreement set up by the companies themselves, but initiated by some sort of public pressure.
- Developing of definition and contribute towards to common understanding and methodologies
- Enable other countries to participate in food waste prevention and reduction
- Dissemination and awareness and networking
- Suggestion for indicators

## 4.2 Producing good & reliable food waste statistics in the EU

### 4.2.1 Session 1

Chair: Karin Östergren

Minutes: Jenny Gustavsson

Pitches:

**Ingela Dahlin** Swedish national Food Agency, Sweden: The role of trade standard in primary production, food industry and retail and how to measure liquid waste in households,

**Johanne Sønderlund Birn, Agrotech, Denmark:** How to reduce food waste at producers and large scale kitchens: barriers & action,

**Governments & NGO group 1**

List today:

- Name of farmers
- To start the communicating with the representatives of the supply chain
- ? of the meetings

List 2025:

- Better statistics – how is responsible for that?

Solutions + needs 2025:

- Media partnerships NGO:s

- 
- Reach children
  - Education
  - Gaming, IT
  - Investigation of initiations, what works?
  - Identify how government can support it?

Support FUSIONS:

- WP4: Feasibility study Cr-EAT-ive materials to be used for education, develop the results on a higher level of the project

### **Governments & NGO group 2**

- Huge difference between countries/member states
- Funding makes big difference – research costs
- Confidentiality of data is a challenge
- Difficult to get data from businesses
- E.g if you don't have to pay for waste collection (e.g. Greece) no incentive
- Need to speak with one voice – business, governments and consumers
- Increase awareness in all countries, and increase understanding of what food waste is
- Cultural difference play a big role, e.g. leaving food on plate, or not!

What is needed by 2025?

- If everyone measured their food waste in 2025 that would be a big step!

How can FUSIONS help?

- Manual
- Keep on political agenda
- Share best practises

Conclusions?

1. What is food waste? Food not garbage.
2. Measuring & action need to be done hand in hand

Comments:

- Household waste needs tackling
- Food waste not garbage
- We have to start in 2017!

### **Knowledge institutions & consultancy**

What can be achieved today?

- Not much → no reliable data available

Comments:

- True (food business) time for analyze, communicate aspects
- Decide on actions
- Business is already taking action and projects
- Create awareness
- Convection done by FUSIONS + policy

What would we like to be able to achieve?

- Voluntary (proactive) agreements on collecting food waste data

Comments:

- Multi-stakeholder approach
-

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### Solutions:

- Framework on data use
- Public pressure (from NGOs, governments)
- To make supply chain actions cooperative
- Framework to get data
- Decide on the regulation or voluntary approach
- Support FUSIONS

### Comments:

- Will policy drive policy change, or consumers?
- Pressure is more important

### WP3 of FUSIONS can support governments on:

- Framework
- Decide on the instruments to be used to achieve goal by 2025

### **Food business**

#### Today:

- A. Identify:
  - Get ideas
  - Inspiration
  - Best practices
  - Connect – collaborate
  - Compare practices
  - Share best practices – redistribution – new business models
  - Main today's action – improve storage – monitoring condition of storage
    1. Measure base line
    2. IT solutions to improve management (production, retail, food service)
    3. Identify the opportunities
- B. All food can be eaten
  1. Demand a supply align, e.g. reduce barriers to trade, innovations
  2. Circular economy -. Operate
  3. Resource savings, e.g. money value

### **Plenum: 3 most important needs from each group**

#### **Governmental institutions and NGO**

- We need better statistics to reach goals in 2025
- In ten years you have good results from improving the awareness of children in schools.
- FUSIONS does a lot of important work in WP4, via the feasibility studies, these are good starts!

#### **Food businesses**

- It's important to have a baseline for quantification of food waste.
- It might be useful that national governments help to establish a common methodology to measure food waste.
- It's important for food companies to develop a business model which fits in a circular economy.

#### **Governmental institutions and NGO**

- We need a common understanding of what is food waste.
- We can't wait for accurate data until we take action.

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**Knowledge institutions and consultancy**

- Should be pressure (e.g. legislation) to support that data is actually produced.
- Not so much data available right now, so there should be a voluntary agreement set up by the companies themselves, but initiated by some sort of public pressure.
- There's also a need for awareness raising.

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## 4.2.2 Session 2

Chair: Clementine O Conner

Minutes: Åsa Stenmarck

Pitches:

**Odile Le Bolloch:** The environmental protection agency has many initiatives going connected to food waste and food waste prevention connected to the waste prevention plan. Materials available on [www.stopfoodwaste.ir](http://www.stopfoodwaste.ir). The key challenge being that food waste is to be dealt with together with all other waste statistics. Also there are some good data on separate facilities but how can that be up scaled.

**Alfred Vara i Blanco:** ARC has been doing some investigations in food waste (or only in food wastage – what can be avoided). They do have some numbers on amounts. They are also deeply involved in many prevention activities such as the EU waste reduction week and information campaigns.

*From the discussions:*

### **Researchers:**

1. Lack of awareness
    - Confidentiality of information
    - Number of companies
    - local regulations and incentives
  2. Including food waste in mandatory surveys
    - Definition (standard)
    - Incentives to report data
    - link with sector organisations
  3. Developing of definition
    - Awareness raising/ network
- In some countries, there already are bins specifically for food waste, which can be weighed to easily measure how much food is thrown away. But despite regulations that make the use of these bins mandatory, only about a third of all company and household food waste is thrown in such bins. This is because it's cheaper to send food waste to landfill rather than put it in the special bins.
  - Companies are keen on receiving (tax) incentives to compensate for the effort of reporting food waste data.
  - The role of sector organisations / municipalities in food waste data collection is emphasized, rather than having individual companies and consumer gather and report food waste data.

### **Food business**

To create the 2017 baseline it is important to find common definitions and talk about the scope in all member states.

To improve the data collection it is important to give specialized information to the relevant stakeholder and give them some financial or image based incentives.

FUSIONS can help in this way to connect and support interaction between parties and stakeholders but also increase awareness on all stages.

From the flipchart:

1. definition , scope
  - same definition in all MS

- 
2. Give incentives  
Share information/ resources  
find partners
  3. Offer information  
connect partners  
offer specialised and easy understandable information  
support interaction between different stages  
Increase awareness

### **Governmental + NGO:**

#### Fusion support

- provide methodology
- facilitate networking among different groups/ stakeholders
- Share information and best practice
- make recommendations for post-FUSIONS (economic impact)

#### Improve data collection:

- Free sharing of environmental metrics (e.g. of companies)
- Involve Eurostat
- Economic incentives to collect data. Embed mechanism to reduce food waste (e.g. through tax)
- incentives + penalties not just for food waste but as part of a larger concept (e.g. energy consumption)

#### Challenges

- Lack of data
- lack of common methodology/ framework/ clear definition (or interpretation of the now ready definition)
- Private sector not disclosing data
- how will the reduction be distributed among the member states? MS already doing a lot will find 30% hard to reach. Especially considering methodologies are not the same
- money saved does not go back to where it is needed (eg to collect data)
- cooperation among member states isn't strong enough
- target is not fix but aspirational
- Different understanding of the problem
- Awareness: many people don't know that FW is a problem/ people are not aware that/how they produce FW
- Large number of actors (e.g. farmers) -> good sampling strategy
- Funding for doing research/ data collection is missing – what could be funding sources?

Chair: Ole Jørgen Hanssen  
Minutes: Manuela Gheoldus



Pitches:

**Paco Muñoz Gutiérrez:** presented assumptions used for food waste estimations from households, retail and food service in Catalonia and methodology for quantification. In this characterization, liquids were not included and a direct escalation of the sample to estimate the total waste of the country was used. Paco underlined that a transparent and quality data is necessary to set up policies on food waste prevention. He also mentioned that policy makers should require all food supply chain actors to publish food waste data.

**Ann Marie Manhart:** presented a case study of food waste quantification in restaurants. Ann Marie underlined that quantifying food waste should not only be confined to policy makers but also to private actors from the food chain who play a huge role in quantification and reduction of food waste. The characterization exercise in restaurants has shown that not all food wastes are equal even though they weigh the same and that very often food waste is a management issue at the micro level.

*From the discussions:*

### **List of what can be achieved today and what we would like to be able to achieve 2025**

#### **Researchers:**

- Well documented and transparency in food waste data
- Comparable data
- A definition of the aspirational goals of food waste reduction
- Common understanding of the baseline 2025 (how does that work with the target? what are the fractions and the definitions?)

#### **NGOs:**

- Guidance to collect data (e.g. FUSIONS Manual)
- Focus on food consumption and consumer behaviour (use of leftovers, awareness campaigns, education)
- Improve packaging rules (possibility to use doggy bags and to redistribute)
- Flexible food waste legislation that allow to take actions (especially in the agricultural sector)

#### **Policy makers:**

- Transparency in data quantification (be very clear of what is being measured)

#### **Food business:**

- Better management of food waste

### **Solutions and needs for reaching the 2025 goals identified**

#### **Researchers:**

- Legally binding European legislation to collect and report data
- Better relationships in the supply food chain beyond the price point
- Corporate social responsibility (reporting of food waste data)

#### **NGOs:**

- Come up with economic figures for the private sector in order to motivate them to reduce food waste

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**Policy makers:**

- Transparent data with clear system boundaries (edible and non-edible food). It is important to use FUSIONS definition.

**Food business:**

- Consumer behavior studies in order to anticipate food waste

**How can FUSIONS support in this process?****Researchers:**

- Enable other countries to participate in food waste prevention and reduction
- Contribute towards to common understanding and methodologies
- Improve dissemination and awareness
- Suggestion for indicators

**NGOs:**

- Create a dialogue between policy makers and the other actors in the food chain

**Policy makers:**

- Share trends and developments (show best practices and propose guidance on quantification)

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## 4.3 Measuring for impact & efficiency

*“What is in it for me?” or “How do I make use of the kilogram food waste measured to add value?”*

- 1 List potential added values from different perspectives on measuring food waste: Considering different impacts: economic, environmental and social aspects. Considering EU, national and stakeholder perspective.
2. What is the added value to businesses? How to use in communication / CSR purposes? What is the added value to governments/authorities in relation to policy and national/regional interests?
- 3 Having identified the added values – how can they be used internally and externally and how can they be followed upon. Suggest on how and whom to communicate/ follow up on these impacts. (B2B, B2C, B2A)
4. What is needed to successfully follow up and communicate on to the desired impacts?
- 5 What is the influence of management/information systems, legal frameworks, social innovative initiatives, investments, etc.?

### 4.3.1 Session 1

Moderator: Camelia Bucatariu, Minutes: Addie van der Sluis

#### **Introduction**

- FAO Estimates based on literature review, EUROstat, FAOstat.
- Fusions working on manual to identify what is needed with respect to data for the EU.
- The lack of reliable data should not stop us from taking action.
- What does it mean for organisations to know their waste: quantity, potential impacts, good practices and monitoring and evaluation of concrete action for prevention and reduction?

**Paul Featherstone (EFFPA, trade organisation)**, “Keeping food losses in the food chain”: Working with food manufacturers (biscuits, candy, bread, chocolates). Don’t look at this stream as products, but as a source of nutrients. These products are interesting because of nutrient density: it provides a source of fat, starch protein, carbohydrates etc. Food that not ends up with consumer (e.g. not sold to supermarket), but is transferred into animal feed.

Maintaining food safety and traceability is vital

Animal feed, above the line for waste (waste hierarchy) based on surplus

28 Member States: volume surplus food recovery: per capita is 10 kg recovered.

3,5 million tonnes recovered at the moment, might grow to 5 million tonnes.

*Questions:*

- Business model?

Industry is paid based on the nutrient density of their surplus product, using a benchmarking system (because the price of wheat, barley fluctuates)

- What about mixed streams containing animal products?

(PAP) Animal products are not allowed (animal by-product legislations), they cannot be used for feed for animals that can be used for human consumption, however for pet food it is possible.

Milk, honey, cheese, eggs, are exceptions, they can be used in feed.

**Müge DeBrun:** Did not shown up

*From the discussions:*

(from the photos)

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## **NGO/ Governments**

- R&D NGO awareness are relevant for government e.g. on data for social and environmental impacts
  - NGO can stimulate R&D from public sector and private to produce methods and data
- Data necessary e.g.
1. Food to food banks quantities
    - a. Offer quantification by sectors for surplus available for human consumption
    - b. How many people are in need
    - c. How many people can be fed
    - d. Societal costs / benefits analysis – human or animal feed
  2. For Governments to develop policies need to consider the above
- Policies against waste are needed
  - link NGO to business – governments could guide this link
  - Monitoring tool from Government available to the NGOs
  - Food waste reduction by work in a consortium for a larger effort and impact
  - Measure effect of actions - data from government

## **Private sector**

1. Added values from measuring FBOs
  - a. Identify value chain for valorization / animal feed
  - b. Incentives to be set and the baseline - consistent
  - c. Identify hot spots and opportunities
  - d. Communicate CSR on reduction and prevention
2. Added value to business
3. food made for humans should be consumed by humans
4. Create new business models based on circular economy and influence behaviours
5. value to the waste
6. some governments could provide stimulation tools for peers and followers
7. How to use these added values
  - a. Transparency to benchmark yourself
  - b. need of cost infrastructure for food leftovers
  - c. openness of data reporting
  - d. Use in environmental foot printing
3. What is needed to be followed up and communicated
  - a. Reporting standards
  - b. Third party recognition and verification
  - c. Influence of management and information systems / legal framework – too vast to answer

## **Knowledge institutions**

1. Consumers to be informed based on data
  2. Good facilities needed for R&D
    - a. Potential added values classifying and quantifying food residues allow us to find other sectors which may utilize these data on food waste and can be used for carbon footprint reports
    - b. Include fw reduction progress in CSR reports
    - c. Environmental impact analysis providing sector benchmarks and legitimacy by value added data
-

- 
2. Create job opportunities and value added sectors, better business models that are more efficient
  3. How can data be used
    - a. Benchmarks
    - b. Sectors can improve good practices
    - c. All projects should have impact evaluation
      - communicate along the food supply chain via reports and internet to encourage more efficiency
      - stimulate actions through measurements / performance reports
      - create closed loped systems
      - 100% shared / data transparency
  3. Having a key person that is also accountable
    - a. Have to dedicate financial resources for data
      - Develop a stakeholder network
      - Open access of data
      - Transparency
  4. Knowledge consultancy very important
  5. Appreciate staff related to the M&E etc related to FW R&D and concrete actions
  6. Integrated approach / Holistic
  7. Consistent system that is used by all sectors

### **Summary (from groups)**

Underline 3 main points identified in the sessions, and share in the group 1 of them

### **Knowledge institutes & consultancy**

An integrated collaborative holistic approach is needed

### **Ngo and governmental organisations**

NGO: Food banks feed people, good surplus food should go there. Important to know amounts, in order to calculate how many people can be fed with it

Governmental organisations: facilitation

### **Food business**

Identification of the value of the waste

To be transparent and open in the data

Important for governmental organizations

### **Overall summary (Camelia)**

Concerns about confidentiality, but tools can be provided.

Policies on which is going to be decided the approach should be inclusive, luti-stakeholder consultations.

Decisions should be taken for all stakeholder levels, not separately.

Minutes: Addie van der Sluis

## 4.3.2 Session 2

Moderator: Graham Moates

Minutes: Silivia Gaiani

Inspiration pitches:

**Clementine O'Connor, Associate UNEP:**Improving impact: update in the Think Eat Save Campaign

She presents the "Think Eat Save" initiative.

- She reports how food security is an important challenge that should be met. Currently there are over 805 million people in the world who are undernourished.
- 750 billion\$ is the value of food that goes wasted every year.
- UNEP and FAO co-lead the responsibility for Zero Waste and have launched the Zero Hunger Challenge – to be implemented via the Save Food initiative
- Save Food is a joint initiative whose aim is to raise awareness and collaboration and to contribute to policy strategy and investment programmes
- Think Eat Save is a global awareness campaign launched in January 2013.
- Recently a competition for schools has been launched – 5.000 \$ will be awarded to students who investigate how much their school throw away every year (the deadline to submit proposal is the 16th of November 2014).
- Also a guidance for public authorities, business and other organizations about the mapping planning and delivery of food waste strategy will be issued soon. The guidance will be made up of 4 modules:
  - 1 module – mapping and measuring food waste
  - 2 module options for developing national or regional policies and measure
  - 3 module- developing and implementing programmes to prevent household food waste
  - 4 module- business

Also pilot programmes + guidance methodology to be piloted at national and local level will be launched soon. The first project will be launched in Pretoria and Johannesburg.

### **Annika Marniemi, Consumers Union of Finland**

Food waste prevention communication programme in Finland

Annika reports about the Food Waste Week 2014 that was organized in Finland with the support of the Ministry of Agriculture and Forestry.

3 target groups were involved in the Food Waste Week.

1) companies and organizations (associations were given a communication package on food waste)

2) media

3) consumers

More than 80 communication partners took part to the initiative. Over 1 million consumers + unofficial organizations were reached. 30 bloggers sharing recipes and giving tips + a fb page sharing partners activities and an instagram competition. 120 articles were published in 18 days about the food waste week. Tv shows and radio shows reported about the events. 5000 meals cooked with food that would be otherwise wasted by retailers were offered to people. The overall budget for the campaign was less than 20.000 euro. Since it was a success, Annika suggests to organize an Internal Food Waste Week.

### 4.3.3 Session 3

Moderator Felicitas Schneider

Minutes Kirsi Silvennoinen

Agenda 11.30 – 13.00

- 1. Short introduction by Felicitas Schneider**
- 2. Inspiration pitches**

Jane Bickerstaffe, INCEPEN Industry Council for Research on Packaging and the Environment, EU

### **3. Group discussions**

Different groups discuss questions below and write their ideas using sticky notes. Groups agree the three most important needs and mark them. Groups visit each other flip table and add comments using sticky notes. Groups were: Authority and policy makers, Food business, Research and consultants I & II, together about 30 people.

1. List potential added values from different perspectives on measuring food waste. Consider different impacts: economic, environment and social? Considering EU, national and stakeholder perspective.
2. What is added value to businesses? How to use in communication/CSR purposes? What is the added value to governments/authorities in relation to policy and national/regional interests?
3. Having identified the added values, how can be used internally and externally?
4. What is needed to successfully follow up and communicate these impacts?
5. What is influence of management systems, legal framework, social initiatives?

*Results of the discussions:*

#### **1. Authority and policy makers**

- The most important added values measuring food waste are: reducing cost; rising awareness; value how to think about food and behavioral changes.
- The most added values to business are: image of the business; to know where you are to know where to go, (to know if going up or down); ability to tracking process and definition of actions to be taken e.g. households or production.
- How to use added values: using for competitive advantage; emphasize the need and track progress; fair trading principles (can be emphasize if food is tracking along the food supply chain).
- Successful follow up and communication is needed: Promote success/share best practice; reliable data; joint message; communicate dynamic way; numbers transparency; share information, synergies and avoid duplication.
- Comments: to add certification systems as part of compulsory measurement, to track progress methods need to be the same

#### **2. Food business**

- The most important added values measuring food waste are: measurements trigger behavior changes; will make the discussions fact based; develop methods to reduce waste; "get it measure get it done";

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need for companies to implement measurements and became aware from them and optimize supply chain.

- The most added values to business are: saving money; give new opportunities for business and demonstrate that there is a pay to measuring food waste.
- How to use added values: making people aware that they do generate waste: develop network; find alternative users; establish new businesses.
- Successful follow up and communication is needed: different solutions for business/supply chain food waste and consumer waste.
- Influence of management: regulation: role for state actors by regulation; encourage for measurements
- Comments from other groups: holistic, same and joined message from all stakeholders, healthy diet +food waste; school kitchen; identity champion in business.

### **3. Research and consultants I (most important in italics)**

- The most important added values measuring food waste are: *Measuring create awareness*; measurement necessary condition of improvement; relevant to broad audience, relate data to audience; increased motivation and involvement of stakeholders (employees, decision makers etc.); avoid being narrow; food waste complex so need lots of perspectives.
- The most added values to business are: understanding differences between impacts, products etc.; drives co-operation eg. quality, finance.; communicate benefits of measuring: economic, environment etc.; understand wider costs e.g. waste management, procurement, labour, water, energy.; need backing and support of staff to weigh, but also head office; estimate potential of the policy, e.g. donating products; waste is only one aspect to help improve resource efficiency; measure impact of program to justify further funding.
- How to use added values: product carbon labeling; get public awards; publish CSR results; share success between teams or sites, *share good practice*; best practices examples.
- Successful follow up and communication is needed: create benchmarks; creating opportunities for challenge/change and training; frame your results in a way that makes sense to target audience; *repeatable method-transparent*; publish your program of continued action.
- Influence of management etc: manage any risks of measurement; use data to help design initiatives; show waste just don't tell.

### **4. Research and consultants II, (most important in italics)**

- The most important added values measuring food waste are: *quantify environmental impacts of food waste*; following up money savings and working hours; work on social integration can be connected to food waste measurement work; social work within a business.
- The most added values to business are: follow up policy to know where are and where are going – follow up policy development; building loyalty with suppliers with increased openness, e.g. planning and orders; increased trust for consumers by showing your waste and how you work for reducing it.

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- How to use added values: measurements can be used for company brand; food waste figures can be used as business performance indicators; measurements can be used to change values.
  - Successful follow up and communication is needed: *we need to also communicate total figures and not just amounts per capita*, should be included in the existing management systems, otherwise it wont live on; can food waste measurements be included in the environmental reporting and certification systems?; consistency, do it the same way all the time; resources are needed; Campaign in Norway: buy one, take one.
  - Influence of management etc: *big influence!*; cultural influence; need the management support to measure continuously!
  - Comments from other groups: business grows, so waste grows also? needs a better matrix; show the results in a understandable way; measurement process often spot directly to specific policy barriers.

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## 4.4 Consultation Policy

### 4.4.1 SESSION 5: Policy and ambitions for governments and companies

#### **SESSION 5.1: POLICY CHANGES TO MEET A 30% REDUCTION TARGET BY 2025**

Moderator: Silvia Gaiani (University of Bologna)

Minutes: Asa Stenmark (IVL)

#### **Inspiration Pitches:**

**Anne -Laure Gassin (EC DG Health and Consumers)** EU Policy development towards 2025

**Julian Parfitt (Anthesis Group)** On the UK House of Lords' Inquiry into Food Waste and EU Policy

**Paula Policarpo (Dariacordar, Portugal)** Cooperation on the Portuguese food waste prevention action plan including legislation & sharing of best practices, food security and food safety

#### **Anne-Laure Gassin's presentation:**

DG SANCO has many initiatives ongoing related to food waste and is also open to input from others and seeks cooperation among the value chain and different stakeholders. For example DG SANCO is working with measuring and monitoring, facilitation of food donations, optimizing the use of resources and better understanding of date marketing. It is also collecting good examples on food waste prevention. DG Sanco has also launched some regulatory initiatives and an information campaign.

#### **Paula Policarpo's presentation:**

Lots of efforts out in to establishing the organization. They are running several campaigns and information campaigns about food and food waste. In becoming an organization they have developed many good documents that are now translated and can be of use to others.

#### **Julian Parfitt's presentation:**

Interesting study from the House of Lords with some really good findings – the scheme from Tesco could be of inspiration for example. The food use hierarchy and the waste hierarchy should be better matched. In order to reach the 30% target there is a need to shift the focus from the current orientation of food waste policies to a wider scope recognizing the wider/ more systemic issues underlying food waste creation – e.g. the whole system.

Session 5.1 "Policy changes to meet a 30% reduction target by 2025" was organized on three driving questions:

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- 1) What policies changes and improvements are needed at EU level to meet the 30% reduction target by 2025?
  - 2) What policies changes/improvements are needed at national level to meet the 30% reduction target by 2025?
  - 3) What are the roles of different departments, stakeholders and geographic regions in meeting /effecting these changes?

**QUESTION 1: What policies changes and improvements are needed at EU level to meet the 30% reduction target by 2025?**

Main outcomes/feedbacks:

- to improve measurements and reporting for food waste, standards and environmental impacts
- to develop ad hoc programmes for food industry
- to work in a more efficient way
- to share best practices
- to investigate which is the right waste hierarchy
- to meet best performances in terms of sustainability
- to develop a system approach to food waste
- to develop crisis plans to quickly react to crisis

**QUESTION 2: What policies changes/improvements are needed at national level to meet the 30% reduction target by 2025?**

Main outcomes/feedbacks:

- to adopt the target at national level
- to set specific targets for actors along the food supply chain (industry, trade, consumers)
- to support networks like FUSIONS at national level
- to have and provide transparent data and methodologies
- to introduce tax incentives and also fines for food waste
- to develop national donation guidelines
- to have an interministerial system approach to the topic of food waste

**QUESTION 3: What are the roles of different departments, stakeholders and geographic regions in meeting /effecting these changes?**

Main outcomes/feedbacks:

- they should manage models/guidelines (it would be better to work on guidelines than European campaigns)
- they should provide a definition of food waste and enhance a correct use of it
- they should support a separate collection of food waste to energy from waste is still expensive
- they should work on matching demand with supply (plus include an active shelf life date)
- they should introduce tax incentives and also tax breaks to donor delivery system

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#### 4.4.2 Session 5.2: Market-based instruments and other socio-economic incentives

**Moderator: Lusine Aramyan (Wageningen UR)**

**Minutes : Natasha Valeeva (Wageningen UR)**

**Inspiration pitches:**

**Jolanda Soons-Dings (EUPPA - European Potato Processors' Association)**

Position statement on targeting food waste from the European potato processing industry's perspective

**François Tasmowski (McCain, France)** Socially innovative gleaning activities in practice to prevent food waste

**Lisa Bennett (Greater London Authority, UK)** Practical cooperation with small and medium-sized enterprises in food business from across London to reduce food waste and divert surplus food to charities

Session 5.2 "Market-based instruments and other socio-economic incentives" was organized on three driving questions:

- 1) Should governments establish specific taxes or fees by charging food waste produced at the different levels through a system of compulsory protocols, targets and standards?
- 2) What are the most promising market-based instruments and other socio-economic incentives as specific policy measures for stimulating food waste prevention and reduction?
- 3) How could fiscal benefits contribute to private investments specifically addressing food waste reduction/prevention?

**QUESTION 1: Should governments establish specific taxes or fees by charging food waste produced at the different levels through a system of compulsory protocols, targets and standards?**

The final conclusions of the consultation were the following:

- Fees and taxes have a negative impact to social innovation (eg donation) and therefore are not considered a good example to reduce food waste.
- The taxation can lead consumers to act contrary to the objective for which the tax was imposed e.g. food waste minimization or prevention.
- The revenues from taxation should be compensated to the consumers by decrease in income taxation and social payments
- It is certain that taxation should be related with incentives and subsidies, however it should not be given false incentives (e.g. energy production from AD plants) as it can cause more externalities
- On the other hand food service establishments can receive tax benefits from donating wholesome, edible food to food banks or food rescue organizations.
- Provide tax credit as an incentive for taxpayers to engage in food waste reduction
- Developing a company to use food waste and by this way to reduce taxes

**QUESTION 2: What are the most promising market-based instruments and other socio-economic incentives as specific policy measures for stimulating food waste prevention and reduction?**

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The outcomes are based on the brainstorming (extra focus on “out of box” solutions) of 3 groups/rounds. It can be seen that the discussion in each group (different stakeholders-participants) went in a rather different way.

### **Group 1**

- Starting discussion point: Saving food results in saving money

Outcomes:

- Business competition was seen as the most important instrument
- “Shelf life versus price” instrument (at the retailer level): for example, new legislation or another instrument regulating the price of perishable products approaching expire date (to be undertaken by both government and private actors)
- Reward to support different initiatives coming from the private actors, funding limitation was seen as barrier for initiatives/instruments
- Discussion: Time / resource limitation of the private actors Lack of educated people to come up and develop good innovative solutions/instruments in practice => Funding (or co-funding) for alliances & project managers (based on the McCain pitch)
- Recognition and promotion of good examples (lack of feasibility was seen as barrier)
- Charges for throwing away (e.g. by introducing a tax) and then to use subsidies (resources via tax-collected money) for different initiatives

### **Group 2**

- Matching funding (public and private policy initiatives)
- Communication to make consumers more aware of food waste
- Frozen/dry food promotion (less food waste while consuming frozen food: it can be stored longer & innovations of producers to design different serving size)
- Low interest rates (by banks) for ideas for innovative food waste solutions

### **Group 3**

- Social inclusion via subsidies
- Tax deduction on donations
- Tax reduction on social innovative initiatives
- Farmer reward systems
- Be careful with providing false/conflicting incentives; providing positive incentives for achieving some other targets may negatively affect food waste, e.g. existing example with biofuels

### **QUESTION 3: How could fiscal benefits contribute to private investments specifically addressing food waste reduction/prevention?**

The outcomes are based on the brainstorming of 3 groups/rounds. It can be seen that the discussion in each group (different stakeholders-participants) went in a rather different way.

### **Group 1**

- Barriers: Conflict between governmental regulations-government stimulating biogas and as a consequence less waste is used for feed consumption

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Solution: Analyze well upfront what the consequences are for policy measures

- Barrier: VAT-on redistribution/charity
  - Solution: TAX reduction to stimulate food from wasting by giving it to other food destinations ( food banks, other social initiatives)
- Barriers: lengthy not flexible bureaucracy when it comes to governmental support for young entrepreneurs willing to invest in food waste solutions
- Public funds available are very administrative.
  - Solution : create/stimulate flexibility for business and innovation.
  - Reduce administrative time

### **Group 2**

- To provide subsidies to farmers to stimulate food waste reduction by X%
- Putting high taxes on wasted food may work less good than stimulating food waste reduction by using subsidies and other positive financial instruments
- Reducing tax VAT on technology aiming at food waste reduction – to reduce VAT from 25%

### **Group 3**

- To introduce matching funds-private public partnership
- Venture capital funds provided by government to develop new business models or invest in novel technology aiming at food waste reduction
- Accelerated depreciation on materials and for good initiatives
- The use of example on incentives for invest on solar energy- governmental subsidies on solar systems, which was firstly highly subsidized to promote it and gradually its became popular and subsidizing it is not necessary
- Low-interest financing on business stimulating food waste reduction
- Guarantee lower risk (insurance-wise) for starters

## 4.4.3 Session 5.3: Stimulating innovation through policy

**Moderator: Matteo Vittuari (University of Bologna)**

### **Inspiration Pitches:**

**Tekla ten Napel (Dutch Ministry of Economic Affairs, NL)** Dutch food waste prevention policy & cooperation with stakeholders, implementing pilot studies and sharing best practices

**Rosita Zilli (EUROCOOP European Community of Consumer Cooperatives)** Experiences of European consumer initiatives in the fight against food waste

**Olivier Neufkens (FoodWE.org, Belgium)** Developing new entrepreneurial social initiatives to reduce food waste through online redistribution

Session 5.3 “Stimulating innovation through policy” was organized on three driving questions:

- 1) What are the policy barriers to entrepreneurship and innovation around food waste prevention?

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- 2) How can policy be used to facilitate social innovation action? E.g. in the following areas:
- public procurement
  - CSR & business policy
  - voluntary agreements
  - intervening in education
- 3) At what level are policies in these areas best able to facilitate social innovation (EU, national, local level) and how can each level be influenced?

**QUESTION 1: What are the policy barriers to entrepreneurship and innovation around food waste prevention?**

Main outcomes/feedbacks:

- lack of coordination between the different policy levels
- lack of specific measures to address food waste
- lack of support for innovative forms of entrepreneurship
- poor tax incentives and lack of fines for food waste
- lack of national donation guidelines

**QUESTION 2: How can policy be used to facilitate social innovation action? E.g. in the following areas: - public procurement; - CSR & business policy; - voluntary agreements; - intervening in education.**

Main outcomes/feedbacks:

- it should provide models/guidelines (it would be better to work on guidelines than European campaigns)
- it should provide a definition of food waste and enhance a correct use of it
- it should set specific targets for actors along the food supply chain (industry, trade, consumers)
- it should provide reliable information and statistics
- it should create an enabling environment
- it should work on matching demand with supply (plus include an active shelf life date)
- it should introduce tax incentives and also tax breaks to donor delivery system

**QUESTION 3: At what level are policies in these areas best able to facilitate social innovation (EU, national, local level) and how can each level be influenced?**

Main outcomes/feedbacks:

- it depends on the region/country
- all levels are important food waste should be addressed in a systematic manner
- sharing best practices
- improving measurements and reporting for food waste, standards and environmental impacts
- developing ad hoc programmes for food industry

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# 5 Evaluation

## EVALUATION OF EPM2

On a scale of 1-5 please rate the following (5 excellent, 1 poor)

Total number of responses: 48

from which no of persons who participated on day 1: 46

from which no of persons who participated on day 2: 42

from which no of persons who participated on both days: 40

### Overall impression:

	Rate
Overall, how would you rate the European Platform Meeting	4.1

### Rating of key note speakers, session speakers:

	Rate
Toine Timmermans (EU FUSIONS)	4.2
Chantal Bruetschy (EC - DG Health & Consumers)	4.0
Kai Robertson (World Resources Institute)	4.0
Sophie Easteal (EU FUSIONS; Innovation)	4.5
Karin Östergren (EU FUSIONS; Data)	3.9
Matteo Vittuari (EU FUSIONS; Policy)	3.8
Comments	<ul style="list-style-type: none"><li>The key notes were - some of them - a little too global. Some missed the inspiring side typical for key notes.</li></ul>

### Rating of workshops:

Moderated by	Rate
3.1 Karin Östergren; SIK	3.6
3.2 Clementine O'Connor; Bio Deloitte	3.9
3.3 Ole Jørgen Hanssen; Ostfold	3.8
4.1 Camelia Bucatariu; FAO	3.8
4.2 Graham Moates; IFR	3.9
4.3 Felicitas Schneider; BOKU	3.9
5.1 Silvia Gaiani; University Bologna	3.8
5.2 Lusine Aramyan; Wageningen UR	3.9
5.3 Matteo Vittuari; UNIBO	4.1
Comments	<ul style="list-style-type: none"><li>I left Friday after lunch and did not attend workshop 5</li><li>The pitches were very interesting, but I always find it difficult to get valuable group discussions when people with very different background shall discuss important matters for a short time - often people "talk past each other" (we mean different things by a certain word etc.</li></ul>

	<ul style="list-style-type: none"> <li>• Good organisation of the workshops, Closing on Friday could be earlier</li> <li>• In meeting 3.1 there was some confusion about the tasks in the groups and a lack of time discussing the task/results. In meeting 4.3 everything went well but the room was not that good (too many tables =&gt; lacking space to walk around and bad acoustics in the back rows</li> <li>• Interesting idea. Not sure there was enough time to make it work well. However, probably gave Fusions good input.</li> <li>• Unfortunately, it is not possible to join all sessions as they are in parallel, but interesting presentations in all of them, perhaps next time not so much in parallel in order to get more information</li> <li>• The questions need to be simplified. They were unclear and far too complex. To make more of an impact, it would be good to stick with core questions (approx. 3) and have it written in a simple manner.</li> <li>• All workshops were very inspirational a fruitful! One recommendation for the future: instead of using voluntary "secretaries" at the flip-charts I would rather suggest to have at all flip-charts members from the relevant WPs - I had the feeling that there were hundreds of good ideas coming out during the "mini-sessions" but just by putting a 2-3 word note of it on the flip-chart a lot of context was lost and may not be recovered for WP workers afterwards</li> <li>• I didn't attend the workshops</li> <li>• The workshops were good overall, but the questions for discussion were too complex. This made it difficult to focus on clear outcomes of the discussions.</li> <li>• 3.3 had a huge delay due to technical issues. Besides there was no question moment foreseen after the presentations, we went straight into working. 4.1 the animal feed perspective provided a new perspective to the food waste discussion. It was somewhat awkward though the 2nd speaker didn't bother to show up at all. it did give the opportunity to have several questions asked about former foodstuffs in animal feed. in 5.1 the lady from Portugal took an incredible amount of time, while exchanging views with the Commissions official would have been more interesting</li> <li>• Introductory presentations bore no relation to the content of the discussion. Discussion format overly complicated</li> </ul>
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**Meeting organisation:**

	Rate
Hotel facilities and location Comments	4.2 <ul style="list-style-type: none"><li>• The setting of the main room composed of round tables rather than rows of chairs was a good idea</li><li>• Slow service in hotel reception</li><li>• Hotel was a really good choice!</li><li>• Very nice facilities.</li><li>• The conference room was not exactly comfortable to be in for such a long time.</li><li>• Not enough natural light! Maybe one break could be upstairs by the windows?</li><li>• Definitely the plenaries' room was poor. Although it was comfortable to held a plenary dinner, the lighting was weak and the sound was awful. It was almost impossible to see the facial expression of the speaker and there were lots of 'beees' due to the microphones and loudspeakers sounds overlaps. The presentations screens were big but the image definition blurred or was less intense in one of them. On the other hand the workshops rooms were better though the problems the lack of intensity of lights kept going.</li><li>• Location was good. facilities weren't 100% in order</li><li>• It was really good to have a hotel with a degree of individuality (excellent rooms, tea making facilities, fruit, wide choice of English-speaking TV channels). The location was also excellent both with respect to the Eurostar and the Metro.</li><li>• A lot of waste e.g. plastic bottles on tables, cutlery in paper packets, rooms without key operated electrics, towels changed daily despite signage to the contrary</li></ul>
Catering Comments on catering	4.3 <ul style="list-style-type: none"><li>• Excellent food</li><li>• Absolutely marvellous!!!</li><li>• Catering was healthy and delicious, portions good calculated, good that the leftovers were donated!</li><li>• So hard to eat decently without meat ...</li><li>• Would have liked more vegetables and less bread</li><li>• tasty.</li><li>• The meals should be described because of any possible intolerances and more transparency</li><li>• Poor offer for vegetarians.</li></ul>
Other comments:	<ul style="list-style-type: none"><li>• Keep up the good work!</li><li>• Lot of inspiring ideas and experiences about social innovations and food waste.</li><li>• Very good idea with the break out session. That was of much more value than the plenary sessions. Nice with the long breaks. It is important that the time schedule is followed so that you do not miss the breaks with time for important networking.</li><li>• I most enjoyed the networking side of the meeting. It was indeed a rich programme and I connected with a lot of</li></ul>

	<p>interesting people.</p> <ul style="list-style-type: none"> <li>• The time in the workshops was very short compared to the questions that were asked to respond/discuss.</li> <li>• It would be great if we didn't use water bottles and just have water pitchers. it's more sustainable</li> <li>• It was (again) a perfect opportunity for networking!</li> <li>• time table</li> <li>• The sub-sessions were too crowded...more efficiency in smaller groups... The FUSIONS brochure wasn't really designed sustainable....the outer page is obsolete...please print on recycling paper...</li> <li>• I think the paper bag wasn't necessary.</li> <li>• I expected more focus on the Commission proposal for the food waste definition, but perhaps this was a choice of DG SANCO not to bring this into the picture too prominently</li> <li>• Please do not state a late finishing time (especially on a Friday) and then change it. For several delegates, travel tickets had already been purchased and these could not be changed.</li> <li>• It was very interesting, but the quality of input was very invariable</li> <li>• Useful networking</li> </ul>
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**Suggestions for future meetings:**

<p>If you have any suggestions for future meetings, please let us them know here</p>	<ul style="list-style-type: none"> <li>• Again, the very interactive part within the workshops but also during key notes has been highly appreciated</li> <li>• It was really good that there was a lot of time for informal talk.</li> <li>• There were too many questions in the break out session. One question had two or three questions in it. It would have been better with just 2 or 3 questions and then just 3 posters to fill and comment. Maybe more discussions in the whole group in the breakout sessions.</li> <li>• On Friday afternoon it is not easy to join the meetings as everyone has to leave - not enough time for discussing the last sessions with other participants - suggestion to close earlier on Friday and allow further get together afterwards</li> <li>• There were a lot of comments on the need for harmonization, there were many discussions on the problems of waste quantification, but not once did the audience get to see/ hear examples of how waste quantification is unclear. Several examples would be great.</li> <li>• If there are no fixed ideas yet, the Hungarian Foodbank Association would be glad to help hosting the next EPM in Budapest (if held in H1 of 2016).</li> <li>• Why don't shall we eat some meals which are prepared from retail food waste? Could we implement the work of existing food waste related social entrepreneurs?</li> <li>• It could be nice to visit a local experience of food waste prevention in the city/region of the meeting.</li> <li>• Looking for more real debate: well informed opposing views</li> </ul>
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	provoke the listener to review his opinion • Choose speakers that fit the content
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