



Welcome 1st European Platform Meeting

Toine Timmermans

17th October 2013

Reducing food waste through social innovation



16 October 2013



ARE YOU RADISH TO PARTY?
Let's peel & cook together against food waste!

October 16th at the VUB

Disco Soup
Movie
Debate
Music
Free entrance

YFM organiseert:
DiscoSoep

Gedraai soep van bijna-vervalsde groenten!
Bijna-vervalsde groenten? In 2013!
Fleins, Ten Haeij 11-19 uur



**HEALTHY PEOPLE
DEPEND ON HEALTHY
FOOD SYSTEMS**

Sustainable Food Systems for Food Security and Nutrition
World Food Day • 16 October 2013



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16 October 2013

Urgent collaboration required on food wastage

Seminar on global food losses organized by Italian government



Emma Bonino, Italian Foreign Minister, and FAO Director-General José Graziano da Silva

16 October 2013, Rome - Urgent collaboration along the entire food chain is needed if the world is to address the problem of food waste and losses, a high-level seminar heard in Rome today.

Everyone has a critical role to play in preventing wastage, from farmers to processors, transporters, retailers and consumers, according to the seminar on combating global food wastage, which was organized by the Italian government on the occasion of World Food Day.

According to a FAO report released last month, 1.3 billion tonnes of food are wasted each year, using up 250 km³ of water and 1.4 billion hectares of land, and adding 3.3 billion tonnes of greenhouse gases to the earth's atmosphere.

Emma Bonino, Italy's Minister of Foreign Affairs, said that while some 840 million people went hungry, food waste was one of the great paradoxes of our times. The squandering of resources required to produce food that was not consumed, and then to dispose of it, was unacceptable, she said.

Some 54 percent of the world's food wastage occurs during production, post-harvest handling and storage, while 46

16 October 2013



EUROPEAN COMMISSION

PRESS RELEASE

Brussels, 16 October 2013

World Food Day: Commission underlines commitment to reducing food waste in Europe

Today marks World Food Day - an occasion to remind ourselves that around a third of food is wasted globally. This amounts to 1.3 billion tons per year according to the Food and Agriculture Organisation. About 90 million tonnes of food is wasted annually in Europe - agricultural food waste and fish discards not included.

Janez Potočnik, European Commissioner for Environment, said: "When 870 million people go hungry every day, there can be no excuse for wasting one third of the world's food. The EU has set itself an ambitious target, and is aiming to halve edible food waste by 2020. We are working on the sustainability of the food system as a whole, and looking to tackle resource inefficiencies across the food chain, starting with food waste. I hope this will ultimately help the world's food system to become more resilient."

Tonio Borg, European Commissioner for Health said: "It is vital to work with all actors involved in the food supply chain - from farm to fork - if we are to be resource efficient and tackle avoidable food waste without compromising on safety." Commissioner Borg added: "I welcome the recent move by Belgium to abolish the VAT on food donated to food banks. This will increase the donation of food to food banks instead of wasting food close to its "best before/use by" date. A win-win situation for both: retailers and food banks. I would encourage other Member States to look into this issue."



FUSIONS Project objectives

The overall aim of the project is to contribute significantly to the harmonisation of food waste monitoring, feasibility of social innovative measures for optimised food use in the food chain and the development of a Common Food Waste Policy for EU27.

Project duration: 48 months (2012 – 2016)

www.eu-fusions.org

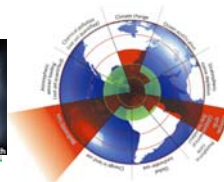
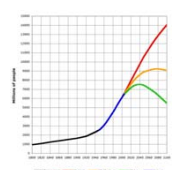


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FUSIONS Project objectives

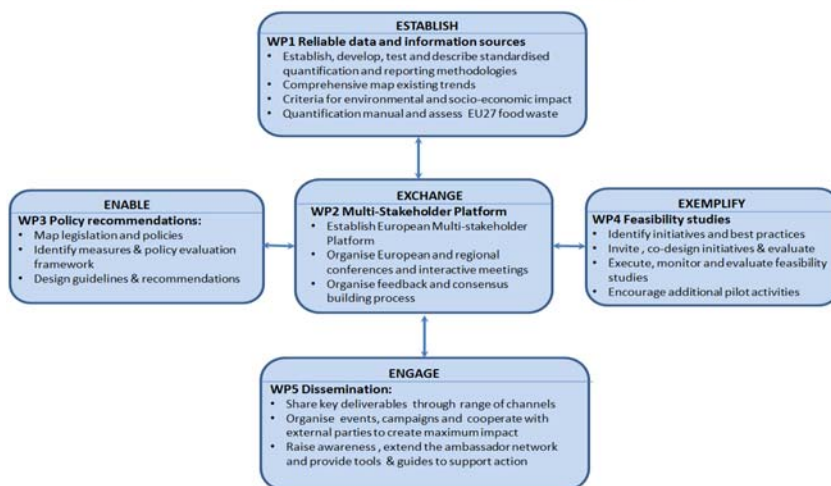
FUSIONS will enable, encourage, engage and support key actors across Europe in delivering a 50% reduction in food wastage and a 20% reduction in the food chains resource inputs by 2020.



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Project structure



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Involving 21 partners in 12 Member States



Deliverables M1-12



| Del. no. | Deliverable name | WP | Lead beneficiary | Delivery date from Annex I |
|----------|---|----|------------------|----------------------------|
| D1.1 | Main definitional choices for the food and drink waste produced within Europe. | 1 | SIK | M9 = March 2013 |
| D1.2 | Report on review of (food) waste reporting methodology and practice | 1 | SIK | M10 = April 2013 |
| D1.4 | Report on food waste drivers for reducing food waste and barriers and opportunities | 1 | SIK | M10 = April 2013 |
| D2.1 | Report on existing networks that can contribute to and support FUSIONS' activities | 2 | DLO | M6 = December 2012 |
| D4.1 | Report on categorised and catalogued examples of social innovation | 4 | WRAP | M10 = April 2013 |
| D5.1 | FUSIONS communication and dissemination strategy and terms of reference | 5 | BIOIS | M4 = October 2012 |
| D5.5 | 1 FUSIONS Website (with open access and a 'members only' entry point) | 5 | BIOIS | M6 = December 2012 |
| D5.8 | FUSIONS Facebook page, Twitter account and LinkedIn Group | 5 | BIOIS | M2 = August 2012 |

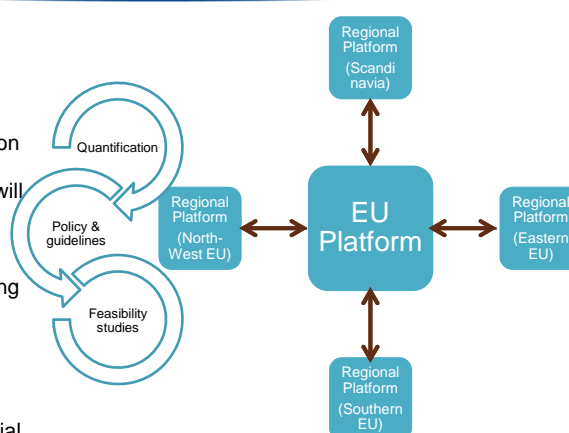


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FUSIONS multistakeholder Platform

Thematic sessions on data reliability, social innovation, feasibility studies, dissemination and policy recommendations will be organised to facilitate discussions, consensus building and harmonisation to prevent and reduce food waste in the food supply chain through social innovation.



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Exchange: Multi stakeholder Platform

Adding value to existing (or to be established) transnational, national, regional, sectorial networks



Commitment > 120 members

Signed Letter of Interest

- Participating actively in FUSIONS Platform activities, to improve cooperation to reduce food wastage
- Contributing to knowledge and experience sharing within the Platform
- Giving the project visibility in your networks and contributing actively in dissemination activities.
- Identifying and support pilot projects for food use optimization through waste prevention strategies.



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WP2: Regional meetings

The first regional meetings in 2013 were held:

- 16th of May: Central Europe, by University of Hohenheim, Hohenheim (Germany)
- 20th of May: Southern Europe, by Last Minute Market, Padua (Italy)
- 23rd of May: Scandinavia, by MTT, Helsinki (Finland)
- 7th of June: North West Europe, by BIO Intelligence Service, Paris (France)



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WP1: Food waste definition

The FUSIONS Food Wastage working definition has been in the process of consultation with our members

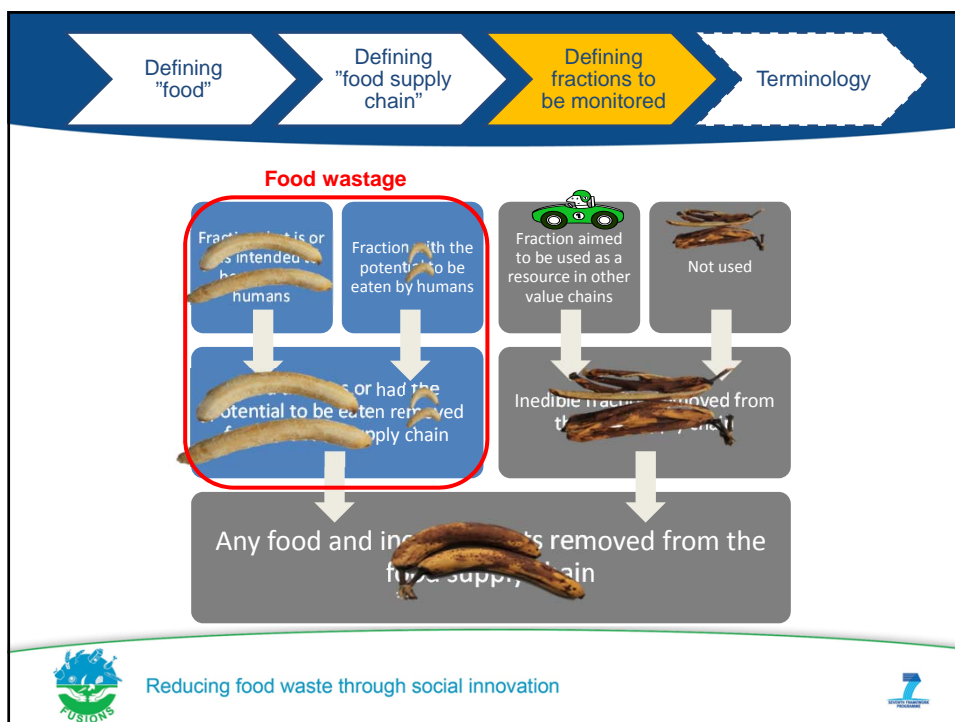
Based on:

- Extensive literature search & analysis
- Criteria document
- Internal discussions and workshops



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WP5: Dissemination

- Presentation of FUSIONS at numerous events by partners (conferences, forums, workshops, etc.) across Europa (~20 countries)
- Website & social media
- Public campaigns & media exposure
- 2 major events supported by FUSIONS
 - Damn Food Waste Amsterdam
 - United Against Food Waste Copenhagen



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FUSIONS website: launched January 2013

How is the website doing?

Since 11 Sept 2013 (prior data unavailable) we found:

- 2428 total site visits (per-day average of 63 visits), of which 1647 unique visitors
- Average visit duration of 2:45; average page views per visit: nearly 3 minutes → people are actually reading the site
- Visits from countries in North and South America, Europe, Asia, Africa and Australia (especially the UK, France, Italy, Belgium and the Netherlands)

What's new?

1 SOCIAL INNOVATION PAGE

<http://eu-fusions.org/social-innovations>

- Page dedicated to the social innovation inventory
- WRAP has added existing initiatives identified project partners, organised by category



2 MEMBERS ONLY PAGE

<http://eu-fusions.org/members-only>

- Dedicated page for platform members and project partners (login required)
- Includes a discussion forum for sharing project info and news, holding consultations and getting feedback on project documents



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Awareness & visibility



Awareness & visibility



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WP4: Feasibility studies – Objectives

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



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WP4: Opportunities for your involvement

- Submit new social innovation ideas to our survey:
www.surveymonkey.com/s/5X2FKW9
- Deadline 22nd November 2013
- Around four leading ideas will be tested via feasibility study and their impact evaluated



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WP4: Essential criteria for feasibility studies

1. FUSIONS partner owner
2. Food industry partner
3. Social innovation



200 k€ FUSIONS budget available



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1st European Platform Meeting

Four elements will be the leading topics during the event:

1. Transparency: clearance on the definition and quantification of food waste, a common measurement methodology that is harmonised throughout the food supply chain and across (geographical) borders.
2. Policy: Recommendations for formulating stimulating policies to prevent and reduce food wastages on a national and European scale.
3. Innovation: taking action, implementing new ideas on pilot scale and go for the scale up of successful practices throughout Europe.
4. Sharing Knowledge: inspiring examples & learned lessons



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External key notes



WORLD
RESOURCES
INSTITUTE



Lamb Weston



Voedingscentrum
eerlijk over eten



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To conclude (Year 1)

- Expectations of FUSIONS are high (with our stakeholders). A growing group of stakeholders are interested in the FUSIONS work
- FUSIONS has made a good start. We delivered in time the Year 1 reports, and all deliverables have been achieved
- Europe is not going to meet its objective to reduce avoidable food waste with 50% in 2020 (or 2025)
- EC will publish the Communication on Sustainability of the Food System at the beginning of 2014
- There is a growing momentum globally to reduce food wastage -> sustainable food & nutrition security is the main driver



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Questions & comments



Any questions, comments?

Thank you!



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