

# Using Social Innovation to Drive Change

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Reducing food waste through social innovation

WRAP



# Our Vision

Social innovations  
are new ideas



that meet  
social needs



and create  
new relationships



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

**FUSIONS** will test how social innovation can reduce food waste

(1) [http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index\\_en.htm](http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm)

# Our Inventory

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

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

- Send your examples to WRAP!

	<b>It Pays to Plan Challenge</b> (Great Britain) Food waste advisors attended venues all over north London to pass on top tips and advice on how to reduce food waste and
	<b>Industry Food Waste Audit Proposal (IFWAP) research project</b> (Great Britain) IFWAP is a pilot research project that aims to measure perceived opportunities and barriers to the
	<b>Kitchen Canny</b> (Great Britain) Kitchen Canny is a step-by-step process to highlight just how much you and your family could save by being a bit cannier about the food
	<b>Let's Get Cooking</b> (Great Britain) Resources to set up a community cooking club. <a href="http://www.letsgetcooking.org.uk/resources/setting-up-a-">http://www.letsgetcooking.org.uk/resources/setting-up-a-</a>
	<b>100 ways to save food</b> (Sweden) This book contains 100 practical tips and many inspiring recipes on how to best take care of food. <a href="http://www.fusion.se/917429">http://www.fusion.se/917429</a>
	<b>The mobile food saver - "Too good for the trash can"</b> (Germany) In November 2012, the app "Too good for a trash can!" was presented at a Berlin cooking



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Decentralised Food Donation

# Our Feasibility Studies

Gleaning Network EU

Advancing Social Supermarkets

Food Service Surplus Solution

Cr-EAT-ive Schools

Disco BôCô

Order-Cook-Pay



# Using social innovation to drive change

## Situation

- Gap between scale of the problems we face and scale of solutions on offer
- How can we improve society's capacity to act?



When citizens instigate change themselves, it is more likely to be successful and endure

# Using social innovation to drive change

## Dimensions

- New combinations of existing elements
- Cut across boundaries
- Leave behind compelling new social relationships

For social innovation to remain effective, it must be adaptive, an appropriate concept for environmental problems which are dynamic



# Using social innovation to drive change

## Characteristics

- Contagious courage
- Effective alliances
- Reflective practice



# Surplusfood.net



- Current situation – redistribution dominated by few key players, inefficient, ad hoc activities
- Potential – large opportunity for redistribution to those that need food



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**Communiqué**  
Resultater gennem kommunikation



# A 'twinning' project

- Using IT to establish an easy, non-bureaucratic and efficient dialogue channel
- Supermarkets will present available surplus food on a daily basis
- Dialogue about delivering or picking up



# Gleaning Network EU



- Outcome – Create national gleaning networks across EU, based on pioneering activity in UK
- Project – Provide a model for collaboration and specific support to groups initiating gleaning networks



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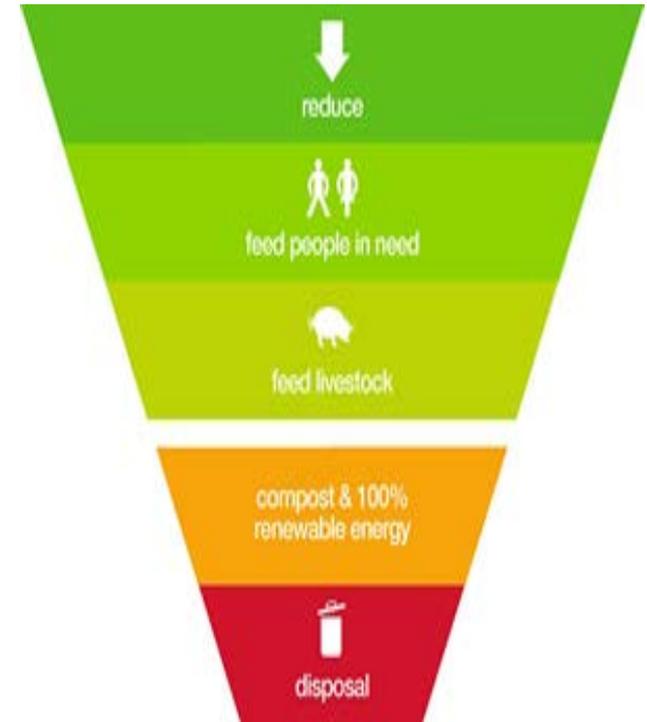
Tristram Stuart  
**WASTE**



# Cr-EAT-ive Schools



- Raise awareness on food waste
- Enable behavior change towards food waste
  - Kindergarden children and educators
  - Parents
  - Kindergarden canteen cooks
- Reduce food waste in
  - Households with pre-school children (aged 3-5 years old)



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# Disco BôCô

Collaborative and festive ephemeral canning events **to bring people together** to cook discarded fruits and vegetables and bottle tasty meals in order to reduce food losses, food insecurity and social isolation.



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bio   
by **Deloitte.**



# Order-Cook-Pay

- Outcome – Tackle canteen food waste by transforming traditional ways of working
- Project – Order-Cook-Pay web-based solution will be trialled to accurately determine how many meals to prepare
- Partners – Swedish Institute for Food and Biotechnology
- Location – Sweden



# Take into consideration in discussion:

How can policy support delivery of projects that target food surplus?

- What policies are needed within businesses to support food donation activities?
- What policies are needed to facilitate entrepreneurial activities?
- What policies are needed to activate volunteering? At what level?

