



Advancing Social Supermarkets

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Düsseldorf, May 9th 2014

Reducing food waste through social innovation



Implementing social supermarkets in Europe

Social supermarkets support registered people in need and offer food for reduced prices. They already exist e.g. in Belgium, Luxemburg, Austria, Romania and Greece. In most cases the food is surplus food donated by different stakeholders such as farmers, processing industry, retail companies etc.

This project aims to understand the conditions for the implementation of social supermarkets across the EU.



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Partners for this feasibility study

- BOKU University Vienna
- BIO by Deloitte



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Objectives

- Identification of social supermarkets in the EU and typology of models
- Selection of good practice examples for case studies
- SWOT analysis
- Recommendations



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Why it's important

- provision of low-cost quality food, enabling people in need to save limited funds for other purposes
- clients do not receive alms but have to give something back
- new relationships created among target groups, social organisation, employees of the social supermarket
- food waste prevention



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Example France: ANDES



- ANDES network was created in 2000, social solidarity stores have existed in France since 1980s
- 500 social and solidarity stores in France
- 120,000 up to 170,000 clients per year
- Provides choice between different products and requires payment (just like any customer of a regular store), maintaining dignity
- Also organises cooking lessons, parents-children activities, employment reintegration, etc.



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Example Austria: SOMA

- short for German „Sozialmarkt“, established since 1999, also mobile
- trademark with strict guidelines (e.g. only donations allowed), unite 33 stores in Austria, 40,000 clients supported
- registration and verification of poverty is obligatory
- clients select between different products and pay approx. 1/3 of normal price for product, in most cases bread for free
- employment reintegration by social business model supported by employment bureau
- often including coffee shop with lunch, coffee and sweets for everyone



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Wassermann & Schneider, 2005



Wassermann & Schneider, 2005



Wassermann & Schneider, 2005



Wassermann & Schneider, 2005



Schneider, 2011



Schneider, 2011

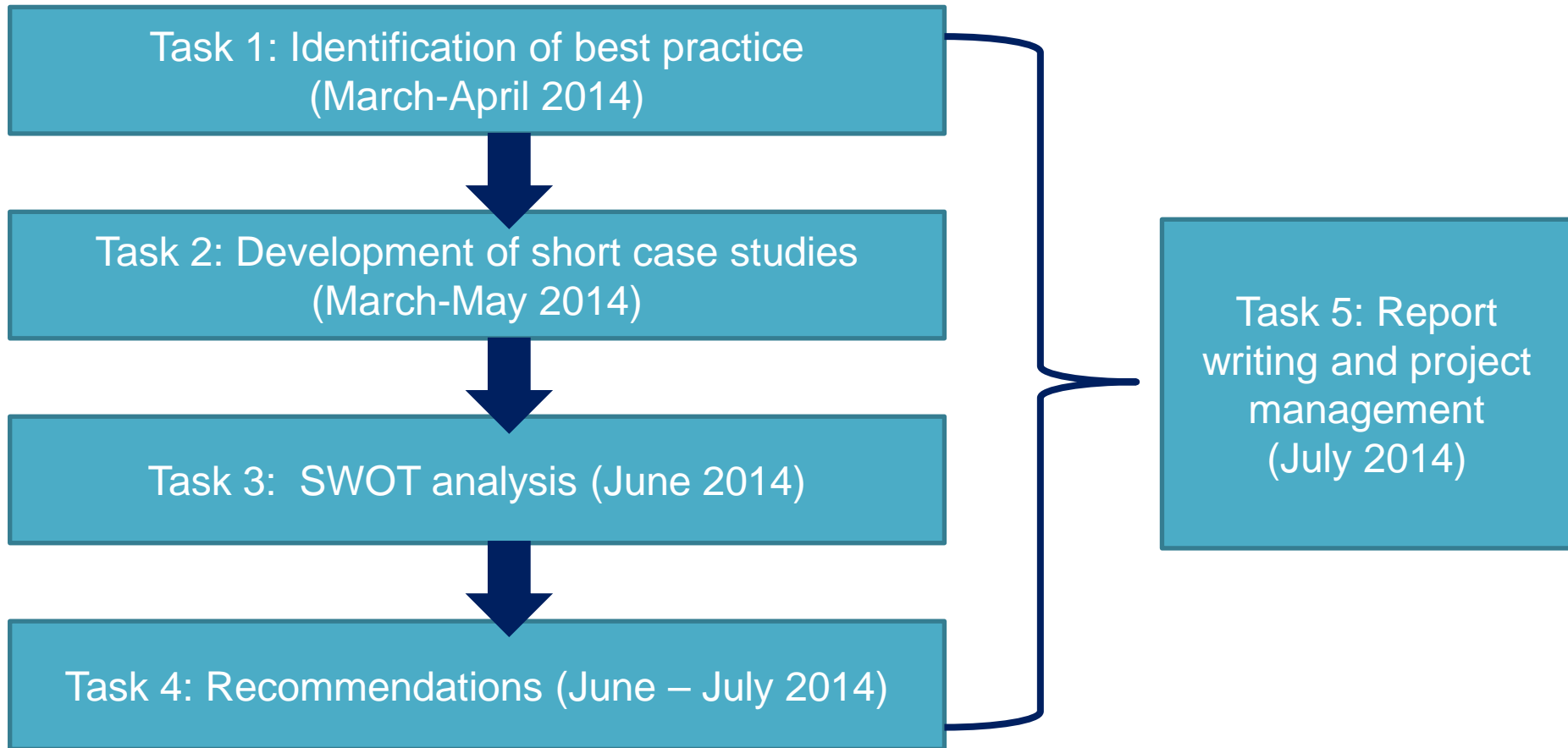


Schneider, 2011



Schneider, 2011

Project Structure



Questions & comments



Thank you for your attention!

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