



# **social innovation and food waste the experience of Last Minute Market**

FUSIONS SOCIAL CAMP  
8th April 2014  
Bologna

# The beginning



# ABOUT LAST MINUTE MARKET

1998 Research Project

2003 Cooperative

2001 No-profit Association

2008 Accademic Spin-off

Last Minute Market is an academic spin-off of the University of Bologna engaged with food (and non food) waste reduction and prevention.

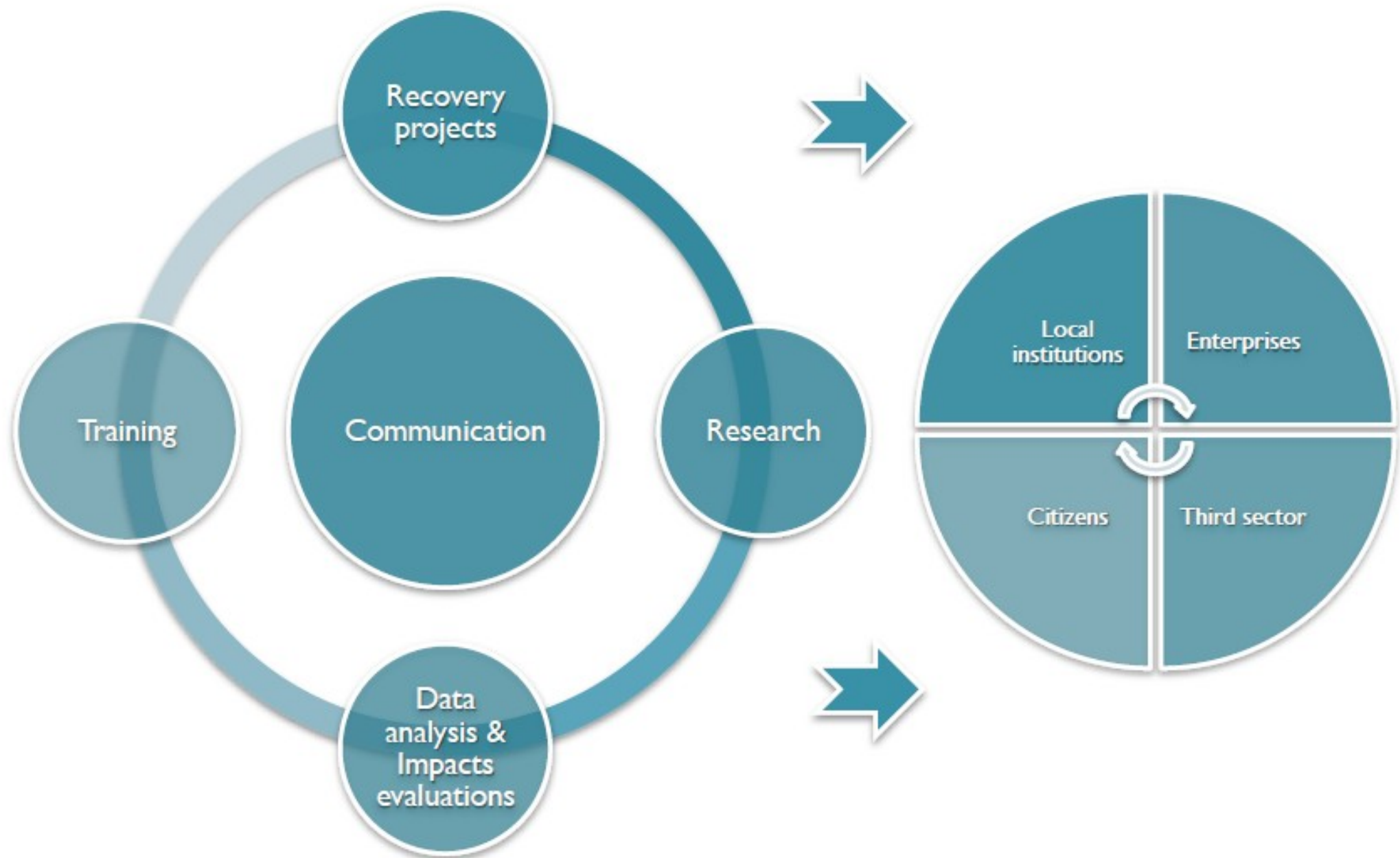
With more than 10 years of experience, it works in close contact with companies and public administrations across Italy developing, implementing and monitoring food (and non food) waste prevention projects. Thanks to the projects activated by LMM, unsold or not marketable (but still edible) products are donated to charities supporting people in need. LMM also performs research activities, training courses, and data analysis on food waste across the whole supply chain. It also promotes initiatives aimed at drawing public, private and governmental attention to the food waste scandal.



... toward zero waste

sprecozero

# HOW WE OPERATE AND FOR WHOM





# RECOVERY PROJECTS

## 6 THEMATIC AREAS

### 3 main areas

- Recovery of unsold - but still edible - produces from commercial activities (mainly retailers).

### Food



- Recovery of surplus from the public/private catering system (schools, hospitals and canteens).

### Catering



- Recovery of unsold products from pharmacies.
- Recovery of unsold medicines from citizens.

### Pharmacy



- Recovery of non food items from manufacturers and commercial activities.

### No-Food



- Recovery of unsold books from publishers.

### Book



- Recovery of agricultural surplus due to the CAP (Common Agricultural Policy).

### Harvest



# DATA ANALYSIS

## **Analysis of data on recovered food**

Data analysis on food waste and its environmental, nutritional and socio-economic impacts is one of LMM main activities. Methodologies and evaluation come from the research activities developed at the Dept. of Agro Food Sciences of the University of Bologna. Expertise is provided to the enterprises that have activated recovery projects.



## **Waste Watcher**

An Observatory to investigate waste causes, quantify them, promote good practises and the reduction of food waste. The Observatory was launched during the 2013 campaign “A Year against Food Waste”. It firstly presented data from a household food waste survey carried out in Italy in collaboration between the Dept. of Agro Food Sciences and Technologies, the Joint Research Center (Insitute for Consumers Health Protection) and the Karlsruhe Institut fur Technologie (KIT).





# RESEARCH



Last Minute Market applies research activities conducted by Prof Segrè, Director of the Food Science Department at the University of Bologna (Italy). Since its beginning in 1998 as a research project, LMM activities go together with intense research investigating food waste causes and its environmental, nutritional, economic and social impacts.

Ad hoc projects, developed according to the needs of the public and private contractors, take ground thanks to a collaboration between academia and entrepreneurs.



The numbers



The causes



The impacts



The solutions

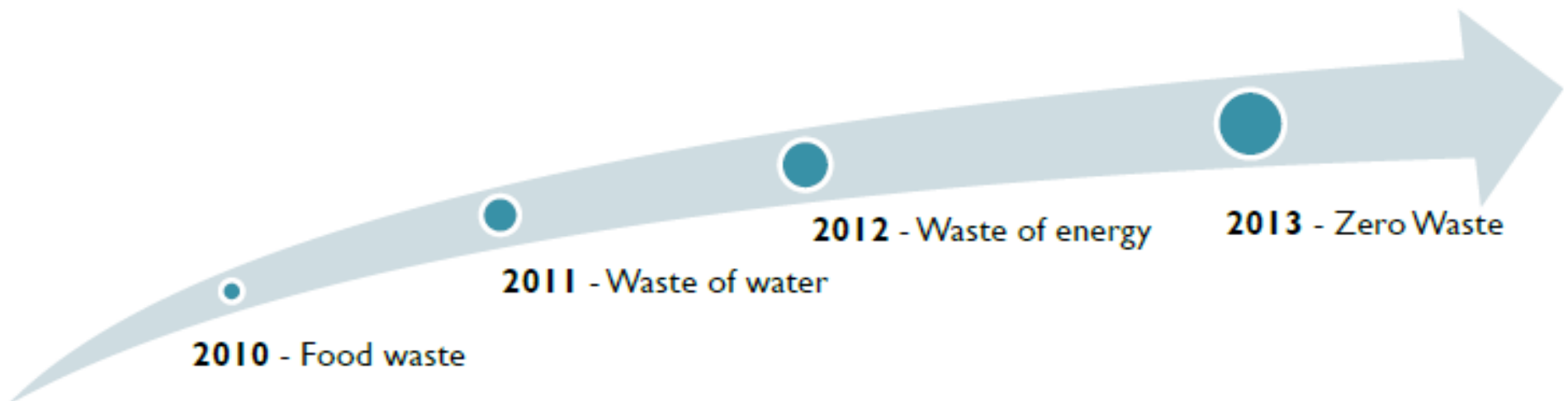
# COMMUNICATION

The campaign “A year against waste”



LMM, in collaboration with the Dept. of Agro Food Science and Technologies (Univ. of Bologna) launches every year the awareness raising campaign “A year against waste”. The campaign, launched for the first time in 2010 with the patronage of the European Parliament - Commission for Agriculture and Rural Development, is dedicated every year to a different topic: «waste of food» in 2011, «waste of water» in 2012, «waste of energy» in 2012, «ZERO waste» in 2013, toward a holistic approach to the concept of “sustainability”.

The European Resolution to reduce food waste passed in January 2012 and the Charter for Zero Waste municipalities signed by hundreds of municipalities, provinces and regions are among the main achievements of the campaign.





# THE CAMPAIGN "A YEAR AGAINST WASTE"

## ACTIVITIES & INITIATIVES



**Istitutional initiatives**



**Publications**



**Lunches and dinners**



**Public shows**



**Seminars / conferences**



**Special initiatives**

# CASE STUDIES: OVERVIEW

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1 hypermarket (A)	150 tons/year
1 hypermarket (B)	65 tons/year
1 hypermarket (C)	35 tons/year
1 supermarket	10 tons/year
15 small and medium retailers	60 tons/year
1 food hub	30 tons/year
11 pharmacies	11.300 €/year
8 school canteens	15.000 meals/year
6 department stores (no-food products)	100.000 €/year
1 hospital	15.000 meals/year
12 publishers	47.000 books/year

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# CASE STUDIES

- 1.CATERING: BOLOGNA FIRE DEPARTMENT CANTEEN
- 2.RETAILERS: ASPIAG SERVICE SRL-ASPIAG
- 3.CHARITIES' POINT OF VIEW - COOP LA RUPE
- 4.ITALIAN HOUSEHOLD WASTE BY WASTE WATCHER PROJECT – LMM\SWG
- 5.PRE-CAMP SURVEY RESULTS – LMM\SWG
- 6.POLICY MEASURES: ITALIAN FOOD WASTE PREVENTION PLAN



**Thank you!**