FUSIONS Social Camp

SOCIAL INNOVATION
FOR FOOD WASTE PREVENTION AND REDUCTION

Bologna, 8th April 2014
Accademia delle Scienze – Sala Ulisse
Via Zamboni 33

Pre-Camp Survey

The FUSIONS Social Camp is organized by Last Minute Market (www.lastminutemarket.it) in collaboration with the Department of Agri-Food Science and Technology of the University of Bologna

Introduction

A key part of the FUSIONS project is to deliver a suite of Feasibility Studies to test and evaluate how social innovation initiatives can contribute to reduce food waste.

The studies selected by FUSIONS will be presented at the FUSIONS Social Camp, but the Camp will be also an occasion to discuss with stakeholders, researchers and policy makers, the potential of social innovation for food waste prevention and reduction and how the European policies could enhance the independent initiative of citizens and enterprises, in order to achieve the target of halving, during the coming decade, food waste in Europe .

This Pre-Camp Survey was planned as a preparatory activity for the FUSIONS Social Camp, in order to stimulate discussion about these issues.

Survey objectives

The survey was addressed to organizations implementing social innovation initiatives related to food waste prevention and reduction in Europe, with the aim of:

(i)   providing an insight into the main factors enhancing or hindering their activities;

(ii)   and collecting their points of view as regards the types of measures and policy actions that could adequately stimulate social innovation in this field.

The survey was carried out by asking the representatives of those organisations to fill in an on-line questionnaire with closed-answer questions.

Organisations involved

The list of organisations invited to fill in the questionnaire was extracted from three sources:

1. the inventory of European social innovation initiatives for food waste prevention and reduction elaborated within the FUSIONS Project;

2. a network of European Food Banks;

3. and the organisations comprised in the Last Minute Market network.

The questionnaire was distributed to 185 organisations, out of which 64 provided the requested answers. Therefore, the survey had a redemption of 35%.

Synthesis

The questionnaire consisted of three sections:

- Operational specifications of the initiative (i.e. still active/finished, number and type of beneficiaries, geographical scope, types of food products and food supply chain segments involved;
- Factors of enhancement/hindrance of the initiative;
- Perception on policies that could facilitate or hinder the success of the project;

Organisation involved (total 185):

- Fusions Inventory of European Social Innovation Initiatives on Food Waste (56 organisations)
- European Food Banks (25 organisations)
- Last Minute Market network (104 organisations)

Questionnaires filled in (total 64);

- 33 from organizations of the Third Sector
- 19 from Public Institutions
- 12 from Companies

The questionnaire

Section A. OPERATIONAL SPECIFICATIONS ON THE RESPONDER'S INITIATIVE

1. How many people have benefitted from your initiative since it started?

2. At which level has your initiative been most successful?

3. Do you agree with the following statements on your initiative?

4. Which food types are mainly targeted?

5. In which part of the food supply chain is waste primarily reduced?

6. Who mainly benefits from the initiative, which interest groups?

Section B. OPINION ON FACTORS OF ENHANCEMENT/HINDRANCE OF THE INITIATIVE

7. Indicate which factors have been more useful for the conduct of your own initiative

8. Indicate which factors have been hindering the performance of your initiative

9. Indicate the actors currently engaged in the fight against food waste in your country

**Section C. PERCEPTION AND PERSPECTIVE ON POLICIES**

10. Indicate the policy measures which might stimulate social initiatives and innovations for the prevention and reduction of food waste

11. Indicate the initiatives useful to reduce and prevent food waste

Data source

Number of distributed questionnaires: 185

Number of the questionnaires that have been filled in: 64
(out of which 92% from ongoing initiatives)

Questionnaires filled in by contact source

- LMM network
- FUSIONS European Inventory
- European food banks
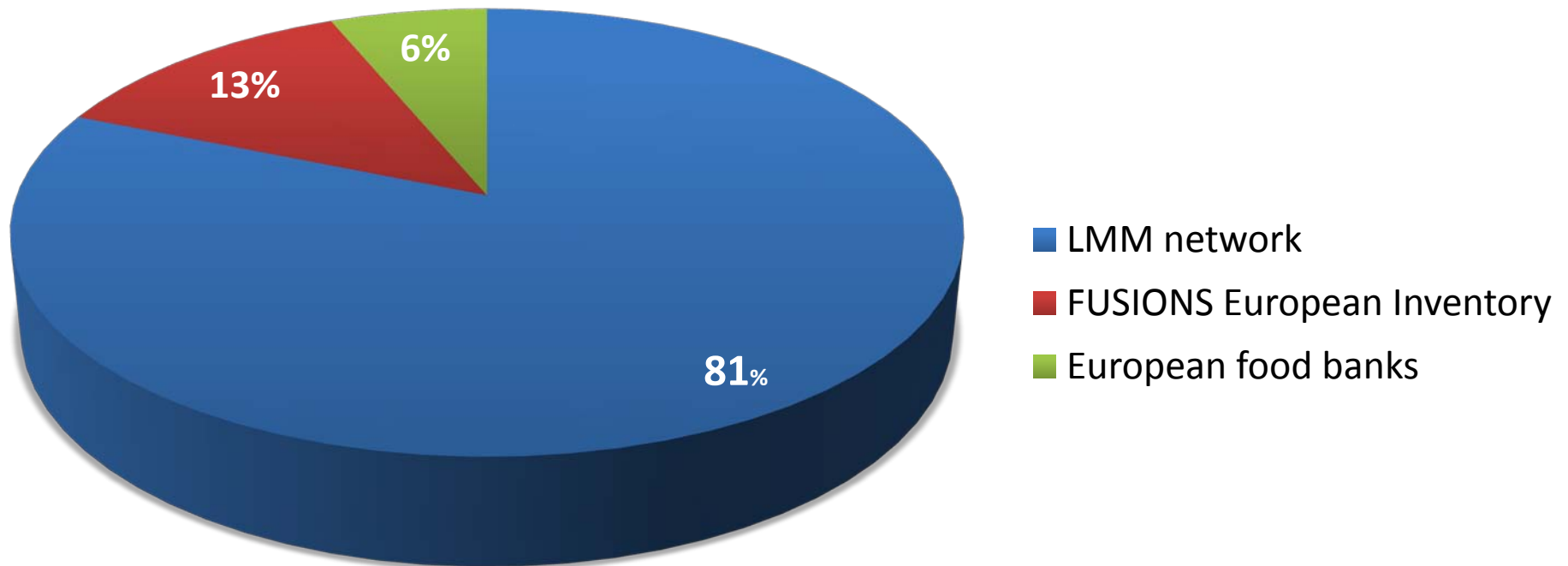
Question 1. How many people have benefitted from your initiative since it started?

How many people have benefitted from your initiative since it started?	freq	freq %
More than 5,000	17	27%
1,000 to 5,000	10	16%
100 to 300	8	13%
500 to 1000	7	11%
50 to 100	6	9%
300 to 500	6	9%
Less than 50	5	8%
I Don't know	5	8%
Total	**64**	**100%**

Question 2. At which level has your initiative been most successful?

At which level has your initiative been most successful?

- local — 76%
- regional — 9%
- national — 10%
- international — 5%
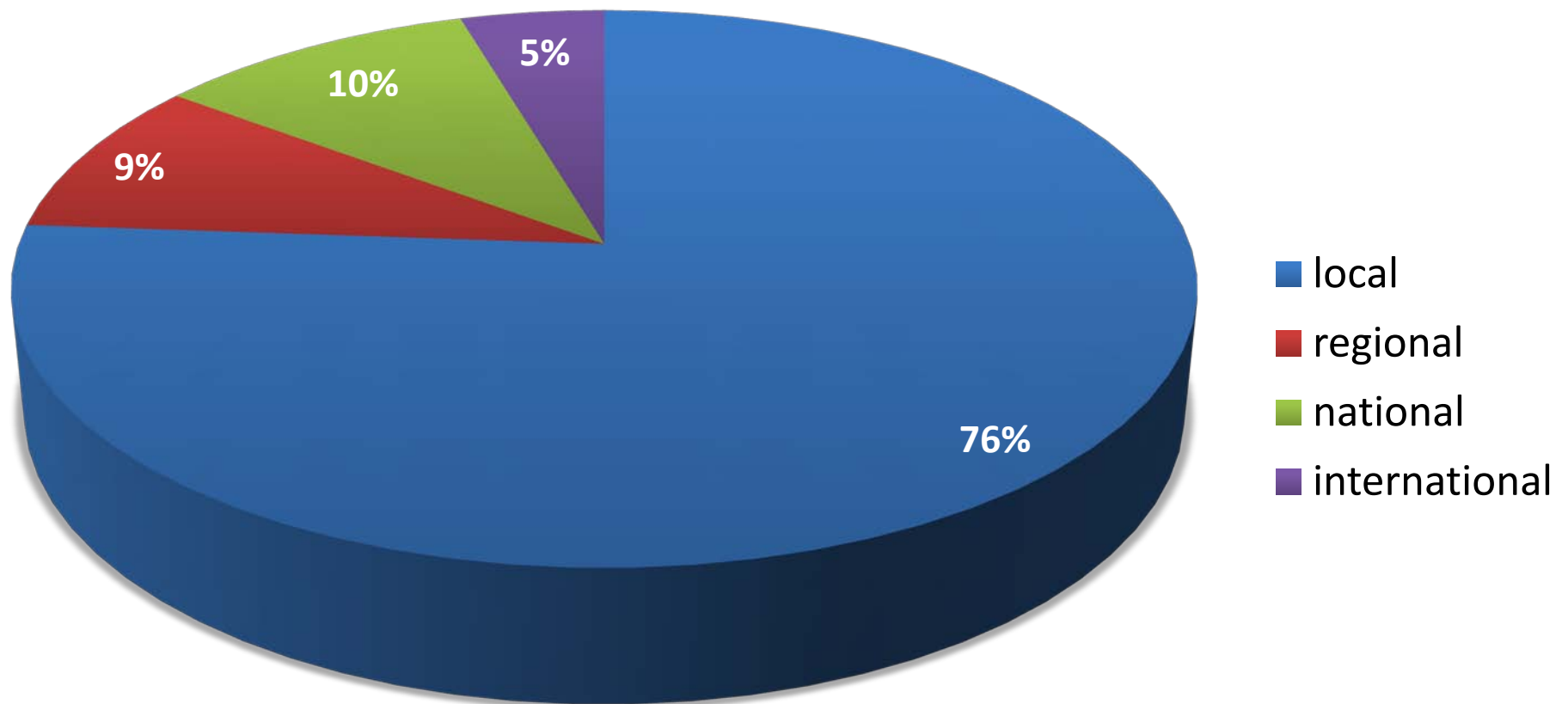
Question 3. How much do you agree with the following statements on your initiative?

On a scale from 1 to 7 please indicate how much do you agree with the following statements on your initiative (1=not at all, 7=fully agree)	Average*
It meets social needs	6.5
It is oriented towards a sustainable world/future	6.4
It makes people involved in the initiative feel good	5.9
It is easy to replicate	5.9
It creates new collaborations	5.7
It creates new social relationships	5.4
It allows families to save money	5.3
It involves relevant stakeholders	5.3
It is easy to be implemented/used by policy makers	5.2
It is a new idea (a new product/service/model)	5.2
It allows authorities to save/earn money	4.9
It is a bottom-up initiative	4.9
It allows firms to save/earn money	4.5

*High level of agreement = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Question 4. Which food types are mainly targeted?

Which food types are mainly targeted?	freq	freq %
All types of food	29	45%
Fresh fruit and vegetables	14	22%
Dry and canned food	7	11%
Catered food	7	11%
Dairy products	4	6%
Juices/drinks	1	2%
Fresh/preserved meat/fish	1	2%
Frozen food	1	2%
Total	**64**	**100%**

Question 5. In which part of the food supply chain is waste primarily reduced?

In which part of the food supply chain is waste primarily reduced?	freq	freq %
Retail and markets	15	23%
Redistribution	10	16%
Food services	9	14%
The entire supply chain	9	14%
Consumers/household consumption	7	11%
Wholesale and logistics	6	9%
End of life treatment	4	6%
Primary production	2	3%
Processing farm staples	1	2%
Industrial processing of food	1	2%
Total	**64**	**100%**

Question 6. Who does mainly benefit from the idea, which interest groups?

Who does mainly benefit from the idea, which interest groups?	freq	freq %
Socially vulnerable groups	40	63%
Consumers	13	20%
Others	4	6%
Catering services	3	5%
Small Retailers	2	3%
Big Retailers	2	3%
Food industry (small enterprises)	0	0%
Food industry (big firms)	0	0%
Farmers	0	0%
Total	**64**	**100%**

Question 7. Indicate which factors have been more useful for the conduct of your own initiative

On a scale from 1 to 7 please indicate which factors have been more useful for the conduct of your own initiative (1= not at all useful, 7= very useful)	Average*
A strong network of partnerships and knowledge	5.9
A widespread sensitivity towards food waste by all people involved in the initiative	5.9
Support by volunteers	5.8
The ability to communicate and disseminate the initiative	5.7
The support (in this case non financial) by public authorities (at local, governmental or European level)	4.8
The financial support by companies and private institutions	4.7
A large support by final beneficiaries	4.6
Own financial funding	4.1
The financial support by public authorities	4.1
The financial support by citizens/consumers	3.3

*High level of perceived usefulness = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Question 8. How each of the following factors has been hindering the performance of your initiative?

On a scale from 1 to 7 please indicate how each of the following factors has been hindering the performance of your initiative (1= not binding, 7= very binding)	Average*
Health and Safety regulations	4.4
Economic costs	4.0
The non-cooperation by public authorities	3.9
Lack of commitment by local authorities and government	3.9
The non-cooperation by companies and private institutions	3.9
Administrative / fiscal regulations	3.8
Difficulties in logistics	3.7
Bureaucracy imposed by public authorities	3.6
Inability to find economic support	3.5
Lack of sensitivity to the topic	3.5
Limited availability of volunteers	3.3
Failure to disseminate the initiative	3.3
Too long realization times	3.1
Lack of participation / involvement of beneficiaries	3.1
Lack of qualified staff	2.9
Other regulations	2.9

*High level of perceived hindering = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Question 9. Indicate how each of the following actors is currently engaged in the fight against food waste in your country

On a scale from 1 to 7 please indicate how each of the following actors is currently engaged in the fight against food waste in your country (1= not at all, 7= fully)	Average*
Charitable organizations	5.7
Voluntary Associations	5.4
Companies / associations set up on purpose	5.0
Consumer associations	4.5
Public education and research institutions	4.3
Citizens	4.1
The European Community	4.1
Local Authorities	4.0
Cultural associations	3.9
Private companies involved in the production, processing, marketing, preservation of food	3.9
Companies engaged in waste management	3.6
National Government	3.3
Political organizations	2.8
Private companies that have nothing to do with the food sector (banks, financial enterprises, foundations, high tech ...)	2.8

*High level of perceived engagement = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Question 10. How useful each of the following policy measures might be to stimulate social initiatives and innovations for the prevention and reduction of food waste?

10. On a scale from 1 to 7, please indicate how useful each of the following policy measures might be to stimulate social initiatives and innovations for the prevention and reduction of food waste (1= not at all useful, 7= very useful)

Average*

The State should promote the dissemination of best practices for food waste reduction and prevention among consumers and food supply chain operators	6.3
The State should provide grants and direct financial support to initiatives addressed to food waste prevention and reduction	6.1
The State should promote intensive information campaigns to increase awareness on the food waste issue among the consumers and the food supply chain operators	6.0
The State should concede tax cuts to private investments specifically addressed to food waste reduction and prevention along the food supply chain	5.9
The State should support studies and research to improve efficiency along the food supply chain and in consumers' behaviors as regards food waste reduction and prevention and to monitor food waste generation	5.8
The State should provide special credit to new investment plans of companies which undertake specific obligations and commitments regarding food waste reduction and prevention	5.8
The state should promote voluntary agreements among the operators of the food supply chain which commit themselves to specific targets of food waste reduction and prevention	5.7
The State should give preference to companies which assure the most of food waste reduction and prevention when adjudicating public works contracts, public supply contracts and public service contracts	5.7
The State should establish or promote the establishment of a specific eco-labeling/certification system to make identifiable by consumers the companies which undertake valuable initiatives to reduce or prevent food waste in their activities	5.4
The State should enforce strict limits to the production of food waste along the food supply chain through a system of compulsory protocols, targets and standards	5.2
The State should establish specific taxes or fees charging food waste produced at all levels of the food supply chain (farms, processing industry, wholesalers, retailers, food services, and households)	5.0
The State should limit the production of food waste along the food supply chain by establishing a system of licenses and tradable permits setting the maximum amount of food waste allowed in food production, processing, and marketing	4.5

*High level of perceived usefulness = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Question 11. How useful each of the following initiatives is to reduce and prevent food waste?

11. On a scale from 1 to 7 please indicate how useful each of the following initiatives is to reduce and prevent food waste (1= not at all useful, 7= very useful)	Average*
Education in schools	6.6
Education in companies	6.3
Education to families	6.3
To promote the work of food recovery and distribution initiatives	6.2
Development and teaching of new practices	6.0
Ad hoc legislative measures	5.8
Information campaigns	5.7
Development of new processes/tools	5.7
Research on technological developments related to production, marketing and storage of food	5.6
To increase funding from the state budget for the development of public policies against waste	5.6
Research on the economic, social and behavioural causes of food waste	5.3

*High level of perceived usefulness = average value ≥ 5.5; Medium level = average value ≥ 4 and < 5.5; Low level < 4

Thank you for attention