

Summary report

FUSIONS Nordic Meeting 15.12.2015 Copenhagen

Group discussions: workshops

	1 Group	2 Group	3 Group
13.30 – 15.00	<p>1. Workshop discussion coordinator David Rogers, Elaine Charlesworth, Giorgio Bagordo WRAP <i>Feasibility Study Projects – Results and Replication: Encouraging the wider take-up of social innovation activities</i></p> <p>2. Workshop discussion coordinator Ole Jørgen Hanssen and Åsa Stenmarck, Ostfold Research, IVL Swedish Environmental Research Institute <i>Policy evaluation/food waste policy recommendation, common Nordic policy</i></p> <p>3. Workshop discussion coordinator Silvennoinen & Hartikainen, Luke Finland <i>Nordic cooperation: role and next steps</i></p>		



Group no 1

David Rogers, Elaine Charlesworth, Giorgio Bagordo, WRAP

Feasibility Study Projects – Results and Replication: Encouraging the wider take-up of social innovation activities

WRAP held 3 interactive working sessions in which the progress and potential replication of the 7 Fusions feasibility studies was discussed. WRAP updated partners on the progress of the feasibility

study projects funded by Fusions. These range from fun education tools for pre-school children in Greece to redistribution of hot meals from restaurants in Hungary to innovative IT tools in Sweden and Denmark.

All the projects are now complete and WRAP are looking for partners across the EU to take the proven ideas and replicate them in their own country.

Delegates gave valuable feedback on the best ways to engage with policy makers and funders as well as local NGOs and social entrepreneurs which WRAP will use to further develop a suite of engagement materials and activities.

FUSIONS feasibility studies, (you can get more information from Giorgio Bagordo, WRAP):

1. Advancing Social Supermarkets
2. Cr-EAT-ive Kindergartens
3. Disco BôCô (Making preserves from surplus food)
4. Food Service Surplus Solution (Redistributing hot and cold food from hospitality to disadvantaged groups)
5. Gleaning Network EU (Picking fruits and vegetables not harvested by farmers)
6. Order-Cook-Pay
7. Surplus Food (IT solution to connect donors and recipients)

Group no 2

Ole Jørgen Hanssen, Ostfold Research and Åsa Stenmarck IVL

Policy evaluation/food waste policy recommendation, common Nordic policy

What are your thoughts about using negotiated agreements as policy measures in this area?

What type of measures are needed to move the food sector and households towards a 50% food waste reduction?

How can the whole food chain be involved in prevention and reduction measures?

National target (direction, ambition) important but it should be voluntary how to get there.

- In Norway Industry paying a voluntary fee (at the moment it is % of the packaging fee). For the moment used as contribution to the budget of Matvett.
 - could be used for e.g. redistribution
 - show that surplus food has a value
 - should be a standard not to become a disadvantage
- Negotiation agreements are the best way to go (all 4 countries) – have to get the branch organisations on board – not 1 by 1. (Norwegian guideline might be one idea).
- All onboard in the same boat to tackle the whole value chain.
- Easier to share information etc. under an agreement rather than being forces which will be more if a competing situation.
- Retailers captured – if no one buys the food they will be a bit stuck – *forcing the retailers to sell the food is in one way good.*

Motivation:

- Good way to show positive examples, being a door opener. Focusing on the good stories influences/ inspires other to join in.
- Keep up motivation via show cases – showing a better economy. Create inspiration.
- Economic motive is strong, maybe could be something that could motivate change even when we have reduced most food.
- Teach the food chain – share knowledge – good examples – sharing information.
- Measures: Instead of just telling “should” it should also be told “how”.
- Inspiring can also be by carried out by competitors (but maybe there will be some things not shared).
- Focused on the positive side!

Infrastructure – we have people in need, surplus of food elsewhere – connection is important.

How to choose and have an overview over different “social” initiatives to redistribute food – a need from the production sector to see this described and how to use them in the best way.

Moving the problem around: Need to access root-causes.

- Symptom treatment – still in the system – how can we manage to actually reduce the problem. Will there be negative consequences and can we accept them.
- Having a law requires resources (like someone to take care of it). Creating linkages might be good for society.
- Over production needs to stop as well - The “French law” is more of a symptom treatment. Important not to create systems where food is needed.

Take care of flows of negative value: how can a negotiated approach help them to move around?

- Money need to come from different sources – also retailers
- New solutions for crowd sourcing
- Profitable solutions! Less volunteers.

Hard to measure the effects of initiatives because changes in figures can be both due to the food waste initiatives but it can also be that that food was more popular for the customers.

Group no 3

Hanna Hartikainen & Kirsi Silvennoinen, LUKE

How to strengthen Nordic Platform reducing food waste in region?

The results of this group and discussions can be separated to three kinds of themes:

- Establish a Nordic platform
 - Participants thought setting up a platform could be efficient to increase collaboration. These platforms could be local, common to all countries or both. Groups talked about who could organize these platforms and how to get finance to keep them going on. Contact list about food chain actors fighting against food waste were wanted and a list was seen to be useful.
- Increasing information

- Sharing more information, research, articles and projects is important. Also guidance, common standards and rules e.g. expired date labels were talked about as a good way. Already existing channels e.g. FUSIONS web page or a governments pages should be easy to use.
- Motivating and activation
 - Visualization was mentioned to increase importance. To get awareness there would be more talking, parties, education for youth and children, meetings and in general more sustainable lifestyles and food consumption.

Here are the comments from participants about how to strengthen Nordic platform in future:

Platform

- We need a platform in Nordic countries
- Networking is important and cooperation, learn from each other not being like competitors
- Platforms would very useful e.g. industry
- Some organization is needed to arrange, government funded, linking all actors
- Connect food waste sector
- Need for platform, different level
- Maybe Nordic council of ministries could give funding
- Nordic common manifest
- Using local platforms
- Agreement can be do also other Nordic countries
- Collaboration will be important, common standards
- Governments could give finance, Norway there is payment (to companies) for plastic. This kind of methods can be used for food waste also
- Conference how to define food waste
- Who will do start and do next steps?
- There is use for contact list (Fusions)
- Board from one country

Information

- We can share information and best practices from countries
- How to upscale things, it is hard to do same in all countries
- Knowledge bank, open to everybody
- Maybe more information, tools, good business cases
- Information should share, projects should share
- More professional information
- Sharing information with kids e.g. milk packages
- In FUSIONS we try to collect all information
- Common label (nutrition label in Denmark and Sweden) for expires date
- Guidance, maybe negative is not working, “we can help”
- Food chain, retail, how to keep food fresh, marking, food banks: develop this forward
- Sharing information, research together: how to make evaluation, how to measure differences

- Virtual fusions: Facebook, is quickly, better keep it simple
- Sharing articles

Motivating and activating

- Maybe media can write more about food waste, web page etc.
- How to make people aware that there is FUSIONS website is full of information, best practices and examples
- E.g. Danish Web page, must be easy to use
- Government tried to do web page but it was not so much success
- Groups talking
- Visualization
- Make visible
- Face to face meetings are needed also
- Education youth cooking how to use all sort of food, avoid wasting, Nordic cooperation
- Food camp
- Increase sustainable living
- How to be able to forget term food waste
- Parties for children
- Positive and joy actions for kids
- Platform for how to use senses considering when food is spoilt
- Campaigns e.g. present ugly but fresh veggies
- To get people more awareness
- For adults shocking elements, need for telling this is a big problem