



EU policy measures for food
waste prevention through
social innovation

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Reducing food waste through social innovation




FUSIONS's policy work: Background

European policy
measures for FW
prevention and
reduction

- **Policy** is a course or principle of action, proposed or adopted by a government, party, business or individual, intended to influence and determine coherent decisions, actions, and other matters; usually with a common long-term purpose(s).




SOURCE: *Australian Concise Oxford Dictionary, The Free Dictionary and FAO Corporate Document.*

Through social
innovation

- **SI** has socially recognised goals (in this case, reducing food waste).
- **SI** is grounded in deep reflection on the problem & direct action from those involved in it. It represents co-creation and learning.
- **SI** is people-focused, both in terms of its delivery & its beneficiaries. This aids its diffusion or institutionalisation.
- **SI** is delivered through, and builds capacity for, relationships and collaboration – often through a multi-stakeholder approach. It affects the process of social interactions.
- **SI** is a new combination of activities and / or delivered into a new setting.

SOURCE: «How can social innovation help reduce food waste?»
FUSIONS WP4

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FUSIONS's policy work: Objectives

1. Contribute to policy making at both the European and Member State levels

2. Identify policy tools to stimulate socially innovative solutions to address food waste

3. Draft recommendations for a Common Food Waste Policy in the EU28 with focus on social innovation



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FUSIONS's policy work: Achievements & reports

Review of EU legislation and policies with implication on food waste (FUSIONS D3.1)

Market-based instruments and other socio-economic incentives enhancing food waste prevention and reduction (FUSIONS D3.3a)

Policy options to stimulate social innovation initiatives addressing food waste prevention and reduction (FUSIONS D3.3b)

Policy evaluation framework (FUSIONS D3.4)

Online soon!

<http://eu-fusions.org/index.php/publications>



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FUSIONS's policy work: Ongoing work I

Web consultation to review legislation and policies with implications on food waste at the Member States levels



A first round was completed. Country reports for 17 EU Member States (including Austria) will be online

A second round to update the current Country reports and possibly to extend the review to other EU Member States will take place in April

<http://eu-fusions.org/index.php/publications>




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FUSIONS's policy work: Ongoing work II

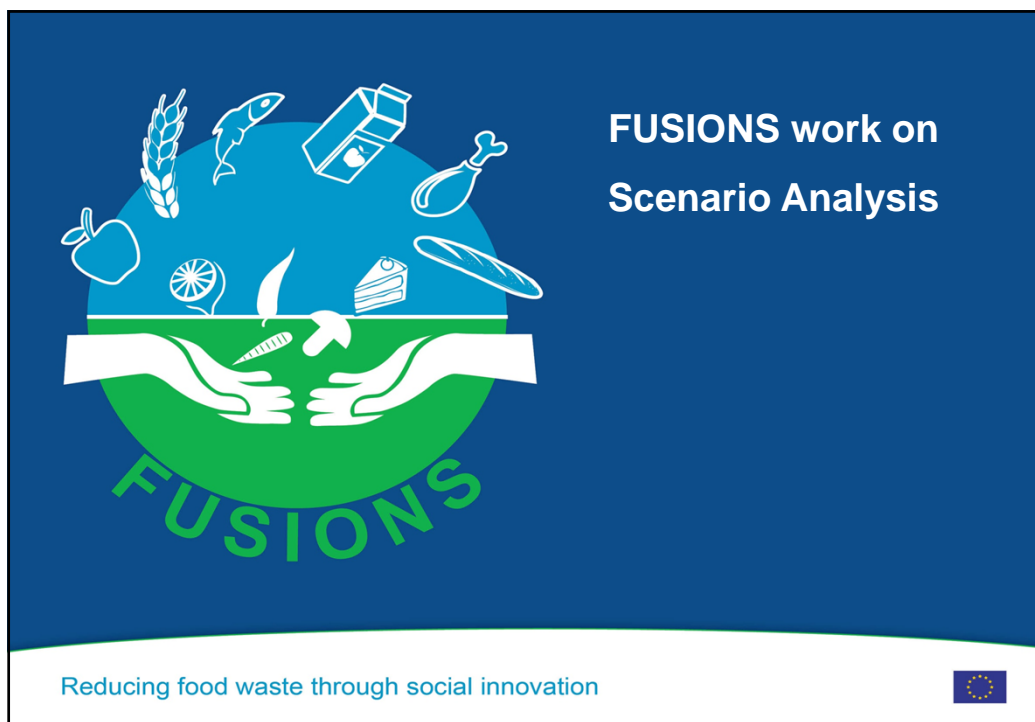
Scenario analysis

Guidelines (and recommendations) for a EU common food waste policy



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What is a scenario analysis

- **A strategic management tool to create a better understanding of potential 'futures'**
- **It helps managers and decision makers:**
 - *to explore a range of plausible futures in the context they analyse*
 - *to learn how the future 'could be', given all its uncertainties and complexities*
- **It identifies issues that need attention in strategies or policy development**
 - *in this case regarding the policy measures to reduce food waste*

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The slide has a dark blue header with the title 'What is a scenario analysis'. The main content is on a white background with a blue border. At the bottom, there is a small FUSIONS logo on the left and a European Union flag on the right.

Aim of the study within FUSIONS

To carry out a qualitative evaluation of food waste reduction in the EU-28 under different policy scenarios. This is done by identifying and analysing targeted policy interventions addressing the most relevant food waste drivers and by developing a narrative focusing to selected reference sectors:

- circular economy (S1),
- food donations in a context of social innovation (S2),
- consumer behavioural changes (S3).



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Main inputs for Scenario analysis

- Food waste drivers (i.e. FUSIONS D1.5)
- Policy measures addressing food waste drivers (i.e. FUSIONS WP3)
- Socio-economic trends (i.e. FUSIONS WP3; other)
- Consultation sessions (RPMs; EMPs) **TODAY!**

And also

- Other literature
- Data and surveys



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Aim of the consultation

To brainstorm about the combination of the most effective policy measures to reduce and prevent food waste taking into account their impact on social, economic, environmental and nutritional aspects and on the feasibility of their implementation



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Background

Scenarios around three main themes:

- **S1** Food waste reduction through donation/redistribution activities
- **S2** Implementation of the circular economy package related to food waste
- **S3** Change of consumer and household behaviour related to food waste



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S1 Donation/Redistribution

<i>Food waste drivers</i>	<i>Policies to address drivers</i>
Current economic disincentive on VAT	I. VAT exemption on all donated food II. VAT exemption on donated food nearing its expiry date III. Adjustment VAT Directive related to liabilities/ Introduction of the Good Samaritan Law in all EU countries
Lack of economic/financial incentives to donate/reduce food waste	I. Introduction of TAX benefits II. Introduction of subsidies III. Stimulate Introduction of mandatory/voluntary certification related to donation activities
Food safety and traceability	I. Adjustment to General food law related to donation by limiting donor liability II. Clarification of EU hygiene legislation with respect to donation activities, and responsibilities of retailers and food banks
Low costs of disposal of wasted food	I. Diversion from landfill (Pay as you Throw) II. Review impact of incentives and funding on the behaviour of businesses in terms of food redistribution and donation
Packaging/labelling (mismatched labels)	I. Adjustment of labelling policy related to mismatched labels
Lack of data/mandatory reporting on food waste	I. Introduce mandatory reporting
Food durability regulation : 'best before' dates related to donations	I. Awareness rising campaigns
Contracts/agreements related to wastage caused by own-label manufacturers not being able to redirect overproduction to different customers in keeping with their contractual agreements with the retailers	I. Public procurement policy to set best practice
Relationship between food suppliers and redistributors: lack of trust/knowledge in redistribution, market power	I. Establish a Code of Practice backed by an ombudsman or regulator



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S2 Circular Economy Package

<i>Food waste drivers</i>	<i>Policies to address drivers</i>
Ban on feeding ABP and catering waste to animals	I. Adjustment of EU ABP regulation
Lack of data/mandatory reporting on food waste	I. Introduce mandatory reporting
Contracts/agreements related to marketing	I. Extend shelf life II. Building new business models for collaboration between regular and social economy
Confusion with labelling (e.g. best before)	I. Clarify and simplify labelling regulation
Food durability regulation : 'best before' dates related to donations	I. Awareness rising campaigns
Improper forecasting of sales of seasonal products	I. What are the possible policy options?
Unpredictability of demand related to food promotions	I. What are the possible policy options?



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S3 Change in Consumer & Household Behaviour

Food waste drivers	Policies to address drivers
Consumer attitude (examples: 1) <i>There are no food 'shortages' as there have been in the past.</i> 2) <i>Consumers do not view feeding food to their pets as waste & some do not view unavoidable food waste as waste</i>)	I. Awareness raising campaigns II. Introduction of TAX schemes (e.g. pay-by-volume and pay-by-weight schemes for households) III. Compulsory education in primary and secondary schools + teacher training IV. Promotion of community engagement in the decision-making process (promotion of public dialogue)
Lack of consumer knowledge/skills regarding preparing cooking etc	I. Awareness raising campaigns
Lack of consumer awareness regarding Social Innovation and donation	I. Awareness rising campaigns
Improper food storage	I. Awareness raising campaigns II. Clarify and simplify labelling regulation III. Promotion of frozen/dry food use (frozen food can be stored longer)
Low perceived value of food	I. Awareness raising campaigns II. Introduction of TAX on wasting food
Consumers' preferences (example: 1) <i>People want to shop for food everywhere</i> 2) <i>Expectations of consumer with respect to opening and offer in shops.</i>	I. Awareness raising campaigns



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Consultation structure

Depending on the number of participants to split up in max 3 group

Each group will discuss

One scenario

S1, S2 or S3

Three main questions

1. What are the most important FW drivers and most effective policies to address these drivers? **(10 min).**
2. What are the expected positive and/or negative effects (risks and benefits) from the implementation of each policy intervention? Please consider environmental, economic, social and nutritional issues : **(20 min)**
3. Based on answers above please indicate: **(15 min)**
 - i. Which policy combinations will be the most effective in terms of food waste reduction?
 - ii. Which policy combinations will be the most feasible to implement?
 - iii. Which policy combinations will be the least feasible to implement?



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**Let's start and
thank you!**

If you have question
you can also contact
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