



Reducing Food Waste through Social Innovation

Sophie Easteal

WRAP

6th May 2014

Outline

- Introduction to FUSIONS work on Social Innovation
- Using Social Innovation to Drive Change
- Presenting our FUSIONS Feasibility Studies
- Next steps



Reducing food waste through social innovation



Our Vision

Social innovations
are new ideas



that meet
social needs



and create
new relationships



“We simply describe it as innovations that are both social in their ends and in their means” (1)

FUSIONS will test how social innovation can reduce food waste

(1) http://ec.europa.eu/enterprise/policies/innovation/policy/social-innovation/index_en.htm

Our Inventory

- Demonstrates what we mean by social innovation
- Shares existing initiatives
- Catalyses new ideas

Visit - www.eu-fusions.org/social-innovations

- Send your examples to WRAP!

	It Pays to Plan Challenge (Great Britain) Food waste advisors attended venues all over north London to pass on top tips and advice on how to reduce food waste and
	Industry Food Waste Audit Proposal (IFWAP) research project (Great Britain) IFWAP is a pilot research project that aims to measure perceived opportunities and barriers to the
	Kitchen Canny (Great Britain) Kitchen Canny is a step-by-step process to highlight just how much you and your family could save by being a bit cannier about the food
	Let's Get Cooking (Great Britain) Resources to set up a community cooking club. http://www.letsgetcooking.org.uk/resources/setting-up-a-
	100 ways to save food (Sweden) This book contains 100 practical tips and many inspiring recipes on how to best take care of food. http://www.fusion.se/917429
	The mobile food saver - "Too good for the trash can" (Germany) In November 2012, the app "Too good for a trash can!" was presented at a Berlin cooking



Reducing food waste through social innovation



Decentralised Food Donation

Our Feasibility Studies

Cr-EAT-ive Schools

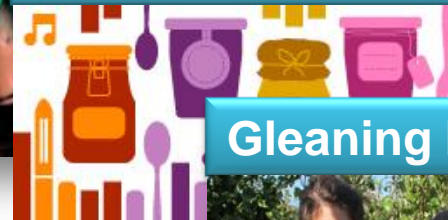
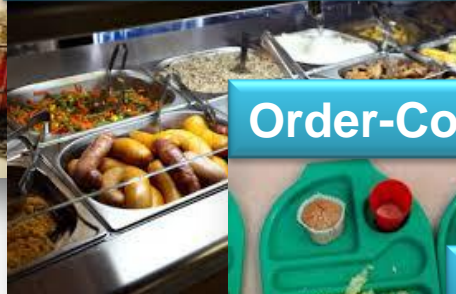
Advancing Social Supermarkets

Food Service Surplus Solution

Order-Cook-Pay

Disco BôCô

Gleaning Network EU



Using social innovation to drive change

Situation

- Gap between scale of the problems we face and scale of solutions on offer
- How can we improve society's capacity to act?



Using social innovation to drive change

Dimensions

- New combinations of existing elements
- Cut across boundaries
- Leave behind compelling new social relationships



Using social innovation to drive change

Characteristics

- Contagious courage
- Effective alliances
- Reflective practice



Decentralised Food Donation

Our Feasibility Studies

Cr-EAT-ive Schools

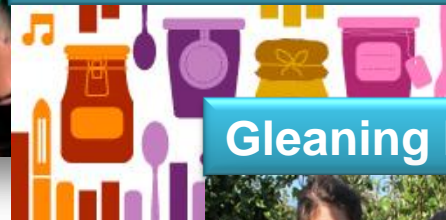
Advancing Social Supermarkets

Food Service Surplus Solution

Order-Cook-Pay

Disco BôCô

Gleaning Network EU



Our Feasibility Studies

Cr-EAT-ive Schools



- Outcome – Behaviour change of pre-school children, families and food service providers
- Project – Development of innovative educational tools that will involve parents, children, educators and cooks
- Partners – Anatoliki (Development Agency Thessaloniki)
- Location – Greece
- Contact – Dora Paschali thpaschali@anatoliki.gr



Reducing food waste through social innovation



Our Feasibility Studies

Advancing Social Supermarkets



- Outcome – Implementation of new social supermarkets
- Project – Critical analysis of success factors for delivery based on established markets in France and Austria
- Partners – University of Natural Resources and Life Sciences, and Bio-Intelligence Services
- Location – EU
- Contact – Felicitas Schneider felicitas.schneider@boku.ac.at



Reducing food waste through social innovation



bio 
by **Deloitte.**



Our Feasibility Studies

Food Service Surplus Solution



- Outcome – Develop a dispatcher service, creating a link between food service surplus and demand
- Project – Developing logistics processes, monitoring and building relationships between donors and recipients
- Partners – Hungarian Food Bank Association
- Location – Hungary
- Contact – Balázs Cseh cseh.balazs@elelmiszerbank.hu



Reducing food waste through social innovation



Our Feasibility Studies



Disco BôCô

- Outcome – Create a viral format of events to bottle discarded fruit and veg
- Project – Mobilise local community to connect & make use of food surplus by developing domestic preservation skills
- Partners – Bio-Intelligence Services and Feeding 5000
- Location – France
- Contact – Agathe Derain ADerain@deloitte.fr



Reducing food waste through social innovation



Our Feasibility Studies

Gleaning Network EU



- Outcome – Create national gleaning networks across EU, based on pioneering activity in UK
- Project – Provide a model for collaboration and specific support to groups initiating gleaning networks
- Partners – Feeding 5000
- Location – EU
- Contact – Niki Charalampopoulou niki@tristramstuart.co.uk



Reducing food waste through social innovation



Next Steps

- We are working towards achieving a more resource efficient Europe by significantly reducing food waste
- Our Feasibility Studies will be implemented and evaluated
- Results will be shared to encourage others to replicate or build on our ideas



Reducing food waste through social innovation





For more information,
contact:
Sophie.Easteal@wrap.org.uk

www.eu-fusions.org

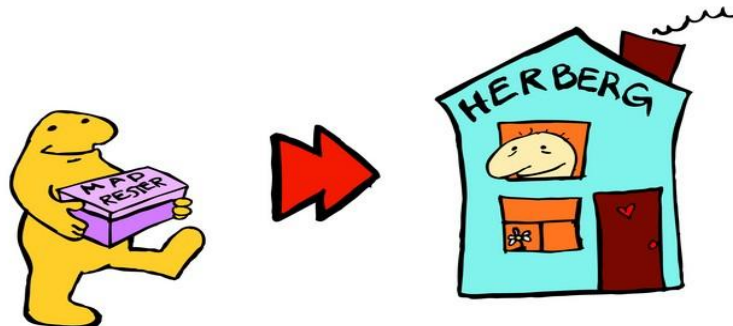
 @EU_FUSIONS

 EU-FUSIONS



Survey, FUSIONS: Surplusfood.net

March 2014



About Communiqué

Facts

- Founded in 1995
- 12 employees
- Among Denmark's oldest PR agencies
- Location: Copenhagen, Denmark

What we do?

- Specialised in Dissemination, PR, media relations, Public Affairs, Crises Management, Branding, Campaigns, Media Training etc.

International network

- Danish affiliate of the world's largest and best rated PR-network, Edelman (www.edelman.com)
- Partner in FUSIONS



Competencies

Healthcare

Technology

Industry

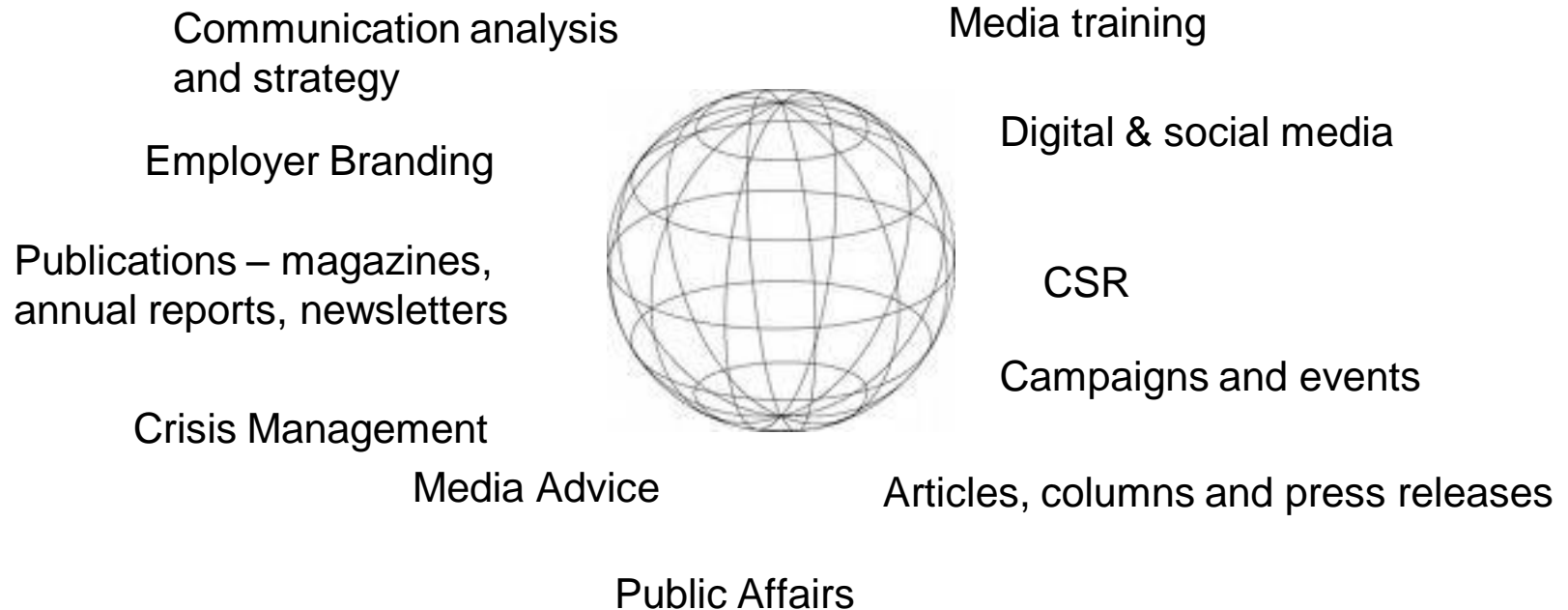
Lifestyle
and
Consumer

Finance

Public
Sector

What can we offer

Corporate Communication



How we work

- Quick response time
- Open and confidential dialogue
- Mutual sparring and mentoring
- Great results and documentation of performance



Credentials



where information lives™

Frans Grandjea

Director and Partner, Communiqué as

Education

- Master in Communication; B.A. PE (cand. Mag.)
- Didactics training for high schools

Former employment

- Director, Grandjean Communications and Plus PR
- Communications Director, Technological Institute
- Information Manager, ElectronicCentralen

Contact

- fg@communique.dk
- +45 2332 3637



Presentation of Surplusfood.net - Overskudsmad.dk



Insufficient dialogue in surplus food distribution

Area of distributing surplus food to worthy needing is dominated by:

- A few in-between organization demanding money for distribution and thus keeping many shelters from receiving surplus food
- Inefficient ad-hoc communication between some supermarkets and shelters
- A large number of enterprises and organizations that could and would contribute



A twining project connecting: Donors and worthy needing

Using IT to:

- Establish an easy, non-bureaucratic and efficient dialogue channel,
- Supermarkets and gross food handling will present available surplus food on a daily basis
- Dialogue includes bilateral appointments about delivering or picking up



A project status (March 2014)

During the first months::

- Danish domain named and bought: www.overskudsmad.dk
- App. 250 Danish shelters etc. have been registered and placed on Google Map,
- Work with strategy and placing-in of misc. donors (supermarkets etc.) started,
- A sponsor for the IT-work has been identified – started working on the structure; first drafted text version sent to IT-people,
- First major sponsor for the ‘running phase’ has been identified (Landbrug & Fødevarer, the predominant Danish trade organization for food and agriculture),
- Structure and content for general sponsor-model ensuring the site a long life has been started up.



Perspectives



The context of the project:

- Danish project (www.overskudsmad.dk) considered an independent project with a long term perspective,
- Prototype will be finished in July-August 2014, test in September, launch in October,
- Internationally it is also a pilot project paving the way for similar initiatives in Europe and beyond,
- For that purpose www.surplusfood.net has been bought,

I'm inviting everybody to take part in the internationalization of the project from 2015 and onwards.



Communiqué cases, F&B

Examples:

- William Grant & Sons
- Starbucks
- Irma (Danish high-end retailer)
- Misc. projects within Food

Waste



**Thank you,
...and all the best from Selina Juul!**



+45 2332 3637

or

fg@communique.dk

Communiq  , Kronprinsessegade 8 B, 4. sal , 1306 K  benhavn K

+45 3698 3400

www.communique.dk



Reducing food waste

through social innovations

Bakground

According to Swedish law every pupil in school should have free nutritional well balanced lunch served every day.



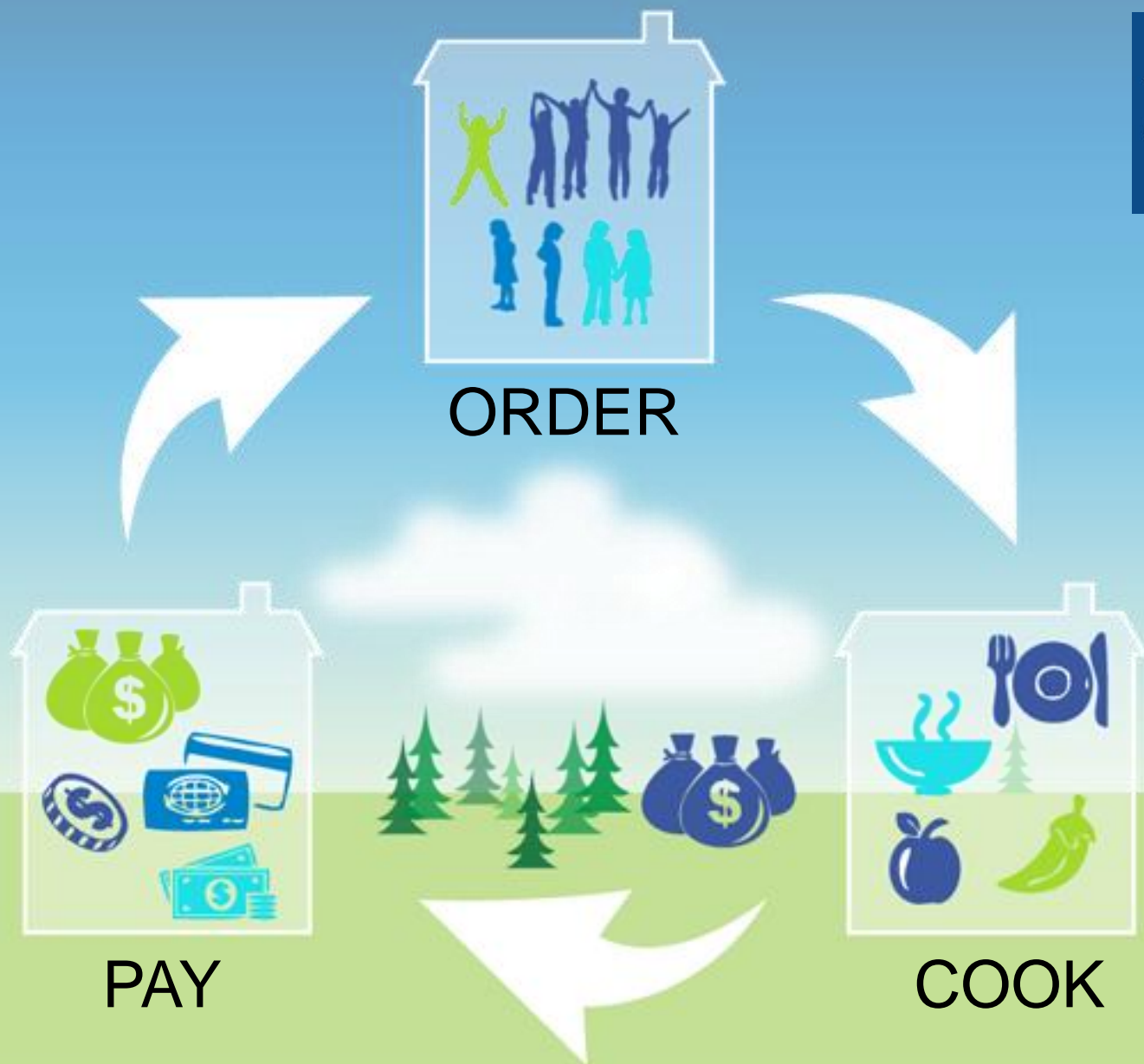
Bakground

Food waste caused by over production

Lack of information to the kitchen

~20% do not reach the stomach





How many meals to

Project Objectives

- Tackle canteen food waste by transforming traditional ways of working
- Guidance to an effective implementation to support changes in behavior
- 10-50% less Food Waste



Long term objectives

- Tools to support new policies, waste plans...
- Ambassadors - Environment heroes



Multi disciplinary – 5 Pilot Municipals

- School – Kitchen
- Behavior
- Nutrition
- Technics
- Engagement





ORDER | COOK | PAY



Would you like to be one of
5 pilot municipalities?

Contact

Camilla Byrinder,
Inventor OCP

Telefon: + 46 736-46 45 11

Thank You! Ulla-Karin Barr

