



# Think Eat Save: Preventing Food Waste Globally

**FUSIONS EPM**

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## The Food Security Challenge

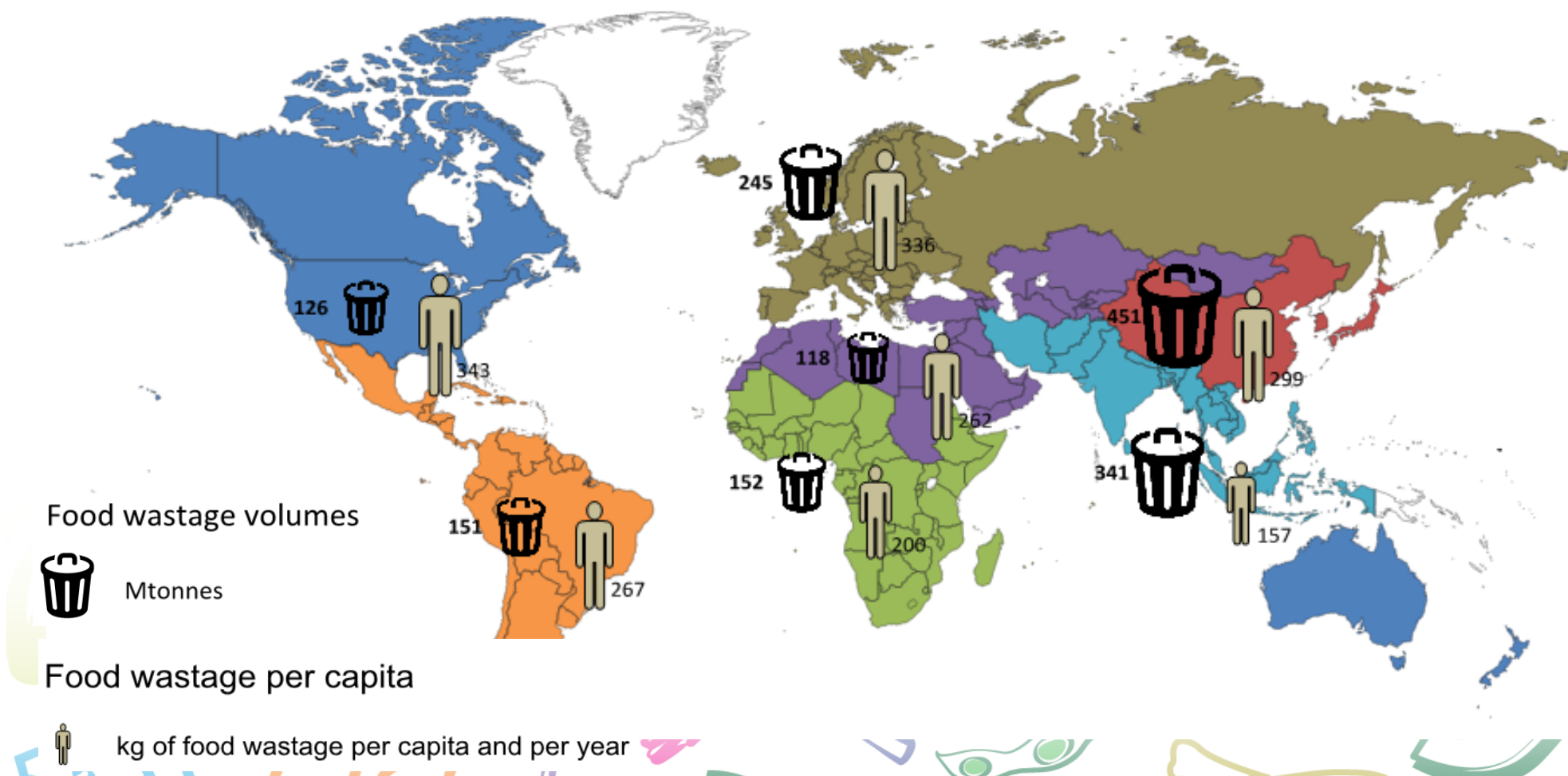
- The world produces about **2830 cal/person per day**, which is **enough to feed the planet**
- Yet **805 million people are undernourished** today
- And **at least one third** or 1.3 billion tonnes **of this food is wasted every year**
- By 2050, the world's population will reach **9 billion people** – **eliminating food waste** is a critical to global food security strategy





# The Environmental Challenge

Global volume of food loss & waste is estimated at 1.6 Gtonnes of 'primary product equivalents', of which 1.3 Gtonnes is edible.

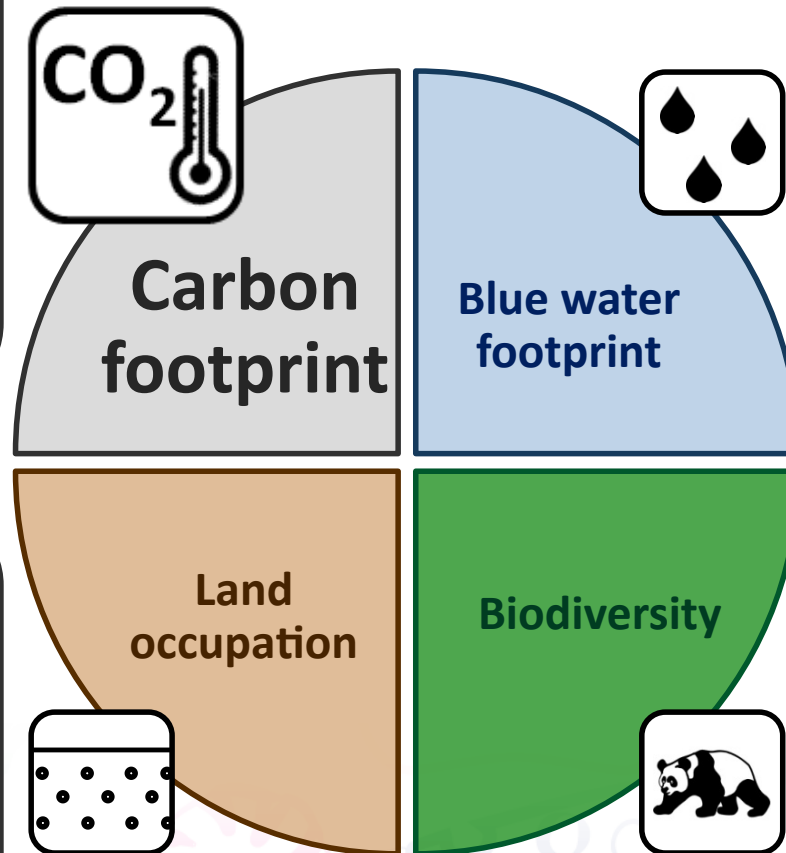




# The Environmental Impacts of Food Loss & Waste

**Carbon footprint of food loss & waste:**  
3.3 Gtonnes of CO<sub>2</sub> equivalent. As a country, would be 3<sup>rd</sup> top emitter after USA and China.

Food loss & waste occupies almost 1.4 billion hectares of land, close to 30% of the world's agricultural land area



**Blue water footprint of food loss & waste:**  
about 250 km<sup>3</sup>, or 3 times the volume of Lake Geneva

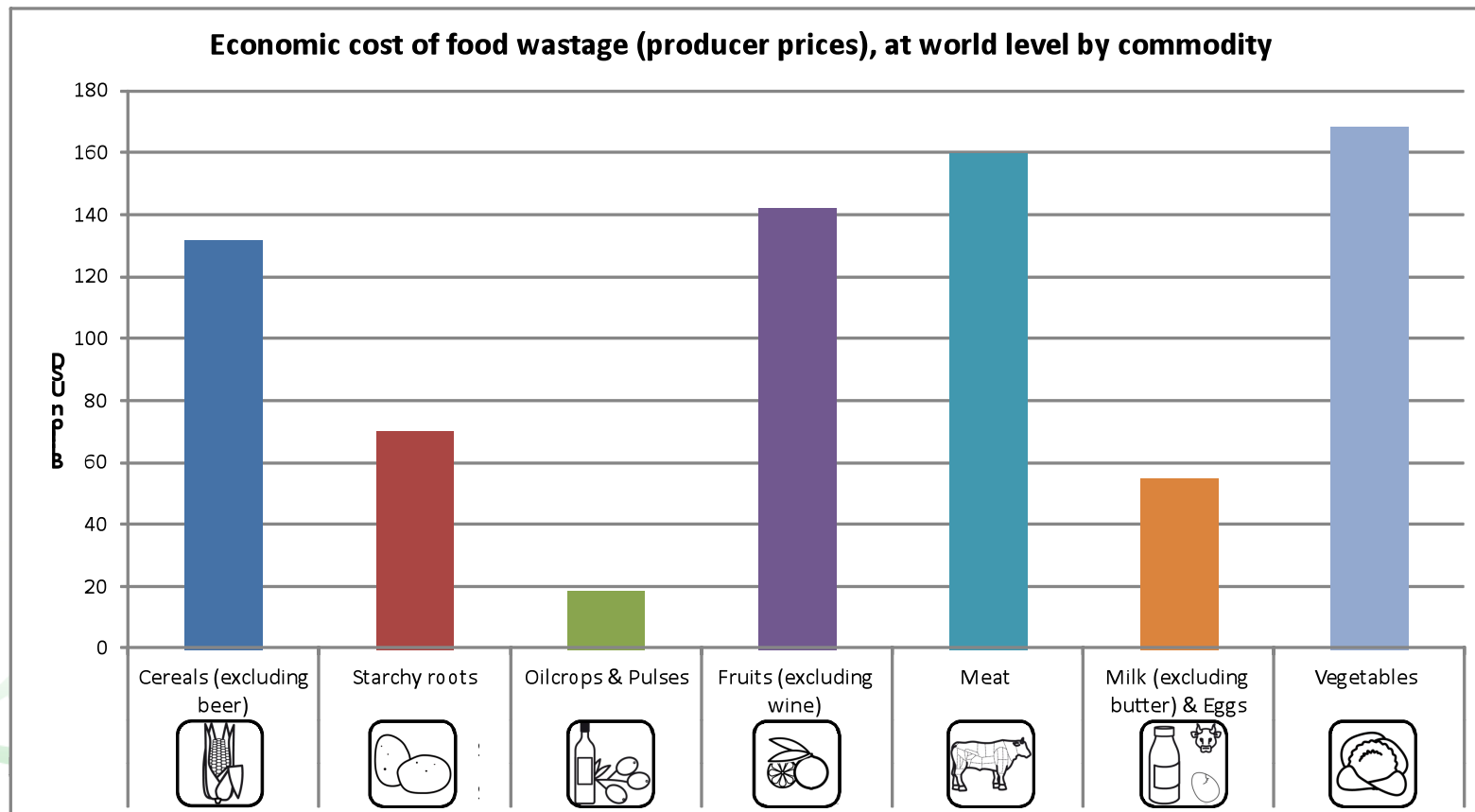
Impact on biodiversity and ecosystems is significant and difficult to measure.



# The Economic Impacts of Food Loss & Waste



On a global scale, the cost (based on 2009 producer prices) of wastage is 750 billion USD.





## Global Objectives

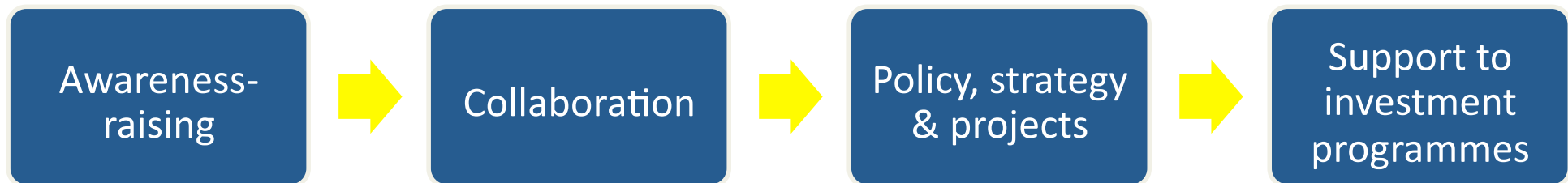


- Zero Hunger Challenge Element 5: Zero lost or wasted food
- UNEP-FAO co-lead responsibility for this challenge
- Implementation via the SAVE FOOD initiative



## A Global Response

SAVE FOOD is a global initiative fighting food loss and waste, led by FAO in partnership with UNEP, Messe Düsseldorf and a wide range of stakeholders. It covers the following 4 pillars:



Within this framework, the **Think Eat Save** initiative works specifically on downstream food waste, catalyzing action through:







## Think Eat Save Initiative

Two key elements of the initiative:

- A global awareness-raising campaign
- A methodology for food waste prevention programmes at national and local level, being implemented through pilot projects

Launched in January 2013, the initiative seeks to:

- galvanize widespread action at global, national & local levels
- catalyze more sectors of society to be aware and to act
- connect food waste prevention to food security, ecosystems impact, climate change and sustainable consumption and production
- support concrete food waste prevention programmes at national and local level







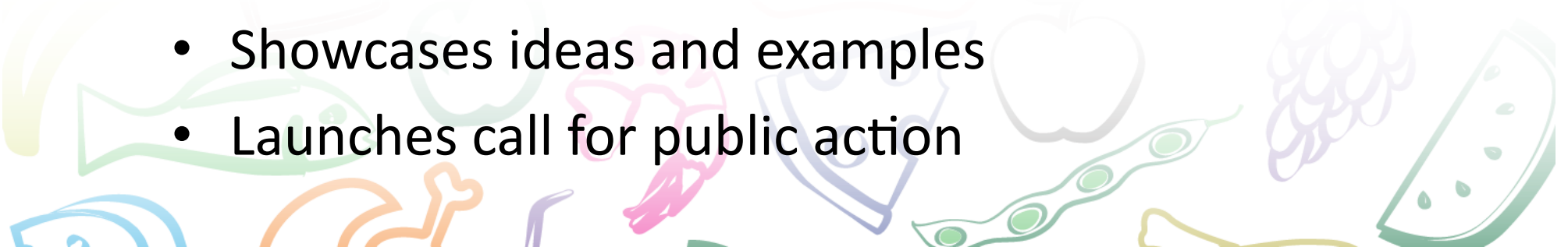
# The Think Eat Save Campaign

## Objectives:

- Raise awareness on food waste prevention
- Inspire action
- Share best practice

## The website [www.thinkeatsave.org](http://www.thinkeatsave.org):

- One stop shop for news and resources
- Showcases ideas and examples
- Launches call for public action





## The Campaign: First Results

- Articles, blogs, videos and tips updated constantly
- Monthly average Twitter reach of 5 million
- Food waste key theme of World Environment Day, June 5<sup>th</sup> 2013 & key pledge in 2014
- In India **#ThinkEatSave** was the number 1 topic of social media conversations for the duration of June 5th 2013



Here, **Think Eat Save** Goodwill Ambassador **Gisele Bündchen** shares key campaign messages while cooking with leftovers on NBC



## Think Eat Save Update

### Please spread the word: New competition for schools!

By undertaking one of the following activities, students or their schools can win up to US\$5,000 that can be used to further implement their winning idea:

- Investigate how much food the school wastes every year and learn about the main causes of waste
- Take action to eliminate or reduce food waste in the school
- Raise awareness in the school and/or community on the issue of food waste and why it should be eliminated

Entries must be submitted by **16 November 2014**.

For all terms and conditions, **please visit: [www.thinkeatsave.org/studentchallenge](http://www.thinkeatsave.org/studentchallenge)**



**THINK•EAT•SAVE**  
**STUDENT**  
**CHALLENGE**



# Food Waste Prevention Programmes at National & Local Level

- Guidance for public authorities, businesses and other organisations on **mapping, planning and delivering** effective food waste prevention strategy
- Published in **May 2014**
- Guidance methodology to be piloted in selected countries/cities worldwide

Think.Eat.Save Guidance Version 1.0 is a new tool launched by the United Nations Environment Programme (UNEP), the Food and Agriculture Organization of the United Nation (FAO) and the Waste and Resources Action Programme (WRAP).





# Food Waste Prevention Programmes

## Guidance Methodology

### Module 1: Mapping and measuring food and drink waste



Key steps:

- Quantification at national/regional level
- Quantifying waste arising from the supply of food and drink
- Quantification at household level

### Module 3: Developing and implementing programmes to prevent and reduce household food and drink waste



- Plan and develop a strategy for a consumer engagement programme
- Establish a baseline and set a target
- Develop evidence-based guidance
- Take action to prevent food waste
- Measure, monitor and report progress

### Module 2: Options for developing national or regional policies & measures



Key steps:

- Options for motivational strategies
- Voluntary Collective Action Programmes
- Consumer Engagement Campaign

### Module 4: Preventing food waste in business supply chains (retail, manufacturing & food service)



Key steps:

- Corporate strategy, baseline and targets
- Taking action: guidance with tools and examples
- Measurement and reporting progress towards targets





## 5 steps to food waste prevention

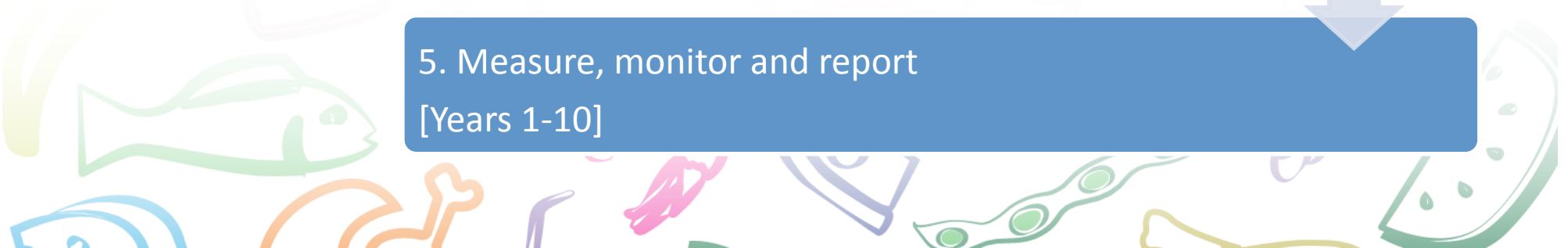
1. Planning and strategy development [Years 1-5]

2. Establish a baseline and set target  
[Years 1-2]

3. Develop evidence-based guidance  
[Years 2-10]

4. Take action to prevent and reduce waste  
[Year 2-10]

5. Measure, monitor and report  
[Years 1-10]





## Pilot Programmes

The Guidance methodology will be piloted at national and local level. Food waste is a global issue and affects every country in the world. Many actions to reduce food waste are being undertaken and pilots can build on and support existing work, as well as providing specific benefits.

Benefits include:

- Developing a local action plan with concrete economic and environmental benefits
- Part of the globally-recognised UN Think Eat Save initiative - Involvement in a high profile programme of activity
- Reaping the benefits of existing experience and building on existing activities to accelerate change

First pilot launching in Johannesburg/Pretoria, South Africa.





**This is only the beginning...**  
**Please join us to Think Eat Save!**  
**[www.thinkeatsave.org](http://www.thinkeatsave.org)**

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**#ThinkEatSave**

