



Exploring social innovation to reduce food waste

Sophie Easteal, WRAP

30/10/14

Welcome!

- The role of social innovation in preventing food waste
Visit - <http://www.eu-fusions.org/social-innovations>
- Benefiting people through food waste prevention social innovation projects
- Supporting and scaling social innovation to reduce food waste



The role of social innovation in preventing food waste – introducing our feasibility studies



<http://www.youtube.com/watch?v=U2er3zHxJic>



Reducing food waste through social innovation

wrap





Benefiting people
through food waste
prevention social
innovation projects
Inspiration interviews



Table top discussion (sheet 1)

- What are the social benefits possible from food waste prevention social innovation projects?
- How can we measure social benefits alongside food waste prevention?





Supporting and
scaling social
innovation to reduce
food waste
Inspiration pitches



Snact.



Project history



Foodways Consulting





From A to Z in 6 Months

10 Modules 22 Days

18 Coaching Sessions

Teaching // Coaching



Community // Network





Funding

Food Expertise

**First
Clients**

Experts

Exchange

Legal

Partners

Accounting

**legal
structure**

**Pricing /
financing /
branding**

Hands-on trainings

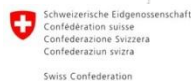
**BUSINESS
MODEL
GENERATION**

**REACHING
YOUR
CUSTOMERS**

Coaches



+ Coaches from our partners



<http://www.ourcommonfood.ch/#!coaches/c21ae>

Coaching Session - 8 October (Zurich)

Raoul Stöckle (Äss-Bar) and Michelle Grant (ETHZ)



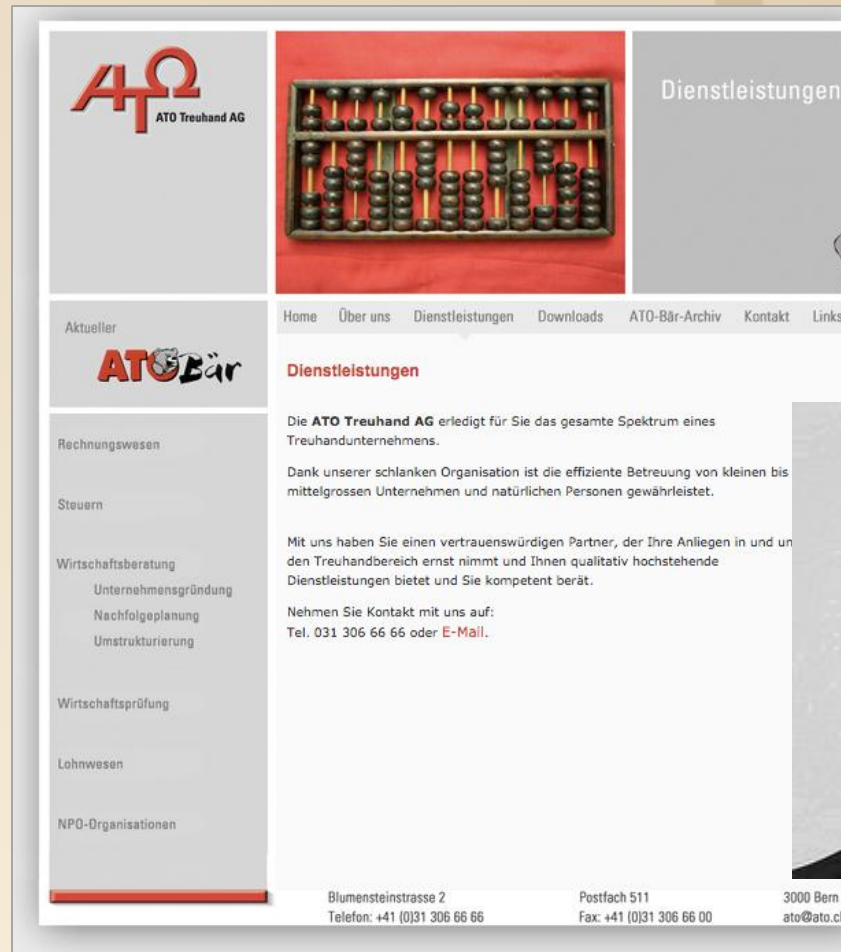
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Coaching Session – 10 December (Zollikofen)

Daniel Moser, ATO Treuhand AG

Bring
your
specific
questions



The screenshot shows the website of ATO Treuhand AG. The header features the ATO logo (a red stylized 'A' and 'O' with a triangle) and the text 'ATO Treuhand AG'. To the right is a large image of an abacus. Below the header is a navigation bar with links: Home, Über uns, Dienstleistungen, Downloads, ATO-Bär-Archiv, Kontakt, and Links. The main content area is titled 'Dienstleistungen' and contains the following text:

Die **ATO Treuhand AG** erledigt für Sie das gesamte Spektrum eines Treuhandunternehmens.

Dank unserer schlanken Organisation ist die effiziente Betreuung von kleinen bis mittelgrossen Unternehmen und natürlichen Personen gewährleistet.

Mit uns haben Sie einen vertrauenswürdigen Partner, der Ihre Anliegen in und um den Treuhandbereich ernst nimmt und Ihnen qualitativ hochstehende Dienstleistungen bietet und Sie kompetent berät.

Nehmen Sie Kontakt mit uns auf:
Tel. 031 306 66 66 oder [E-Mail](mailto:ato@ato.ch).

The left sidebar lists various services: Rechnungswesen, Steuern, Wirtschaftsberatung (Unternehmensgründung, Nachfolgeplanung, Umstrukturierung), Wirtschaftsprüfung, Lohnwesen, and NPO-Organisationen. The footer contains contact information: Blumensteinstrasse 2, Telefon: +41 (0)31 306 66 66, Postfach 511, Fax: +41 (0)31 306 66 00, 3000 Bern 9, and ato@ato.ch.

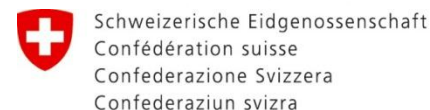


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Partner Network

PARTNERS



Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
Federal Office for Agriculture FOAG

KNOWLEDGE PARTNERS



NETWORKING PARTNERS



**ALBERT
KOEHLIN
STIFTUNG**

Community of Entrepreneurs

Loïc Leray, Fabian Schweizer	MyCloudKitchen
Gijs Kakebeeke	Sustain
Michael and Gabriel Peter	Wellberg Food Truck
Lukas Bühler, Remo Bebie, Thomas Lehmann	RADiesli
Julio Palencia	Waste from raw materials
Dimitri Meierhofer, Lisa Lee Benjamin	Benjamin Baum
Stefan Schultze, Christian, Matthias	Essento
Corinne Wälti	Refiller
Nnaemeka Ikegwuonu	FarmFresh
Sophie Frei	Freistil
Kristina Kuznetsova	Made in Ukraine
Franziska Güder and Simon Weidmann	Äss-Bar Bern
Stephan Schmutz	No-waste Restaurant
Mirko Buri	Mein Küchenchef



“I’m pretty sure true entrepreneurship can’t be taught. I do hope it can be encouraged.”

(Source: <http://www.forbes.com/sites/brettnelson/2012/06/05/the-real-definition-of-entrepreneur-and-why-it-matters/>)



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Encouraging is individual

No **‘one size fits all’** programme possible

Coaches and presentations of successful entrepreneurs fuel motivation and enable **‘reality check’**

Food sector **expertise** required

Exchange & synergies between individual projects

Networks & a sparring partner for **decision taking**



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More information?

Markus Hurschler
markus.hurschler@foodways.ch
+41 79 433 29 47

www.foodways.ch
www.foodwaste.ch



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Snact.

FUSIONS Workshop
October 2014

Intro

Snact's Journey

Challenges

Thoughts on the network



Snact in a nutshell



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Our approach

Give a shit

The food system is fundamentally flawed:

- Food waste
- Food poverty
- Obesity

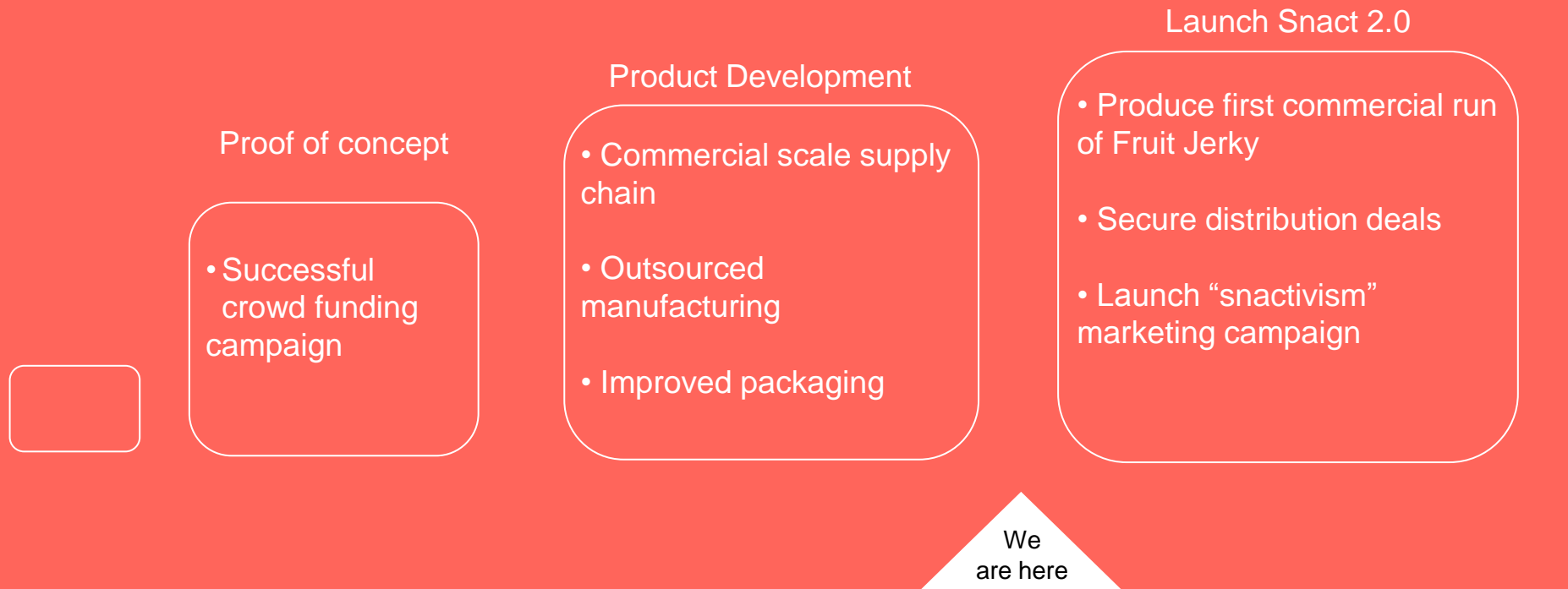
&

Get shit done

Create a business that:

- Uses surplus as an input to production
- Creates employment opportunities
- Sells real food

The Snact Journey



Our approach

Network to find surplus

Outsource production

Use surplus and normal fruit

Challenges - Scaling

- 30,000 units a month to be commercially viable
- More prescriptive approach to production
- Availability of produce



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Challenges - Supply

- Variability of products
- Variability of quality
- Number of stakeholders



Challenges - Communication

- Talking about food waste without putting people off
- That we use surplus and normal fruit



Thoughts on the FSE network

Sharing best practice

Collaborating

Communication and awareness

Influence (industry and policy)

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www.snact.co.uk

@SnactNow

michael@snact.co.uk

Table top discussion (sheet 2)

- What support do entrepreneurs / innovators need to realize their ideas?



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Alice Codsi and Joris Depouillon

Food Surplus Entrepreneur

- Confitures Re-Belles
 - jam from surplus fruits
 - employ people who are struggling to find a job
- Combining two major topics
 - Social economy: 14.000.000 jobs in EU
 - Food waste: 1/3 of all food goes to waste





CONFITURE
REBELLE





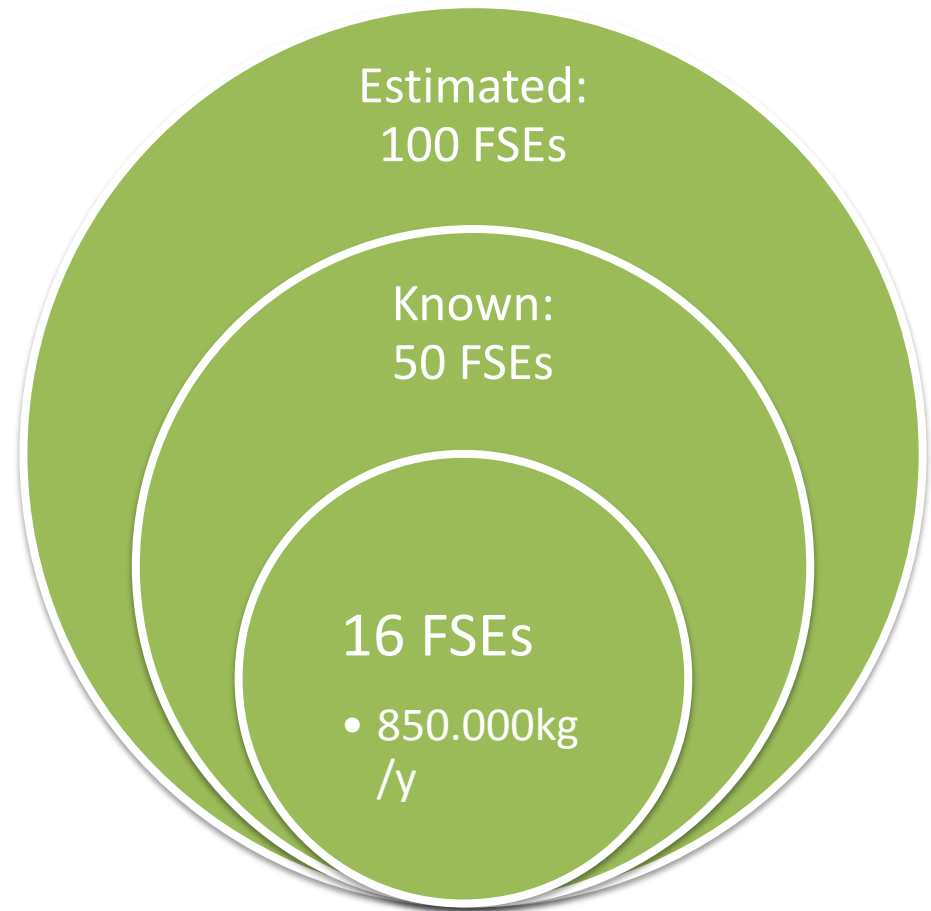


Winnow



Food Surplus Entrepreneurs

- Know of 50 Food Surplus Entrepreneurs in EU
- Estimate there are 100 in EU
- 15 entrepreneurs save 850.000kg of food per year



Challenges and needs

Main CHALLENGES of 15 entrepreneurs

- Sourcing of food surplus: 4
- Finding a space: 3
- Communication: 2

Exchange and collaboration

Main STRENGTHS of 15 entrepreneurs

- Sourcing of food surplus: 2
- Communication: 4

COLLABORATION between entrepreneurs:

- Sourcing of food surplus
- Finding a space

Activities and business model

- Community (free services)
 - Online community
 - Connecting entrepreneurs
 - Online problem-solving workshops
 - Offline events
 - Free advice

Activities and business model

- Membership organisation
 - Facilitating access to public and private financing
 - Local collaborations (sourcing, sales)
 - Visibility (FUSIONS)
 - Voicing the needs of entrepreneurs (FUSIONS)
- Consultancy to transmit innovations
 - To entrepreneurs
 - To municipalities, food companies etc.

eneurs

Search

Joined Share

Food Surplus Entrepreneurs Members Events Photos Files Search this

Write Post Add Photo/Video Ask Question Add File

Write something...

RECENT ACTIVITY

Francesco Attanasio
20 October at 07:11

This is an event about food waste: International Forum on Food and Nutrition - 3rd and 4th December - Milan, Italy
<http://www.barillacfn.com/en/forum/forum-2014/>

ABOUT

Closed Group

This group is a comm... entrepreneurs, a perfe... experi... [See More](#) · E

48 members (1 new) Email

+ Add people to group

Tags:

Food waste · Entrep

REQUESTS (8)



Help Dominique solve h

Our Mission

The Food Surplus Entrepreneurs Network
reduces food waste

- by supporting food surplus entrepreneurs to increase their impact
- by spreading their innovations

We need your input!

- Ideas and suggestions
- Food Surplus Entrepreneurs in your country
- Questions



Table top discussion (sheet 2&3)

- Of the support that entrepreneurs need (sheet 2), which aspects are those that a network can support?
- Which networks are you part of? (sheet 3)
- From your experience, what are the benefits of being part of a 'network'?



Thank you!

- Introduced our feasibility studies to demonstrate how social innovation can prevent food waste
- Explored how we can benefit people through food waste prevention social innovation projects
- Discussed how we can support and scale social innovation to reduce food waste



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Thank you

www.eu-fusions.org/social-innovations

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