

LIFE-Food.Waste.StandUp

Collaboration along the food chain: an Italian case study



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The LIFE Programme

- The LIFE Programme is the EU's financial instrument supporting environmental, nature conservation and climate action projects throughout the EU, since 1992;
- LIFE-Food.Waste.StandUp project is financed by the LIFE Programme 2014-2020;
- The LIFE Programme 2014-2020 is contributing to the achievement of the objectives and targets of the Europe 2020 Strategy, the 7th Union Environmental Action Programme, and of course also to the SDG 12.3;

LIFE-Food.Waste.StandUp – Context

- A pillar for Life's efficiency was the creation of an environment conducive to stop food waste in Italy. In fact in 2016, the Law 166/2016, so-called Legge Gadda was adopted by the Italian Government. This measure promotes the recovery of food surpluses, by leaning on the collaboration between different subjects;
- It proposes a legal definition of «food surplus» that, in addition to integrating the different aspects (fiscal, sanitary, etc), puts the focus on the dignity and value necessary to implement the recovery operations;
- The purpose of the law is to encourage recovery and the donation of food surpluses also by extending the product life, in order to increase the donation.

LIFE-Food.Waste.StandUp – ID & Consortium



Start Date

7 July 2016

End date

30 September
2019

Funding:

1.571.100 €

Objective:

- Life-Food.Waste.StandUp main objective is to raise awareness and knowledge level on surplus food management and food waste prevention among three key actors of the food supply chain: agro-food companies, food retailers and consumers, by the mean of a coordinated information campaign targets tailored, carried out at national and European level;

Strategy:

- Through various initiatives, the project aims to implement a system of information campaigns and training programs that involve consumers, agro-food companies and distribution operators;

Consortium:

- Federalimentare;
- Federdistribuzione;
- Fondazione Banco Alimentare Onlus;
- Unione Nazionale Consumatori

Fondazione Banco Alimentare Onlus

- Since 1989 Fondazione Banco Alimentare Onlus (FBAO) coordinates the Italian food bank network («Rete Banco Alimentare») bringing added value to the efforts and results of each territorial food bank (21);
- The Rete Banco Alimentare collects foodstuffs which are still perfectly edible but, having lost their commercial value, would be destined to destruction;
- Through its action, FBAO brings social, economic, environmental and educational benefits to the society, fighting against food waste and supporting the disadvantaged;
- In 2018 we collected and re-distributed 91.000 tons of edible food, helping 1.500.000 people in Italy.

LIFE-Food.Waste.StandUp – Project Partners 1/2

- To achieve such an ambitious goal, it was required to set up a consortium with important national players and interlocutors for the beneficiaries (institutions, industry, GDO, consumers, etc.);
- Mixing different stakeholders in implementing the project is an effort to introduce new ways of thinking and educate on the issue of food waste the different parts of the supply chain;
- The basis of the approach was to promote, at the same time and through cross-sectorial group and meetings, three target tailored information and awareness raising campaign on food waste prevention. The 360 degree holistic and multi-tool project approach allows to reach simultaneously and interactively the three actors of the supply chain (industry, food processing and retail, and consumers) that are responsible annually for 70% of food losses and wastage.

LIFE-Food.Waste.StandUp – Project Partners 2/2

- **FEDERALIMENTARE** represents, protects, and promotes the Italian Food and Beverages industry, which is the second-highest-rankin Italian manufacturing sector (8% of the national GDP);
- **FEDERDISTRIBUZIONE** represents Italian National Retailers. Through its national, local and community bodies, it represents retailers of various sectors, agri-food included;
- **UNIONE NAZIONALE CONSUMATORI** is the first Italian Association acting for consumers' protection, established in 1955;
- **FONDAZIONE BANCO ALIMENTARE ONLUS** is the Italian food bank. It is engaged in the recovery of surplus food. In this way, foodstuff can turn into a resource for the needy.

LIFE-Food.Waste.StandUp – Working together 1/2

- The awareness campaigns are providing information and expert support on the food waste prevention practices, with particular focus on the surplus food management opportunities (sustainable surplus food management via specialised organisations as food banks, fiscal and economic benefits, protocols, liability and internal operating procedures), for all types of companies) food waste mitigation solutions and best practices, address to all citizens as «food consumers». As regard consumers, the partners produced educative materials with advices and suggestions on proper home storage methods to reduce food losses;
- By mixing different stakeholders LIFE-Food.Waste.StandUp is offering alternatives to simple food dismissal in landfill, but also encouraging cross-cutting cooperation among all quadruple helix actors, on food waste prevention. Scope of the interdisciplinary dialogue is to promote a new way of thinking to valorise food waste and improve resource efficiency in food sectors.

LIFE-Food.Waste.StandUp – Working together 2/2

- The awareness raising of Federalimentare and Federdistribuzione had addressed agro-food enterprises and food retailers. By using different approaches and channel the partners shared information on sustainable food surplus management against food waste:
 - ✓ Technical guidelines tailored for agro-food companies and retailers;
 - ✓ E-tutorials;
 - ✓ Story telling videos;
 - ✓ Capacity building trainings to territorial branches of both Federations.
- UNC is carrying out a food waste prevention campaign aimed to educate and raise awareness among civil society. It promotes more responsible behaviours on different issues: correct interpretation of products expiry dates, (difference between preferably and best before), home storage methods, smart shopping and responsible food preparation. UNC campaign has developed educative guides, videos, and the app «Spesa Facile». UNC had also established 59 physical info points on food waste prevention.

The contribution of Banco Alimentare 1/2

- Fondazione Banco Alimentare Onlus is deeply involved in all awareness campaigns, supporting each partner. It has a coordinating role in the project, ensuring dialogue and knowledge exchange among quadruple helix actors of the food supply chain and by giving specific information about the donation and recovery procedures for each beneficiary;
- **Banco Alimentare & Federalimentare:**
 - ✓ Technical guidelines for food donations for the Italian food sector industry;
 - ✓ Technical guidelines for food donations for the representatives of the local branches of Federalim.;
 - ✓ Three video clips to raise awareness and educate enterprises on food waste prevention and mgmt;
 - ✓ 20 training seminars with food enterprises to present the objectives of Life FWSU project;
 - ✓ Contest for best food waste prevention idea addressed to the three stakeholders involved;
 - ✓ Monitor the social impact of the project by comparing the state of the art at the beginning of the project, during the implementation and at the end of it.

The contribution of Banco Alimentare 2/2

- **Banco Alimentare & Federdistribuzione:**
 - ✓ Technical guidelines for food waste prevention for the GDO;
 - ✓ Anti-food waste kit for the GDO employees;
 - ✓ Three story-telling videos;
 - ✓ Roadshow (national awareness seminars) in 20 Italian regions.
- **Banco Alimentare & Unione Nazionale Consumatori:**
 - ✓ Educative guide to consumers on food labelling;
 - ✓ Educative guide to consumers on proper food storage;
 - ✓ Educative guide to consumers on smart shopping;
 - ✓ Roundtable involving the partners of the consortium;
 - ✓ App «Spesa Facile»;
 - ✓ Promotion of the «Save bag».



Some of the results so far:

- Dissemination of the Project contents to more than 20,000 Food Companies;
- Involvement of more than 5.000 points of sale in the information campaign;
- Involvement of over 50.000 consumer;
- Direct training for 60 companies;
- Direct training to more than 50 employees in the food sections;
- Guidelines for food businesses;
- Working tables on the topics of food waste (by sector);
- Roadshows in the Italian regions;
- Technical guidelines for companies of the mass distribution;
- Anti-waste kit for employees of the mass distribution;
- First episode of "video storytelling";
- Radio-clip widespread at the point of sale;
- Guidelines for consumers;
- "SPESA FACILE" app to help consumers reduce domestic waste;
- Training of more than 30 regional info points of the Unione Nazionale Consumatori.

ALL THE DEVELOPED CONTENTS ARE FREELY DOWNLOADABLE FROM THE WEB SITE www.lifefoodwastestandup.eu

Thank you!

