



# GOOD PRACTICE COLLECTION

**about worldwide sustainable food  
in the context of a circular economy**



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## WHAT IS FOOD LOSS AND WASTE?

### WHAT IS FOOD LOSS AND WASTE?

**Food waste** is the decrease in the quantity or quality of food resulting from decisions and actions by retailers, food services and consumers.

Source: <http://www.fao.org/3/ca9692en/online/ca9692en.html>

Food waste occurs at the retail and consumption levels.

Source: <http://www.fao.org/state-of-food-agriculture/en/>

Food waste is the result of purchasing decisions by consumers, or decisions by retailers and food service providers that affect consumer behaviour.

Source: <http://www.fao.org/3/ca9692en/online/ca9692en.html>

Food is lost or wasted throughout the **food supply chain**, from initial agricultural production down to final household consumption. Food losses in developing countries are more than 40 % at postharvest and processing levels, in industrialized countries more than 40 % occur at retail and consumer levels.

## GOOD PRACTICE COLLECTION SUMMARY

The sustainability of food systems is a global issue and food systems will have to adapt to face diverse challenges.\*

The worldwide Good Practice collection presents practices that reflects **A Farm to Fork Strategy**\* with particular focus on building the **Food chain** that works for Consumers, Producers, Climate and the Environment.

The practices are divided by categories/topics:

1. Ensuring sustainable food production\*

An example of a new green business model is carbon sequestration by farmers and foresters. Farming practices that remove CO<sub>2</sub> from the atmosphere contribute to the climate neutrality objective

2. Ensuring food security\*

Climate change and biodiversity loss constitute imminent and lasting threats to food security and livelihoods.

An example of sustainable food system that ensure a sufficient and varied supply of safe, nutritious, affordable and sustainable food to people at all times, not least in times of crisis.

### 3. Stimulating sustainable food processing, wholesale, retail, hospitality and food services practices\*

An example of Food processors, food service operators and retailers shape the market and influence consumers' dietary choices through the types and nutritional composition of the food they produce, their choice of suppliers, production methods and packaging, transport, merchandising and marketing practices.

### 4. Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets\*

An example of how to empower consumers to make informed, healthy and sustainable food choices, by provision of clear information that makes it easier for consumers to choose healthy and sustainable diets will benefit their health and quality of life and reduce health-related costs.

### 5. Reducing food loss and waste\*

Examples of Food lost or waste prevention throughout the food supply chain, from initial agricultural production down to final household consumption.

### 6. Combating food fraud along the food supply chain\* **Optional**

An example of how to combat Food fraud jeopardises the sustainability of food systems. It deceives consumers and prevents them from making informed choices.

In this document, you will find five good practices about sustainable food in the context of a circular economy under several criteria such as SUSTAINABILITY, EFFICIENCY, TRANSFERABILITY, INNOVATION, and IMPACT.

This document aims to educate consumers on food waste prevention by improving literacy about sustainability.

Source \* <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52020DC0381>

19.12.2023

Food loss and waste is a global issue. According to the UN Food and Agriculture Organization report, the food losses and waste, at consumption and pre-consumption stage shows that one third of all the food produced ends up in a bin somewhere as waste.

That amounts to 1.3 billion tons per year. And food isn't the only thing that is wasted when it goes uneaten: all of the resources (like seeds, water, feed, etc.), money and labour that go into making it are also lost.

In the EU, an estimated 20% of the total food produced each year is lost or wasted, costing us approximately € 143 billion. The European consumers throw away 280 kg of food each year. This result gives the Europeans the second position after North America.

The UN Sustainable Development Goals set a target of reducing global food waste by half at the retail and consumer level by 2030. Everyone has a part to play in meeting these goals, from farmers to households. Food waste is the result of purchasing decisions by consumers, or decisions by retailers and food service providers that affect consumer behaviour. Consumers may not have enough reliable information about choice options and the impacts of their rational decisions ("bounded rationality"); this may result in food losses or waste that are greater than if caused by perfectly rational decisions.

To solve the problem, we need to take action by food waste education.

There are several direct benefits for society, coming from food waste education:

- less waste
- responsible consumption - foster free choice and moral responsibility
- protecting the environment
- saving resources and money
- less CO2 emissions
- sustainable lifestyles

The project aims to educate the consumers in food waste prevention by preparing informative toolkits and training materials. Project is needed, because there is no extended consumer education in order to prevent food waste at European level.

The project wants to change the consumer attitudes and behaviours to more sustainable ones.

Source: <http://www.fao.org/food-loss-and-food-waste/en>

Sources

<http://www.fao.org/food-loss-and-food-waste/en>

[https://ec.europa.eu/food/safety/food\\_waste\\_en](https://ec.europa.eu/food/safety/food_waste_en)

<http://www.fao.org/3/ca6030en/ca6030en.pdf>

Link to the ecological footprint webpage

<https://www.footprintnetwork.org/our-work/ecological-footprint/>



## GOOD PRACTICE 1 - FOOD CLOUD

**Name of the project:** FoodCloud

**Promoter organisation:** FoodCloud is reducing food loss and waste through surplus food redistribution. FoodCloud is a non-profit social enterprise tackling the twin issues of food waste and food insecurity.

FoodCloud is the partner organisation for the nationwide availability of the food element of the ESF+ Food Support programme in Ireland, a programme funded by the EU and the Irish Exchequer.

**Country:** Ireland

## DESCRIPTION OF THE GOOD PRACTICE

### What

A locally and globally trusted partner driving food loss and waste solutions for a more equitable, inclusive and circular food system.

Partnering with leading retailers, restaurants, food companies, non-profit organisations, governmental actors and wider business communities in four countries – Ireland, the UK, the Czech Republic and Slovakia – we redistribute surplus food and help drive progress towards a circular economy for our food systems.

FoodCloud's technology platform directly connects food businesses with local community groups to redistribute surplus food.

### How

#### Technology

The technology platform, Foodiverse, directly connects food retailers and restaurants with surplus food to local community groups. This donation management system allows food businesses to simply upload details of excess food to the platform, and local community groups are notified to come and collect it on a daily basis.

Foodiverse is developed using insights garnered by FoodCloud from our work both in Ireland and internationally. It has the potential to bring food rescue at scale to the entire global food chain, support food banks and community groups to access more food and increase the number of people they serve. Simultaneously, it supports food companies to reduce their food waste and to meet their climate and ESG targets, ensuring a positive impact.

### Step 1

The food donor uploads to Foodiverse an estimate of its good quality, unsold food. This step can also be done automatically via an integration.

### Step 2

A local community group volunteer receives a notification about the available food as well as where and when to pick it up. They accept the offer so that the donor knows to prepare the food for donation.

### Step 3

The volunteer arrives to pick up the food at which point the donor confirms that the food has been collected which triggers a real-time update of reports. The local community group can then use the food to serve its community instead of the food going to waste.

### FoodCloud Academy

An educational pillar of FoodCloud is empowering individuals with knowledge and tools that foster a deeper understanding of food waste and its impact on our world.

<https://food.cloud/about>

<https://food.cloud/academy/courses-and-training?category=Online+Course>

### When

Since 2013

### Why it is relevant

FoodCloud tackles climate change and food insecurity by connecting businesses that have surplus food to communities that can use it. By leveraging the power of technology they match the supply side with the demand side to reduce complexity and make it easier for FoodCloud partners to collaborate.

It links businesses with surplus food with local charities and community groups who need it using a customised tech platform.

Foodiverse platform Technology is just the enabler, however, it's the people who work in our Hubs, in the community and within our partner organisations, that truly unlock the potential of shared food to enable our communities to thrive.



## Target Groups

Food producers and retail redistribution, world sailors, restaurants, community groups, charities.

## Results of the Good Practice

Over the past nine years, FoodCloud have developed innovative solutions for redistributing surplus food, minimising waste and bringing communities together through shared food. FoodCloud offers two distinct surplus food redistribution solutions: our technology and our warehouses (Hubs). In addition, FoodCloud is the partner organisation for the ESF+ Food Support programme (previously FEAD, the Fund of European Aid to the Most Deprived) in Ireland.

FoodCloud redistributed 22,070 tonnes of surplus food (53 million meals) across four markets: Ireland, UK, the Czech Republic and Slovakia, contributing to the avoidance of approximately 70,624 tonnes of CO2 equivalent.\* This was a 35% increase (against a target of 15%) on the 16,380 tonnes of surplus food (32 million meals) that had been redistributed in 2021. To put in context the scale of growth in recent years, the volume of surplus food redistributed in 2022 was 134% higher than that redistributed in 2019.

FoodCloud also offers a managed service providing support to over 440 community groups that receive food from the 600 food businesses participating in the redistribution programme in Ireland.

In UK FoodCloud works in partnership with food redistribution NGO FareShare to directly connect stores and restaurants with charities. Our technology platform connects 4,000 retail stores, food businesses and restaurants such as Booker UK, KFC, Nandos, Tesco and Waitrose with over 6,000 community groups.

In Central Europe FoodCloud works in partnership with Tesco and the food banks and community groups in Czech Republic and Slovakia. In 2022, our first generation technology platform (Copia) connected over 300 Tesco stores with 177 community groups across these two countries.

Data Source [https://assets-global.website-files.com/65a64f36fd143e0af8505228/65a64f36fd143e0af850583e\\_FoodCloud%202022%20Annual%20Report.pdf](https://assets-global.website-files.com/65a64f36fd143e0af8505228/65a64f36fd143e0af850583e_FoodCloud%202022%20Annual%20Report.pdf) from 2021

## Ireland Impact



3,250

Tonnes of surplus food redistributed

7.7M

Equivalent meals donated

10,399

Tonnes of CO<sub>2</sub>-equivalent avoided

646

Community groups supported

## International Impact

18,820

Tonnes of surplus food redistributed

44.8M

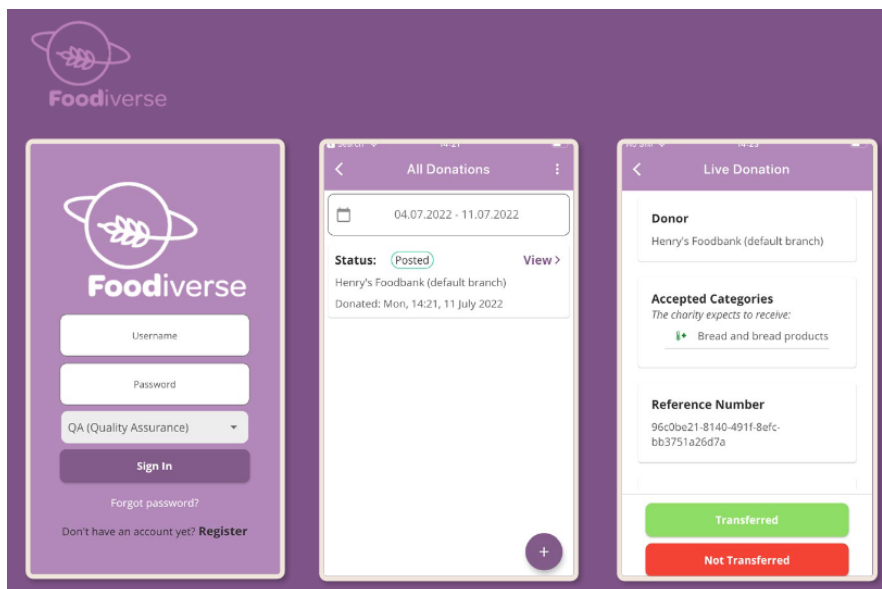
Equivalent meals donated

60,225

Tonnes of CO<sub>2</sub>-equivalent avoided.

Source screenshots <https://food.cloud/>, 16.02.2024

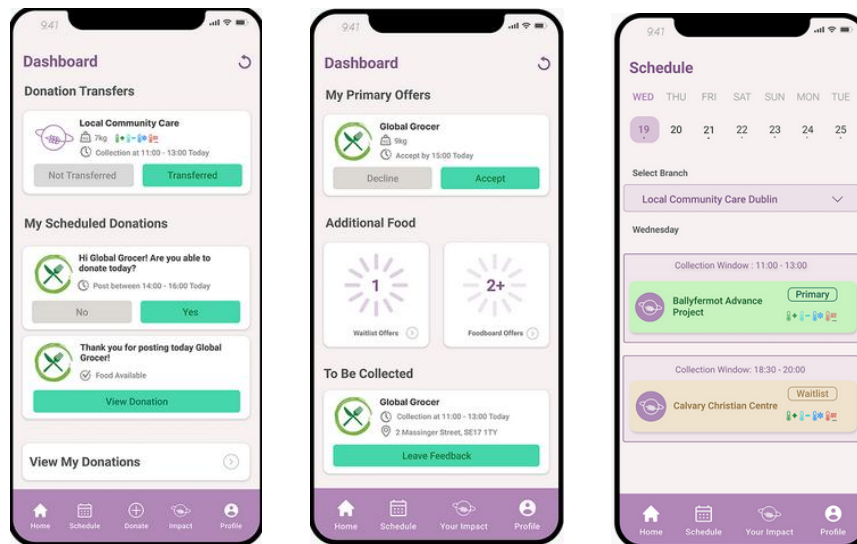
Foodiverse global Platform [VIDEO](#)



Step 1

Step 2

Step 3



## GOOD PRACTICE 2 - FOOD CLOUD KITCHEN

**Name of the project:** FoodCloud Kitchen

**Promoter organisation:** FoodCloud

The social enterprise project.

This project has been funded under the Environmental Protection Agency's Green Enterprise Programme, a government of Ireland initiative.

**Country:** Ireland, Dublin

## DESCRIPTION OF THE GOOD PRACTICE

### What

FoodCloud Kitchen are redistributing surplus food to over 600 community and voluntary organisations across the country.

The kitchen uses excess surplus ingredients to prepare a yummy food experience for the public, community organisations and corporate partners at markets, festivals and events.

Ireland's catering industry is responsible for 100,000 tonnes of food waste a year, at a cost of more than €200 million. So a zero-waste food truck that can cater for your event with leftover food repurposed into tasty meals is a breakthrough.

### The food truck

Mobile catering with a difference for your event, serving delicious food that is saving the planet with a generous side of social impact. FoodCloud Kitchen is now available for events and occasions including:

- ✓ Corporate sustainability days
- ✓ Store openings

- ✓ Staff and customer appreciation days
- ✓ Team building and CSR events
- ✓ Launch parties
- ✓ Christmas and summer parties

## How

As a general rule, the FoodCloud Kitchen requires a minimum order of 30 people. They can tailor a menu to suit most dietary requirements and generally provide a vegetarian option in all menus. However, given the confines of a food truck, they cannot rule out cross-contamination.

You can taste the food or experience the food truck before booking. Each Friday, FoodCloud Kitchen is at Richmond Barracks from 10 am to 3 pm.

The FoodCloud Kitchen is available day and evening – 7 days a week in the greater Dublin area.

The FoodCloud Kitchen is booked for three hours (one hour each for set-up, service and clear down).

You can book the FoodCloud Kitchen by simply filling online form.

They can deliver delicious surplus meals straight to your office or event, without the Food Truck itself.

## When

July 2022, FoodCloud Kitchen at Richmond Barracks March 2023

## Why it is relevant

Through booking the FoodCloud Kitchen you will support the following impacts;

Environmental:

- ✓ Reducing food waste which directly results in carbon savings.
- ✓ Driving greater awareness and understanding of the problem of food waste, and engage activate the public in an innovative way around positive climate action;

Social: All proceeds go back to support FoodCloud's core activity of redistributing surplus food to communities across Ireland

Economic: Supporting FoodCloud to create more sustainable income streams to support ourcore activities.

## Target Groups

Direct Consumers, Corporates, communities

## Results of the Good Practice

FoodCloud works with over 200 different food businesses from farmers, distributors, manufacturers to retailers. They work tirelessly to rescue and redistribute as much of this surplus food as we can to our community partners. Unfortunately, they cannot always find a home for the surplus food that we are offered. Sometimes there is too much of one product, the product is too short dated, or there is limited demand for the product in the community and voluntary sector. When this happens some of the surplus we receive becomes waste and we send it for anaerobic digestion.

The FoodCloud Kitchen will provide the an opportunity to transform this food into delicious meals and products and further reduce food waste.

The The FoodCloud Kitchen is small scale initiative started at farmers' markets so it has taken a little while to work out the numbers that need to be catered for.

Source screenshots <https://food.cloud/our-work/the-foodcloud-kitchen> , 16.02.2024



#### GOOD PRACTICE - KITCHE APP

Name of the project: KITCHE APP

Promoter organisation: Kitche Limited, circular economy SMEs

Country: UK

#### DESCRIPTION OF THE GOOD PRACTICE

##### What

Kitche is designed to help people buy what they eat and Eat what they buy.

Globally one-third of all food gets thrown away. While food waste has a huge affect on our climate and environment, it is estimated that only one third of people recognise this problem. The most of food waste come from households.

At Kitche, they are targeting household food waste, that is the food that all throw away on a daily basis and it makes up 70% of food waste in the UK!

A food waste hierarchy distinguishes between different actions that can be taken to reduce food waste. The most effective strategies are **preventative**, reducing food waste at the source! Whilst the least effective strategy is disposal, that's when the

food goes into the landfill, no energy is extracted and harmful fumes are emitted. The



## How

With App consumer can:

- easily Import products and RECEIVE reminders of when to use them (add products, scan barcodes or supermarket receipts and app will categorise products: app keep track of your food like to bye, at home, ditched)
- search 1000s of RECIPES filtered by WHAT you HAVE at home and diet
- track how much CO<sub>2</sub>, water and money you save and earn rewards
- EXPLORE a wide range of RESOURCES FROM CHEF hacks TO growing your community

## When

Since 2018

## Why it is relevant

The App is rising awareness about food waste and responsibility of consumer choices.

SUSTAINABILITY (in environmental context )The Impact App section is where you can track you progress week by week, seeing how much water, CO<sub>2</sub> and money your are saving! You can also collect in-app awards...

It helps to proper management of food resources and adopt preventive so the most effective strategies to safe food.

Efficiency in financial context - When you've signed up, you land in the To buy list of the Products app section. This is where you can add products to your shopping list by pressing the + button.

Efficiency in social context The Community section App

Community is important to Kitche and they welcome each and every one of you! If you want to do more to help us on our mission to fight food waste, you can now become a Kitche ambassador or help grow the Kitche community by spreading the word! Find out more by clicking the images below.

## Target Groups

Consumers, Households

## Results of the Good Practice

App 10K+ Downloads Google Play, data17.02.2024

Kitche have partnered with a range of organisations to deliver unique projects to reduce home food waste reduction:

Retailers / brands

Kitche provides a solution for companies to meet their targets and measure their impact and emissions of customers' behaviour at home.

Receive valuable data to Improve product, e.g. package sizes and price.

### **Local authorities**

Food waste collection and treatment is very costly for local authorities with food waste prevention campaigns increasingly rely on outdated statistics and tired resources.

Kitche provides unique tech innovation through technology for campaign delivery with ROI

A huge range of content e.g. activity packs and recipes & data from the Kitche app

### **Corporate wellbeing**

Kitche provides a solution for companies to give their employees a free app with recipes, hacks & cooking classes and for companies to run home food waste challenges to help employees.

Combat employee eco-anxiety and cost of living concerns.

### **Impact**

Kitche is designed to promote long-term food waste behaviour change through prevention, it encourages users to buy what they eat and eat what they buy.

The Kitche projects developed in partnership with local government and business partners in London show the potential of awareness campaigns and prevention in

food waste phenomena. They develop and deliver an innovative borough-wide campaign as part of a pilot project to prevent edible food from being wasted.

The project had two main outcomes: valuable food waste insights were captured and community engagement with the issue of food waste increased.

Kitche seeing a 3,000% increase in users.

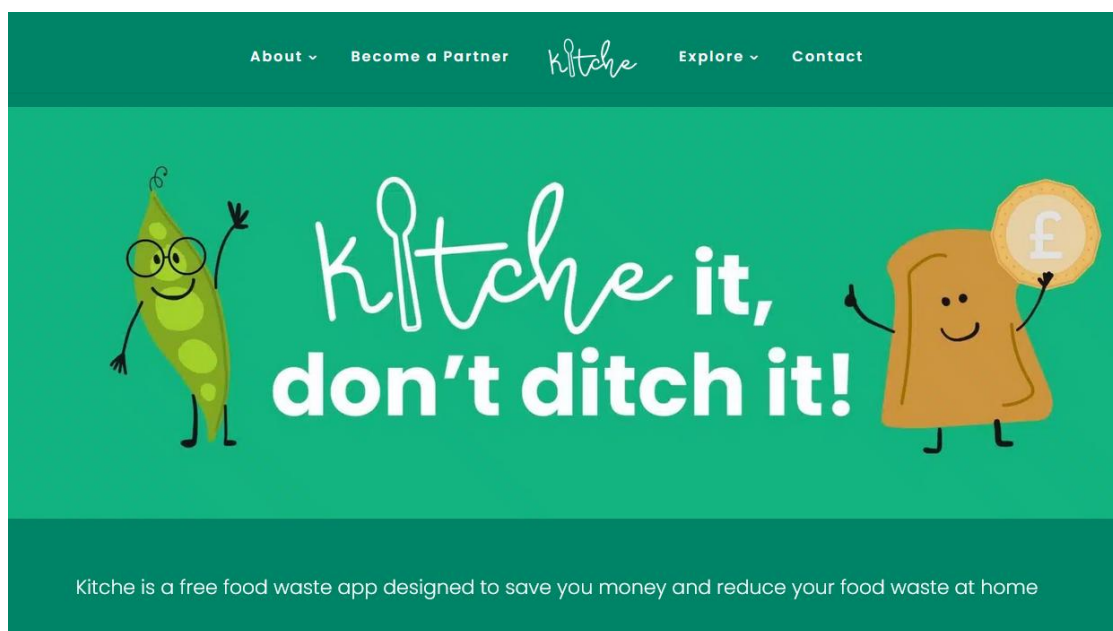
During the project, users across the borough imported 7,000 products into the app.

This product data revealed that bread was the most wasted item (which is in-line with WRAP's Love Food Hate Waste findings), and that bread and fish had the lowest usage times. Overall, 65% of products registered on the app were used or deleted from the app, 31% were not reported on, and 3% were tossed / thrown away.

This high percentage in products used indicates that an increased awareness led to better food waste behaviours.

Source screenshots <https://kitche.co/> 17.02.2024

Kitche [VIDEO](#)





## GOOD PRACTICE 4 - KRAKOW CITY FARM

**Name of the project:** Krakow City Farm

**Promoter organisation:** Krakow City Farm, Social Enterprise

producing healthy, chemically uncontaminated food locally for locals, Ensuring sustainable food production\*

**Country:** Krakow City, Poland

## DESCRIPTION OF THE GOOD PRACTICE

### What

Europe leads the charge in many aspects of sustainable food production.

On-the-ground practices are:

- **Agro-ecology:** This holistic approach promotes practices that mimic natural ecosystems, such as crop diversification, cover cropping, and integrated pest management.
- **Organic farming:** This method avoids synthetic chemicals and focuses on building soil health and biodiversity, although its large-scale feasibility is still debated.
- **Short supply chains:** Connecting farmers directly to consumers reduces food miles, carbon emissions, and food waste. Examples include farmers' markets, community-supported agriculture (CSA), and online platforms.

- Soil health management: Practices like cover cropping, reducing tillage, and composting build organic matter, improving soil health and carbon sequestration.

Krakow City Farm responds to all those requirements,

The Farm was created on the outskirts of the city by the group of social activists and experts in agriculture and permaculture during Pandemic period. They grow vegetables for Locals with their own hands, using compost.

To get started the project, Farm cofounders was facing economic investment in land rent, and new tools.

The found was collected by social founding via online campaign directly from citizens.

#### How:

- The farm is for locals and base on local cooperations.
- The fertiliser is supplied by a company that processes the city of Krakow's urban bio-waste.
- The farm introduce social farming and barter.
- The Farm clients are welcome to cooperate and contribute working on the farm once a week as volunteers or exchanging their work on crop.
- The Crop is is distributed into the Bags for clients.
- The Bags with vegetables are delivered every week, but the contents are not dependent on the customer, but on a natural cycle.
- The clients can bay the products ordering a The single Bag or paying an annual subscription.
- The cost of the transport is related to transport distance.
- For the logistics and transportation the farm involve , volunteers, own resources and personal pick up of products are welcome.

#### When

Since 2020

#### Why it is relevant

This example of a simple green business model is a direct response on fighting the climate change trou local On-the-ground practices and ensuring sustainable food production:

- Growing without chemical fertilisers or plant protection products.
- Respect for the land, plants and people.
- Decent fertilisation and a fair wage.
- Biodiversity protection and lots of experimentation with permaculture.

- Collaboration with other farmers on the basis of exchanging goods and information from the rural 'cloud':).
- The creation of local groups, bringing together small farmers, supplying not only to the local market, but to school and kindergarten canteens.
- Short supply chains The harvest is sold directly at the local organic market (Parsley Market) in Krakow, to the Wawel Food Co-operative and to nearby consumers, thus minimising the negative impact of transport on the environment.

The innovation aspect emerge in local community around the food production and sharing awareness about slow food approach, Organic farming, Agro-ecology.

### Target Groups

Citizens of Krakow, Households, schools, restaurants

### Results of the Good Practice

The Krakow City Farm is not only a source of vegetables, but an example of how to change the food market on a small scale and thus fight climate change.

This is small scale initiative involves 20 -30 project participants.

The farm supplying 20-30 residents with fresh vegetables every week.

Some clients are regular customers who have taken out a subscription, i.e. 20 Bags per season.

The Bags contain the seasonal vegetables, including lettuce, arugula, kale, spinach, carrots, courgettes and beetroot.

Source screenshots <http://krakowskafarmamiejska.org/o-nas/> , 19.02.2024

### VIDEO Krakow City Farm



Jacek „Brodziany” Bender



Janek Szpil



Kala Pierzchała



**Name of the project:** Organic & Local food market

**Promoter organisation:** TARG PIETRUSZKOWY, Foundation, non-profit organisation

The main mission behind Targ Pietruszkowy is to connect people: customers with local food producers (within approx. 150km from Kraków). It is all about direct sales – from a farm to your table.

**Country:** Krakow, Poland

## DESCRIPTION OF THE GOOD PRACTICE

### What

Local organic food and slow food are innovative concepts that have recently proliferated in Poland. However, it is still difficult to buy local organic food in most Polish cities.

Targ Pietruszkowy (Parsley Market), an organic local food market, fills this gap.

A passion for organic, seasonal products along with a more natural lifestyle has created this unique place: a fresh, new, tantalising spot on the foodie map of Kraków.

Their goal is to provide consumer education and promote sustainable food and local small businesses in the sector of organic food production and agriculture.

Their focus, in turn, is on quality first: only from local organic food producers, with no extended supply chains, through direct distribution only.

The Foundation develops also social and educational projects in sustainable food education.

### How

The market is situated in semi central, disadvantaged quartier of Krakow, Podgórze District.

The market is open twice a week (Saturday and Wednesday) from 8.00 to 13.00

What makes it unique?

In order to coordinate the operations of Targ Pietruszkowy farmers' market they established a foundation under the same name. It supports the development of the initiative and makes it possible to operate as a legal entity. They actions as targeted at nurturing relationships between clients and suppliers and supporting local food producers. Parsley Market want to give everyone the certainty that they are buying entirely healthy, fresh and local products.

Natural - They ensure that the good sold at the market is healthy and organic.

Guarantee and certification – biologic and own certificate (performing random checks in order to make sure that sailors' products are healthy and pesticide-free).

Local - One of the key features of Targ Pietruszkowy. Thanks to that the produce is guaranteed to be fresh and seasonal and by choosing to shop at the market consumers support local communities.

Direct - All products are sold directly by those who grow, breed and produce them. The sellers are also personally responsible for the quality of what they offer. Direct sales means that farmers can get a fair price for their hard work and you can personally meet the person who feeds you with this delicious stuff!

Online - orders are available.

### When

Since 2013

### Why it is relevant

- less waste
- responsible consumption - foster free choice and moral responsibility
- protecting the environment
- less CO2 emissions
- sustainable lifestyles

### SUSTAINABILITY (in environmental context),

Food from farms within approx. 150km from Kraków including Zator, Wola Batorska, Liszki, Podstolice, Kalwaria Zebrzydowska, Lipnica Murowana and others.

It is sourced from farmers and producers with organic certification or owners of smallholdings (max. 15 ha) who grow food naturally without the use of pesticides

### INNOVATION aspects

Promotes local food and local organic food producers

- Promotes an innovative concept of slow food in the city.
- Promotes a new lifestyle in the city, more focused on people and their wellbeing.

### EFFICIENCY

Targ Pietruszkowy is unique because it operates on a non-profit basis.

It means that all revenue from the market are invested in its development. Currently, we can afford the day-to-day operations of the market, but we want to develop and, among others, test more food samples from farmers, equip the stalls with heaters and appropriate cooling systems.

## Target Groups

Citizens of Krakow, Households, schools and local community,, restaurants, local organic food producers, local agricultures,

## Results of the Good Practice

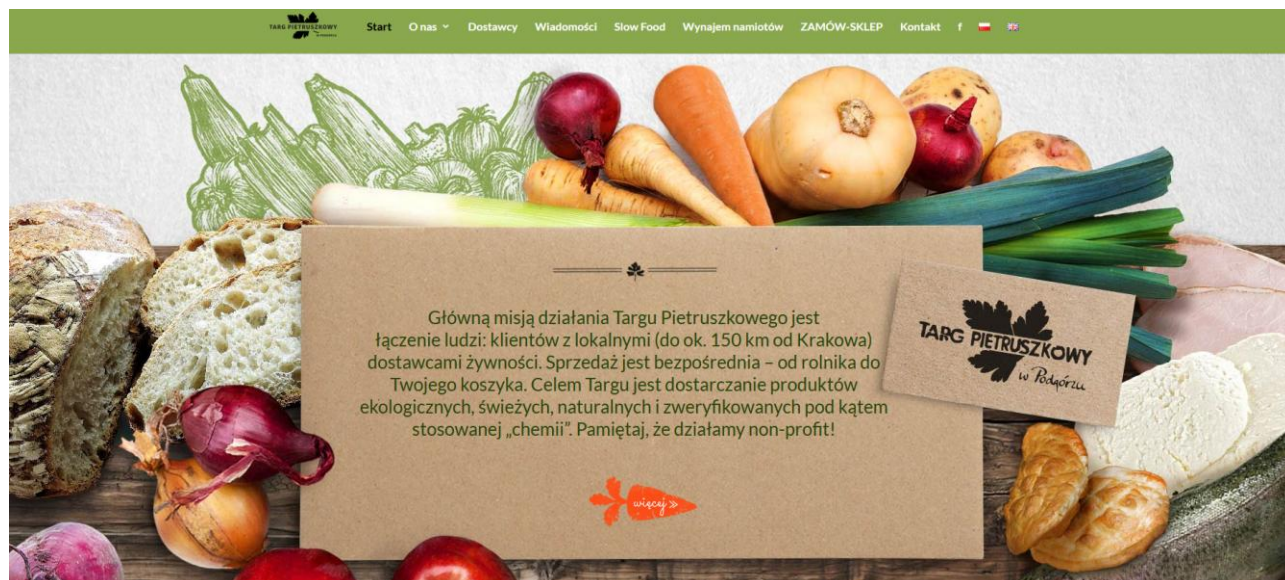
Parsley Market Promotes local small businesses in the food and organic agricultural sector.

Currently Parsley Market has 36 associated local food producers / sellers at the market.

This market offers Better Value for Everyone: selling unprocessed and organic products to customers is a way to sustain organic agriculture and food producers and make a positive impact on both the environment and stakeholders.

They offer unprocessed products, made in a traditional way, and save local foods from oblivion. They guarantee quality and freshness because their products are delivered and sold only twice a week, directly from local producers at the local organic market Targ Pietruszkowy. Online orders are available. This reduces food waste as well.

Source screenshots <https://targpietruszkowy.pl/en/> , 19.02.2024





*Gawor*  
Wędliny, Wystawcy



*Łcobama*  
Chleb, Wystawcy



*Bolesław Bobak*  
Sery, Wystawcy



*Włodzimierz Koziol*  
Soki, Wystawcy



*Wiesław Dźwigaj*  
Owoce, Warzywa, Wystawcy



*Prozonia Owoców Pawłowski*  
Soki, Wystawcy



*ZM Krok*  
Drób, Wędliny, Wystawcy



*Stanisław Fiema*  
Jaja, Owoce, Wystawcy



*Stanisława Kaliczak*  
Chleb, Wystawcy



*Stefan Wójcicki*  
Olej, Wystawcy



*Aleksandra i Roman Doniec*  
Warzywa, Wystawcy



*OIKOS*  
Mięso, Wystawcy



GOOD PRACTICE 1 - INSTOCK

Name of the Project: INSTOCK

Promoter Organisation: INSTOCK B.V.

Country: Netherlands

DESCRIPTION OF THE GOOD PRACTICE:

What

INSTOCK is a pioneering initiative in the Netherlands that addresses the issue of food waste. The project revolves around rescuing surplus food that would otherwise go to waste and using it to create delicious meals in their restaurants.

The primary focus is on rescuing food that may be discarded due to cosmetic imperfections, overproduction, or nearing expiration dates but is still perfectly safe and nutritious for consumption. INSTOCK collaborates with various partners in the food industry, including supermarkets, local farmers, and food producers, to source surplus food that would otherwise be discarded.

How

Food Rescue

INSTOCK actively collaborates with food suppliers, supermarkets, and local farmers to rescue surplus food that might be discarded due to various reasons such as overstock, short shelf life, or cosmetic imperfections. This rescued food includes fruits, vegetables, dairy products, and other perishables.

Restaurant Concept

The rescued food is then creatively incorporated into the menu of INSTOCK's restaurants. Skilled chefs design daily-changing menus based on the available surplus ingredients, offering customers a unique dining experience. The focus is not

just on minimizing food waste but also on showcasing that delicious meals can be prepared from ingredients that might otherwise be overlooked.

### Educational Initiatives

INSTOCK goes beyond its restaurants by engaging in educational initiatives. They raise awareness about food waste and sustainable consumption through workshops, events, and collaborations with schools and communities. The goal is to inspire people to be more conscious about their food choices and the impact on the environment.

### Product Line

In addition to the restaurant concept, INSTOCK has expanded its impact by developing a product line, creating food products made from surplus ingredients. This allows them to reach a broader audience and further contribute to reducing food waste.

### Advocacy and Partnerships

INSTOCK actively advocates for policies and practices that address food waste on a broader scale. They collaborate with various organizations, NGOs, and government bodies to promote sustainable practices within the food industry and raise awareness about the environmental and social impacts of food waste.

INSTOCK's holistic approach not only reduces food waste but also educates and engages the community in building a more sustainable and responsible food system. The project serves as a model for other regions and countries to adopt similar initiatives in the ongoing global effort to combat food waste.

## When

INSTOCK was established in 2014, marking the beginning of its journey in combating food waste in the Netherlands. Since then, it has continued to evolve, expand, and make a significant impact on reducing food waste through its innovative approach to sourcing, preparing, and promoting the consumption of surplus food. The ongoing nature of the project reflects its commitment to addressing the persistent issue of food waste.

## Why It's Relevant

### Environmental Impact

INSTOCK contributes significantly to reducing the environmental impact of food waste. By intercepting surplus food before it reaches landfills, the project helps lower greenhouse gas emissions associated with food decomposition. It aligns with global sustainability goals by promoting responsible resource utilization.

### Social Responsibility

Addressing food waste is a key aspect of social responsibility. INSTOCK's activities not only provide affordable and nutritious meals to consumers but also promote a sense of responsibility and awareness regarding the ethical dimensions of food consumption.

### Economic Efficiency

Reducing food waste also has economic benefits. INSTOCK's model showcases the potential for businesses to minimize costs by utilizing surplus food effectively. It creates a circular economy within the food industry, demonstrating that discarded products can be valuable resources.

### Educational Value

INSTOCK's educational initiatives contribute to building a more informed and conscious society. By raising awareness about the implications of food waste, they empower individuals to make informed choices, influencing broader consumption patterns and habits.

## Target Group

INSTOCK's initiatives target a diverse audience, including:

### Consumers

INSTOCK's restaurants cater to consumers who are looking for sustainable dining options. The project aims to appeal to individuals who are conscious about their environmental impact and are interested in supporting businesses with a commitment to reducing food waste.

### Educational Institutions

INSTOCK collaborates with schools and educational institutions to incorporate food waste awareness into the curriculum. The target is to instill sustainable values in the younger generation and shape future consumer behaviors.

### Food Industry Stakeholders

Collaboration with supermarkets, food producers, and farmers involves stakeholders in the food industry. INSTOCK serves as a model for businesses to reconsider their approach to surplus food, fostering a more sustainable food supply chain.

## Results of the Good Practice

### Food Waste Reduction

INSTOCK has significantly reduced the amount of food that would have otherwise been wasted. By rescuing and repurposing surplus food, the project actively contributes to lowering the overall food waste in the Netherlands.

### Economic Viability

The success of INSTOCK's restaurant concept and product line demonstrates the economic viability of utilizing surplus food. It proves that businesses can operate profitably while also being socially and environmentally responsible.

### Community Engagement

INSTOCK's educational initiatives have engaged the community, creating a ripple effect of awareness and responsibility. By actively involving individuals and organizations, the project has contributed to building a network of like-minded advocates against food waste.

### Policy Advocacy

INSTOCK's advocacy efforts have played a role in influencing policies related to food waste. By collaborating with governmental bodies and other organizations, the project has contributed to the development and implementation of policies that promote sustainable practices within the food industry.

### Website(s)

<https://www.instock.nl/>

## GOOD PRACTICE 2 - TO GOOD TO GO

Name of the Project: Too Good To Go

Promoter Organisation: Too Good To Go B.V.

Country: Netherlands

### DESCRIPTION OF THE GOOD PRACTICE:

#### What

Too Good To Go is a Dutch initiative that tackles food waste by connecting consumers with surplus food from local businesses. The project operates through a mobile app, providing a platform for food establishments to sell excess or unsold food at discounted prices before it goes to waste.

#### How

##### Mobile App Platform

Too Good To Go operates through a user-friendly mobile app. Local businesses, including restaurants, bakeries, and supermarkets, list their surplus food on the app, specifying the type of food package available and the discounted price.

## Consumer Engagement

Consumers use the app to browse and purchase surplus food packages from nearby establishments. This not only provides them with an opportunity to enjoy quality food at a lower cost but also actively contributes to reducing food waste.

## Business Partnerships

Too Good To Go collaborates with a wide range of businesses, fostering partnerships with local bakeries, cafes, and restaurants. This encourages businesses to adopt a more sustainable approach by minimizing food waste and connecting with environmentally conscious consumers.

## Educational Features

The app includes educational features, such as information about the environmental impact of food waste and tips on reducing personal food waste. This helps raise awareness and empowers users to make more informed choices.

## Impact Measurement

Too Good To Go tracks and measures the impact of its users in terms of the amount of food saved and the associated carbon footprint reduction. This transparent reporting encourages a sense of accomplishment among users and motivates them to continue participating.

## When

Too Good To Go was launched in the Netherlands in 2018 and has since been an ongoing initiative, adapting and expanding to address the persistent issue of food waste in the country.

## Why It's Relevant

### Consumer Empowerment

Too Good To Go empowers consumers to make a positive impact by providing a convenient platform to rescue surplus food. It aligns with the growing interest in sustainable and ethical consumerism.

### Business Sustainability

The project promotes the sustainability of local businesses by helping them reduce food waste. Participating establishments not only save money by selling surplus food but also build a positive reputation for being socially and environmentally responsible.

## Global Sustainable Development Goals

Too Good To Go contributes directly to global sustainability goals, particularly Goal 12 - Responsible Consumption and Production, by actively promoting responsible and efficient use of resources, in this case, food.

## Target Group

Too Good To Go's target groups include:

### Consumers

The app appeals to individuals who are conscious about food waste and are looking for an easy and affordable way to contribute to reducing it. It caters to a broad audience interested in sustainable living.

### Local Businesses

Too Good To Go partners with local businesses across the food industry spectrum, encouraging them to join the fight against food waste. This includes restaurants, bakeries, grocery stores, and more.

### Educational Institutions

The app's educational features target users of all ages, providing information and resources to promote awareness about the environmental impact of food waste.

## Results of the Good Practice

### Food Waste Reduction

Too Good To Go has made a substantial impact on reducing food waste by connecting businesses with consumers, resulting in the rescue of surplus food that would otherwise go unsold and discarded.

### Community Engagement

The app's user base actively engages in rescuing food, creating a community of individuals committed to reducing food waste. The social aspect of the platform contributes to building a sense of collective responsibility.

### Business Participation

Too Good To Go's success is evident in the widespread participation of local businesses. Many establishments have embraced the platform, recognizing the economic and environmental benefits of selling surplus food rather than wasting it.

### Carbon Footprint Reduction

The app's impact measurement features allow users to see the tangible results of their actions, including the reduction of carbon footprint associated with rescued food. This transparency enhances the sense of accountability and achievement among users.

#### Website(s)

<https://www.toogoodtogo.com/>

### GOOD PRACTICE 3 - SAMEN TEGEN VOEDSELVERSPIJLING

**Name of the Project:** Samen tegen Voedselverspilling (Together Against Food Waste)

**Promoter Organisation:** Samen tegen Voedselverspilling

**Country:** Netherlands

#### DESCRIPTION OF THE GOOD PRACTICE:

##### What

Samen tegen Voedselverspilling is a Dutch initiative that brings together various stakeholders to collectively combat food waste. The project involves collaboration between businesses, government bodies, and NGOs to implement strategies and initiatives that address different aspects of the food supply chain.

##### How

###### Collaborative Platform

Samen tegen Voedselverspilling operates as a collaborative platform where businesses, government agencies, and non-profit organizations work together to share knowledge, best practices, and innovative solutions to reduce food waste.

###### Initiatives and Campaigns

The organization initiates and supports campaigns and projects that target different stages of the food supply chain. This includes efforts to reduce waste during production, distribution, retail, and consumption.

###### Knowledge Sharing

Samen tegen Voedselverspilling serves as a hub for knowledge sharing. It facilitates the exchange of information, research findings, and successful case studies among its members, fostering a community-driven approach to addressing food waste.

### Advocacy and Policy Influence

The organization actively engages in advocacy to influence policies related to food waste reduction. By collaborating with government bodies, it aims to create a regulatory environment that encourages sustainable practices within the food industry.

### Consumer Awareness

Samen tegen Voedselverspilling works on raising awareness among consumers about the impact of food waste. This includes educational campaigns, workshops, and events aimed at promoting responsible consumption habits.

### When

Samen tegen Voedselverspilling has been an ongoing initiative, continually evolving its strategies and initiatives since its establishment.

### Why It's Relevant:

#### Systemic Approach

The organization takes a systemic approach to address food waste by involving stakeholders from different parts of the supply chain. This holistic strategy is crucial for creating lasting and impactful change.

#### Policy Influence

Samen tegen Voedselverspilling recognizes the importance of influencing policies to create a supportive environment for food waste reduction. By actively engaging with policymakers, the organization aims to create systemic change at a broader level.

#### Community Engagement

The collaborative platform encourages active engagement from businesses, NGOs, and government bodies. This collective effort enhances the effectiveness of initiatives and fosters a sense of shared responsibility.

### Target Group

Samen tegen Voedselverspilling's target groups include:

#### Businesses

The organization collaborates with businesses across the food supply chain, including producers, distributors, retailers, and food service providers. It aims to inspire and support them in implementing practices that reduce food waste.

#### Government Bodies

Engaging with government bodies allows Samen tegen Voedselverspilling to advocate for policies that support and incentivize food waste reduction. This includes regulations, incentives, and other measures to create a conducive environment.

### Non-Profit Organizations

Collaboration with NGOs ensures a diverse range of perspectives and expertise in the fight against food waste. It fosters a sense of collective responsibility and enables the pooling of resources and knowledge.

## Results of the Good Practice

### Cross-Sector Collaboration

Samen tegen Voedselverspilling has successfully fostered collaboration among businesses, government bodies, and non-profit organizations. This cross-sectoral approach enhances the impact of initiatives and promotes a comprehensive understanding of the challenges and solutions related to food waste.

### Policy Influence

The organization's advocacy efforts have contributed to influencing policies related to food waste reduction. This includes the development and implementation of regulations that encourage sustainable practices and discourage wasteful behaviors.

### Knowledge Dissemination

Samen tegen Voedselverspilling has played a key role in disseminating knowledge and best practices related to food waste reduction. This has empowered businesses and other stakeholders with the information needed to implement effective strategies.

### Community Awareness

Through its various initiatives, the organization has successfully raised awareness among consumers about the impact of food waste. This increased awareness contributes to changing consumption patterns and fostering a sense of responsibility among the general public.

### Website(s)

<https://samentegenvoedselverspilling.nl/>

Name of the Project: Kromkommer

Promoter Organisation: Stichting Kromcommunity (Kromkommer Foundation)

Country: Netherlands

## DESCRIPTION OF THE GOOD PRACTICE:

### What

Kromkommer is a Dutch initiative focused on addressing food waste by advocating for the consumption and acceptance of "ugly" or misshapen produce. The project aims to change perceptions about imperfect fruits and vegetables and reduce the unnecessary discarding of produce based on cosmetic standards.

### How

#### Product Line

Kromkommer works with farmers, distributors, and retailers to rescue and repurpose "ugly" or surplus produce that may be discarded due to cosmetic imperfections. They use these fruits and vegetables to create a product line that includes soups, sauces, and other food items.

#### Consumer Awareness

The initiative actively engages in educational campaigns to raise consumer awareness about food waste and the impact of cosmetic standards on fruit and vegetable consumption. By challenging beauty standards in produce, Kromkommer encourages consumers to embrace and purchase imperfect but perfectly edible items.

#### Advocacy for Change

Kromkommer advocates for policy changes and industry practices that support the use of imperfect produce. By collaborating with stakeholders in the food industry, the initiative works towards creating a more inclusive and sustainable system that values the entire crop, regardless of appearance.

#### Events and Collaborations

Kromkommer organizes events, workshops, and collaborations to promote the acceptance of imperfect produce. This includes partnerships with restaurants, food festivals, and other organizations to showcase the delicious potential of "ugly" fruits and vegetables.

### When

Kromkommer was founded in 2012, and since then, it has been actively working to combat food waste by changing attitudes towards imperfect produce.

## Why It's Relevant

### Reduction of Food Waste

Kromkommer directly addresses the issue of food waste by rescuing and repurposing misshapen or surplus produce. By creating a market for these items, the initiative contributes to reducing the overall amount of discarded fruits and vegetables.

### Consumer Empowerment

The project empowers consumers to make sustainable choices by challenging the conventional standards of beauty in produce. By actively choosing and supporting products made from imperfect produce, consumers play a vital role in reducing food waste.

### Systemic Change

Kromkommer's advocacy efforts aim to bring about systemic change within the food industry. By working with various stakeholders, including farmers, retailers, and policymakers, the initiative seeks to create a more inclusive and sustainable food system.

## Target Group

Kromkommer's target groups include:

### Consumers

The initiative encourages consumers to rethink their attitudes towards imperfect produce and make conscious choices that support the reduction of food waste.

### Food Industry Stakeholders

Kromkommer collaborates with farmers, distributors, retailers, and restaurants to change industry practices and create a more inclusive approach to the utilization of produce.

### Policymakers

The initiative engages with policymakers to advocate for changes that support the use of imperfect produce and address systemic issues contributing to food waste.

## Results of the Good Practice

### Increased Awareness

Kromkommer has successfully increased awareness about food waste and the importance of accepting imperfect produce among consumers, leading to more informed and conscious choices.

### Market for Imperfect Produce

By creating a product line from misshapen or surplus produce, Kromkommer has established a market for these items, demonstrating the economic viability of using imperfect produce in food products.

### Industry Impact

The initiative has influenced industry practices and collaborations, encouraging stakeholders to embrace and promote imperfect produce within the food supply chain.

### Policy Advocacy Success

Kromkommer's advocacy efforts have contributed to positive changes in policies and regulations, fostering a more supportive environment for the use of imperfect produce and reducing unnecessary waste in the food industry.

### Website(s)

<https://www.kromkommer.com/>

## GOOD PRACTICE 5 - DE CLIQUE

Name of the Project: De Clique

Promoter Organisation: Stichting De Clique

Country: Netherlands

## DESCRIPTION OF THE GOOD PRACTICE

### What

De Clique is a Dutch initiative that focuses on reducing organic waste by transforming food scraps from urban areas into valuable resources. The project addresses both environmental and social aspects by promoting sustainable practices and creating job opportunities.

### How

Urban Harvesting

De Clique engages in urban harvesting, collecting organic waste, particularly food scraps, from businesses, households, and events within urban environments. This waste is then processed to create valuable products.

### Circular Economy Model

The initiative operates on a circular economy model, where the collected organic waste is repurposed into various products such as compost, biogas, and animal feed. This approach aims to close the loop on organic waste, minimizing its impact on landfills.

### Job Creation and Social Impact

De Clique creates job opportunities for individuals who may face barriers to employment, such as people with a distance to the job market. This social aspect of the initiative contributes to community development and inclusion.

### Community Engagement

The project actively engages with local communities, businesses, and residents to raise awareness about the importance of reducing organic waste. Educational programs and workshops are organized to encourage sustainable practices and responsible waste management.

## When

De Clique has been actively operating since its establishment. For the most current information, it's recommended to check the organization's official website or other reliable sources.

## Why It's Relevant

### Waste Reduction and Circular Economy

De Clique directly addresses the issue of organic waste by implementing a circular economy model. By repurposing food scraps into valuable products, the initiative contributes to the reduction of waste sent to landfills.

### Social Inclusion

The project goes beyond environmental benefits by creating job opportunities for individuals facing barriers to employment. This social inclusion aspect adds a meaningful layer to the initiative, contributing to community well-being.

### Community Awareness

De Clique's engagement with local communities raises awareness about the environmental impact of organic waste. By involving residents and businesses, the

project fosters a sense of responsibility and encourages sustainable waste management practices.

## Target Group

De Clique's target groups include:

### Urban Businesses

The initiative collaborates with urban businesses to collect organic waste, emphasizing the importance of responsible waste disposal and recycling practices.

### Households

De Clique engages with households to encourage responsible waste sorting and disposal. By involving residents, the project aims to create a collective effort to reduce organic waste.

### Individuals Facing Barriers to Employment

The job creation aspect of De Clique specifically targets individuals who may face barriers to employment, providing them with opportunities for skill development and income generation.

## Results of the Good Practice

### Organic Waste Diversion

De Clique has successfully diverted a significant amount of organic waste from landfills, contributing to a more sustainable and circular approach to waste management.

### Valuable Product Creation

The transformation of organic waste into valuable products such as compost, biogas, and animal feed demonstrates the practical and economic feasibility of the circular economy model adopted by De Clique.

### Job Opportunities and Social Impact

The creation of job opportunities for individuals facing barriers to employment has a positive social impact, contributing to community development and fostering a sense of inclusion.

### Community Engagement and Awareness

De Clique's efforts in community engagement and awareness campaigns have led to a more informed and responsible approach to organic waste management among businesses and residents in urban areas.

# RASEKO

## GOOD PRACTICE 1 – LEAVE NO MEAL BEHIND

**Name of the project:** Leave no meal behind

**Promoter organisation:** ResQ Club

**Country:** Finland, Sweden, Estonia and Germany

## DESCRIPTION OF THE GOOD PRACTICE

### What

Every month people use ResQ app to save tens of thousands of meals from ending up in the trash bin. The service is aimed at consumers as well as food businesses. The good practice aims at making zero food waste a reality. The company works towards making sustainable eating the most convenient way there is.

### How

By selling food about to go to waste to consumers in a reasonable price through the app. Whenever customer opens the ResQ app they see the affordable quality food easily on a map and on a list. The offering consists of meals, ready-to-eat snacks and grocery bags that usually have a 50% discount on regular prices. Then the customers can purchase their desired meal easily with payment card or PayPal.

### When

Restaurants and grocery stores opening hours

### Why it is relevant

#### Environmental impact

ResQ Club is contributing significantly diminishing the environmental impact of food waste. The concept aims at lowering greenhouse gas emissions associated with food decomposition.

#### Social responsibility

this concept promotes awareness of sustainability and responsible food consuming of consumers. ResQ app provides nutritious meals for affordable price and due to this it raises awareness of ethical dimensions of food consumption.

#### Economic efficiency

The consumers can buy ready-meals and groceries for at least 30% discount. For the restaurants and grocery stores this offers an opportunity to make money of the surplus food rather than throwing it away. In addition to this the restaurants and the

groceries stores get new customers. For the restaurants one sold surplus meal brings around 4 € to the company

Transferability and innovation

The consumers will pick the food themselves during restaurant opening hours.

### Target Groups

For consumers and restaurants and grocery stores engaged to

### Results of the Good Practice

The results could be described in three different levels. Environmentally it has diminished the greenhouse gas emissions. On the social level it promotes more responsible behaviour of consumers and also awareness regarding the food consumption. On the third level it has improved the economy of the restaurants and the grocery stores involved. By the end of the year 2023 ResQ app users have saved +12 million surplus meals through the app.



Image: ResQapp Instagram feed

Website: <https://www.resq-club.com/fi/>

## GOOD PRACTICE 2 – SCANDID SUSTAINABILITY

Name of the project: Scandic Sustainability

Promoter organisation: Scandic Hotel

Country: Finland, Sweden, Denmark, Norway, Poland and Germany

## DESCRIPTION OF THE GOOD PRACTICE

## What

Reducing food waste in nearly 280 Scandic Hotels located in 6 different countries. Overall goal is to reduce the food waste by 25% by the year 2025. For context in December 2023 the food waste in 270 Scandic Hotels was 111 thousand kilos.

Scandic Hotels have been able to cut down the food waste by 14% from 2019 to 2022. The Scandic Hotels in Finland have sold 53 000 surplus meals to cut down the food waste which equals to 133 000 kg CO2 emission. They only serve customers tap water in recycled glass.

## How

By using the fruits and vegetables from the previous day to make smoothies and juices. All Scandic Hotels have started using a digital food scale to measure the food waste. Hotels have been able to cut down on food waste by staff orientation, design and reducing the size of the dishes. Scandic Hotels also use the ResQ app (The GP listed above) to reduce the food waste.

## When

In 1993 Scandic decided to become the leader in sustainability and drive the development of sustainability in the hotel sector. And today it shows in all operations of Scandic's daily work.

## Why is it relevant

Environmental impact

133 000 kg CO2 emission saved has a major impact on environment.

Economic efficiency

By reducing food waste the business is saving millions of euros annually. In addition to this, Scandic is growing the number of customers by attracting more and more sustainability orientated consumers.

Transferability and innovation

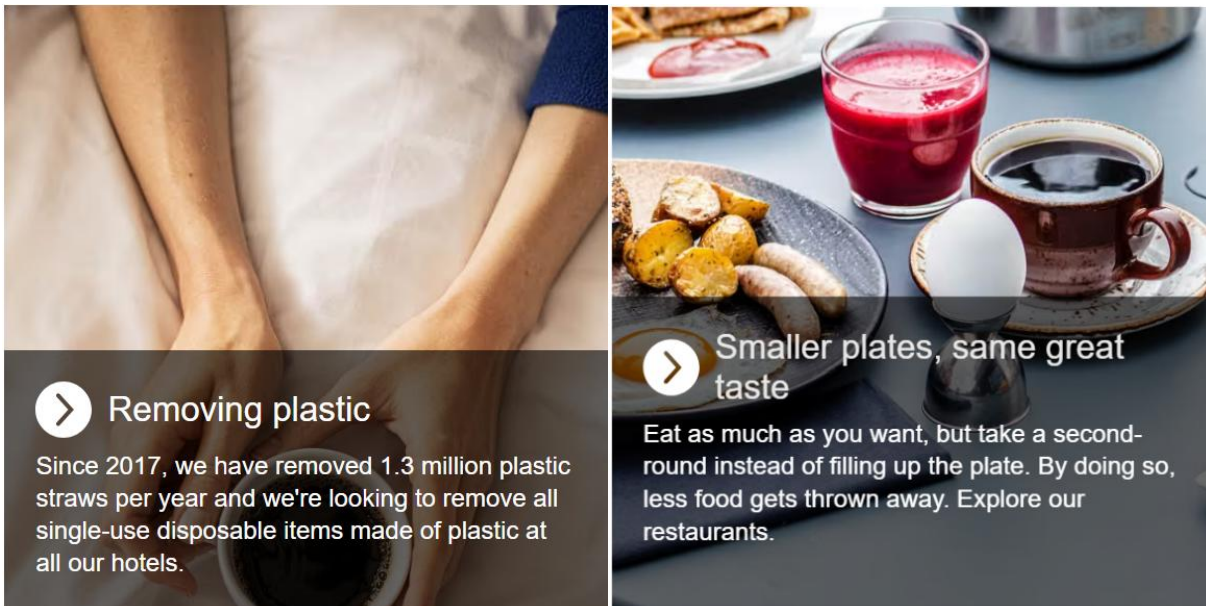
Scandic Hotels way to work is not only related to reducing food waste but being sustainable is hotel's whole philosophy throughout Europe.

## Target groups

Sustainably conscious hotel customers

## Results of the Good Practice

- Diminishing the environmental impact
- Increase of the awareness of a more sustainable methods of utilizing the surplus food / fighting the food waste amongst the consumers as well as the organisation's staff
- Educational impacts in the societies



Images: Scandic Hotels webpage

Website: <https://www.scandichotels.com/>

### GOOD PRACTICE 3 – LESS FOOD WASTE IN RASEKO

Name of The Project: Less Food Waste in Raseko

Promote Organisation; Raisio Regional Training Consortium

Country: Finland

### DESCRIPTION OF THE GOOD PRACTICE

#### What

Raseko is a training consortium in South – West of Finland with nearly 3500 students and 240 staff. The consortium aims at reducing the food waste within the organisation’s food canteens where there are approximately 1000 people on a daily basis who are eating in the consortium’s canteens. In addition to this the consortium is aiming at raising the awareness of a more sustainable attitudes towards consuming the food ie. within the students and staff paying more attention to the food waste that is produced on an individual level. The project is realised in two different departments; Food Services / students and staff AND Restaurant and Catering industry / teaching

#### How

Food services - Reducing the amount of bio-waste annually

- Transparent bio-waste containers, where you can see the amount of bio-waste
- Food line options, e.g. the size of the scoop with certain food ingredients

- Processing line meals so that they can also be offered the next day as an alternative
- “Don't throw away the future” and “Don't eat living space from nature”- posters from the city of Raisio have been attached near all canteens on campus.
- Information posters made in sustainable development education are still expected in autumn 2023
- Giving out the surplus food for free for students who are economically in a weaker position

Restaurant and catering industry/teaching:

Waste cabinet to facilitate food recycling  
 Increasing the teaching of vegetarian dishes  
 Incorporating sustainable development into daily teaching  
 Zero food restaurants, teaching the zero waste world of thought  
 Grease project inquiries about food waste (coming in 2024), bioscale (=making food waste visible)  
 Eating good waste food competition in Raseko 18.11.2023 (second class ingredients, e.g. two-pronged carrot)

### When

The project started 2022 and is ongoing

### Why it is relevant

Environmental impact

Environmentally it will diminish the greenhouse gas emissions, as for every 1kg of food waste, just over 2.5kg of CO<sub>2</sub> is emitted. Also, when food ends up in landfill, it generates methane, a GHG 25 times more potent than CO<sub>2</sub>. In year 2022 Raseko received a sustainability certificate of OKKA- foundation for its significant steps towards a more sustainable actions within the organisation.

Economic efficiency

By reducing the food waste, there are some significant economical benefits with the project.

Social impact

The project has an enormous social impact as the project is taking place in an educational environment.

On the social level it promotes more responsible behaviour of students and school staff and also raises awareness regarding the food consumption / prevention of food waste. Promote the sense of community and social cohesion as the project is done by every member of the organisation.

Giving away the surplus food for students who are in a weaker financial situation is also socially sustainable and works as an example for students of how a society can work in a socially sustainable way.

### Target Groups

School Staff, Students and future restaurant and catering professionals

### Transferability

This model of raising the awareness of reducing the food waste in a school environment and making some concrete actions towards a more sustainable working methods within the theme is totally transferable to the other school environments globally.

### Innovations

More innovative activities and actions can be created according to the organisation's working environment where the schools are located and what the resources in question are, for example, by utilizing artificial intelligence. Potential educational innovations.

### Results of the Good Practice

- Raising the educational aspects and awareness of sustainability and fighting the food waste both within the organisation staff members and students as well as within the whole society.
- Reducing the environmental impacts





# Kestävän kehityksen sertifioitu oppilaitos



Image; [www.raseko.fi](http://www.raseko.fi)

Sources; [Kestävä kehitys - Raseko](#)

**Name of the project:** First Global Company to Halve its Food Waste

**Promoter organisation:** Ikea

**Country:** Global

## DESCRIPTION OF THE GOOD PRACTICE

### What

The company's goal has been to halve food waste in its own operations compared to 2020.

Food loss and waste transpires in every part of the supply chain, so everyone has to take part in addressing it. Due to their extensive reach and high level of visibility, the larger restaurant and retail chains like IKEA can support drive systemic change by setting ambitious food-waste reduction targets and sharing the data achieved. A system that uses artificial intelligence, which helps to reduce the generation and amount of waste. Introduced in 2020. With the help of information, even the causes of loss are addressed..

In 2022, Ingka group, IKEA's largest retailer, made public that the company had cut food waste by 54% across all its restaurants in 32 markets globally.

### How

By tracking and measuring food waste and turning this knowledge into tactile action. In addition to this, with the help of staff training and artificial intelligence, the aim was to halve food waste. The remaining waste is processed into biogas.

### When

In 2022 Ingka Group announced that that they had cut down food waste by 54%.

### Why is it relevant

#### Environmental impact

The reduction is equivalent to saving more than 20 million meals. It also avoids 36,000 tonnes of greenhouse gas emissions per year — equivalent to taking over 8000 cars off the road annually.

#### Economical impact

It saves IKEA \$37 million annually. This achievement demonstrates that diminishing food loss and waste is beneficial not only environmentally and socially, but also for businesses' bottom lines.

#### Social Impact

Other retailers, food producers and distributors can acquire a knowledge of the company's example to help conduct a sustainable food system within reach.

### Target Groups

Retailers, food producers, consumers, staff, distributors.

Innovations: Innovations are numerous especially by utilizing the AI.

## Results of the Good Practice

- Some major reductions of greenhouse gas emissions annually
- Educational impacts in societies globally, both on an individual as well as on business level
- Offers the possibility for consumers to purchase and enjoy sustainably produced food at a very affordable price
- A global example to others of the business concept where sustainability and profitability is made possible at the same time



Source: KEA Suomi puolitti toiminnastaan syntyvän ruokahävikin tekoälyä hyödyntämällä. Mediatiedote 2022. Luettu 15.2.2024. <https://www.ikea.com/fi/fi/newsroom/corporate-news/ikea-suomi-puolitti-toiminnastaan-syntyvaen-ruokahaevikin-tekoalyae-hyoedyntaemaellae-pub77bc8b80>  
[IKEA Becomes First Global Company to Halve Food Waste | World Resources Institute \(wri.org\)](#)  
Pictures: [Vastuullisuusstrategiamme - IKEA](#)

Name of the project: Zero Waste

Promoter organisation: Ravintola Nolla / Restaurant Nolla, “ Zero”.

Country: Finland

## DESCRIPTION OF THE GOOD PRACTICE

### What

Restaurant Nolla’s Goal is to prepare tasty food based on the values of sustainable development and circular economy. Local organic food according to the harvest season calendar, zero waste without packaging waste.

To the rule of five K's developed by Bea Johnson; refuse, prune, reuse, recycle and compost. The idea encourages to reduce waste and to pursue a method of operation where no waste is generated.

### How

All operations according to sustainable development. Zero waste operating model to pursue an operating method where no waste is generated.

At NOLLA, the portions are planned daily based on the raw materials available

Nolla does not accept raw material shipments packed in plastic, cardboard or other disposable packaging. Shipments packed in disposable materials are returned.

### When

Since the year 2017

### Why is it relevant

#### Environmental impacts

Environmentally the sustainable actions of NOLLA will diminish the greenhouse gas emissions, as for every 1kg of food waste, just over 2.5kg of CO<sub>2</sub> is emitted. Also, when food ends up in landfill, it generates methane, a GHG 25 times more potent than CO<sub>2</sub>.

#### Economical Impacts

The Favourable outcome of NOLLA restaurant concept and food products indicate the economic viability of utilizing surplus food and operating by the zero waste operating model. It has made clear that businesses can function profitably whilst being socially and environmentally responsible.

#### Social impacts

The actions of restaurant NOLLA encourage a sense of responsibility and awareness concerning the ethical consumption. Furthermore, there are also some educational impacts from the behalf of NOLLA by raising the awareness of fighting the food waste.

#### Transferability

The concept of zero waste in restaurants is totally repeatable by the rule of five K's developed by Bea Johnson; refuse, prune, reuse, recycle and compost. The idea encourages to reduce waste and to pursue a method of operation where no waste is generated.

#### Innovations

The practice promotes solutions and actions that diminish the environmental impact. In addition to this the practises hold some innovations on an educational level.

#### Results of the Good Practice

- Reducing the environmental impacts
- Educational results in a society on being able to run a profitable business whilst operating in an environmentally and socially sustainable way.



Sources:

[www.restaurantnolla.com](http://www.restaurantnolla.com)



## GOOD PRACTICE 1 - ZERO WASTE

**Name of the project:** Zero Waste (Spreco Zero)

**Promoter organisation:**

Last Minute Market Social Enterprise, in collaboration with the Department of Agro-food Sciences and Technologies (DISTAL) Alma Mater Studiorum – University of Bologna and together with the Ministry of the Environment in Italy.

Last Minute Market is a social enterprise that promotes sustainable local development action, with positive impacts also on an environmental and economic level. In fact, it not only allows us to meet the material needs of certain groups of citizens, but also takes on an interesting educational value in raising public awareness of the problems of waste by encouraging conscious consumption

**Country:** Italy

## DESCRIPTION OF THE GOOD PRACTICE

## What

Zero Waste is an awareness campaign on food waste, that quickly generated a movement of thought, but also a concrete working tool through the Joint Declaration signed by men of science and culture, together with hundreds of citizens, to identify the objectives and contents of the European Parliament Resolution of 19 January 2012, unique European institutional act on the topic of waste.

Zero Waste generated the “First, don't waste” (Primo non Sprecare) campaign (lunches and dinners made with food recovered from waste, branded by great chefs).

Zero Waste promoted the birth of the Waste Watcher Observatory, the first national waste observatory, active on the initiative of Last Minute Market.

Zero Waste supported the convocation of the General States of Waste in Italy, on 5 February 2014: the date of proclamation of the first National Waste Prevention Day, which has become a fundamental event for discussing this topic.

As mentioned, from 2014 to today the campaign promotes the National Day for the Prevention of Food Waste, with the Ministry of the Environment, to raise awareness among citizens and institutions on a central issue of our time and the theme for 2020 was precisely "Stop food waste, feed the planet".

Since 2012, the campaign has promoted the Zero Waste Living Award, with the patronage of the Ministry of the Environment, the Ministry of Foreign Affairs and the World Food Programme: this award gives space to good practices in 0 categories carried out by public bodies, schools, businesses, citizens and associations.

#### How

Zero Waste is a permanent awareness campaign in Italy on the topic of food waste.

#### When

From 2010 and still active.

#### Why it is relevant

The campaign has generated:

- a national awareness on food waste
- the National Day for the Prevention of Food Waste
- the birth of the Waste Watcher Observatory
- the birth of the Zero Waste Living Award
- the convocation of the General States of Waste in Italy

#### Target group

All citizens

#### Results of the Good Practice

Curated by the agroeconomist teacher Andrea Segre', founder of Last Minute Market, the campaign in recent years has identified with its action the rise of a real movement of thought and commitment which today defines itself as "Zero Waste".

Since 2010, Zero Waste has been carrying forward the priorities of the anti-waste legislation recently approved in the Chamber: the new law in fact resumes the work started by Last Minute Market and in the context of PINPAS (National Plan for the Prevention of Food Waste, Ministry of Environment).

#### Website(s)

[www.sprecozero.it](http://www.sprecozero.it)

[www.sprecozero.net](http://www.sprecozero.net)



CAMPAGNA PUBBLICA  
DI SENSIBILIZZAZIONE

# SPRECO ZERO

PER L'ECONOMIA CIRCOLARE  
E LO SVILUPPO SOSTENIBILE



**Name of the project:** Food Bank

**Promoter organisation:**

Banco Alimentare Onlus.

Banco Alimentare is an Italian nonprofit organization of social utility founded in 1989 with the social objectives of collecting production surpluses from the food supply chain, from the agricultural, industrial, large-scale retail and catering sectors and redistributing them to charitable institutions that provide assistance, support and aid to the poor, the marginalized and in general anyone in need in Italy

**Country:** Italy

## DESCRIPTION OF THE GOOD PRACTICE

### What

The project Food Bank, developed by Banco Alimentare Onlus, promotes policies to fight food waste and support poverty and social exclusion with the support of European and national institutions.

From 1990 the Food Bank collects unused, intact and expired foods in Italy, which generally should have been destined for destruction because they were considered unmarketable, allowing these products to acquire a new value and represent new wealth for those who have less.

Banco Alimentare is one of the charitable organizations recognized and registered in the register established by the Agency for Agricultural Disbursements (Agea) through which foodstuffs are distributed free of charge to people in need as part of the European Union aid programs.

It has also many sponsors. Among them there are: Poste Italiane, Unipol Sai Assicurazioni, Intesa SanPaolo – Banca Prossima, Eni, the patronage of the Presidency of the Italian Republic and the collaboration with the Army, CDO Opere Sociali, Società San Vincenzo de Paoli, National Alpini Association.

### How

The Food Bank's primary aim is the social valorisation of food surpluses for charitable purposes.

### When

From 1990 and still active.

### Why it is relevant

The project led to the establishment of a real network against food waste which is engaged every day throughout Italy through 21 Italian Food Banks coordinated by Banco Alimentare Onlus with the help of Territorial Partner Organizations.

Its activity aims to contribute to alleviating the problem of hunger, marginalization and poverty, as well as promoting the fight against food waste, in collaboration with national and European institutions. To do this, it coordinates donations and helps organize the recovery of surpluses from the agri-food chain, distributing them to the

Food Bank Organizations which, in turn, distribute the food free of charge to the Territorial Partner Organizations.

#### Target group

All citizens

#### Results of the Good Practice

The project in 2022 has:

- recovered more than 112,700 tons of food;
- helped more than 1,680,000 people;
- involved 1,872 stable volunteers-
- involved 7,587 Territorial Partner Organizations.

#### Website(s)

[www.bancoalimentare.it/](http://www.bancoalimentare.it/)





### GOOD PRACTICE 3 - SOCIAL WAREHOUSES

**Name of the project:** Social Warehouses

**Promoter organisation:**

Io Potentino Onlus.

Io Potentino Onlus is an Italian non-profit organization of social utility founded in 2015 in Potenza by young people who have always been attentive to the issue of needy citizens of the aforementioned city.

**Country:** Italy

### DESCRIPTION OF THE GOOD PRACTICE

#### What

The project "Social Warehouses" (Magazzini Sociali) was born in 2014 to fight poverty. For this reason his motto became "Power against poverty".

The project carries out various initiatives, events and activities to collect long-life food and support people in need.

The project works by realizing:

- generic and specific food collections (such as milk or bread);
- organization of specific events to promote food collection (for example dance events, cultural events, festivals or awareness-raising activities aimed at involving schools and young people);
- recovery and distribution of food surpluses from the food supply chain, from small and large-scale distribution, or after culinary events.

#### How

Magazzini Sociali can be considered a circular economy project, because solidarity is a fundamental element for the entire project.

Magazzini Sociali:

- is a network made up of 26 partners from the public, private and third sectors;
- can count on the help of over 156 donors;
- operates thanks to the help of 34 volunteers, who work on weekly shifts.

### When

From 2015 and still active.

### Why it is relevant

The project also involves research: challenges linked to the sustainability of agriculture, relationships within food supply chains, the structure of urban and peri-urban agricultural areas, connections between city and countryside, interpretation of new models of food consumption, management of natural resources intended for food production, nutritional problems related to food, waste management and prevention of food waste, food culture, distribution models, relationship between short supply chains and large-scale retail trade, balancing local products with those geographically more distant are the topics related to food and culture food that are explored within the project by students, researchers and industry experts.

Magazzini Sociali has also launched a project to transform unsold and surplus bread into beer, giving life to the "LA166" beer produced with food in application of the Law against food waste 166/2016. This product received the "Non Sprecare" ("Do not waste") award from Nonsprecare.it and the LUISS Guido Carli University

### Target group

All the people facing financial hardships and people in need living in Potenza and in its hinterland.

### Results of the Good Practice

From 2015 to today, Magazzini Sociali has recovered and redistributed more than 103,000 kg of uneaten food through over 8,100 donations.

Magazzini Sociali has been a member of the Circular Economy Stakeholder Platform (ICESP) of ENEA (research institute and coordinator of the platform) since 2020: this platform allows the collection and exchange of best practices on the circular economy at a national level and presentation of them to interested parties.

In March 2021 the Agriculture magazine (international scientific journal) published an article on the results achieved by the project which was indicated as an excellent example of social innovation that can also be replicated in other contexts other than the city of Potenza.

### Website(s)

[www.magazzinisociali.com/](http://www.magazzinisociali.com/)



**Name of the project:** Team Building of Social Responsibility

**Promoter organisation:** WEAT

It is a company that operates as a gastronomic ecosystem in Lisbon (Portugal), organizing cooking workshops where it teaches how to cook without wasting food.

WEAT carries out culinary Team Building activities in spaces, suitable for receiving and hosting multiple people, who can actively participate in workshops or attend presentations.

**Country:** Portugal

## DESCRIPTION OF THE GOOD PRACTICE

### What

During the culinary workshop:

1) WEAT chefs give some advice and teach how to cook healthy meals with minimal waste;

2) moments are developed to allow people to work in teams, solve some problems, develop communication skills and think about the social component.

At the end, everyone is invited to taste their food, to have some motivation to reproduce it at home and perhaps start a different diet based on healthy foods.

The project “Team Building of Social Responsibility” has the following main objectives:

- Create team building activities;
- Teach how to cook with minimal waste;
- Teach culinary skills;
- Give some tips for healthy meals;
- Produce free meals for those in need;
- Stimulate creativity in the kitchen;
- Provide fun moments in the kitchen.

### How

The project organizes culinary Team Buildings with Master Chef’s style, cooking workshops and other gastronomic events, in their kitchens.

Normally each activity has a duration of 2,5 hours and involves from 15 till 80 people.

### When

From 2020 and still active.

### Why it is relevant

The project, through the development of innovative culinary workshops and also through real challenges in the kitchen, inspired by Masterchef-style experiences,

allows participants to develop skills and abilities, ensuring that people become more united and productive even in the workplace.

The project promotes sustainable gastronomy and guides also participants to understand the importance of sustainable diets.

### Target group

Any interested group of persons, organisations or companies.

### Results of the Good Practice

Results obtained after each activity carried out:

- more than 100 meals are produced and donated;
- people improve their motivation,
- participants become more aware of the needs of the community;
- improves awareness of the importance of minimal waste during cooking.

### Website(s)

<https://weat.pt/en/>





## GOOD PRACTICE 5 - ANDRIANI EDUCATIONAL

**Name of the project:** Andriani Educational

**Promoter organisation:** Andriani S.p.A.

It is considered among the most important companies in the innovation food sector, with a factory entirely dedicated to allergen-free production. The company develops and produces a complete range of innovative gluten-free pasta with a unique taste, from a variety of naturally gluten-free ingredients such as: Brown Rice, Corn, Quinoa, Buckwheat, Mung Bean, Red Lentils, Peas, Chickpeas and others

It is a reference point for healthy food innovation throughout the world.

**Country:** Italy

## DESCRIPTION OF THE GOOD PRACTICE

### What

Andriani Educational creates a food education program reserved for schools of all levels to raise awareness among children on the issues of sustainability and the importance of adopting a healthy and natural lifestyle while respecting themselves, others and the surrounding environment.

The project involves the participation of teachers, students and their families who will form an expanded working group on the topic of sustainable food.

It includes cooking and vegetable cultivation workshops, research and in-depth studies.

Starting from seeds and in particular from legumes, participants can discover how to develop a more sustainable lifestyle, aimed at individual and environmental well-being, without giving up the pleasure of being together and enjoying good food.

### How

The project spreads the principles of sustainable nutrition for the environment and health through the methodology of action research and the development of laboratories, actively involving all participants in stimulating and constructive experiences.

The project develops and promotes innovative and engaging strategies to renew the daily routine with new habits, new ingredients and new recipes, to be promoted in the family and at school, to encourage a balanced and conscious relationship with food.

It also promotes the spread of a sustainable diet, essential for safeguarding well-being.

#### When

From 1999 and still active.

#### Why it is relevant

The innovative educational path, over the course of five years, was perfected through dynamic teaching, based on laboratories and action research, according to a multidisciplinary and transversal approach.

#### Target group

Teachers, students and their families.

#### Results of the Good Practice

The project is now operating at a national level and has allowed the involvement of 200 teachers and approximately 4,000 students from Italian schools of all levels, from nursery to secondary schools, also thanks to the collaboration with the Dialogues network of global citizenship education and the constant support of tutors and experts capable of providing teachers with effective operational ideas to be developed in the classroom.

From the monitoring data it emerges that the methodology based on "doing" contributes markedly to the internalization of contents, favouring a greater knowledge of sustainable living: in fact 97.1% of participants appreciated the project and 71.8% declared that it inspired them to make different choices at school and at home, both by experimenting with new healthy foods and adopting new virtuous habits in their daily lives

#### Website(s)

<https://www.andrianispa.com/sostenibilita/>

<https://www.andrianispa.com/andriani-educational-un-percorso-dinamico-e-innovativo-per-leducazione-alla-sostenibilita-alimentare-nelle-scuole/>





## GOOD PRACTICE 1 - HÄVIKKIFOORUMI

**Name of the project:** Hävikkifoorumi – The National Food Waste Forum

**Promoter organisation:** Finnish Food Authority/The Consumers' Union of Finland.

The Finnish Food Authority works for the good of humans, animals and plants, supports the vitality of the agricultural sector, and develops and maintains information systems under the Ministry of Agriculture and Forestry.

The Consumers' Union of Finland is a non-governmental and the only general consumer organisation in Finland safeguarding the interests of consumers, patients and clients of social services and health care. Its aims are to promote consumer and patient awareness and encourage them to further their interests nationwide through an active local consumer association network. Business as usual duties cover both national and international policy work, consumer education, and legal advice for consumers and patients. The organisation gives special attention to sustainable consumption and environmental protection.

In affiliation with Natural Resources Institute Finland, Motiva, The Martha Organization, The Rural Women's Advisory Organisation, The Finnish Grocery Trade Association, and Choice Architecture Partners Oy.

**Country:** Finland

## DESCRIPTION OF THE GOOD PRACTICE

## What

The National Food Waste Forum, was a food chain development project to respond to the Finnish government's commitment to the SDG goal of halving food waste per capita by 2030. Hävikkifoorumi aims to be the biggest food waste project in the nation by assembling all interested food sector operators, companies, organizations, local grass roots actors and others to collaborate and communicate effectively in order to halve household food waste in Finland by 2030.

Hävikkiviikko, the popular national food waste campaign organized annually by Kuluttaja magazine, was also organized as a part of the project in 2022 and 2023. The project was funded by the Ministry of Agriculture and Forestry of Finland.

## How

The aim of the Hävikkifoorumi workshops was to innovate new ways to nudge and support consumers towards reducing food waste through, for instance, packaging design, modifying operating environments or developing various digital food waste solutions.

At the heart of the project is a research report done by Natural Resources Institute Finland and Choice Architecture Partners Oy. The report examines the barriers and drivers of change in consumer behavior in relation to reducing food waste. The goal of the report is to find the best practices and tools with which to achieve genuine behavioral change.

The report studies:

The barriers and drivers regarding change in food waste related consumer behaviour by separating them into two parts:

- A) consumer attitudes and motivation
- B) operating environment and situational factors.

Best practices for changing consumer attitudes and motivation, reducing food waste and increasing food appreciation.

Best practices for modifying consumers' everyday operating environments (everyday design) and supporting sustainable consumer behavior.

The report scrutinizes consumer behaviour in three environments in particular: home environments, grocery stores, and online food stores.

As part of the project Saa syödä website <https://www.saasyoda.fi/> (in Finnish) maintained by Motiva has been developed into a more extensive web service that compiles information related to food waste. To better serve the consumers the website has been updated to a service focused more on cooking and orthodox preservation, not forgetting the information needs of educational institutions and the media.

The revamped website provides comprehensive information on storing various foods, recipes, food waste tips and tricks as well as old familiar services such as the recipe search and the dose calculator. Most of the recipes are imported via the interface directly from the website of The Martha Organization. The fact sections have also been updated to reflect the latest research and food waste figures of Natural Resources Institute Finland.

### When

2020-2023

### Why it is relevant

#### SUSTAINABILITY

Reduce global food waste at the retail and consumer levels and reduce food losses along production and supply chains.

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

#### EFFICIENCY

The design and implementation of the practice answers to real problems of the target group or specific challenges that the country is facing (nationally, regionally, locally).

The means to achieve the social and financial objectives were appropriate and were adapted to the specific requirements of the practice.

### TRANSFERABILITY

The practice may be repeated in the same or other geographical and / or sector level using the same methods.

The practice may be a model for similar actions in other geographical and / or organizational environment.

### INNOVATION

New methods of design and implementation procedures were introduced which have not been applied before in the country/region.

The practice has promoted new forms of partnership, cooperation and networking among stakeholders.

### Target Groups

Consumers, Industry, NGO's

### Results of the Good Practice

#### IMPACT

- less waste
- responsible consumption - foster free choice and moral responsibility
- protecting the environment
- saving resources and money
- less CO2 emissions
- sustainable lifestyles

Based on the project report and the material gathered from the workshops, concrete recommendations was made for the most effective ways to guide consumers towards a real change in consumer behavior and the reduction of food waste.

Freely available materials and campaigns to educate and encourage, and raise the awareness as well as providing practical methods in reducing food waste.

Targeted towards halving the amount of food waste by2030.

<https://www.kuluttajaliitto.fi/en/havikkifoorumi-consumers-food-waste-forum/>

<https://www.saasyoda.fi/>

Key recommendations and solutions from the project for retail, industry and NGOs is published here (In Finnish): Suositukset ja hyvät käytänteet kuluttajan ruokahävikin vähentämiseksi <https://www.kuluttajaliitto.fi/wp-content/uploads/2023/12/73849526-havikkifoorumi-suositukset-a4-2023.pdf>

Esteet ja ajurit kuluttajien ruokahävikin vähentämisessä : Kirjallisuusselvitys Riipi, Inkeri; Poutiainen, Marika; Kuisma, Miia (2021)(Report on Barriers and Drivers in Reducing Consumer’s Food Waste/in Finnish)

<https://jukuri.luke.fi/handle/10024/548050>



Posters about reducing food waste



Key recommendations and solutions from the project for retail, industry and NGOs is (In Finnish)

## GOOD PRACTICE 2 – THE CHEF’S MANIFESTO

**Name of the project:** The Chef’s Manifesto

**Promoter organisation:** The SDG2 Advocacy Hub Secretariat. The SDG2 Advocacy Hub coordinates global campaigning and advocacy to achieve SDG2: To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030.

The Hub’s mission is to bring together NGOs, advocacy groups, civil society, the private sector and UN agencies to share expertise, ideas and to collaborate on campaigns, so that our overall impact as a community of influencers is increased. Formed in 2016, the Hub has grown to include over 120 organisations

**Country:** World wide

## DESCRIPTION OF THE GOOD PRACTICE

### What

The Chefs’ Manifesto is a chef-led project that brings together 1300+ chefs from around the world to explore how they can help deliver a sustainable food system. As chefs bridge the gap between farm and fork, the Chefs’ Manifesto empowers chefs with a framework tied to the United Nations Sustainable Development Goals.

The framework consists of simple, practical actions chefs can take and are grouped into 8 Thematic Areas.

## How

GET TO KNOW YOUR INGREDIENTS/ USE YOUR PURCHASING POWER/LEAD BY EXAMPLE/ SPREAD THE WORD/ BE A COMMUNITY FOOD CHAMPION

### **Ingredients grown with respect for the earth and it's oceans.**

- Get to know your ingredients. How are they grown, reared or sourced? Choose ingredients with the lowest impact on the environment.
- Use your purchasing power. Choose producers and suppliers who work sustainably. Only buy from sources who share your values.
- Champion sustainable ingredients and producers through your menus and in your restaurants.

### **Protection of biodiversity & improved animal welfare**

- Maintain the rich diversity of the world's natural larder by using different varieties of plants, grains and proteins. Champion 'wild' variants and avoid monoculture.
- Lead by example. Raise awareness about the importance of free-range eggs, sustainably sourced fish and animal welfare on your menus and in your restaurants.
- Use your purchasing power. Choose producers who commit to higher animal welfare standards. Avoid industrialised livestock production.
- Use your purchasing power. Only choose fish and seafood that is abundant and sourced sustainably.

### **Investment in livelihoods**

- Get to know your ingredients. Who grows, harvests, sources and packages them? How do they get to you? Investigate the journey from farm to fork. Choose ingredients with as few intermediaries as possible between you and the farmer.
- Chose produce that is priced fairly to enable a viable livelihood for farmers and suppliers.
- Support more farmers to access marketplaces by choosing to buy from small-scale producers.
- Pay fair wages, promote equal opportunities and provide training within your restaurants.
- Provide training and mentoring to help your chefs.
- Promote the empowerment of women across the sector as they are often underserved and underrepresented. Support female farmers, female producers and female chefs.

### **Value natural resources and reduce waste**

- Separate, monitor and set targets to reduce food waste. Manage food safety processes and use-by dates to avoid wastage.
- Plan food orders and menus to minimise food waste. Offer smaller portion sizes.
- Use the whole ingredient and encourage nose to tail, root to leaf eating. Be creative: pickle, preserve, dehydrate and freeze.
- Divert waste from landfill. Investigate turning food waste into compost or bio-gas. Consider offsetting the carbon used in your restaurant or switching to renewable energy sources.
- Be resource efficient. Manage water usage to cut costs and protect the environment.
- Engage suppliers and producers to help incorporate surplus produce into menus.
- Work with producers and suppliers to avoid excess packaging. Use recycled, recyclable and biodegradable packaging.
- Re-distribute surplus food through community sharing and food bank programmes.

#### **Celebration of local & seasonal food**

- Buy locally produced foods in season. Avoid air-freighted foods.
- Showcase local producers and traditional techniques on your menus and restaurants.
- Engage with your local community – work with schools and teach kids about nutritious food and how to cook it.
- Be the connection between producers and consumers. Help show people where their food comes from by championing farmers and connecting them to diners.
- Promote kitchen gardens and urban farming. Encourage people to start growing their own food.
- Organise events to bring people – young and old – together around good food.

#### **A focus on plant-based ingredients**

- Make vegetables, beans and pulses the centre of your dishes.
- Use less, and better, animal protein.
- Champion plant-rich proteins on your menus and in your restaurants. Be creative in describing veg based dishes.
- Avoid using words like “vegan” and “vegetarian” which may be off-putting.

#### **Education on food safety, healthy diets & nutritious cooking**

- Showcase best practise on food safety, allergens and nutrition in your kitchens and through your menus.
- Support good nutrition education for all – young and old. Volunteer to teach a nutritious cooking class in a school, community centre or care home.
- Educate diners about the importance of eating a colourful plate.
- Use annual events like International Chefs Day (20 October), World Food Day (16 October) and local holidays to get creative and engage people in nutritious cooking.

- Use technology as a tool for teaching others. Make videos, run web-casts and on line campaigns.

### **Nutritious food that is affordable & accessible for all**

- Support initiatives that provide access to nutritious meals in your communities – whether that be a soup kitchen, food bank or community garden project.
- Help raise awareness about what a nutritious meal looks like and how to cook well on a budget.
- Build a chef community across the world to share stories, best practice and learnings on how to help ensure good food is accessible and affordable for all. Use social media to raise awareness about food issues and how to be part of the solution.

#### When

2020 -

#### Why it is relevant

### SUSTAINABILITY

Reduce global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Substantially reduce waste generation through prevention, reduction, recycling and reuse.

Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Increase the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment

### EFFICIENCY

The design and implementation of the practice answers to real problems of the target group or specific challenges that the country is facing (nationally, regionally, locally).

The means to achieve the social and financial objectives were appropriate and were adapted to the specific requirements of the practice.

## TRANSFERABILITY

The practice may be repeated in the same or other geographical and / or sector level using the same methods.

The practice may be a model for similar actions in other geographical and / or organizational environment.

## INNOVATION

New methods of design and implementation procedures were introduced which have not been applied before in the country/region.

The practice incorporated / promoted ICT use or solutions that reduce environmental impact (less CO2 emissions)

The practice has promoted new forms of partnership, cooperation and networking among stakeholders.

The practice utilized expertise and experiences from other countries.

## Target Groups

Chefs and through them all citizens.

## Results of the Good Practice

This practice led to improvement of educational status, environmental status, social or financial status, provision of services in the respective sector.

The practice covered the needs of the target group.

The changes brought about by the practice offered an added value to national, regional or local level.

The results of the practice can be evaluated (e.g. measurement survey of the beneficiaries).

## Website

<https://sdg2advocacyhub.org/chefs-manifesto/>



# THE CHEFS' MANIFESTO



**Name of the project:** Silo, The Zero Waste Restaurant

**Promoter organisation:** Silo's chef-and owner DouglasMacMaster

**Country:** London/ Great Britain

## DESCRIPTION OF THE GOOD PRACTICE

### What

Silo's menu is an expression of natural farming and closed loop cooking, demonstrating quality within sustainability with ZERO WASTE PHILOSOPHY.

### How

Silo is a restaurant without a bin. This statement has become their guiding principle, forcing them to work backwards in eliminating waste from their food system. Everything on the menu is created from ingredients in their whole form, cutting out over-processing and food miles, whilst preserving the integrity of the ingredients we treasure.

Their own flourmill that turns ancient varieties of wheat into flour the analogue way, opposing industrial bread making processes. They churn their own butter, roll their own oats and support a root to leaf ideology, meaning that if an animal dies or a vegetable is harvested for food they will maximise its entire potential, respectfully. Zero waste doesn't exist without a network of suppliers who are just as committed to the cause as the restaurant is. To achieve zero waste, all products delivered to the restaurant come in reusable, returnable vessels such as crates, pails and urns. This idea isn't revolutionary, it's how businesses used to operate. This is what we mean by a pre-industrial food system.

The minimal waste that remains between produce coming in and dishes going out is natural and therefore compostable...closing the loop. Working without waste is nothing new - it is a mirror of natural processes. There is no bin in the jungle, after all. Beyond the vessels, the suppliers represent the best processes in terms of regenerative farming and producing with the utmost respect for biodiversity and regenerative agriculture.

The fermentarium sits in the bowels of the restaurant. It is a cupboard full of emerging dreams and an anvil cell for diamonds of flavour. Vegetable trim, cheese rinds and excess dairy all hold leading roles in this showcase of what can be created when waste is reconsidered as a resource. The input is 'waste', salt and time. The output is complex, layered flavour in the form of garums - both the seasoning and the foundation to many of their most successful dishes.

The dining room furniture and fittings are created from a desire to reuse, choosing up-cycling before recycling. Materials that would have otherwise been wasted have been crafted with innovation to create functional, beautiful designs. The plates are formed from plastic bags, and tables from reconstituted food packaging.

Light shades are mycelium grown on spent brewer's grains and crockery is forged from crushed wine bottles. The floor and ceiling form the regenerative bread of this upcycled sandwich - cork and sheeps wool respectively.

Even with the best of intentions and tightly closed loop systems, no restaurant can be 100% zero waste. The 0.1% of our output that can't be fermented, upcycled, composted or recycled is a stream we have dubbed 'alien waste'. We keep 100% of our alien waste. 18 months worth of it is condensed 4x4 inch block of blue.

## When

Introduced first in Australia in 2011, 2019 in London

## Why it is relevant

### SUSTAINABILITY

Reduce global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Substantially reduce waste generation through prevention, reduction, recycling and reuse

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

### EFFICIENCY

The social and financial objectives were reached.

The design and implementation of the practice answers to real problems of the target group or specific challenges that the country is facing (nationally, regionally, locally).

The practice achieved the mobilization of appropriate stakeholders which have a statutory responsibility for specific issues.

The means to achieve the social and financial objectives were appropriate and were adapted to the specific requirements of the practice.

### TRANSFERABILITY

The practice maybe repeated in the same or other geographical and / or sector level using the same methods.

The practice may be a model for similar actions in other geographical and / or organizational environment.

## INNOVATION

New methods of design and implementation procedures were introduced which have not been applied before in the country/region.

The practice incorporated / promoted ICT use or solutions that reduce environmental impact (less CO2 emissions)

The practice has promoted new forms of partnership, cooperation and networking among stakeholders.

### Target Groups

Customers, Suppliers, other restaurants

### Results of the Good Practice

#### IMPACT

- less waste
- responsible consumption - foster free choice and moral responsibility
- protecting the environment
- saving resources and money
- less CO2 emissions
- sustainable lifestyles

### Website(s)

<https://www.silolondon.com/pages/about>

<https://vimeo.com/375646424>





#### GOOD PRACTICE 4 – MYCELIUM TECHNOLOGY

**Name of the project:** Mycelium Technology

**Promoter organisation:** Ecovative LLC is a materials that provides sustainable alternatives to plastics and polystyrene foams for packaging, building materials and other applications by using mushroom technology.

**Country:** New York /world wide

#### DESCRIPTION OF THE GOOD PRACTICE

##### What

Ecovative is a pioneering startup that operates in the sustainable materials industry. The company specializes in the development and production of materials derived from mycelium, the vegetative part of a fungus. By utilizing agricultural byproducts, Ecovative creates eco-friendly alternatives to plastics, leather, meat, and other unsustainable products. The company's innovative approach involves growing complete structures with mycelium, a process that is both unique and environmentally friendly.

##### How

Ecovative's business model is centered around licensing its technology to other companies in the U.S. and globally. It generates revenue by offering its sustainable materials for use in various industries, including packaging, fashion, and beauty. The company also provides a service for growing mycelium materials at scale in vertical farms, offering a sustainable alternative to products derived from fossil fuels and factory farming.

Ecovative makes fully compostable packaging products, building materials, leather and food made from mushroom roots or 'mycelium' branded MycoComposite™. In a

circular economy, products can be designed to break down naturally after use as they would in the natural world. Ecovative's environmentally friendly packaging has the protective properties of polystyrene packaging (EPS) but doesn't contribute to the 8 millions tonnes of plastic that enter our oceans every year. It can be safely disposed of at home.

The founders of Ecovative Design were inspired by the way mushrooms growing on wood chips bonded them together with their roots.

Ecovative uses mycelium - mushroom roots and low value agricultural feedstock (part of the plants that cannot be used for food) to make their packaging. "We're using mushrooms to create an entirely new class of materials which perform a lot like plastic."

Mycelium is a fungal network of threadlike cells that acts like a natural, self-assembling glue. It grows in 5-7 days without needing any light or water, digesting agricultural by-products and binding into any shape needed.

This enabled the team to create a new method of producing materials that can replace various products, including petroleum-based expanded plastics and particle board made using carcinogenic formaldehyde.

In the process, Ecovative introduces the low value agricultural feedstock which is cleaned and inoculated with the mushroom tissue.

At the end of the process, the material goes through a dehydration and heat treating process to stop the growth and to ensure the absence of spores or allergens.

#### When

2007-

#### Why it is relevant

### SUSTAINABILITY

Substantially reduce waste generation through prevention, reduction, recycling and reuse

Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production

Ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality

### EFFICIENCY

The design and implementation of the practice answers to real problems of the target group or specific challenges that the country is facing (nationally, regionally, locally).

The practice achieved the mobilization of appropriate stakeholders which have a statutory responsibility for specific issues.

The means to achieve the social and financial objectives were appropriate and were adapted to the specific requirements of the practice.

### TRANSFERABILITY

The practice may be repeated in the same or other geographical and / or sector level using the same methods.

The practice may be a model for similar actions in other geographical and / or organizational environment.

### INNOVATION

New methods of design and implementation procedures were introduced which have not been applied before in the country/region.

The practice incorporated / promoted ICT use or solutions that reduce environmental impact (less CO2 emissions)

The practice has promoted new forms of partnership, cooperation and networking among stakeholders.

The practice utilized expertise and experiences from other countries.

### Target Groups

The company's target market includes large businesses interested in sustainable materials, as well as educational institutions that may use their Grow-It-Yourself (GIY) materials for educational purposes. Ecovative also has plans to expand its product offerings to include compostable materials for industries where such options are not yet commercially available.

### Results of the Good Practice

This practice led to in environmental status.

The practice covered the needs of the target group.

The changes brought about by the practice offered an added value to national, regional or local level.

The results of the practice can be measured.

### Website

<https://www.ecovative.com/>



Packing made with mycelium



Vegan bacon made of mycelium



Mycelium leather

## GOOD PRACTICE 5 - FIKSURUOKA

**Name of the project:** Fiksuruoka

**Promoter organisation:** Foodello, also known as Fiksuruoka.fi in Finland, is a start-up that challenges traditional grocery market by selling surplus batches of food with large discounts in web store. Their main goal is to reduce food waste originating from mistakes in demand forecasting, changes in packages or short best before dates.

Team of +50 people helping customers and suppliers to reduce food waste

**Country:** Finland, also in Belgium and The Netherlands by the name of Foodello

## DESCRIPTION OF THE GOOD PRACTICE

### What

Fiksuruoka buys surplus food from manufacturers and sells it online to consumers at affordable prices. The company has already reduced food waste by millions of kilograms. CEO and co-founder Juhani Järvensivu is taking the online surplus food shop to the global market.!

### How

The food in grocery stores comes from suppliers. Sometimes they can't sell all of their products to grocery stores and the products are at risk of ending up in waste.

These are the products Foodello sell and by buying them people can help reduce food waste! All of the products are discounted up to 90%. On average the regular customers can save hundreds of euros per year by doing a part of their shopping with Foodello, while helping the environment. The customer selects and pays for the product, and Foodello's partner delivers the order to the customer's doorstep. The difference between Foodello and other online food stores is that the food we deliver would otherwise go to waste and costs only just over half of their prices.

#### When

Founded 2016 -

#### Why it is relevant

Promoting the circular economy by making sure that products that have already added a burden to the climate and the environment by being manufactured do not end up as waste. With /FoodelloFiksuruoka, we have already managed to reduce food waste by over 13 million kilograms together with our customers.

Share of the circular economy solution of all business operations: 100%

#### SUSTAINABILITY

Reduce global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Substantially reduce waste generation through prevention, reduction, recycling and reuse

Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

#### EFFICIENCY

The social and financial objectives were reached.

The design and implementation of the practice answers to real problems of the target group or specific challenges that the country is facing (nationally, regionally, locally).

#### TRANSFERABILITY

The practice may be repeated in the same or other geographical and / or sector level using the same methods.

The practice may be a model for similar actions in other geographical and / or

#### Target Groups

Suppliers/Consumers

#### Results of the Good Practice

Fiksuruoka has already managed to reduce food waste over 13 million kilograms together with their customers

## IMPACT

- less waste
- responsible consumption - foster free choice and moral responsibility
- protecting the environment
- saving resources and money
- sustainable lifestyles

This practice led to improvement in environmental status, social or financial status, provision of services in the respective sector.

The practice covered the needs of the target group.

The changes brought about by the practice offered an added value to national, regional or local level.

The results of the practice can be evaluated.

## Website(s)

<https://www.fiksuruoka.fi/>

<https://www.foodello.com/>

The logo for Foodello, featuring the word "Foodello" in a bold, rounded, green font.



## GOOD PRACTICE 1 - REFOOD

**Name of the project:** ReFood

**Promoter organisation:** ReFood and Fruta Feia (Ugly Fruit)

**Country:** Portugal

## DESCRIPTION OF THE GOOD PRACTICE

## What

Fruta Feia Co-operative arises from the need to overturn the standardization trends regarding food, which have nothing to do with its' quality and safety. This project aims to fight the market inefficiency by changing consumption patterns and creating an alternative market to "ugly" fruits and vegetables. A market that values farmers and consumers, and that can prevent food waste as well as the unnecessary use of resources to their production.

The cooperative Fruta Feia ("ugly fruit" in Portuguese) has been preventing the waste of so-called "ugly" fruit in Portugal. This refers to fruit (and vegetables) that are not usually sold in markets because their colour, shape or size does not meet perceived customer preferences. As a result, farmers cannot sell the produce and it goes to waste. What if Porto prevented 50% of all edible food waste?

## How

Just under 14,000 tonnes of food are wasted in the Municipality of Porto every year, 101 with only a fraction of this waste currently being valorised. However, both Porto itself as well as the Porto Metropolitan Area (PMA) have ongoing initiatives, such as ReFood and Fruta Feia (Ugly Fruit) Cooperative, to combat this. ReFood works to divert edible food waste from landfill by redistributing it, while Fruta Feia ensures that imperfect fruits and vegetables are eaten by effectively marketing products that producers find hard to sell. Currently, donations to food banks alone account for 13% of edible food waste in the Municipality of Porto. Preventing food waste not only helps bring food to those in need, but also reduces the amount of food and food waste that is produced, lessening the negative impacts stemming from food production and food waste processing.

## When

Since 2013

## Why it is relevant

Attempts to tackle the issue of unnecessary use of resources during the production of all this wasted food (soil, energy, water).

Attempts to reduce the emission of carbon dioxin and methane resulting from the decomposition of food that is not eaten.

Attempts to address ethical issues that has to do with food waste.

Attempts to fight the current market inefficiency by changing consumption patterns and creating an alternative market to “ugly” fruits and vegetables.

### Target Groups

All citizens/consumers, producers

### Results of the Good Practice

Every week, each delivery point has an average of 300 consumers and saves around 1,5 tonnes of fruit and vegetables from being wasted.

To date, the initiative works with 275 producers, 12 delivery points and 6530 consumers

The initiative estimates that it has prevented a total of 2725 tonnes of food from being wasted.

### Website(s)

[Fruta Feia or Ugly Fruit finds beauty in misshaped fruit | European Circular Economy Stakeholder Platform \(europa.eu\)](#)

[| Fruta Feia](#)



## GOOD PRACTICE 2 – CIRCULAR SOLUTION FOR CITRUS PEELS

Name of the project: Circular solution for citrus peels

Promoter organisation: PeelPioneers

Country: Netherlands

## DESCRIPTION OF THE GOOD PRACTICE

### What

The PeelPioneers is the first company in the world to use citrus peel to create new raw materials. The peels are left over for making fresh juice, collected from supermarkets at the catering industry. PeelPioneers working with Renewi, uses the peel to create dietary fiber antioxidants, orangeade and orange oil all of which are used in food, cosmetics and cleaning products. The pulp is sent to farmers for animal feed. Renewi is responsible for separate collection and transport, while PeelPioneer covers the specialist processing.

### How

Constant research is taking place in the organization's innovation lab where constant research is taking place of how to obtain more value from the peels. As a result of that research the Finix citrus fiber was launched which provides firmness, structure and the right mouthfeel to, for example, meat substitutes and muffins. By using the ingredients derived from the orange peel an array of new products can be created ranging from food stuff, personal care products, house cleaning products and in a number of other applications.

### When

2016

### Why it is relevant

Reformulation of food products

Reduction of environmental footprint and energy consumption.

Shape of the food market and influence consumers' dietary choices.

Paving the way for the creation of sustainable food options for animal and human consumption.

Clear business case- "where others see waste we see raw materials".

### Target Groups

Retailers, consumers, food processors, Process waste companies

### Results of the Good Practice

The Netherland produces about 250 million kilograms of citrus peel a year as a byproduct of making fresh juice, and this peel has potential for reuse.

Renewi has 34 vehicles that are currently used to pick up this organic waste from customers.

During the production process, 100% of the peel is reused as a new circular ingredient.

### Website

[Home • PeelPioneers](#)



**Name of the project:** Entogreen: using biomimicry to turn organic waste into fish food

**Promoter organisation:** Entogreen

**Country:** Portugal

## DESCRIPTION OF THE GOOD PRACTICE

### What

The world population has increased exponentially and in response **animal production has become increasingly intensive and unsustainable.**

Agricultural producers face difficulties in nourishing their soil, using essentially chemical and mineral fertilizers, which contribute to water pollution. The demand for more sustainable fertilizers has increased and organic fertilizers are a possible solution, contributing to greater water retention in the soil and reducing the leaching of mineral nutrients.

The global production of products of animal origin has grown aggressively in recent years, driving up the prices of these nutritional sources and increasing the environmental impact of their production.

**In the case of agricultural production, difficulties arise in the search for nutritional sources for animals**, essentially proteins. The nutritional sources currently used are essentially **soybeans**, almost entirely imported into Europe, and **fishmeal**, which depends on the capture of fish at sea and which is essentially used to feed fish in aquaculture.

### How

In the company's facilities adult flies (Black soldier flies) are produced and raised which live in the ideal conditions to provide reproduction and the production of large quantities of eggs. These fly eggs are then inoculated into a food mixture developed by Entogreen that will generate larvae at the ideal stage for inoculation into food waste to be bioconverted.

We make use of waste vegetable products given to us by producers. This waste, exclusively vegetable and of controlled origin, is processed and used to feed the insects produced in our facilities.

After a few days the larvae increased several times in size and digested all the waste used, converting the nutrients present in the waste into organic fertilizer for the soil.

The larvae, rich in protein and fat, are then fed to animals (whose natural foods is insects) or processed into meal and insect oil as a nutritional solution for animals.

### When

2014

### Why it is relevant

Promotes sustainable seafood farming.

Works towards the transformation of the business practices of farmers, fishers and aquaculture producers through technological solutions (bio industrial technology).

Fosters alternative feed materials (i.e. insects).

### Target Groups

Farming businesses, Producers, Fish farming industry, Research institutions

### Results of the Good Practice

Fishmeal, a protein source used in aquaculture, is highly unsustainable given the exploitation of the oceans. The insect protein produced by Entogreen is a substitute for it. **Intensive fishing already threatens countless species with extinction**, making it impossible to renew them.

In turn, the **population increase implies an intensification of agricultural and livestock production. Which** means an increase in greenhouse gases from animal production and even greater pressure on their food sources.

### Website

[Bioindustry – Entogreen](#)





#### GOOD PRACTICE 4 – SMART LABELS AND PACKAGING

**Name of the project:** Smart labels and packaging

**Promoter organisation:** MIMICA

**Country:** United Kingdom

#### DESCRIPTION OF THE GOOD PRACTICE

##### What

Expiry dates are estimates of the worst-case temperature scenario for food. This keeps us safe, but most of us store food in much better conditions than the worst-case scenario – so by following expiry dates we can end up wasting perfectly good food. By using Mimica Touch which responds to all the temperature changes, in most cases you will be able to use food for longer and reduce waste.

##### How

Smart expiry label providing real-time indication of food freshness, using tactile interface (touch), based on time & temperature response calibrated to different food types and their spoilage characteristics.

##### When

2017

## Why it is relevant

Provides information to consumers through digital means to improve the accessibility to crucial information with regards expiration and freshness.

Rationalizes consumption patterns by providing reliable information on expiration and thus preventing the “throw away” culture that prevails also in food products.

Empowers consumers to make informed choices about food products.

## Target Groups

Food processors, retailers, hotels, restaurants, mass caterers

## Results of the Good Practice

Food wastage: In the UK alone over 9.5 million tonnes of food and drink annually is unnecessarily wasted, costing the average UK household £470 a year. The Mimica cap is designed to show the true longevity of the food. You can save more and waste less.

Reduced carbon footprints: Food waste is responsible for up to 10% of global carbon emissions. Estimations based on verified data predict increasing the shelf life of perishable food by even 1 day alone could reduce all global greenhouse gas emissions by 0.3-0.4%; this equates to saving over 202.8 million tonnes of greenhouse gases from entering our atmosphere. There is potential to safely increase shelf life of most perishable foods by at least 2 days.

Increasing brand loyalty and share of basket: Wasting some of a beverage often makes consumers less likely to repurchase it or reduce purchasing frequency. Two thirds of consumers said they would buy larger bottles of juice, if they were able to finish them by the expiry date.

## Website

[Food Waste — Mimica \(mimicalab.com\)](https://mimicalab.com)

Current  
expiry date  
system



With  
Bump by  
Mimica



**Name of the project:** Rural food security in Southern Africa

**Promoter organisation:** TSURO

**Country:** South Africa

## DESCRIPTION OF THE GOOD PRACTICE

### What

Through the project it is attempted to develop food security through subsistence farming using low-input agriculture. This is the substance of the assistance. However, it works towards the increase of cash income by suggesting that households start by increasing food production for their own use and then go on to market the surplus.

### How

TSURO advises farmers on how to increase their yield using permaculture strategies. They also give advice on how to get a higher price from the surplus and engage beneficiaries in specific money-making projects, such as producing honey for sale. The project shows people how they can use the materials they have to hand and gradually improve their farming output. For example, the poorest farmers might be encouraged to store water by using discarded plastic containers, by digging a hole, or a contour bund. By increasing their agricultural production through these methods they could sell some surplus and buy polythene for a pond. The project attempts first to increase the subsistence production of the poorest using the materials they already have. It also promises a surplus. With that comes an increasing ability to purchase inputs to their farming, ending up with a top-level commercial farm. This promise breaks through the stigma associated with subsistence. As a beneficiary of the project stated “before then I lacked some certain skills and knowledge on how to farm. But through TSURO I had to attend workshops and I would implement those skills that I was trained on. I have also improved in my yield from the farm. I am now getting enough to feed my family, and surplus to sell.”

### When

2009

### Why it is relevant

Increases the sustainability of local food producers which ultimately may increase their resilience.

### Target Groups

People of the Chimanimani district

### Results of the Good Practice

Use of land with environmentally friendly practices.

Creation of relevant skills to the local population so to be in the position to provide for themselves.

Helping the local community to build resilience by securing some levels of food surplus.

Promote the sense of community and social cohesion.



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