

Food donation campaign



This action targets **unsold food of supermarkets, markets and corner stores** as well as **leftover food** in school or business **canteens and restaurants**.

Although retailers and shop holders try to purchase the right amount of food to be resold, still a huge amount of food gets disposed of when it can't be sold anymore. As most of this food is still eatable, this is a substantial waste of food and resources. Find out more about [use-by and best-before dates and other labels](#).

The same is true for canteens and restaurants: Although school owners and staff are often very experienced when it comes to calculating the amount of food needed for a specific number of guests, there is often still some food left in the pots and pans at the end of the day. Some canteen operators try to re-process these leftovers for the next day, but most of it gets thrown away in the end. This is what the food donation campaign targets at: taking these cooked meals¹ at the end of day or collecting unsold foods from supermarkets, markets and corner stores² and dedicating them to a new purpose: **Feeding more people instead of feeding the bin!** In order to do so, participants collect the leftover food and re-distribute it to one or several local food bank(s) and restaurants for less fortunate people. In addition to this, participants learn about food waste and are provided with tips on how to reduce food waste in daily life.

Please note that food donation is only the second best option in food waste prevention ([see here](#)): before donating leftovers and unsold foods, shops, restaurants and canteens should always first take measures to prevent leftovers and unsold foods in the first place. For restaurants and canteens, this food donation action should therefore be combined with an “eco-restaurant action” in order to substantially decrease the food wasted in the restaurant or canteen. For supermarkets, markets and corner stores, please have a look at the factsheet “waste reduction in supermarkets” which is part of the targeted communication toolkit for businesses.

Objectives

- ▶ Make European citizens aware that actions to reduce food waste can be taken on a daily basis and inform about those parts of the society who can't afford a decent diet and are therefore dependent on food banks
- ▶ Raise awareness among the audience about good habits for food waste reduction
- ▶ Make shop owners, staff, restaurants, canteens and consumers aware of the amount of food wasted every day
- ▶ Raise awareness among participants about easy options of where to bring leftover meals and foods
- ▶ Establish relationships between the donators and food banks or restaurants for less fortunate people and encourage collaboration on a regular basis

What you need

- ▶ A retailer (supermarket, shop owner or market stall holder), canteen or restaurant that is willing to participate in this action
- ▶ A local **food bank** (or restaurants for less fortunate people) where you can bring the collected food (or organise your own little “[feeding the xxx event](#)”)

¹ Please note that **leftovers from plates can under no circumstances be donated** for food safety reason

² Depending on where you live, a considerable number of retailers might already be involved in such activities. You should thus always try to find a supermarket or retailer who has not yet implemented such actions.



- ▶ A **transporter** for the day of the action, considering appropriate storage conditions and hygiene provisions
- ▶ **Information and communication material:** Advertise for your food donation action by putting up promotional posters on strategic points or via other communication means. Inform all target groups about the action by giving out information on [food waste and on how to avoid](#) it before the event.

Preparing the action

Before the EWWR (at least one month beforehand)

- ▶ Decide on your target audience: Who do you want to reach with this action? And who do you want to address as food donator? Supermarkets, small local corner shops, market stalls, restaurants or a canteen?
- ▶ Prepare a poster to advertise for your food donation campaign or use the EWWR posters ([download here](#))
- ▶ Send the information on your action as well as general information about food waste and how to avoid it per mail to your target group or print it and give it out to them
- ▶ **Conduct a food waste trash audit** ([EWWR food waste calculator](#)) to evaluate the average food waste produced during a regular day in that store, restaurant, market or canteen
- ▶ Invite the target audience to participate in your event
- ▶ Involve the staff in the action
- ▶ Check with your local authority if they provide support for these kind of initiatives, in the form of free pick-up services (for leftovers to be transferred to food banks or restaurants for less fortunate people) or reusable containers for these transports

Pre-EWWR (one or two weeks beforehand)

- ▶ Enhance advertisement of your event, remind people about the event and invite them again to take part
- ▶ Involve the shop/restaurant owner, manager and staff in the action
- ▶ Clarify the details of the action with the
 - Canteen operator/shop manager: when will you pick up the leftovers/unsold food? Can you use their materials (pots, cartons, packaging) for transportation or do you need to bring your own material?
 - Food bank/restaurant for less fortunate people: Make sure that they are available to receive the food when you are coming and that they can use it, otherwise find another food bank.
- ▶ Print information material to be distributed during the action, informing staff and participants about food waste and food waste prevention measures

Implementing the action = day of the action!

- ▶ Implement your food donation campaign
- ▶ Use the event to inform about the problematic of food waste and to give out tips and tricks to participants on how to reduce food waste in everyday life, distribute the information material
- ▶ Take pictures and videos
- ▶ **Conduct a food waste trash audit** ([EWWR food waste calculator](#)) to evaluate the amount of leftover food re-distributed to food banks. On this basis you can then evaluate how much waste was avoided
- ▶ Communicate the results of your food waste audit to the participants
- ▶ Involve the staff in the action in order to build the basis for establishing a long-term relationship between the store/restaurant/canteen on one hand and food banks/restaurants for less fortunate people on the other hand



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Evaluation and feedback

After the EWWR

- ▶ Give feedback to your Coordinator: number of participants, amount of waste avoided, etc.
- ▶ Send pictures and videos of your action to your EWWR Coordinator
- ▶ **Conduct another food waste trash audit** ([EWWR food waste calculator](#)) to evaluate the average food discarded of (and not donated/redistributed) during a regular day at the store/restaurant/canteen about two weeks after the redistribution action to see if donation is becoming a regular habit
- ▶ Help to establish a collaboration on a regular basis between the retailer/restaurant/canteen and the food bank: Convince manager to establish this as a regular practice and see if the staff could bring unsold food and leftovers to food banks and restaurants for less fortunate people during their working hours or if they would be willing to do it voluntarily after work; otherwise try to find volunteers from outside

More information

- ▶ Information material
 - Food waste and its impact: [Do you dare to be aware?](#)
 - Tips to reduce food waste:
 - [Shopping & Planning](#)
 - [Storing](#)
 - [Cooking & Eating](#)
 - [Use-by / best-before dates](#)
- ▶ Examples of actions
 - Allwin (SE):
www.ewwr.eu/docs/case_studies/EWWR%202010_Case%20Study_Business_Sweden.pdf
 - Dinnertime (UK):
www.ewwr.eu/docs/case_studies/EWWR_2012_Case%20Studies_Others_Oxfordshire.pdf Community Action Group Project
 - Feeding the 5000 (UK):
www.ewwr.eu/docs/case_studies/EWWR_2011-Case%20studies_NGO_London-UK.pdf
 - Food waste donation and reuse of fruit and vegetables boxes (ES):
www.ewwr.eu/docs/case_studies/EWWR%202010_Case%20Study_Business_Asturias.pdf
 - Launch of the "Eco - Management" action for the itinerant market (FR):
www.ewwr.eu/docs/case_studies/FR_Association_Trophees_CSF.pdf
 - The Bread That Combines - IL PANE CHE UNISCE: Selezione rifiuti e recupero materiali provenienti dalla GDO (media e grande distribuzione) con destinazione a scopo sociale (IT):
www.ewwr.eu/docs/case_studies/EWWR%202010_Case%20Study_Other_Italy.pdf
 - Turning municipal market and supermarket chain leftovers into local solidarity resources (ES):
www.ewwr.eu/docs/case_studies/EWWR_2011-Case%20studies_NGO_Catalonia.pdf
 - Waste Watchers Cookoff (UK):
www.ewwr.eu/docs/case_studies/EWWR_2012_Case%20Studies_Association_Scotland.pdf
- ▶ EWWR Coordinator's website/contact: www.ewwr.eu/list-organisers
- ▶ European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu



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Prevention Thematic Days 2014 | Stop food waste

► Relevant stakeholders:

- [European Federation of Food Banks](#) (FEBA)
- [Belgian Food Banks Federation](#) (BE)
- [Best Before Project](#) (UK)
- [Fareshare](#) (UK)
- [Food AWARE](#) (UK)
- [FoodCycle](#) (UK)
- [Foodwe](#) (BE)
- [Italian Federation of Food Bank](#) (IT)
- [Last Minute Market](#) (IT)
- [Plan Zheroes](#) (UK)
- [Spanish Food Banks Federation](#) (ES)

► Interesting links

- European Commission: [Stop Food Waste](#)
- [European Environment Agency](#) (EEA)
- [European Environmental Bureau](#) (EEB)
- [Every Crumb Counts](#)
- [Food and Agriculture Organization](#) (FAO)
- IGD: [Food redistribution](#)
- [Love Food Hate Waste](#)
- Love Food Hate Waste: [Food waste recycling - What to do with the food you can't eat?](#)
- OECD [Food Chain Network](#)
- [SAVE FOOD initiative](#)
- [Slow Food Movement](#)
- [Think.Eat.Save.](#)

► Publications

- BIO by Deloitte / European Economic and Social Committee: [Comparative Study on EU Member States' legislation and practices on food donation. Executive summary](#). June 2014.
- Brussels Environment (IBGE-BIM) / Fédération des Services sociaux – Fédération des Services sociaux bicommunautaires (FdSS-FdSSB): [Benchmarking- Invendus & Aide alimentaire](#). Octobre 2013



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