



EWR good practices and case studies

Foodwe.org, the food donations platform

1. Details of Action:

Coordinators: SPW

Action Developers: Foodwe

Name of nominated action: Foodwe.org, the food donations platform

Town: /

Region: Wallonia

Country: Belgium

Website: <https://www.foodwe.org/>

Nominee category: Associations/NGO

Dates of action: 22-3/11/2014

2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

3. Action related to the Prevention Thematic Days 2014: Stop Food Waste:

- Yes
- No

4. Description of the nominated action:

Foodwe is a non-profit project to reduce food waste.

Foodwe allows food professionals to provide, through his on-line platform (www.foodwe.org), supplies of unsold but still edible food to charitable or civic associations. Distributors, producers, restaurants, etc, can all use Foodwe for free to make a food donation to local charities.

Link to the demo video 1 minute : <https://www.youtube.com/watch?v=uzab6dynAZc>

5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators (please specify):



With the support of

www.ewwr.eu





EWWR good practices and case studies

Foodwe.org, the food donations platform

- More than 3.500 kg of food waste given to local charities during the SERD 2014.
- A lot of media coverage
- A very good project to communicate positively with a simple solution to reduce food waste
- A smart use of the new technologies to address social and environmental problem
- An impactful non profit project
- A solution that help people in need and bring more justice

6. Reasons why the action has been selected for the EWWR 2014 Awards :

a) Visibility and communicational aspects:

Foodwe had a lot of visibility in the Belgium press (TV journal, Radio, Press,) and supports from NGOs. They also produced 3 very good video presentations (3 languages) of the problem they want to address:

FR: <https://www.youtube.com/watch?v=Tay2jzaeJLk>

Dutch: https://www.youtube.com/watch?v=ZYZm_WKjk9s

English: <https://www.youtube.com/watch?v=uzab6dynAZc>

b) Quality of content and focus on waste reduction, products reuse or materials recycling:

It is a project about food waste reduction. It is the first project about this in Belgium. They create the link between food professionals and charities. There is too much food waste in Belgium and generally in Europe.

a) Originality and exemplarity:

They are the first, in Belgium, to both reduce food waste in the professional sector and help charities to receive more free food. They are a good example of how new technologies can solve social and environmental problems.

c) European reproducibility:

It should be an example for all Europeans countries.

We have to increase links between food professionals and charities to decrease food waste. They can replicate the project in all the European cities.

d) Lasting impact:

A lot of people are aware of the problem but do not know what to do. Foodwe is a solution. The Foodwe actions will promote food donation. It is important to support such a project, because they know how to attract media's attention and to raise awareness about food waste. With the EWWR, they won a lot of new partners.

e) Motivation:

The EWWR 2014 helped Foodwe to have new food donators. All this communication is good for the public and help to understand that they also can reduce food waste at home.



With the support of

www.ewwr.eu



Webography:

- <http://www.rtl.be/videos/Video/516113.aspx>
- http://www.rtf.be/info/emissions/article_mode-d-emploi-lutte-contre-le-gaspillage?id=8456507&eid=5017893
- http://www.televesdre.eu/www/complement_d_infos_du_samedi_29_novembre_2014-84915-999-272.html
- <http://www.brussellslife.be/en/article/foodwe-needs-your-support>
- <http://www.lesoir.be/668640/article/demain-terre/alimentation/2014-10-01/fini-gaspillage-alimentaire-avec-foodwe>
- <http://www.lesoir.be/722495/article/demain-terre/alimentation/2014-12-02/avec-foodwe-fini-gaspillage-alimentaire-des-supermarches>
- <http://www.dhnet.be/dernieres-depeches/belga/foodwe-veut-mettre-fin-au-gaspillage-alimentaire-542ac1c9357030e61043724a>
- <http://www.levif.be/actualite/environnement/gaspillage-alimentaire-une-plateforme-web-pour-denicher-les-invendus/article-normal-314739.html>
- http://www.lavenir.net/article/detail.aspx?articleid=DMF20140930_00536490
- <http://www.eu-fusions.org/uploads/keynotes/13179f3910c839285f6c5a50dacff5d4673217dd.pdf>



Food donation during the SERD 2014 - 500 kg of Belgium Cheese

Homepage of foodwe.org

