



# EWWR good practices and case studies

## United Against Waste Challenge

### 1. Details of Action:

Coordinators: EWWR Secretariat

Action Developers: Unilever Food Solutions (UFS)

Name of nominated action: United Against Waste Challenge

Towns: Antwerpen, Brugge, Gent, Laakdal

Region: Flanders

Country: Belgium

Website: <http://www.unileverfoodsolutions.be/fr/nos-services/votre-cuisine/United-Against-Waste-Challenge> (FR);  
[www.unileverfoodsolutions.be](http://www.unileverfoodsolutions.be)

Nominee [category](#): Business/Industry

Dates of action: 22-30/11/201

### 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:

Unilever Food Solutions (UFS) launched on October 16, 2014 the "United Against Waste Challenge", an innovative, focused and 'challenging' campaign in France, Netherlands and Belgium calling professional chefs to perform an **audit** of the waste in their kitchens. Earlier in 2014, Unilever Food Solutions also organized [No Waste Kitchen Ateliers – cooking workshops \(watch VIDEO\)](#). The **36 participating restaurants** had one month to carry out an audit on 3 to 5 days/week. A waste audit is an extremely useful **educational action** to raise awareness of the amount of waste they produce and food thrown away. Both kitchen staff and restaurants clients' outputs in 9 pilot sites shown that our tools can **reduce waste from restaurants by 20%**.

As a guide for restaurants in Unite against food waste, Unilever Food Solutions developed a whole "mini-website" with different pages with several sections to raise awareness on food waste, to expose the project and to give suggestions and tricks on how to avoid food waste. Some of the tools created for the initiative under **the toolbox "Stop wasting"**: available for download in French and Flemish under <http://www.unileverfoodsolutions.be/fr/nos-services/votre-cuisine/waste-portal/application>; it contains an **App** (iOS, Android and [web version](#)), a guide [manual](#) for a correct audit, [a food waste calculator for restaurants](#), [« Stop au gaspi »](#), [factsheets on food waste management](#), [videos](#) and tips by famous chefs, a [main section dedicated to food waste](#), featuring tricks and key figures to inform.



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## United Against Waste Challenge

The campaign ran in 4 parts:

- Audit and food waste identification (and awareness)
- Reasoned analysis: Tracking back when and where food waste is generated
- Communication: [download the kit « Stop au gaspi »](#) featuring tools to fight food waste + tips and tricks, recipes and smart suggestions from renowned chefs
- Invitation to another audit to 'taste' the difference and discover the economic gain of waste reduction

We followed-up on the participating restaurants to keep track of their audit and extrapolate data to project those figures and have a picture representative of the entire restaurant industry in our territories of action. **During the EWWR 2014, the final results of the project have been presented.**

Analysed results of audits of the participating restaurants formed the content of a press release directed to professional media in France, Belgium and Nederland as well as regional press (both magazines and digital) released during the EWWR. During the same week a report of the results collected and an in-depth analysis of the latter online (our websites and social media/Facebook pages) has been published. The network of participating restaurant received the communication and was invited to get involved. Last but not least, this report (in annex) will appear in multiple engaging tools targeted towards clients, from **commercial, social and trade channels** (Culinary magazine, Recipe booklet, The UniKit **communication material set targeting school, elderly home and business & industry restoration**). **This increases press coverage and audience targeting.** It will also be the object of a dedicated mailing later in February/March.

### 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):

Economic savings; participants: **36 French, Belgian and Dutch chefs** participated in the "United Against Waste Challenge"

Extract from the exclusive report:

"In total, for the 11 commercial and social restaurants the results of which are known, the extent of the waste amounts to **1 ton 918 kg of food waste for 17 042 covers on 1 week**. An average of **126 g of waste per cover**. More specifically, they are 139 g of waste per cover which are observed in commercial foodservice against 113 g per catering cover.

Extrapolating these figures on 1 year, we get **more than 99 tons of food waste!**

But the ultimate aim of the challenge was to **help chefs reduce their waste by 20%** (or 20% of 99 tons and 730 kg), which corresponds to a **potential decrease of volume of 19,95 tons per year**. Knowing that 1 kg of food waste costs on average 2 euros to each chef (waste treatment and taxes), these waste savings represent a total annual **savings of 39 892 euros per year!**"

In November 2014, we have sent a **dedicated press release** to the professional media in Belgium, Netherlands and France (attached in French and Dutch / not existing in English).

We have today **50 articles published** and others planned in the coming months (coverage overview attached).

In term of target audience: we have touched more than 1 600 000 visitors on-line and more than 1 500 000 off-line lectors (magazines).



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Another point of success is the **increasing interest of organisations** (governmental or not) / associations / cities / regions; UFS has already been asked by 3 big associations to become a partner for big events or operations they want to run on the "United Against Waste Challenge". **The subject really interests chefs, consumers, and media....**

Finally, UFS trade partners (Java in Belgium, Sligro, DeliXL in Netherlands, Metro), some big chains customers (Sodexo, Compass, Touristra, Stayokay) ask us to present them the operation and tools to implement them in their restaurants or to communicate on food waste to Chefs.

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

#### a) Visibility and communicational aspects:

Dedicated press release sent to the professional media in Belgium, Netherlands and France (attached in French and Dutch). We have today **50 articles published** and others planned in the coming months (detailed press coverage overview in annex).

In term of target audience: more than 1 600 000 visitors on-line, more than 1 500 000 off-line lectors (magazines) reached, 36 chefs involved in this first round of the audit. Chefs are also a very interested and concerned audience to address and they are key actors in promoting good practices in food waste prevention. In addition, we sent for five weeks educational mailings about food waste to more than 300 chefs, to sensitize them about the issue and to encourage them to act. Great visibility thanks to the presence of renowned chefs and for involving restaurants (consequently their clients and their circles)

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

The action clearly tackles the issue of food waste generation and exploits the know-how of the brand to really provoke a behavioural change towards waste prevention starting from restaurants.

#### c) Originality and exemplarity:

The "United Against Waste Challenge is original because it is a collective action, trying to engage chefs first to have an impact on the entire industry but also clients. We hope this project will inspire the chefs to make small changes in their daily routine and thus have a major impact on our planet. If large agro-food group, we are pioneers in this type of initiative in the Benelux and France. It is the first time such a challenge is organized.

#### d) European reproducibility:

Easy to reproduce wherever there are at least one restaurants, which is to say almost everywhere in Europe. A brochure like for example our 'Work Smart: Stop wasting' can be made available to chefs. In it they find practical solutions to optimize their waste management. We also provide them an audit form and the "Stop wasting 'app, which records their audits and analyze their evolution. To maximize chefs' chance to participate in our campaign, these tools are free to download on our websites (also available for download by citizens!).

#### e) Lasting impact:

After each participating restaurant carried out the food waste audit, **we followed-up** and analysed results, published and disseminate them during the EWWR in a report. Afterwards we will follow the participating restaurants throughout 2015 and we will invite them every 4 months to conduct an audit. At the end of November 2015, **during the next edition of the European Week for Waste Reduction, we will analyse the evolution of food waste in these kitchens** to appreciate changes in both economic and food waste savings, as we hope. Thus, we can evaluate the impact of the audits and actions. The changes have become and **UFS**



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does not want to leave this initiative just as a one-shot action but really contribute to a change in food waste prevention.

### f) Motivation:

The second motivation apart from the willingness to not waste food, somewhere already present in the culture of chefs: in times of crisis, we understand that one of the biggest concerns of every chef and budget cuts in the **cost**. Therefore, we explain them in our brochures that they can do so by producing less food waste. For one ton of waste represent on average 2,000 euros. Our "Stop wasting 'app shows the evolution of their savings during the audits, in order to motivate them to take action against food waste. A concrete example of one of our pilot sites: After two audits Google Headquarters Amsterdam now produces only 63 pounds of waste per service instead of 67.9 kg. That's a savings of 1,764 euros a year.

### Webography:

- <http://www.unileverfoodsolutions.be/fr/nos-services/votre-cuisine/waste-portal/tools/tips>
- <https://www.youtube.com/watch?v=TRu29doLEOM#t=14>
- <http://www.unileverfoodsolutions.be/fr/nos-services/votre-cuisine/waste-portal/videos-chefs>

The screenshot shows the Unilever Food Solutions website interface. At the top, there is a navigation bar with the Unilever Food Solutions logo and the tagline 'Inspiration every day'. Below the logo, there are links for 'Belgique', 'Nederlands', and 'Français', along with social media icons for Facebook and YouTube, and a search bar. The main navigation menu includes 'Marques & Produits', 'Nos Services', 'Recettes', 'Magazines & Promotions', 'Votre Entreprise', 'Durabilité', and 'Qui Sommes-Nous'. The 'votre CUISINE' section is highlighted, featuring a banner for 'Le Challenge Tous Unis Contre le Gaspillage' with a photo of a plate of food and a calendar icon for October 16th. Below the banner, there is a text block in French: 'Une centaine d'établissements en France, en Belgique et aux Pays-Bas ont décidé de participer au CHALLENGE TOUS UNIS CONTRE LE GASPILLAGE. Parce que le gaspillage alimentaire est inacceptable pour eux, qu'une tonne de nourriture jetée coûte près de 2000 euros en termes de traitement et de taxes... tous ont décidé de se joindre à Unilever Food Solution dans la lutte active contre le gaspillage alimentaire.' To the right of the banner, there are two call-to-action boxes: 'Abonnez-vous à notre lettre d'information' and 'Téléchargez l'application « Stop au gaspi »'.



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## United Against Waste Challenge



**Unilever Food Solutions remercie les 36 restaurants participants au challenge pour réduire leurs déchets alimentaires**



- Belgium:**
  - De Koriander, Erondegem
  - Auberge des 4 Bras, Philippeville
  - Zorgbedrijf Antwerpen, Antwerpen
  - Museumrestaurant Mub'art, Gent
  - Hezemeer, Laakdal
  - Salons Schoelers, Antwerpen
- France:**
  - EHPAD Hérimont, Moutiers les Maufaits
  - Lycée Pierre Emile Martin, Bourges
  - Restaurant Scolaire, Ay
  - Résidence Aliénor d'Aquitaine, Nieuil sur l'Autise
  - Lycée Agricole de Laval, Laval
  - Collège St Louis, La Roche sur Yon
  - Lycée Berthelot, Toul
  - Restaurant Siège Unilever Eurest, Rueil Malmaison
  - Collège Claude Monet, Ezy sur Eure
  - L'Escale Arago, La Roche sur Yon
  - L'Escale Rivoli, La Roche sur Yon
  - Restaurant Scolaire, La Chaze le Vicomte
- Touristria vacances:**
  - Le Chablais, Morzine-Avoriaz
  - La Forêt des Tines, Chamonix
  - La Lauzère, La Plagne Montalbert
  - Le Lac Bleu, Courchevel St-Bon
  - Les Ramayes, Les 7 Laux
  - Village-club de Risoul, Risoul
  - La Prade Haute, Le Mont-Dore
- Netherlands:**
  - Zilte Zoen, Egmond aan Zee
  - Beauty Sauna Peize, Peize

**A l'occasion de la Journée Mondiale de l'Alimentation, Unilever Food Solutions a organisé LE CHALLENGE "TOUS UNIS CONTRE LE GASPILLAGE"**

Les 36 restaurants participants ont réalisé leur premier audit de déchets alimentaires dans leur cuisine.

**Unilever Food Solutions** Plus d'infos sur [uvs.com/challenge](http://uvs.com/challenge)

ACHTER DE SCHERMEN BIJ UNILEVER FOOD SOLUTIONS.

### United Against Waste Challenge: Unilever Food Solutions, de resultaten onthuld!

Caroline Dubilly, Sustainability & Communication Manager vertelt: in oktober lanceerde Unilever Food Solutions de grote United Against Waste Challenge. Midden in de Europese Week van de Afvalvermindering [van 22 tot 30 november 2014] ontbode Unilever Food Solutions de resultaten van deze Challenge. In totaal zipt 37 chefs uit de Benelux en Frankrijk, de uitdaging aanpakken... Ze streepten hun mouwen op en hebben hun voedselafval ge-meten. Tot nu toe hebben al 11 deelnemende restaurants hun audit uitgevoerd en ons de resultaten bezorgd. De 26 andere doen dat in de komende weken!

**De voorwaarde** is heel eenvoudig: de hoeveelheid afval van de 12 maanden vóór aan de restiekant afbrengen is 200 kg voor 17 m<sup>2</sup> vloeroppervlakte in 1 week. Het bereikt een gemiddelde van 12,4 kg afval per m<sup>2</sup> vloeroppervlakte, of nog preciezer: 220 g afval per m<sup>2</sup> vloeroppervlakte van de commerciële keuken. Ingevoerd 125 g in de referentie situatie.

**De uitdaging** is om het aantal van 200 kg afval te verminderen met maximaal 10% in 1 week. Het bereikt een gemiddelde van 12,4 kg afval per m<sup>2</sup> vloeroppervlakte, of nog preciezer: 220 g afval per m<sup>2</sup> vloeroppervlakte van de commerciële keuken. Ingevoerd 125 g in de referentie situatie.

Als nu de vijfde uitdaging er is voor 2015!

**“Zelf afval besparen? Doe nu de audit op [www.uvs.com](http://www.uvs.com)”**



**SALADE VAN GEROOKTE EEND MET VUIGEN**

**VOORBEREIDT - 100 PERSONEN**

45.10.1202 Beeldscherm: 28 kg (1) 45.10.1202 Vliegen: 90 stuks (1)  
 45.10.1202 Houten bord: 28 kg (1) 45.10.1202 Metalen bord: 1.000  
 45.10.1202 Aluminium bord: 28 stuks (1) 45.10.1202 Kunststof bord: 1.000  
 45.10.1202 Plastic bord: 28 stuks (1) 45.10.1202 Houten bord: 28 kg (1)

**STOVERIJ VAN HERT MET KNOLSelder**

**VOORBEREIDT - 100 PERSONEN**

45.10.1202 Beeldscherm: 28 kg (1) 45.10.1202 Luchtballon: 28 stuks (1)  
 45.10.1202 Houten bord: 28 kg (1) 45.10.1202 Metalen bord: 1.000  
 45.10.1202 Aluminium bord: 28 stuks (1) 45.10.1202 Kunststof bord: 1.000  
 45.10.1202 Plastic bord: 28 stuks (1) 45.10.1202 Houten bord: 28 kg (1)

**APPEL IN DE OVEN**

**BEESKIKT - 100 PERSONEN**

45.10.1202 Beeldscherm: 28 kg (1) 45.10.1202 Luchtballon: 28 stuks (1)  
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