



EWR good practices and case studies

Barcelona shares its food (BCN comparteix el menjar)

1. Details of Action:

Coordinators: Catalan Waste Agency (Agència de Residus de Catalunya, ARC)

Action Developers: NGO Nutrition without Borders (Nutrició sense Fronteres)

Name of nominated action: Barcelona shares its food (BCN comparteix el menjar)

Town: Barcelona

Region: Catalonia

Country: Spain

Website: www.bcncomparteixelmenjar.org

Nominee [category](#): Associations/NGO

Dates of action: 21-29/11/2016

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:

“BCN comparteix el menjar” means Barcelona shares its food and is a project that makes good use of food resources and works within a network to contribute to reducing food waste and to help to alleviate poverty in the metropolitan area and city of Barcelona.

The proposed action is based on recovering the surplus cooked food that is generated in the hotels and food companies of the metropolitan area and city of Barcelona, for subsequent distribution of this food to charity organizations.

Daily transportation is made from hotels and food companies' partners to the canteens and charities that benefit. The network is built so as to keep a geographic proximity between the donor and the recipient in order to promote interaction between the different actors. The project goal is to reduce food waste and guarantee access to healthy food.

The NGO Nutrition Without Borders (NWB) is responsible for collecting, evaluating nutritionally, analysing and



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transporting the food in optimal conditions of hygiene and food safety from the hotel, catering or food business to the social charity beneficiaries, where the food resource is distributed to a group at risk of social exclusion.

To ensure food safety throughout the circuit (collection, transportation, analysis and distribution) there are protocols, a traceability plan, control measures (analysis of samples of food at origin and destination, plan prerequisites, etc. and training in planning and food safety for the hotel staff).

Another significant aspect of the project is the free training sessions in healthy eating habits, hygiene, and food safety, and cooking workshops of a tasty, safe, low cost and healthy diet. These training sessions and workshops are addressed to users, volunteers and the staff of charity organizations to improve their dietary habits.

Currently and thanks to the work circuit, 15 Hotels and 17 food companies from the metropolitan area and city of Barcelona have joined the project and donate surplus cooked food that they manage daily to distribute to 16 social centres and charities.

Description of the different parts of the project:

1. Contacting hotels and food companies in the city to build a partnership.
2. Selecting the beneficiaries that will receive the food.
3. Designing an internal protocol for the reuse of surplus cooked food for each actor in the project (hotels, food companies and the beneficiaries) in order to guarantee the safety and security of food through all the circuit.
4. Managing the collection, transport and delivery of the food throughout the circuit. Ensuring food safety throughout the circuit.
5. Guaranteeing food safety to the final consumer through different actions (traceability plan, periodic control of food samples in the laboratory, training in food safety, etc.).
6. Training sessions and cooking workshops to improve the dietary habits of users, volunteers and staff of charity organizations.

“BCN comparteix el menjar” is intended to become a reference project for sustainability and solidarity, of a city that organizes itself in order to share and optimize its food resources.

During the EWWR (From 21st to 29th of November 2015) NWB did the following actions:

- Implementation of the work circuit to recover the surplus cooked food. 21st to 29th November 2015.
- Training sessions in food safety and low cost diet to the charities. 23rd November 2015.
- Organization of the charity feeding event “ Aquest Nadal tothom a taula” (This Christmas food for all) in the context of the raising-awareness campaign of the project. 24th December 2015 at c/ Robadors in Barcelona, with food donations collected during EWWR until the date of the event.



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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

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

a) Visibility and communicational aspects

- The NGO NWB sent press releases to the media about the action during the EWR.
- Follow-up of the activities through the social networks and the website of the project.
- There is specific EWR communication material to present the project.
- Awareness-raising and communication materials were given to the hotels to communicate their environmental and social commitment to their customers.
- Presentation of the project and awareness-raising campaign during the activity of the EWR to.

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

- The action is focused on the reduction and prevention of food waste. From the project start in September 2012 until December 2015, more than 70 tonnes of waste food was distributed to charity organizations. In 2015 more than 30 tonnes of food was recovered from being wasted was distributed to charity associations. During the EWR and thanks to a huge awareness communication campaign, the quantity of leftover donations increased by 50% over regular weeks, reaching 835 kg of food.

a) Originality and exemplarity

- It is the first time that an activity has taken place in Barcelona to recover surplus cooked food from hotels and food companies in the metropolitan area and city.
- On one hand the action is innovative in terms of sustainability because the aim is to optimize and improve the management of food resources. And on the other hand, there is social innovation linked with social action, because all the recovered food is distributed to charity organizations.



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b) European reproducibility

- This action could be replicated in any European city. NWB has an important background in food safety issues and 4 years experience running the project, and states that the main point about implementing the project is to ensure the food safety of all the work circuit.
- Moreover, different organizations are being advised and assessed by NWB to implement a food recovery project, such as “BCN Comparteix el Menjar” in their areas (Ajuntament de Sant Just, Consorci de Gestió de Residus del Vallès Occidental), and new target groups. For instance, the project is being implemented in different sectors such as school canteens.

c) Lasting impact

- Awareness-raising among all donors (hotels and food companies) in the prevention of food waste. NWB reports periodically on the quantity of food that each establishment has donated (and that would otherwise have been wasted). This information makes it possible for the establishment to optimize its use of resources with the aim of reducing food waste.
- The methodology of the project in a network allows the creation of synergies among all participants and the possibility of setting up collaborations in which each actor can provide their own expertise.
- Linking the business sector with the social sector. Business connects with its environment and works for society.

d) Motivation

- The action links the hotels and food companies that take part in the project with social action, and leads to a reduction in food waste in favour of social action.
- For the beneficiary bodies and their users, the training programmes carried out as part of the project make it possible to provide tools for food safety and to reduce food waste.

The project raises awareness and motivates the general public in reducing food waste through the awareness-raising campaigns (graphic material, web portal for the project, social networks, etc.).



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Charity feeding thanks to Hilton Hotel



“Barcelona shares its Food” actions