



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: National Steering Committee
Country/Region: Italy
Name of nominated project developer: COVAR 14
Name of nominated action: Cucinare con gli avanzi (Cooking with leftovers)
Place: Many different ones (restaurants, school lunchrooms, hotel management school's laboratories)
Town: Rivalta, Moncalieri, Carignano
Region: Piemonte
Country: Italy
Website: http://www.covar14.it/cucinare_avanzi.html
Nominee **category**: Administration/public authority
Dates of action: 19th – 27th November

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action

The initiative aims to increase awareness among both private users that the catering sector belonging to the territory CO.VA.R.14 (19 municipalities in the south west of the Turin Province, for a total of 256,899 inhabitants) about food wastage.

The project operates on citizenship by:

- Organizing cooking classes with leftovers with active participation of citizens.
- Closing Dinner at the Hotel Institute Norberto Bobbio, Carignano.
- Information and awareness through posters, press release and press conference.
- Delivery of a booklet containing recipes obtained from the collaboration of local restaurateurs.

The catering sector is involved:

- Asking for participation in writing of recipes with leftovers.
- Realizing appropriate promotion of participating restaurateurs by printing and distributing the cookbook that contains references of the author and his business.
- Involving professionalizing structures such as the Hotel Institute Bobbio and associations as the main trade associations in the area.
- Inviting to the final event some sensitive associations and companies like Slow Food, Banco Alimentare and Eataly.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The action motivated people through the use of various promotional strategies and effective communication aimed at a large target:

- Municipal technical areas
- Catering sector
- Catering sector future (the students of Hotel Institute Bobbio)
- Citizens

The food wastage is an important and sensitive topic and involving the catering sector in this campaign was very interesting and useful, analyzing problems and, at the same time, solutions with the protagonists of this sector. As a recent EU study emphasized, 89 millions of tons of food per year are thrown away, and 42% of them come from our kitchens. This was the start point for citizenship's involvement operated by COVAR14. Working together with the Institute Bobbio, a well known cookery Institute in Turin Province, permitted to meet with a lot of visibility for this campaign. Eataly, Banco Alimentare and Slow Food's contribute was very important in the organizing phase, particularly for supplying food, food transport services and logistical aspects. The "cooking with leftover" classes, realized by students and professors of this Institute, actively and directly involved a lot of interested citizens. For the final event, all technical municipals of the consortium (19 municipalities) have been invited too.

More than 300 citizens have attended this action, and many others have asked for a second chance.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

This action took place in a consortium of 19 municipalities, a very large territory. But, despite that, it's a very reproducible and effective activity.

The project's strong point is the high level of connection and networking between the actors: recipes collection informs and sensitizes local restaurateurs and their associations (proposing for the future some new dishes inspired to the topic), restaurateurs obtain promotion for their contribution, citizens can actively learn new cooking practices and dishes, thinking to the food problem, and create a larger and more careful cookery culture. Project's costs can be reduced by associations or food companies' involvement, resetting food purchases and other expensive aspects. Everywhere this model can be applicated and reproduced.

The municipalities' role is complementary and very important, because they can easily connect citizens to different project's actions and promote it on the territory. The same important role is played by restaurateurs' associations.

The project focuses on an important and central argument, underlined by the EU, like food wastage. Its reduction leads to a great amount of benefits for all, starting from waste management companies and Municipalities. Participants had a chance to experience good practices in reducing food waste, even directly preparing and cooking particular "low waste production" dishes.

After this campaign, some Municipalities decided to realize similar "cooking with leftovers" classes or are going to do it in the near future.



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7. Please provide us with photos, videos, weblinks or any other material

Facebook page:

<http://www.facebook.com/search/results.php?q=zi&init=quick&tas=0.6715208277471201#!/pages/Cucinare-con-gli-avanzi/231350330261056>

Consortium website:

http://www.covar14.it/cucinare_avanzi.html

English article:

<http://enviinfo-english.blogspot.com/2011/11/thanks-to-covar14-food-waste-play.html>

Regional and Italian press:

http://www.iisbobbio.it/cene_2011-2012/pdf/progetto.pdf

<http://inchiostroindelebile.wordpress.com/2011/12/04/dai-rifiuti-alla-cucina-creativa/>

<http://enviinfo.blogspot.com/2011/11/lo-scarto-alimentare-protagonista-della.html>



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