



## EWWR good practices and case studies

### 1. Details of Action:

EWWR Organiser: CATALAN WASTE AGENCY (ARC, AGENCIA DE RESIDUS DE CATALUNYA)  
Country/Region: SPAIN / CATALONIA  
Name of nominated project developer: FUNDACIÓ BANC DELS ALIMENTS DE BARCELONA (BARCELONA FOOD BANK FOUNDATION)  
Name of nominated action: **Turning municipal market and supermarket chain leftovers into local solidarity resources**  
Place: Supermarkets, hypermarkets and municipal markets  
Town: BARCELONA AND DISTRICT  
Region: CATALONIA  
Country: SPAIN  
Website: [www.bancdelsaliments.org](http://www.bancdelsaliments.org)  
Nominee **category**: ASSOCIATION  
Dates of action: FROM 19 TO 27 NOVEMBER OF 2011

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

- Too Much Waste
- Better Consumption<sup>o</sup>
- Better Production
- A Life for Products
- Less Waste thrown Away

### 3. Type of Action

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



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

The Fundació del Banc dels Aliments de Barcelona (Barcelona Food Bank Foundation) is an independent, not-for-profit organisation which has been fighting hunger for 25 years, preventing the waste of edible but unsaleable food and getting it to the most needy people via benevolent institutions. In 2011, the Food Bank received, free of charge, 10,300t of food (50% dry, 34% fresh, 16% fresh) from 349 donor companies (manufacturers and wholesale distributors) and distributed it to 310 receiver organisations thanks to the collaboration of 171 volunteers, benefiting 115,129 people in the province of Barcelona.

In 2010, the need to find an outlet for surplus food from retail points of sale (hypermarkets, supermarkets, markets) was detected. Along these lines, the Food Bank designed the project called “**Turning market and supermarket leftovers into local solidarity resources**” to create a new, more effective and efficient collection and distribution method for this surplus, with a double aim: preventing food waste in retail distribution and providing a response to the lack of food in Catalonia.

The project focuses on the local distribution of surplus food, which is suitable for consumption but unsaleable, from municipal markets and supermarket chain establishments. This is collected directly by the nearest destination organisations approved by the Bank in order to provide them with fresh food. The situation is that food distribution companies generate leftovers – food surpluses that are edible but which, for various reasons (near to the expiry date, damaged packaging, sales forecast error, labelling error, etc.) are not suitable for sale to the public, although they are suitable for consumption.

Bearing in mind that these leftovers are a product requiring almost immediate consumption, it is necessary to have a flexible, carefully designed logistics circuit to **bring the leftovers as close as possible to the beneficiary**. This is why the supermarket and municipal market leftovers are collected on behalf of the Food Bank by the benevolent organisations (already receiving food from the Bank and approved by it) near the establishment to distribute them among their users (through the social canteen or delivery to families). This project has meant going a step further, picking up food surplus from the establishments to achieve the aim of fighting hunger as locally as possible.

*Participants in the project during EWWR:*

Three agents are involved in the project: Coordinator (Food Bank), Receiver organisations (76 benevolent organisations approved by the Bank) and Donors (4 municipal markets in Barcelona, 186 supermarkets in Barcelona and the surrounding area from 7 supermarket chains).

*Actions during EWWR and operation of the process:*

During the Week, the Food Bank has carried out various actions to explain the project, increase the number of affiliated supermarket chains and raise public awareness of the importance of preventing food waste:

- Joint action 2: Counting the quantity of food waste prevented in establishments affiliated to the project (6.7 tonnes/EWWR).
- Publicising the project to the general public through posters in affiliated establishments and advertisements inserted in various communications media in order to achieve new affiliations. (As of January 2012 there are 195 establishments from 8 chains and 4 markets).
- Concluding new food collection collaboration agreements between establishments and benevolent organisations (3 new agreements during EWWR).
- The Big Collection Campaign, although it is not strictly a waste prevention action, has been held to coincide with EWWR for the first time to achieve a bigger media impact, raise awareness among more people and publicise the project. (684,499 copies of newspapers)

*What are the innovations and advantages of this new system?*

The system makes it possible to prevent the waste of surplus food, providing benevolent organisations near the focus of origin with resources, thereby:

1. Reducing the distribution time for fresh, highly perishable products.
2. Distributing surpluses locally and quickly to users.
3. Guaranteeing the quality of the food without breaking the cold chain.
4. Reducing costs and transport time to a minimum, using the supermarket’s own trolleys.
5. Complementing the work of the Food Bank, increasing the % of fresh food.
6. Reducing the generation of organic waste and the costs associated with collection and treatment.
7. Fighting hunger and social exclusion in the city directly and effectively.
8. Easily reproducible on any scale.

Ultimately, this project prevents food waste, allowing social use of food products that are edible but cannot be sold from supermarket chains and municipal markets; promotes donation and subsequent consumption by the most needy people in the city; prevents organic waste generation and, at the same time, fights hunger. It achieves local **management of food surpluses that is environmentally better, more responsible and shows solidarity.**



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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 audience involved in this project is very varied:

- Donors: **186 establishments** in Barcelona and the surrounding area from 7 supermarket chains in Catalonia (including Caprabo-Eroski, Bon Preu, Sorli Discau, Dia and Condis) and, thanks to the agreement with the Barcelona City Council Institute of Municipal Markets, **4 municipal markets** in Barcelona (Barceloneta, Provençals, Concepció and Santa Caterina) are added, providing food surpluses. These figures have now increased to 195 establishments from 8 supermarket chains and the same 4 municipal markets.  
The workers at the product donor companies have received the initiative with a proactive attitude, although it means more work for them, because, considering the crisis in the country, they have been asking for action to prevent the waste of edible food for some time. This action makes them feel more identified with the company, work with greater motivation, form part of the project and contribute to improving the living conditions of people living in the district.
- Receiver organisations: **76 benevolent organisations** approved by the Food Bank and receiving food (including social canteens and organisations delivering food to families). In 2012, 86 of the Bank's benevolent organisations are taking part in this complementary food surplus delivery system.
- Co-ordinator: Barcelona Food Bank workers, volunteers and other donor companies, who see that an outlet finally exists for a surplus which until now has not had a very good solution. Their work has focused on looking for donors, monitoring and approving receiving organisations, coordinating logistics, publicity and the implementation of the project's methodology.
- Customers of the shops and people from the district, who see commerce acting with a responsible attitude, making a commitment to society in order to alleviate the hunger of the most needy citizens of the district. **Society** in general has taken part in this project thanks to the different Food Bank campaigns carried out in parallel during EWWR, including The Big Collection, with more than 300 articles in local, Spanish and international media.
- And, most importantly without doubt, the direct beneficiaries of this project, estimated at **50,000 people** using the services of the receiver benevolent organisations, receiving meals or food with high nutritional value for their diet.

The far-reaching communication campaign undertaken by the Food Bank in 2011: press releases, interviews, press articles, television reports, monographic studies, lectures, new cooperation agreements with public administrations, companies, etc., programming of parallel activities as part of European Week for Waste Reduction, such as the Big Collection, have made it possible to achieve these magnificent results. At the same time, during 2011, the participating supermarket chains and municipal markets have made a great effort to collaborate in preventing the waste of **199 tonnes of surplus food** from their points of sale. If we follow the parameter that 1kg of food can mean 1.65 meals\*, with the kg collected we would be talking about contributing to providing **328,350 meals** in a year.

Over the next few years the figures will increase considerably, because more supermarkets and new supermarket chains are being added. This project has succeeded in its challenge to provide an effective, efficient response to a need that is a sizeable one, both because of the quantity of edible, unsalable products given a second chance and because of the quantity of people benefiting.

## 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

\* Quantitative Benchmarks for Waste Prevention Nov.2009 (Chapter 3.2.3. Case 13)



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### 1) visibility and communicational aspects

Very high media impact over a wide circulation area and with the parallel Food Bank campaign during EWWR, including the Big Collection. With this double strategy, the project has managed to have an impact, with 4 articles in the largest circulation newspapers (representing 684,499 copies) and 2 reports on TV Canal 3/24 and Catalunya Radio, with audience shares of 15% for Catalonia.

### 2) good practice, originality and exemplarity

The originality of this project is centred on distributing the surplus food from supermarkets and markets locally, quickly, fairly and equitably, guaranteeing the quality of the food; reducing transport costs (local beneficiary organisations); reducing wasted time (surplus with expiry date soon); reducing the generation of organic waste and its associated management costs, and, above all, fighting hunger in the city in order to help the most needy people. The economic indicators for the last few years in Catalonia have shown the unemployment rate increasing (20.5%)\*\*, along with the number of people in a position of poverty (19.1%)\*\* who are unable to meet their basic food needs. The latter, who require a sufficient, balanced, suitable diet, are the main beneficiaries of the Food Bank (115,129 people during 2011).

This pilot project developed in Barcelona, in which 7 Barcelona supermarket chains have collaborated, has benefited more than 50,000 people, who receive a highly nutritious daily meal. Now work is going on to increase the number of affiliated chains and establishments. After EWWR, affiliations increased, with one new supermarket chain (Consum) with 98 establishments (of which two are taking part) and 7 additional establishments from a chain already participating (Caprabo). Work is going on with the intention of increasing the scope to more municipal markets and spreading it to other Food Banks in Catalonia and Spain.

### 3) quality of content and focus on waste prevention

- During EWWR, the **186 supermarkets and hypermarkets from 7 chains will recover 6.7t of food**. In 2011, these establishments recovered **192t of food**, preventing it from becoming organic waste requiring management and treatment. In 2012, collections are being made at 195 shops from 8 food distribution chains, with an estimated recovery of more than 500t of food. These figures are updated as the project grows.
- During EWWR the **4 municipal markets in Barcelona**, which generate **7t of organic waste a year**, will recover **132kg of food**. Work is going on to extend the project to the 39 municipal markets in Barcelona, representing a potential reduction in food waste of more than 68t of food.
- The saving in greenhouse gases for 199t of food is **895.5t of CO<sub>2</sub>eq.** \*\*\*
- The potential for preventing food waste, considering the 1,500 supermarkets in Catalonia, is enormous – 2,600t. At European level, the potential food surplus reduction is still greater, making it possible to feed thousands of people with high levels of food need and, at the same time, contribute to reducing CO<sub>2</sub> emissions.

### 4) European reproducibility

The project for the collection of food leftovers from supermarket chains and municipal markets has constructively shared the activity of the 3 parties and a food surplus management model has been created that can be reproduced by other companies, other food banks and other regions or countries. The aim is to continue to implement the system in all supermarkets and municipal markets within Barcelona. Alongside this, work is going on with other food banks to share the experience and extend the territorial scope of the project to the whole of Catalonia and Spain. At the same time, the chains have been expanding and replicating the system in other municipalities and other local councils have implemented the same system in their localities.

### 5) follow-up in long-term and lasting impact

The project and chain of solidarity involved in it have a **positive impact on all the agents involved**, on society in general, and, above all, on the preservation of people's dignity and on the environment, providing a solution to various needs existing to date. The supermarket chains see how consumers identify with a gesture of solidarity and responsibility for leftovers – a company concerned with and involved in the difficulties of society and the environment (social marketing). The public administrations do not have to deal with the management and treatment of large volumes of organic waste. The Food Bank strengthens its chain, providing a response to the increase in food shortages in Catalonia. The beneficiary organisations and receivers of food increase their capacity to distribute food among the group of people with few resources which has substantially increased with the economic crisis.

\*\* Catalan Institute of Statistics [www.idescat.cat](http://www.idescat.cat)

\*\*\* Report by the WRAP organisation: The food we waste, July 2008 (1 tonne = 4.5t CO<sub>2</sub> eq.)



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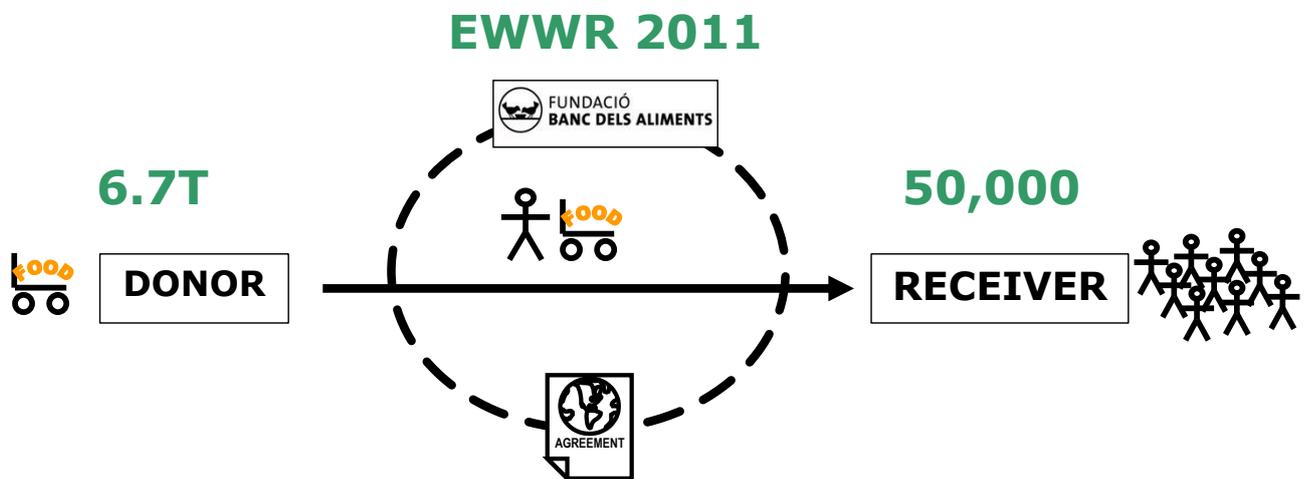
7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

### Operation of the System: Photos and Diagram of the Process

The Food Bank carries out this supply activity in different ways to facilitate synergy between all the agents and achieve its objective.

Step 1: Signing of the collaboration agreement between the parties: the Supermarket Chain (Donor) and the Food Bank agree to manage the food surplus microdonations from affiliated establishments. For the municipal markets the agreement is between the Food Bank and Barcelona City Council's Institute of Municipal Markets.

Step 2: Selection of the receiving organisations: The Bank selections the receiving organisations approved by the Bank nearest to the participating establishments (supermarkets, hypermarkets or municipal markets) that have the means and resources necessary for making the collections and receiving the food. The organisations will act on behalf of the Food Bank, which takes direct responsibility for food safety.



Step 3: Meeting between the 3 parties (Food Bank, affiliated establishment and receiving benevolent organisations) to confirm logistics issues (collection days, material and human resources, food safety rules, storage...), publicity for the project at the affiliated establishment and identification of benevolent organisation personnel.



Step 4: Supermarket workers select and separate the edible food that cannot be sold, ensuring products are properly preserved.



Step 4: Identified members of the benevolent organisation collect the food from the supermarket/municipal market on the agreed days.



Step 5: Cooking and consumption of the food at the headquarters of the benevolent organisations (through the social canteen or delivery to families).



### VIDEOS OF THE PROCESS

<http://vimeo.com/36339908>