



EWR good practices and case studies

Don't feed waste

1. Details of Action:

Coordinators: Italian Steering Committee

Action Developers: Simply spa

Name of nominated action: Cibo in spazzatura spreco in natura (Don't feed waste)

Place of implementation: 694 supermarkets throughout Italy

Country: Italy

Website: <http://www.simplymarket.it/>

Nominee [category](#): Business/Industry

Dates of action: 22-30/11/2014

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:

This action is replicated among the 694 supermarkets Simply across Italy, and it foresees the production of communication materials to raise awareness among 9.500 employees, affiliated contractors (these are to be counted as internal actions) and 4 million weekly customers across the whole country on the importance of reducing food waste to decrease environmental impact, following the advice provided through the campaign “Don't feed waste” in collaboration with WWF (<http://www.simplymarket.it/landing-wwf-home.php>) and through the purchase of discounted products close to expiration date identified with the label “Let's avoid wastage”. In these campaigns for prevention and reduction of food waste, other activities on the importance of recycling and reuse are carried on: the replacement of single-use disposable products and non-recyclable products with reusable products (such as, shopping bags and containers of products sold by weight), the purchase of food products and detergents by weight, of refills (toothbrushes, razors and detergents) and Simply branded products that have already triggered virtuous for the reduction of packaging. Other actions aimed at reducing food waste (eg, donations of edible products that cannot be sold to non-profit organization) and energy (eg, energy saving day) are inserted in the annual Sustainability Report, that can easily be downloaded by costumers on the website (<http://www.simplymarket.it/bilancio-sociale.php>), used as another communication tool.

We have to underline that some of those activities are carried out all year long in the Simply supermarkets and the participation in the European Week for Waste Reduction is a great added value to the environmental policy of the group.



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For instance, we could show the activities carried out in a supermarket in Senigallia (AN), where on the 28th a cooperation with Legambiente, Simply, Ancona Waste management company, ActionAid and municipality of Senigallia involved around 100 students in a twinning activity among schools talking about food waste prevention. The protagonists of the activity were students of two schools that “fought” with recipes during a food laboratory called “from the fridge to the cooking without the bin”, preparing some meals. On the 29th of November some volunteers from Legambiente (member of the Italian steering committee) organized an information desk to give information and suggestions to people to buy products on draught and raise awareness about waste reduction and food waste, actions that every customer can implement in the Simply supermarket.

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):

The outcome of the evaluation carried out is referring to 2013, since we still don't have data on 2014: unluckily we have the data of only 51 Simply supermarkets that in 2013, thanks to the draught activities only over 11.000 kg of plastic, almost 5000 kg of glass and over 9000 kg of paper have been saved for an amount of over 50.000 kg of CO₂ avoided!

Concerning the number of visitors, since the estimate is 4 million per week in all the Simply supermarkets, an average estimate of 5700 people have been joined by each supermarket.

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

a) Visibility and communicational aspects:

The overall action reached high standards in terms of visibility: every Simply supermarket in Italy carried out actions about waste reduction and they also provided some communication material and some information desk, to stress the importance of waste reduction and recycling. Food waste issue also played a big role in dissemination, since the action was implemented by a supermarket chain.

Visibility was also given through the company website and in the sustainability report of the company.

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

The quality of the content was really high: it was really an advanced action, labelling the products next to the expiration date, adding some discount on the price in order to encourage their sell and avoid food waste. It raises awareness directly also on customers. In addition to this, the other actions were very much effective: providing some on draught products, replacing single-use disposable products and the provision of products with less packaging Simply labelled.



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c) Originality and exemplarity:

This action is original and innovative because it embraces a wide range of activities within a single supermarket: there is not only the selling on draught or the last minute corner for products close to the expiration date, but many actions that make those supermarkets really advanced in terms of sustainability.

d) European reproducibility:

This kind of actions are really easily reproducible in every supermarkets, groceries or local shop in every European country: maybe it is needed a bit of training made to the supermarket staff and the establishment of an information desk at the beginning to support customers, but it is something not so costly and supermarkets can bear this extra costs because they spend less money in both waste management and advertising.

e) Lasting impact:

These actions have a lasting impact because they are foreseen all year long in the supermarkets: this is indeed why it has been possible to measure the waste and the CO2 avoided. They also have a lasting impact because these activities are written in the mission of the company and in the sustainability report, so it is the outcome of a political choice made by the company, which guarantee a long-lasting impact.

f) Motivation:

This action motivate the audience through the activity or communication and awareness, but also through a discount policy on close to expiration products which actually could be a drive to raise awareness among public which is not sensitive about environment and waste issues. Also, the participation of the WWF could motivate other people more sensitive to animal problems.

Webography:

- <http://www.unimondo.org/Notizie/Settimana-europea-per-la-riduzione-dei-rifiuti-iniziative-in-tutta-Europa-148458>
- <http://www.senigallianotizie.it/1327365325/senigallia-al-via-la-settimana-europea-per-la-riduzione-dei-rifiuti>
- <http://www.wwf.it/news/?9941/una-shopper-contro-lo-spreco>
- WWF Facebook page: <https://www.facebook.com/wwfitalia>

Simply website:

- <http://www.simplymarket.it/landing-wwf-box2.php>
- <http://www.simplymarket.it/landing-wwf-box1.php>
- <http://www.simplymarket.it/landing-wwf-box5.php>



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WWF Facebook Page

Simply website during the EWWR



Information desk



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