



# Voluntary Agreements to Address Food Waste

REFRESH Community of Experts webinar series

[www.refreshcoe.eu](http://www.refreshcoe.eu)

4/11/2019



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# Background

## REFRESH:

- EU research project taking action against food waste
- Actively promotes collaboration in tackling food waste

REFRESH Community of Experts (CoE) is virtual platform to:

- Share knowledge and best practice
- Enable replication
- Host tools and resources
- Promote cross-sector collaboration



The food resources being lost and wasted in Europe would be enough to feed all the hungry people in the world two times over (European Commission 2015).



88 million  
tonnes of food  
waste a year  
produced by EU-28



€143 billion  
estimated financial  
loss a year



70%  
EU food waste  
arises at household,  
foodservices &  
retail sector



47 million  
tonnes food waste  
contributed by  
household section  
alone



# Background

## Popular Resources



Policy framework

**Courtauld Commitment 2025**

Chase Ford

Courtauld 2025 is a voluntary agreement that brings together organisations from across the food

13 Comments Share



Costing dimensions of food

**Food Loss and Waste Protocols**

Dave Jones

The Food Loss and Waste Accounting and reporting standard is a global standard that provides

11 Comments Share



Waste prevention

**Framework for Action - Spain proposal**

Liam Preston

Spanish Refresh signatories commit to a nonbinding agreement to contribute to the reduction of food

16 Comments Share



Policy Framework

**Think.Eat.Save Guidance by UNEP**

Grace Louw

Use the Think.Eat.Save tool to receive clear and comprehensive guidance on scoping, planning and

4 Comments Share



Waste prevention

**Champions 12.3 Business case for reducing food waste**

Kevin Smith

Champions 12.3 encourages businesses leaders to act on food waste to make a real change. The



Costing Dimensions of Food

**EU Fusions Food Waste Quantification Manual**

Abby Brie

The EU Food Waste Quantification Manual sets out a series of initiatives to reduce food waste



Waste prevention

**Best Practice Assessment Consumer Level Food Waste**

Jennifer Laren

Food waste quantification is challenging, but two recently published sets of guidelines will help



Waste prevention

**Common Qualitative Research Protocol**

Joe Sommers

Common qualitative research protocol for application in other countries as part of the Community





# Background



**Sign In**

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Join us and help us to build a growing community striving to reduce food waste.

In addition to accessing our library of resources, registering as a member includes the following benefits:

**Benefits of becoming a member**

- ✓ Access to library of resources.
- ✓ Support from other members.
- ✓ Ability to upload and share resources and comments.
- ✓ Ability to comments on resources.

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Nora Brüggemann  
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**Start sharing your knowledge!** **Share a resource**

**My Past Contributions**

Below is a list of previously uploaded resources added by you. You can click to edit the resources.

<a href="#">Inventory of Business Change Tools</a>	09/05/ 2017
<a href="#">Causes &amp; Determinants of Consumers Food Waste</a>	13/02/2017
<a href="#">Socio-Economic Implications of Food Waste, Economics of Innovation</a>	09/11/2016



# The webinar series

REFRESH CoE running webinar series, 9 April – 2 May 2019.

Adding value to food waste and by-products	9 April 2019 – 2 pm BST (3 pm CEST)
Voluntary agreements to address food waste	10 April 2019 – 2 pm BST (3 pm CEST)
Tackling consumer food waste	29 April 2019 – 2 pm BST (3 pm CEST)
Measuring and managing retail food waste	2 May 2019 – 2pm BST (3 pm CEST)

To register or view recordings please visit:

[www.refreshcoe.eu/refresh-webinar-series](http://www.refreshcoe.eu/refresh-webinar-series)



# Our speakers today



Claire Kneller,  
Head of Food,  
WRAP (chair)



Nora  
Brüggemann,  
Project  
Manager,  
Collaborating  
Centre on  
Sustainable  
Consumption  
& Production



Dr Simone  
Piras,  
Agricultural  
and Rural  
Economist,  
James Hutton  
Institute



David Rogers,  
Head of  
International  
Resource  
Management,  
WRAP



Dr Raquel  
Diaz-Ruiz –  
Researcher at  
Center for  
Agro-Food  
Economy and  
Development

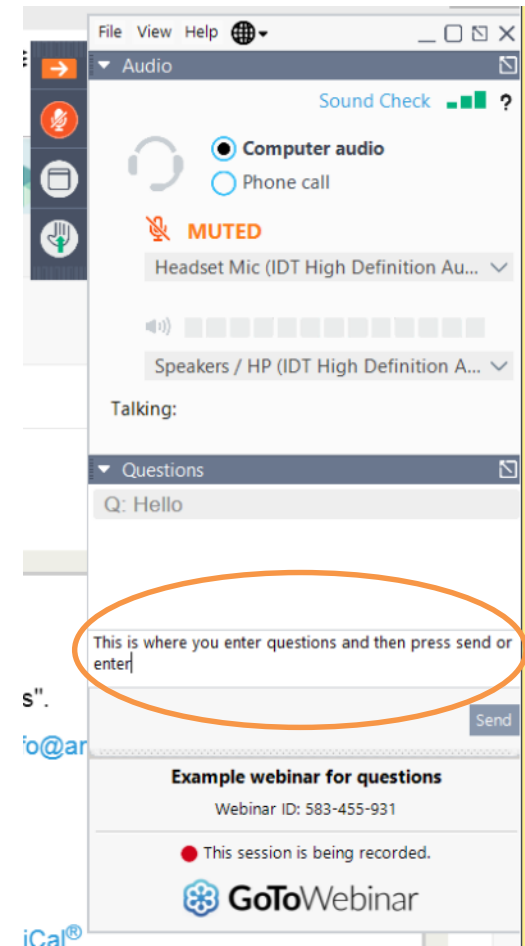


# Agenda

- 1. Overview of voluntary agreements (David):** including their benefits, potential barriers and guidance on use
- 2. Voluntary agreements and the food supply chain (Simone):** including addressing unfair trading practices
- 3. Experiences with voluntary agreements from Germany (Nora):** including lessons learned
- 4. Experiences with voluntary agreements from Spain (Raquel):** including lessons learned
- 5. Questions**
- 6. Close**

# Asking questions

- Please ask questions!
- Use the question box near the bottom of your control panel
- We will try and answer as many as we can at the end of the webinar
- CoE can also be used to ask questions and share knowledge







## David Rogers, Head of International Resource Management, WRAP

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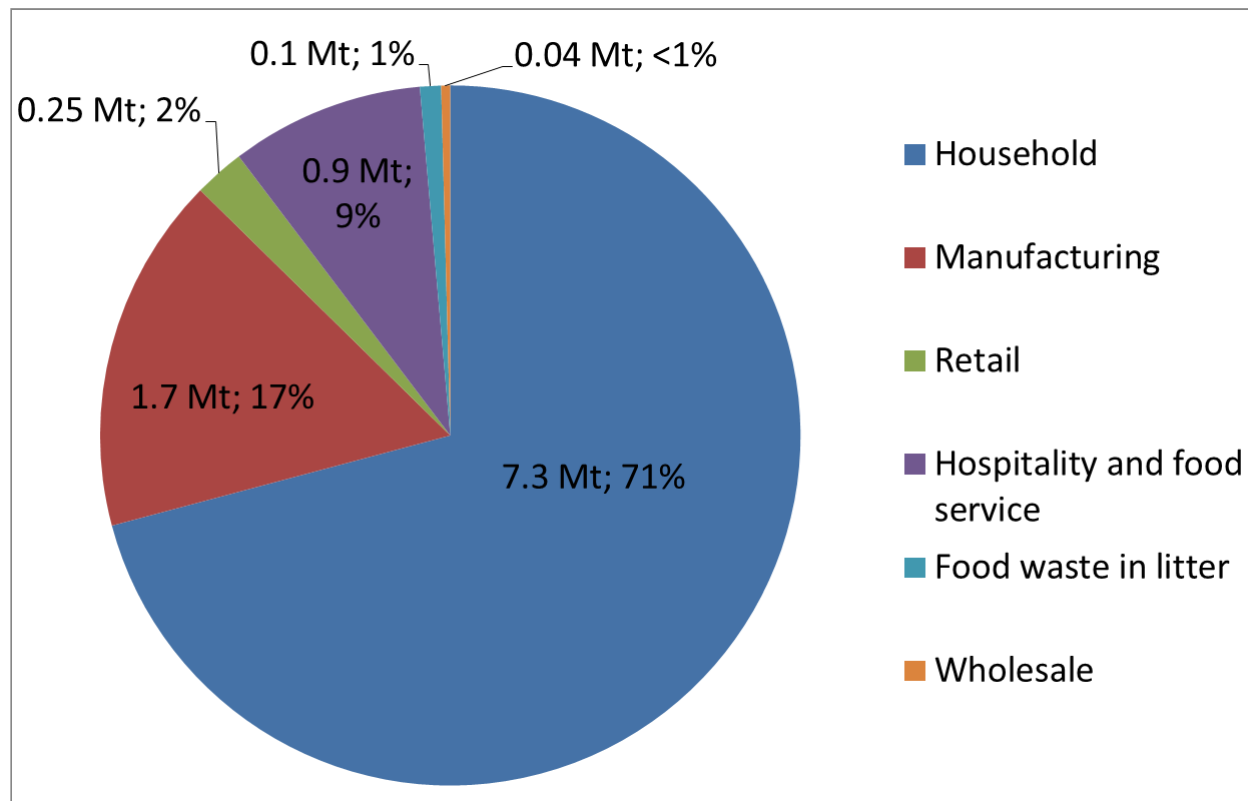




# UK Food Waste 2015 post farm gate

Reduced by **23%** in home & **19%** across whole supply chain

- Prevention
- Improved measurement





# THE GLOBAL GOALS

For Sustainable Development







# A Collaborative Approach

- 🥦 collaborate
- 🥦 collaborated; collaborating [intransitive verb](#)
- 🥦 1 : to work jointly with others or together especially in an intellectual endeavour.
- 🥦 2 : to cooperate with or willingly assist an enemy of one's country and especially an occupying force suspected of collaborating with the enemy
- 🥦 3 : to cooperate with an agency or organisation with which one is not immediately connected.



# Collaborative Agreements

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- 🥬 Framework | Roadmap | Voluntary Agreement | Pact
- 🥬 “A collaboratively agreed, self-determined ‘pact’ to take action on [*food waste generated at relevant stages of the food system*].”



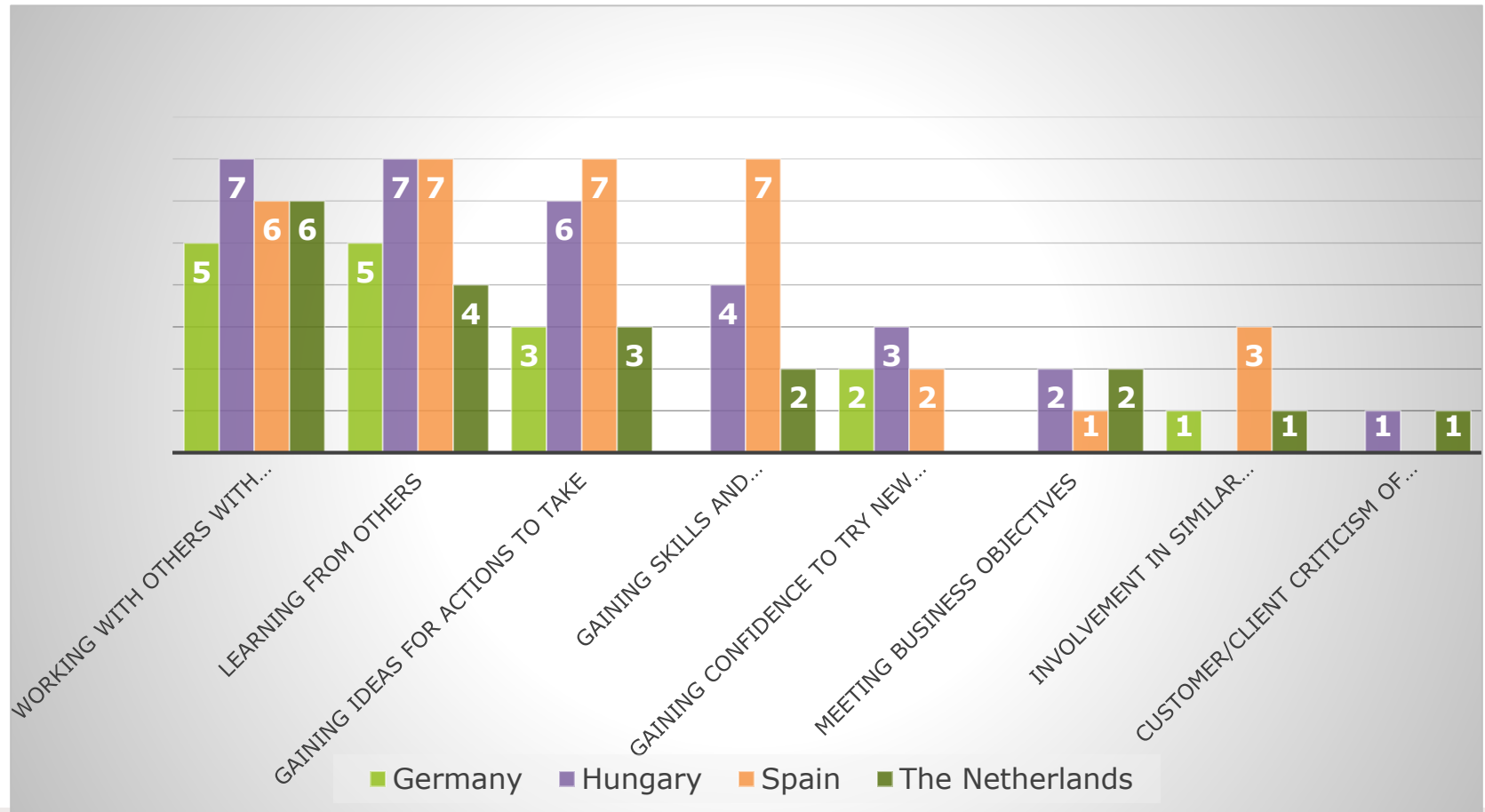
# Benefits of Collaborative Approaches

- OECD:
- faster to implement and to adapt to new circumstances;
- can be better designed than legislation, since they are normally produced by those with an in-depth knowledge of the business sector in question;
- encouraging constant improvement and innovation (whereas legislation generally sets a target, but does not encourage further improvement); and
- allowing parties to the agreement greater choice over how to achieve the overall objective than legislation, which tends to be more prescriptive

● Voluntary Approaches for Environmental Policy, An Assessment, OECD, 11 Jan 2000, ISBN 978926418026



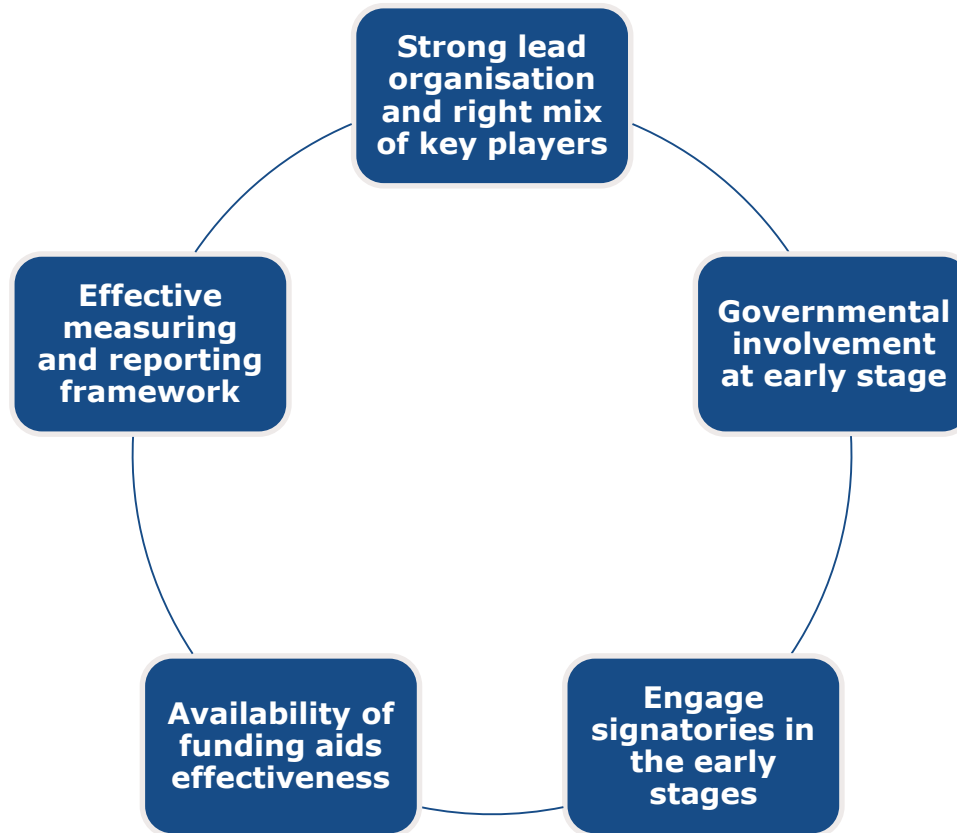
# Benefits of Collaboration








# Key Success Factors





# Blueprint - How to build a Voluntary Agreement





UNITE IN THE  
#FOODWASTEFIGHT



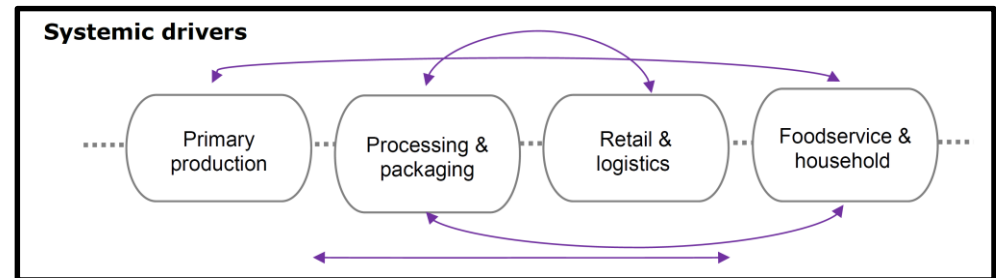
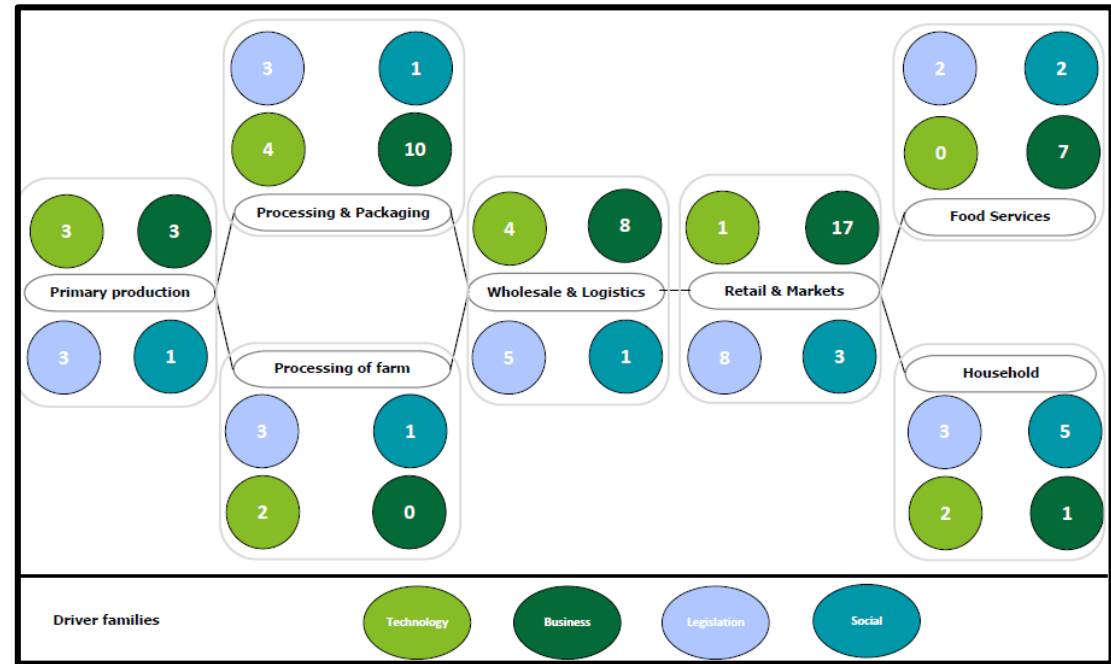
Dr Simone Piras, Agricultural and Rural Economist, James Hutton Institute

# The food supply chain

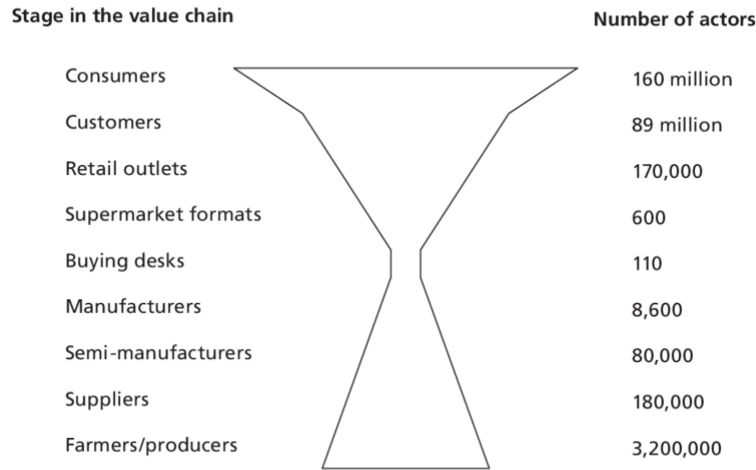


# The food supply chain: Key stakeholders and their interrelationships

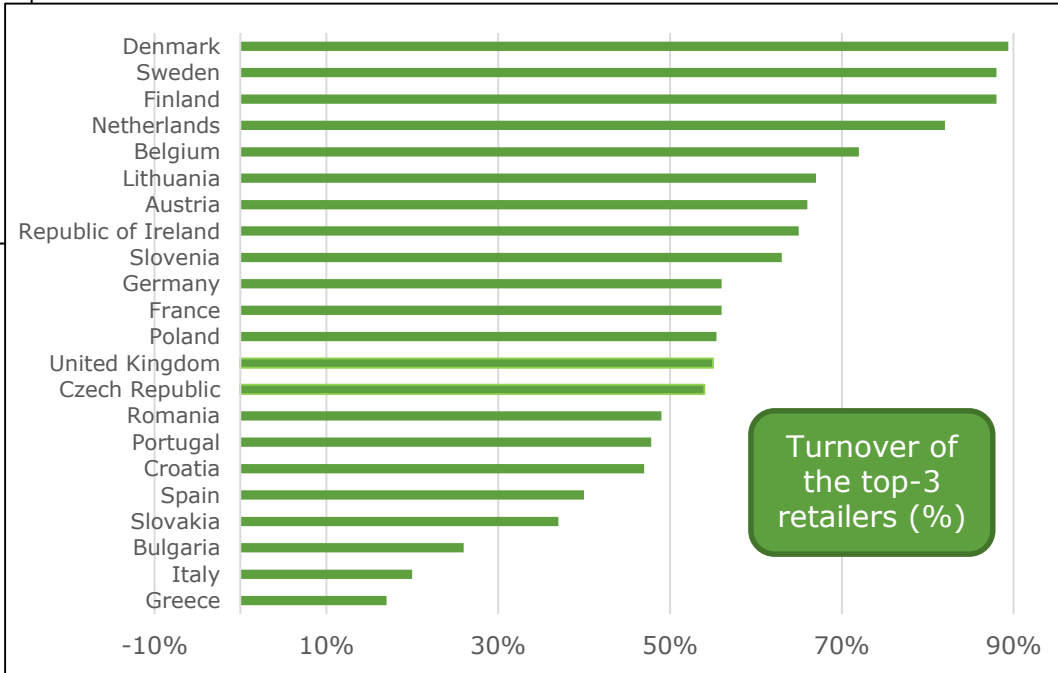
- Five main steps** along the food supply chain, from production to consumption, through processing, wholesale/logistic and retail
- FW drivers** complex and interrelated along the food supply chain:
  - Level-specific** (technological, business-related, legislation-related and social)
  - Systemic** drivers requiring a whole supply chain approach
- Supply/demand imbalances & poor information sharing among actors cause waste of perishable products



# Market concentration across the EU



- Different concentration at different levels → EU supply chain **funnel-shaped** with a central **bottleneck**
- This implies **power imbalances** requiring coordination and dialogue



• The **retail** sector has undergone increasing **concentration** since 1995, especially in North and Western Europe

• The share of value-added going to **producers** has been declining due to their fragmentation



# Unfair Trading Practices and their impact on FW generation

**Unfair Trading Practices (UTPs)** – “practices which grossly deviate from good commercial conduct, are contrary to good faith and fair dealing and are unilaterally imposed by one trading partner on its counterparty” (EC Green Paper, 2013, p. 3).

Four key categories of UTPs (EC):

- Undue/unfair **shifting of costs/entrepreneurial risk**;
- Asking for **advantages** or benefits **without** a related **service**;
- **Unilateral and/or retroactive changes** to a contract when not allowed;
- **Unfair termination** or unjustified threat of termination of a contract.

**UTPs** in the food supply chain are often **linked to FW generation** through mechanisms invisible to policy-makers and the public → difficult to gather evidence (suppliers reluctant to come forward due to the **“fear factor”**) → FW recorded as due to technical or operational reasons



# Tackling Unfair Trading Practices: From voluntary approaches to regulation

- Example of UTPs with a **causal link to FW generation** :
  - **Informal contracts**: may lead to last-minute order alteration by buyers;
  - **Quality rejects** and strict '**minimum life on receipt criteria**': used inconsistently to reject products with a high degree of natural variability;
  - **Poor data sharing** and **demand forecasting**: failure to draw up or share accurate demand forecasts with producers, resulting in overproduction and waste;
  - **Threat of de-listing**: overproduction to reduce the risk of failing to meet required orders.
- UTPs in the food supply chain → **lower levels of trust** between players → **lower producer participation** in **collaborative measures** against whole supply chain FW
- **Lack of robust FW data** at farm level prevents understanding of the scale of FW caused by UTPs → ability to implement policies to reduce FW throughout the supply chain compromised
- **Actions** taken to address UTPs in EU food supply chains vary across a large spectrum: **no action, VAs, formal regulations**



# Tackling Unfair Trading Practices: The case studies of the UK and Italy

- Two country-based cases studies (Piras et al., 2018)
- 1. **United Kingdom:** the **Groceries Supply Code of Practice** and its **monitoring body** (Groceries Code Adjudicator) in 2013 – evolution of an earlier voluntary approach, the UK Supermarket Code of Practice
  - **Challenges:** few resources (from sanctions to non-compliant retailers); *indirect* suppliers not covered; *foreign* suppliers not aware
- 2. **Italy:** **art. 62, law 1/2012** – regulates B2B transactions in the agri-food sector by referring to the EU Principles of Good Practices in the Food Supply Chain; monitored by the National Competition Authority
  - **Challenges:** too large number of UTPs to be supervised; low sanctions (no deterring power); fragmented supply; confidential complaints impossible (fear factor); evolving jurisprudence



# Voluntary Agreements against FW: The cases of the UK

Phase	CC1 (2005 – 2010)	CC2 (2010 – 2012)	CC3 (2013 – 2015)	CC 2025 (2016 – 2025)
<b>Signatories</b>	42	53	53	130
<b>Objectives</b>	<p>Reduce household FW by 155,000 t in 2010 compared to 2008 ✓+</p> <p>Stop packaging waste growth in Households ✓</p> <p>Reduce the amount of packaging waste ✓</p>	<p>4% reduction in households food and drink waste ✗</p> <p>10% reduction of the carbon impact of grocery packaging ✓</p> <p>5% reduction of supply chain packaging waste ✓+</p>	<p>5% reduction in household food and drink waste ✗</p> <p>3% reduction of waste in the grocery supply chain ✓</p> <p>Ensuring no increase in the carbon impact of packaging ✓+</p>	<p>20% reduction in food and drink waste in the UK</p> <p>20% reduction in the GHG intensity of food and drink in the UK</p> <p>Reduce the impact of water use throughout the whole supply chain</p>
<b>Savings</b>	1.2 Mt waste GBP 1.8 billion 3.3 Mt CO <sub>2</sub> -eq. (consolidated)	1.7 Mt waste GBP 3.1 billion 4.8 Mt CO <sub>2</sub> -eq. (consolidated)	1.1 Mt waste GBP 1.6 billion 2.9 Mt CO <sub>2</sub> -eq. (estimates)	In progress

## Factors of success

- Favourable national policy framework
- Forum for exchange facilitated by an independent convener
- Recruitment of key players from the grocery industry
- Common objectives and measurable progress

## Limitations

- Absence of sanctions for non-compliance, and of legislation
- Lack of transparency in the monitoring process
- Lack of incentives for other actors to join



# Voluntary Agreements against FW: The cases of the Netherlands

Phase	Sustainable Food Platform (2008 – 2013)	Sustainable Food Alliance (2013 ...)	TCEF and Dutch Framework for Action (2017 – ...)
Signatories	Agriculture Industry Retail Catering Hospitality	50,000 farmers 100 animal feed firms 4300 supermarkets 90% of catering market 40000 hotels	Supervised by Wageningen U&R. Includes the SFA and other food industrials, retailers, caterers, NGOs and the Ministry of Economic Affairs.
Objectives	20% reduction in FW 2009-2015 <b>X</b> Raise awareness about FW <b>√+</b>	20% reduction in FW by 2020 30% reduction in CO <sub>2</sub> 1990-2020 Only sustainable meat by 2020.	Unify all initiatives to reduce FW. Halve raw material consumption 2017-30. Climate neutral food production by 2030.
Results	2009: 1.4-2.5 million tonnes 2015: 1.77-2.55 million tonnes Special working group on FW. Position paper on labelling. Joint definition of FW.	Toolbox to help companies optimize all steps of production and make high-quality use of residual flows. Campaigns from the government, NGOs and the food sector. Not on path to achieve targets.	Take concrete actions against FW and report progress transparently. Work on national strategy and roadmap for a circular food economy. Insights from REFRESH, share best practices, instruments and progress reports.

-  Factors of success
  -  Favourable international policy context
  -  Synergies with national policy framework
-  Limitations
  -  Unstable FW policy framework
  -  Lack of an independent facilitator
  -  Absence of sanctions for non-compliance





## VAs in the UK and the Netherlands: Lessons learned

- The **national and international political context** influences (positively or negatively) the success of a VA, at least in its early phases
- A VA's **funding scheme impacts its lifetime and agenda**: VAs receiving governmental/private funds are influenced by political/company priorities and budgetary constraints; balance between sources is required
- The role played by a **neutral third party** (on top of firms and the government) is preponderant to facilitate accession of actors, ensure confidentiality of data, and supervise the VA
- Business involvement depends on whether there is a strong enough **business case**: companies must gain benefits one way or another (e.g. reputation) from joining a VA
- A VA should find a balance between **ambitious yet realistic targets**; robustness and transparency of data reporting are critical to ensure credibility of the initiatives



# Lessons learned from the REFRESH comparative case studies on VAs and UTPs

- **VAs and UTPs** were found to be **interlinked**
  - VAs are more effective in developing whole chain solutions to FW when UTPs are less of an issue → UTPs undermine the **trust** necessary for a successful VA
  - **Primary producers** poorly represented within VAs (itself a sign of UTPs) → reduced VAs' effectiveness → **well-working VAs from farm to retail are likely to have a larger FW reduction effect** than those encompassing only large retailers and big brand manufacturers
  - **VAs** can be an effective **exploratory tool** to assess the effects of regulation against UTPs and actors' readiness to avoid market power abuse
- ...but...*
- Where there is a propensity of the food supply chain towards an **imbalance of power** between suppliers and buyers, a **regulatory approach** provides an important complement to self-regulatory or voluntary initiatives



Nora Brüggemann, Project Manager, Collaborating Centre  
on Sustainable Consumption and Production (CSCP)

# Experiences from Germany





# Step 1 Initiation and Set-up

- ✓ 1.1 Identify a lead organisation
- ✓ 1.2 Enlist government support
- ✓ 1.3 Research the food and drink sector
- ✓ 1.4 Recruit members from across the supply chain



**CSCP:** Host and coordinator, acting as secretariat and lead to define activities together with partners.

## 20 participating organisations

- **Policy:** Federal Ministry: BMEL; 3 regional ministries: NRW, Bayern, Hessen
- **Business:** Nestlé Germany, ALDI SÜD, ALDI Nord, Metro, PENNY, real,-, BVLH (retail association), Sodexo, REFOOD
- **NGO:** WWF, Tafel Deutschland, Consumer association NRW, Council for Sust. Dev., Foodsharing
- **Research:** University Münster, KERN

<p>“Experimental REFRESH phase”</p>	<p>For a future VA (e.g. in Germany, as National Strategy foresees voluntary cooperation)</p>	<p>Lessons learnt</p>
<ul style="list-style-type: none"> <li>• Mixture of actors highly appreciated and useful.</li> <li>• Participants from middle-management very good for REFRESH phase</li> </ul>	<ul style="list-style-type: none"> <li>• Important to find most suitable partners.</li> </ul>	

# Step 2 Ambitions, Goals and Targets

- ✓ 2.1 Involve members early in setting goals and targets
- ✓ 2.2 Identify national initiatives and plans for cutting food waste
- ✓ 2.3 Align with wider goals, such as UN SDG 12.3
- ✓ 2.4 Consider the type of target and level of ambition

Figure 1. Germany's policy mix at December 2014



Common agreement to

- support the aims of **SDG12.3**, through **innovative pilot projects** in the context of REFRESH or as **individual activities**.
- **report on progress** at least on a yearly basis

Relevance

- Important as **kick-start** of bringing together **willing actors**.
- **helping organisations** discuss the 12.3. and what it means to them, and to foster relevant activities

### “Experimental REFRESH phase”

- FA signature requires high level decisions based on clear benefits and costs.
- Focus on individual processes & set achievable goals in initial phase to motivate participation

### For a future VA

- For VA CEO commitment might be needed
- Need of political pressure and SUPPORT to encourage organisations to change

Lessons learnt

Source: Fusions, 2016. [www.eu-fusions.org/index.php/country-reports/reports/293-germany](http://www.eu-fusions.org/index.php/country-reports/reports/293-germany)



# Step 3 Governance and Funding

- ✓ **3.1** Identify sources of funding

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- ✓ **3.2** Agree a governance structure, key roles and responsibilities

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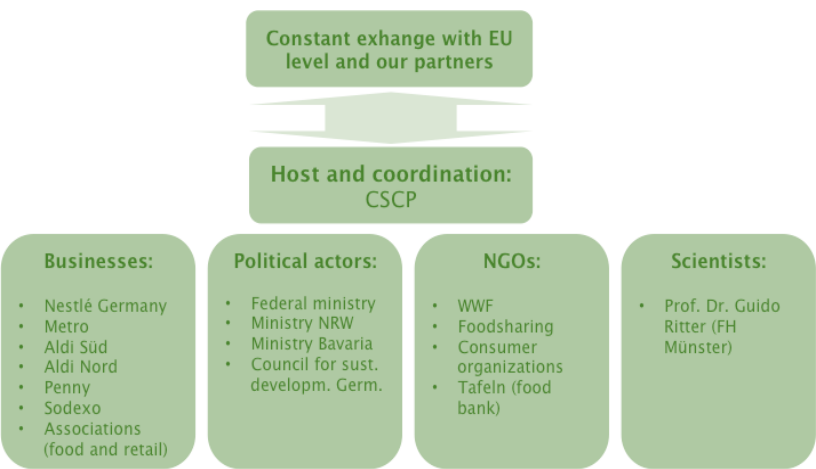
- ✓ **3.3** Plan a strategy for recruiting members

## Funding sources

- During REFRESH project duration  
**no external funding** sources

## Governance setup and involvement

- **Participation is open** to relevant organisations (not dependent on FA signature), while ensuring workable group size.
- **Biannual meetings** and bilateral discussions



"Experimental REFRESH phase"	For a future VA	Lessons learnt
<ul style="list-style-type: none"> <li>• Create an atmosphere of trust</li> <li>• FA signature requires high level decisions based on clear benefits and costs.</li> </ul>	<ul style="list-style-type: none"> <li>• Expectations to be made very clear to participants</li> <li>• In case gov't funds set-up, potentially to re-discuss funding scheme in the medium term, to ensure power balance</li> </ul>	



# Step 4 Establishing Actions

- ✓ 4.1 Explore existing food waste initiatives
- ✓ 4.2 Carry out a gap analysis
- ✓ 4.3 Agree actions with the group

Fokus Lieferkette / Produktion		Fokus 'Out of Home'	
Datenerfassung / Wirkungsmessung	7,4	Datenerfassung / Wirkungsmessung	8,3
Überarbeitung Toleranzen / Vermarktung von "hässlichen" Obst & Gemüse	7,2	Schulungen Mitarbeiter	7,9
Schnittstelle Produktion & andere Akteure	7,2	Anbieten verschiedener Tellergrößen	7,5
Anreizsystem für wenige Verluste / Änderung Einkaufskriterien	6,7	Angebot der Restmitnahme und Rechtssicherheit	7,3
Schulungen Mitarbeiter	6,2	Optimierung Prozesse gemeinsam mit Auftragsgeber	7,1
		Zusammenarbeit mit Foodsharing / Tafeln / etc.	6,7

Fokus Supermärkte		Fokus Konsumenten	
Datenerfassung / Wirkungsmessung	6,9	Datenerfassung / Wirkungsmessung	8,3
Schulungen Mitarbeiter	7,1	Kampagne POS / Kantinen	6,9
Änderungen Verpackungen	6,7	Verwertung der Abfälle	6,3
Höhere Abgabe verzehrfähiger Waren an Org.	6,7	Neue On-pack Information	5,9
		Apps zu Verhalten (z.B. Einkaufsliste)	5,4
		Ausweitung alter Kampagnen	5,1



**Common agreement** on priority sectors (2016): impact assessment, POS activities, employee engagement, canteen management, packaging.

Actions with REFRESH involvement:

- **Training of 800+ apprentices** by PENNY and CSCP
- **Tolerance extension & impact assessment** by ALDI Süd and FH Münster
- **Consumer campaign on best-before date** by ALDI Süd and Staatsministerium Bayern
- Exploration of **packaging** solutions by PENNY, CSCP & WRAP

Own activities of VA participants:

- **201 actions** to reduce food waste (about 1/3 starting during REFRESH, 1/2 still running by end of 2018)

### "Experimental REFRESH phase"

- Uptake of suggestions for activities in the framework of a VA depend on timing & internal processes.
- Impact assessment most difficult to conduct.

Lessons learnt



# Step 5 Measurement and Evaluation

- ✓ 5.1 Set a baseline figure
- ✓ 5.2 Seek consent to collect data
- ✓ 5.3 Establish a data collection process
- ✓ 5.4 Use a recognised reporting standard

Measurement and monitoring implemented through pilot

- REFRESH **Baselining** 2016-2018: qualitative & quantitative, confidential collection, aggregated assessment & presentation
- **Impact assessment** of 3 REFRESH activities

"Experimental REFRESH phase"	For a future VA	Lessons learnt
<ul style="list-style-type: none"> <li>• Data situation has improved</li> <li>• Working with the REFRESH questionnaire was a very good starting point for the next steps               <ul style="list-style-type: none"> <li>– 2017: Compiling data useful to assess data gaps and improvement potential</li> <li>– 2018 &amp; 2019: increasingly better preparation for potentially upcoming political reporting requests.</li> </ul> </li> <li>• Monitoring data can be challenging to collect, but "learning-by-doing"</li> </ul>	<ul style="list-style-type: none"> <li>• To meet the EU targets for measurement and reporting a higher ambition level and next steps are needed</li> <li>• But possibility to design effective process collectively</li> </ul>	





Dr Raquel Diaz-Ruiz, Researcher, Center for Agro-Food  
Economy and Development

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# Experiences from Spain



4/11/2019

[www.eu-refresh.org](http://www.eu-refresh.org)



# Step 1

## Initiation and Set-up

### ☰ Checklist

- ✓ 1.1 Identify a lead organisation
- ✓ 1.2 Enlist government support
- ✓ 1.3 Research the food and drink sector
- ✓ 1.4 Recruit members from across the supply chain

- CREDA-UPC-IRTA Refresh partner (Research-University) coordination, organization of meetings, support and monitor the pilots, report.
- No central government support
- Regional public administrations (Catalonia) involved
- Food and waste competences are transferred to the Autonomous Communities – great differences
- Different initiatives to reduce food waste not coordinated (2016)
- In Spain the food sector is very relevant (from the primary production to consumption)
- Criteria of recruitment:
  - heterogeneity and representativity (Retail and food industry associations)
  - Spain and Catalonia representative equilibrium



# Step 2

## Ambitions, Goals and Targets

### Checklist

- ✓ **2.1** Involve members early in setting goals and targets
- ✓ **2.2** Identify national initiatives and plans for cutting food waste
- ✓ **2.3** Align with wider goals, such as UN SDG 12.3
- ✓ **2.4** Consider the type of target and level of ambition

### CRITICAL POINTS

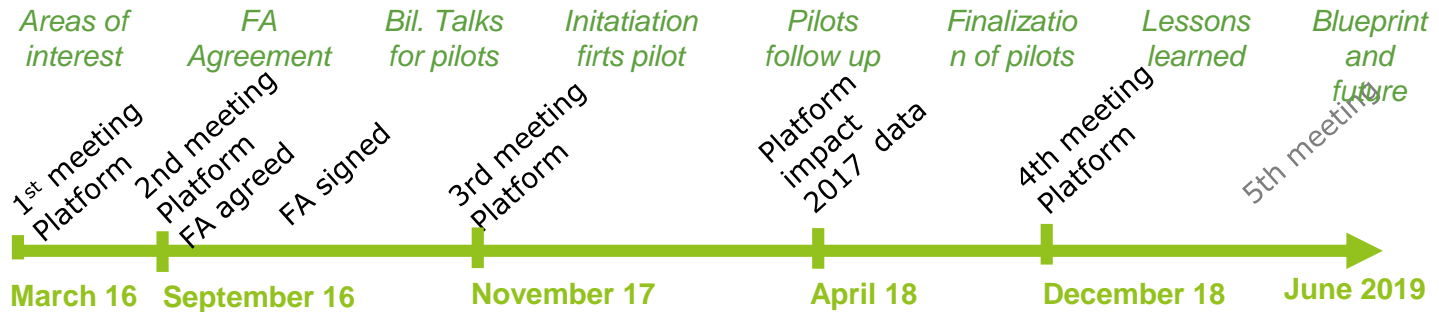
<b>STAGES</b> <ul style="list-style-type: none"> <li>- Lack of data</li> <li>- Consumer</li> <li>- Primary production</li> </ul>
<b>CATEGORIES/SECTOR</b> <ul style="list-style-type: none"> <li>- Avoidable food waste</li> <li>- Perishable food</li> <li>- Seasonal produce</li> <li>- Catering</li> </ul>
<b>EVENTS</b> <ul style="list-style-type: none"> <li>- Excess produce from fields</li> <li>- Product withdrawal due to price regulations</li> <li>- Price vs cost</li> <li>- Climate</li> <li>- Commercial standards</li> </ul>

### INDICATORS

<b>OBJECTIVES OF REDUCTION</b> <ul style="list-style-type: none"> <li>- Balance between what is effective and feasible</li> <li>- Difficulty in establishing objectives of global reduction</li> <li>- Be aware of the importance of communication</li> </ul>	
<b>PRIMARY</b> <ul style="list-style-type: none"> <li>- Kg food recovery</li> <li>- Kg food waste</li> <li>- Food rations dispensed</li> <li>- Kg made / kg traded / kg consumed</li> <li>- % of reduction</li> </ul>	<b>SECONDARY</b> <ul style="list-style-type: none"> <li>- Money saved</li> <li>- Employment opportunities</li> <li>- CO<sub>2</sub> emission reduction</li> <li>- People involved</li> <li>- Profit from processed product</li> </ul>

### SOLUTIONS

<b>INCREASE SENSITIVITY</b> <ul style="list-style-type: none"> <li>- Children</li> <li>- Good practices</li> <li>- Economic impact</li> </ul>
<b>MOTIVATION</b> <ul style="list-style-type: none"> <li>- Corporate image</li> <li>- Good practices</li> </ul>
<b>LOGISTICS AND MANAGEMENT</b> <ul style="list-style-type: none"> <li>- ICT in retailing and wholesaling</li> <li>- Smart packaging</li> <li>- Sales models</li> <li>- Consumer cooperatives</li> <li>- Local food networks</li> </ul>
<b>REGULATION</b> <ul style="list-style-type: none"> <li>- Aesthetics standards</li> <li>- Fishing discards</li> <li>- Date of expiry and best before date</li> </ul>







## Step 2

# Ambitions, Goals and Targets

17 signatories of the FA (mix of Spanish and Catalan organisations)

**Coordinator:** CREDA-UPC-IRTA (Research-University)

<b>Administration/Policy bodies (3)</b>	ARC, (waste), DARP (agriculture), AMB (food and waste)
<b>Primary production associations (2)</b>	COAG-JARC, FCAC
<b>Wholesale (1)</b>	Mercabarna (Barcelona Wholesale Market)
<b>Food industry and retail associations (4)</b>	AECOC (GS1 Spain), ASEDAS, ACES, Packnet
<b>Hospitality (1)</b>	Gastrofira
<b>Consumers organisations (1)</b>	HISPACOOOP
<b>Redistribution and food waste prevention (5)</b>	Barcelona Food Bank, NWB (NSF), Espigoladors, PAA, Prosalus





## Step 2

# Ambitions, Goals and Targets

## Framework for action in Spain

### General objective

- Participants in the Framework for Action (FA) will commit to actively support **progress towards the UN SDG 12.3 target** to reduce retail and consumer waste by 50% and halving food losses by 2030
  - Understanding the **current levels and causes of food waste** from production to consumption;
  - ❑ **Raising awareness** among the actors of the food chain and the general public on the undesired effects associated with food waste and the positive effects of reducing it;
  - ❑ Promoting **innovative initiatives** to reduce and prevent food waste, particularly to address the **most critical points** of the food chain.

### Critical points (workshop 1st meeting)

<i>Catering</i>	<i>Consumer</i>	<i>Lack of data</i>	<i>Perishable produce</i>
	<i>Avoidable food waste</i>		<i>Primary production</i>



## Step 3 Governance and Funding

### ☰ Checklist

- ✓ 3.1 Identify sources of funding
- ✓ 3.2 Agree a governance structure, key roles and responsibilities
- ✓ 3.3 Plan a strategy for recruiting members

- CREDA: coordination, organization of meetings, support and monitor the pilots, report.
- Funding sources
  - No external funding sources apart from REFRESH for the VA
  - *Some external* funding to support certain pilots

- **Participation is open** to all relevant organizations. However to ensure workable size of group, an active search of new members only was conducted in observance of the criterion of being represented the **diversity** of existing interests and experiences.
- **1-2 meetings a year** of all members, and many bilateral discussions.
- Numerous small initiatives (+ 160 registered <http://aprofitemelsaliments.org/>)
- Guests stakeholders to Platform meetings



## Step 4 Establishing Actions

### ☰ Checklist

- ✓ 4.1 Explore existing food waste initiatives
- ✓ 4.2 Carry out a gap analysis
- ✓ 4.3 Agree actions with the group

- **Own activities of the members of the Platform**
  - 44 anti-food waste initiatives being run in 2017
- **3 Pilots projects monitored**

- **Hospitality:** Reducing food waste at trade fairs in Spain: The impact of interventions implemented by Gastrofira
- **Whole chain:** Food waste along the food supply chain: A case study of Spanish peaches and nectarines
- **Food valorisation:** Valorisation of food surpluses and side-flows and citizens' understanding

*Consumer*

*Lack of data*

*Perishable produce*

*Catering*

*Avoidable food waste*

*Primary production*



## Step 5 Measurement and Evaluation

### ☰ Checklist

- ✓ 5.1 Set a baseline figure
- ✓ 5.2 Seek consent to collect data
- ✓ 5.3 Establish a data collection process
- ✓ 5.4 Use a recognised reporting standard

### 🍌 Measurement and monitoring before FA

- HISPACOOOP (2012) -76kg; ARC (2012)-35kg; MAPAMA (2014 *a, b, c*); CREDA-ARC (2016, forthcoming);
- MAPAMA (since 2014-panel of consumers)
- Food Bank (redistribution – 1987)

### 🍌 Measurement and monitoring implemented through FA

- REFRESH Baseline (quantitative & qualitative data)
  - 2017: heterogeneity, lack of tradition...
- Gastrofira, whole-chain (quantitative)



# Main lessons learned

## ● **Key elements to take into account:**

- Clear objectives of the VA
- The composition of the FA determine the action it will develop (diversity-participation)
- Definition of FW
- Political culture of the country
- Not to dismiss contextual factors (economic crisis, political instability...)
- Building trust and share information and challenges
- Bilateral talks
- Objectives and targets: Balance between what is effective and feasible
- Business, academia, consumers and administration cooperation

## ● **Future...**





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# Questions



# Asking Questions on CoE



**Dave Jones** | 2 Days Ago

I'm interested to know how you managed to get the right mix of stakeholders around the table to set up the FA in each country.

Reply

👍 15 🗨️ 0



**Toine Timmermans** | 1 Minute Ago

In the Netherlands there was an existing high level platform of business and private sector actors. We were able to tap into this to create a working group of those most relevant to the objectives of our FA. Some advice would be to check out if such a platform exists in your country.

Reply

👍 15 🗨️ 0



**Nora Bruggeman** | 2 Seconds Ago

We first identified the mix of business and government and other stakeholders we wanted to involve. Then we had a series of bilateral discussions with each one to find out about their priorities and whether they would participate in such an agreement. As key stakeholders agreed, we found it was easier to persuade others to join.

Reply

👍 15 🗨️ 0

# Recommended reports

REFRESH Policy Brief, March 2019  
eu-refresh.org



## Voluntary Agreements as a collaborative solution for food waste reduction

### Key Messages

- A Voluntary Agreement (VA) is a policy measure that can drive food waste reduction by bringing supply chain stakeholders together under a common cause.
- The objectives of a VA are collectively designed in consultation with all supply chain actors to ensure that each actor's needs and specificities are represented, which facilitates the development of relevant and attainable targets.
- The voluntary and non-legal characteristics of a VA make its structure flexible, which is advantageous as its targets and objectives can be quickly and easily adjusted in response to changing policy contexts.
- The potential for millions € of savings and/or enhanced brand image creates a strong business case for participating members to join a VA, especially if key organisations and businesses are involved.
- To help actors take concrete actions towards establishing a VA within any country, REFRESH developed a Blueprint tool, which details questions that can guide policy makers and the founding members of the VA, in collaboration with the third-party, through each step of the VA.



REFRESH is funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement no. 641933. The contents of this document are the sole responsibility of REFRESH and can in no way be taken to reflect the views of the European Union.



## Inventory and evaluation of effectiveness of existing approaches

Determine context and success factors of voluntary alliances

D2.1 – Final



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## Frameworks for Action

Selection Process



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[www.refreshcoe.eu](http://www.refreshcoe.eu)



# Recommended reports

## Building partnerships, driving change

A voluntary approach to cutting **food waste**

This publication is a result of the research project REFRESH which has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 641333.



<http://tinyurl.com/va2019fw>

# Thank you



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Welcome to the Refresh  
**Community of Experts**  
An online platform to find and share information and best practice on food waste prevention

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The food resources being lost and wasted in Europe would be enough to feed all the hungry people in the world two times over (European Commission 2015).



**88 million**  
tonnes of food waste a year produced by EU-28



**€143 billion**  
estimated financial loss a year



**70%**  
EU food waste arises at household, foodservices & retail sector



**47 million**  
tonnes food waste contributed by household section alone

Across the globe, nearly 30% of food is wasted throughout the agrifood supply chain. According to the latest

[www.refreshcoe.eu](http://www.refreshcoe.eu)