How can cities reduce food waste?



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Food Waste and the Sustainable Development Goals

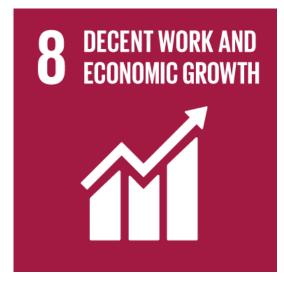


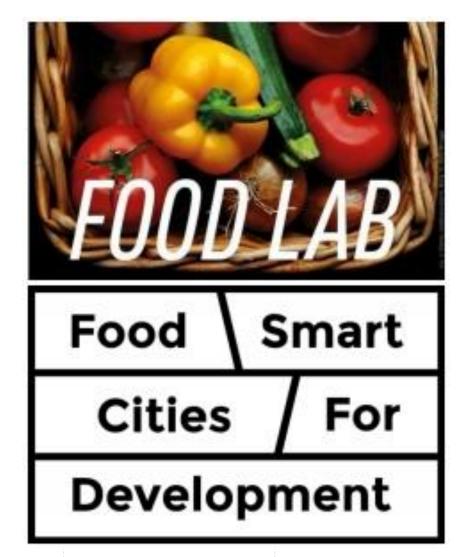
SDG target 12.3 calls for reducing global food waste with 50% per person by 2030











BRU **GGE**

WERELDERFGOEDSTAD





bruxelles environnement leefmilieu brussel .brussels 🍛

Prevent Food Waste

Strategize with stakeholders

Use food surplus

Social innovation

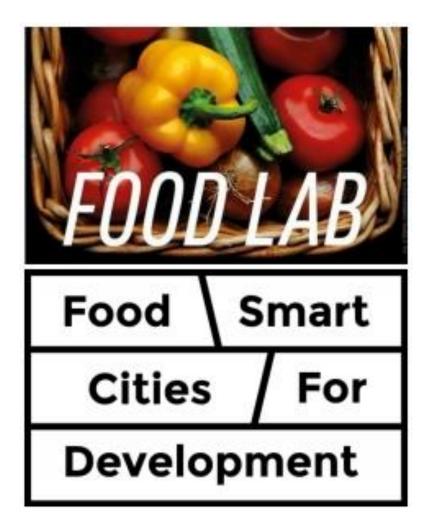
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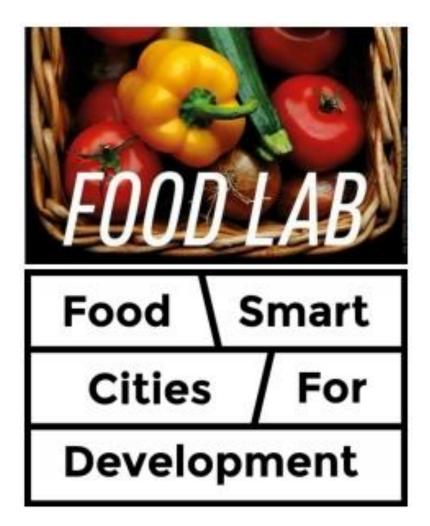
Social innovation

Building a stakeholder platform



- Responsible: civil servant and/or facilitator
- City departments
 - Economy
 - Welfare/social
 - Environmental
 - Waste management
- Social entrepreneurs, innovators and associations
- Schools
- Representatives of food service industry, farmers, entrepreneurs

Stakeholder platform: goals



- Point of contact
- Setting priorities
 - SWOT analysis
 - Stakeholder consultation
 - Strategy
- Common actions
- Building connections and collaborations between members

Prevent food waste

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Social innovation

Raising awareness: Feeding the 5000



Raising awareness: Feeding the 5000

- Message
- Building a coalition
- Identify where food waste occurs
- Press attention
- Inspire









Prevent Food Waste

Strategize with stakeholders

Use food surplus

<u>Social</u> innovation

Example: <u>Kromkommer</u>

- Use food surplus
- Create awareness with positive message
- Inspire and steer action

DE LEKKERSTE SOEP VAN DE GEKSTE GROENTEN Worfelsoep *omatensoe* VINT 2-5 PETSINEN met een kruidige twist SOEP RED JE KROM IS HET MINSTENS 175 GRAM SOEP RED JE KROM IS HET NIEUWE RECHT CONVE RIFTEN INSTENS 168 GRAM NIEUWE RECHT GERKE WORTELS DE LEKKERSTE SOEP VAN VE LEKKERSTE SOEP VAN DE LEKKERSTE SDEP VAN DE GEKSTE GROENTEN

Prevent Food Waste **Social** Use food innovation surplus

Or the other way around

Strategize with stakeholders

Example Kromkommer

Impacts for the city

- PR and appeal
- CO2 Emission
- Jobs
- Social dynamic



How to stimulate social innovation?



LEARN · COLLABORATE · TAKE ACTION

Food Waste Challenge

Movie Food Waste Challenge Amsterdam

Outcomes and results

- New social enterprises
- PR and media attention
- Crowdsourcing ideas
- Jobs
- Reducing CO2
- Food Waste Challenge Brugge: healthcare

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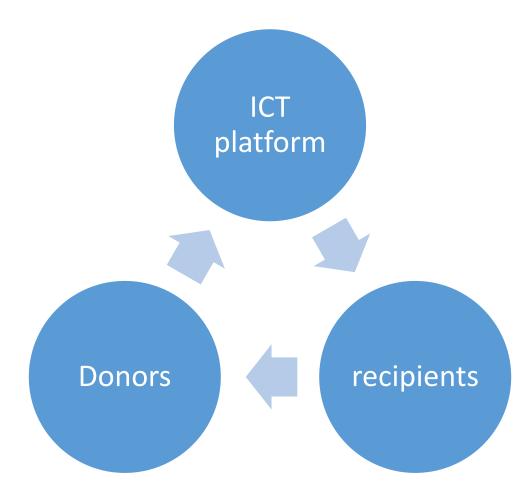
Facilitating donations of food surplus



SCHENKINGSBEURS

U SavingFood An innovative solution to tackle food waste through the collaborative power of ICT networks

Facilitating donations of food surplus



Food Surplus Roundtable

Facilitated by the city

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