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EDUCATOR MANUAL

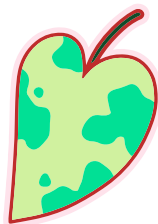


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FROM FARM TO WASTE-BIN

**The process of food waste in
a circular economy plan**



Understand the concept of Circular Economy

This part will enable young people to understand what a circular economy is and develop an awareness about it. The objective is also to make them realise that moving to a circular model is essential.

a. Definition and objectives of circular economy

A circular economy is an economic system that aims to maximise the use of products, materials, and resources by returning them into the product cycle at the end of their use, while minimising waste generation. For that, we should use resources more efficiently and effectively, and make sure we don't waste anything (or less as possible). According to the Ellen Mc Arthur Foundation, the circular economy is based on three main principles:

Eliminating waste generation and pollution

Eliminating waste generation and pollution is important because it helps us protect the environment and our health. The Earth is facing a growing waste problem, and much of this waste ends up in landfills, oceans, or other natural habitats, causing pollution and harming ecosystems, plants, animals and human health. By being mindful of what we use and how we dispose of things, we can help keep the environment clean and healthy for all.



Circulating products and materials

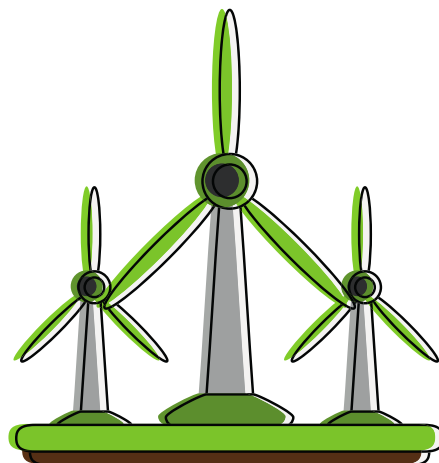
This principle means that we should try to use things over and over again instead of always making new things. By promoting a circular economy, we can reuse, recycle, and upcycled materials and products, reducing the need for new resource extraction and the creation of waste (also reducing greenhouse gas emissions). Reusing things is also a good way to save money.

Also, we only have limited resources of raw materials on our planet, so we need to be careful not to waste them. Raw materials are the natural resources that we use to create products we use every day. They include minerals, metals, agricultural products, and fossil fuels, among others.

For example, instead of throwing away a plastic water bottle, we can refill it with water and use it again. We can also recycle materials like paper and plastic so that they can be made into new things.

Regenerating nature

Regenerating nature is crucial because it helps us restore and protect natural habitats, which in turn helps us support biodiversity and our own well-being. Nature provides us with many things we need, such as clean air and water, and we need to take care of it to ensure that it can continue to provide for us. By protecting and restoring natural habitats, we can support the health of the planet and all its inhabitants



Circular economy = Reduce-Reuse-Recycle approach

The goal of a circular economy is to keep resources in use as long as possible by promoting reuse, recycling, and regeneration.

For that we must create a system where waste is minimised, and resources are continually reused.

This approach is more sustainable because it reduces the demand for new resources (especially raw material), reduces waste and pollution, and promotes a regenerative economic model that benefits both the environment and society. Become more circular in your daily life does not necessarily imply a big change

For example, when you reuse an old vegetable to make a soup instead of throwing it away it is a circular behavior.



In a circular economy, things are designed to be used again and again. Instead of throwing things away when we're done with them, we try to reuse them, fix them, or recycle them so we can use them again.

It's the opposite of the linear economy, who follow the take-make-dispose approach.

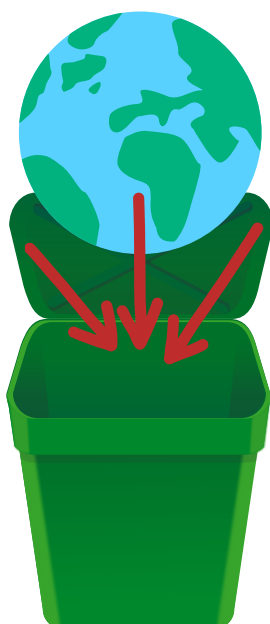
b.The advantage of the circular economy over the linear economy

Today, we are principally in a linear model of production and consumption, where resources are extracted, transformed into products, and then discarded as waste at the end of their life cycle. This linear model is not sustainable in the long term as it leads to the depletion of resources and the generation of waste, causing negative environmental and economic impacts.

The principal distinction between circular and linear economy is in how they approach the use of resources and how they manage the waste.

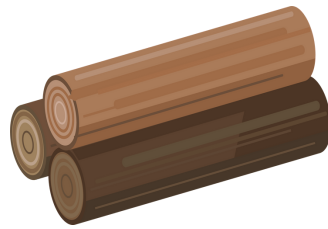
In a linear economy, resources are extracted from the earth, transformed into products, and eventually discarded as waste after they are used. It's a one-way flow (a linear flow) of resources through the economy. This results in the depletion of natural resources and the accumulation of waste and pollution in the environment.

Even if a linear economy seems to be the simplest way to produce food, its impact on the environment is very high in the long terms.



Linear Economy = Take-Make-Dispose approach

The consumption of all resources / raw material: The linear model assumes that resources are infinite and can be extracted, used, and disposed of without consequences. However, most resources are finite and non-renewable, and the linear model depletes these resources at an unsustainable rate.



Waste and Pollution: The linear model generates large amounts of waste and pollution, which have negative impacts on the environment, human health, and the economy. For instance, landfills and incinerators pollute the air, water, and soil, and contribute to climate change.



Economic Costs: The linear model is costly in the long run, as it requires constant input of new resources and energy. The circular model, on the other hand, can create economic value by reducing waste, conserving resources, and creating new jobs and industries.

For example, in a linear economy, food-industries create a lot of waste because of the packaging waste, the energy consumption but they also create a lot of food waste (because it's cheaper to produce in big quantities and is also cheaper and easier to throw away than to recycle). The key difference between a circular and linear economy is the way they approach resource use and waste management. While a linear economy relies on the continuous extraction and consumption of resources, a circular economy aims to create a closed-loop system where resources are reused, and waste is minimised.



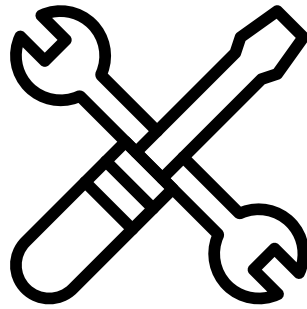
c. Ecological Economy, the good way to go to a circular model

Although there are also more and more people and organisations that practice and promote ecological good habits, such as reducing their use of plastic and recycling, so, even if we are not in an ecological model we move forward (is the step before circular economy)

Ecological Economy = Take-Make-Recycle-Dispose approach

Ecological good habits are an important step towards a more sustainable future, but they do not necessarily address the systemic issues of resource depletion and waste generation that are associated with a linear model of production and consumption. Ecological economy is important for individuals to take care of the environment. A circular economy is a bigger way of taking care of the earth that requires everyone to work together to make a more sustainable future.





TOOL KIT

Video

<https://drive.google.com/drive/u/0/folders/1qJtweeGidFKoNRmmxLuT0I0nrMDHXo8k>

<https://drive.google.com/drive/u/0/folders/1qJtweeGidFKoNRmmxLuT0I0nrMDHXo8k>

<https://drive.google.com/drive/u/0/folders/1qJtweeGidFKoNRmmxLuT0I0nrMDHXo8k>

<https://drive.google.com/drive/u/0/folders/1qJtweeGidFKoNRmmxLuT0I0nrMDHXo8k>

Infographic:

[Circular VS linear VS ecological economy](#)

[Keys of circular economy](#)

Quizz:

[These daily actions: circular or linear behaviour?](#)

[Is it raw material or not?](#)

Ice breaker:

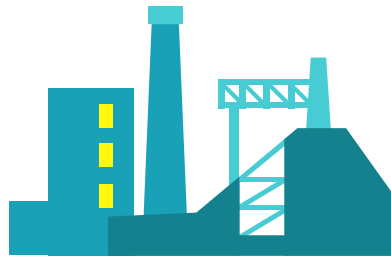
[Cloud World about circular economy](#)

The food value chain

a. Understand where food products come from

1. PRODUCTION:

This step is the creation of the raw material used to create the food. The fruits, vegetables, cereals, livestock, ... are produced by farmer, agricultural workers.



2. TRANSFORMATION / PROCESSING:

Once the raw materials are harvested, they are processed into a form that can be used in food production. Wheat is milled into flour, milk is pasteurized and bottled, and fruits and vegetables are canned or frozen...

3. PACKAGING:

The processed ingredients are then packaged and shipped to distributors and manufacturers. This might involve packaging flour into bags, canning fruits and vegetables, and bottling milk. Each product is packed one by one but also in a big pallet for transportation.



4. DISTRIBUTION:

The packaged ingredients are then transported to grocery stores, restaurants, and other food outlets to be bought by consumers. This might involve transporting the product by truck, train, ship or plane.



5. CONSUMPTION:

Once purchased the products are consumed in their entirety or not. When you buy an industrial product, you get the product but also different packaging



6. END OF LIFE:

What is left of the product you bought ? What do we do with the waste due to the product ? Where does our waste end up?

Understanding where our waste ends up can help us to make more informed choices about what we consume and how we dispose our waste. By reducing food waste, sorting it properly or choosing products with less packaging...we can all reduce the environmental impact of our food system.

When we throw away food or food packaging, it generally ends up in one of this three places:

Landfills: The majority of food waste and food packaging ends up in landfills. Landfills are large areas where waste is buried and left to decompose. When food waste decomposes in landfills, it produces methane, a greenhouse gas that contributes to climate change.

Incinerators: Some food waste and food packaging are burned in incinerators. While incinerators can reduce the amount of waste that ends up in landfills, they can also produce air pollution and contribute to climate change.

Recycling facilities: Some food packaging, such as cardboard boxes and plastic containers, can be recycled. Recycling facilities sort and process these materials so that they can be turned into new products.



Try to define the food chain value of an industrial pizza

What are the wastes caused by an industrial pizza?

When you bought an industrial pizza at which step is there food waste?

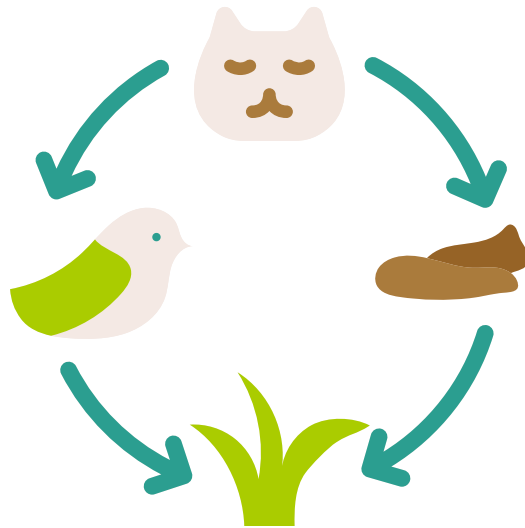
Between which step is transport?

b. Analyzing the food value chain, at which step consumers can have a positive impact?

Our current food system has a significant impact on the environment. Food production, packaging, distribution, consumption and end of life, all contribute to greenhouse gas emissions, water and soil pollution, and deforestation. This impact is particularly significant as the global population grows, and the demand for food increases. Without significant changes to the food value chain, the environmental impact of food production could become even more severe.

Our food system can be socially and economically unsustainable. Small farmers and workers often face poor working conditions. By supporting sustainable alternatives in the consumption phase of the food value chain, we can also help promote fair labor practices and support small farmers and businesses.

Consumers can at least, have a positive impact on the last three steps of the food value chain. It's Important to demonstrate that as consumers we also can act at our level. And that not necessarily implies huge change, and a bigger budget. By making informed choices about what we eat and how we consume, we can help create a more sustainable food system that supports the health and wellbeing of all people and the planet.



- DISTRIBUTION

In a supermarket you find products from everywhere in the world (transformed products or raw products like vegetables). Sometimes they come from far away, that implies a long way to come to our supermarket, so a lot of pollution and carbon emission.

What can be the alternative for that?

The best alternative is to promote local and regional food systems that prioritize the production and consumption of food within a specific geographic area. This can reduce the distance that food has to travel to get to consumers, which in turn reduces transportation-related emissions and supports local farmers and businesses.

- Farmers' markets are outdoor markets where local farmers and producers sell their goods directly to consumers. By buying directly from farmers, consumers can support local agriculture and reduce the environmental impact of food transportation.
- Sometimes is possible to buy your product directly at the farm or the farmer proposed weekly vegetable basket (<https://bio-co.ro/>)
- You can also buy local product in the supermarket (specially fruits and vegetable)



pictures of the ecologically certified social farm Bio&Co in Romania, @fermabioco

- CONSOMMATION

Changing our food consumption habits and reducing food waste at the same time are crucial for promoting sustainability. Food waste contributes significantly to environmental issues such as greenhouse gas emissions and resource depletion. By reducing food waste, we can help preserve natural resources and minimise our environmental impact. Additionally, our current food consumption habits are not sustainable in the long term, and we need to find ways to produce food more efficiently and sustainably.

What can be the alternative for that?

- Buy product with less packaging
- Buy "anti-food waste" product: application like Too good to go, Bonapp
- Consume less meat / choose plant-based products: Animal agriculture is a major contributor to greenhouse gas emissions. Additionally, choosing plant-based options can be healthier and more affordable for individuals.
- Identify the "sustainability labels": These labels and certifications can help consumers make informed choices about the sustainability of the products they purchase.



EU-organic production-regulation: This label indicates that the product was produced without the use of synthetic pesticides, fertilisers, or genetically modified organisms.



Fair Trade Certified: This label indicates that the product was produced in a way that supports fair labour practices and environmental sustainability.



Rainforest Alliance Certified: This label indicates that the product was produced in a way that promotes environmental, social, and economic sustainability.



Certified Humane: This label indicates that animal products, such as meat, eggs, and dairy, were produced in a way that supports animal welfare.



Non-GMO Project Verified: This label indicates that the product does not contain genetically modified organisms (GMOs).



MSC Certified: This label indicates that the product was produced in a way that supports sustainable fishing practices.

Changing our food consumption habits can also have positive impacts on our health and our wallets. By choosing healthier, whole foods and reducing our intake of processed and packaged foods, we can improve our overall health and reduce our risk of chronic diseases. Additionally, reducing food waste can help save money by reducing the amount of food we buy and ultimately throw away.

- END OF LIFE

In our actual food system, the end of life for many food products is often disposed of in landfills or incinerated, which contributes to greenhouse gas emissions and wastes resources. This is not a sustainable alternative as it contributes to environmental degradation and resource depletion.

A sustainable alternative would be to adopt a circular economy approach, where the waste produced in the food system is minimised and materials are reused or recycled. Instead of throwing away your food waste, you can try to extend its life as much as possible.

What can be the alternative for that?

- **Optimise your way of storing food so that it lasts longer**

For example, storing fruits and vegetables separately and in the right conditions can help them last longer. Labelling and dating leftovers can also help ensure that they are consumed before they go bad. Freezing food : a great way to preserve it for later. Foods like bread, fruit, and meat can be frozen and used when needed. Store your fridge properly

- **Plan meals ahead of time:**

Planning meals in advance can help prevent overbuying and reduce food waste. It's a good idea to make a shopping list and only buy what you need.

- **Use leftovers creatively:**

Leftovers can be used to create new meals, such as using leftover vegetables in a soup or making a stir-fry with leftover rice.



- **Remember that raw material can feed animals**

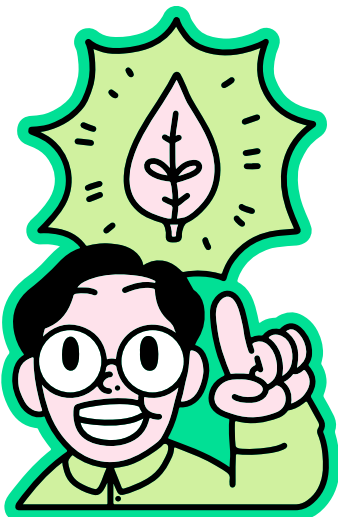
Raw material leftovers from food production or preparation, such as vegetable peels, fruit scraps, and grain or seed husks, can be used to feed animals. This can be a sustainable way to reduce food waste, as these scraps are often edible and nutritious for animals.

- **Composting**

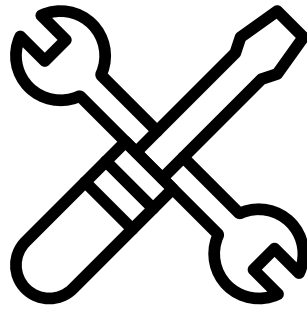
When you compost food leftover, you are essentially recycling the nutrients in the food and returning them to the soil. This creates a nutrient-rich compost that can be used to improve soil health and promote the growth of healthy plants. By adding compost to your garden or houseplants, you can help your plants grow stronger and healthier, and even extend the life of your food products!

You can put a variety of organic materials in a compost bin or pile, including:

Fruit and vegetable scraps, Eggshells, Coffee grounds and filters, Tea bags, Grass clippings, Leaves and yard waste, Shredded paper and cardboard, Wood chips and sawdust (in small amounts)



Be creative to extend product end-of-life much as possible !



TOOL KIT

Infographic:

- [resume life cycle of a product](#)
- [Seasonal vegetable calendar](#)

Quizz:

- [find the good order of the food value chain](#)
- [What can we put in the compost?](#)
- [name the different types of packaging + guess the degradation time](#)

Ice breaker:

- [What do you think about eating tomatoes during winter?/ How does a tomato get to your plate?](#)
- [shocking images about food waste in food industry](#)

REDUCE

Activity	Reduce the number of waste you create in one day
Objective	Prove that we can easily reduce our daily waste
No. of People	2 - 20 pax
Duration	Depends on number of participants
Materials	Paper Post it Pen or PencilBoard
Instructions	<p>Step 1:Ask one participant to explain what one of his days looks like. (If no one want to do it prepare one day type before and present it to the groupe) and write it on a boardStep 2:In small groups the participants have to define when during this day there is generation of waste. At the end of the time allowed (5-10 min) they have to compare their results. And after a small talk give them the final answers.Step 3:Again in a small group, the participants have to find a way to reduce the quantity of waste created in the day. At the end of the time allowed (10-20 min) they have to compare their results and try to start a discussion between us. Step 4:To continue the discussion and to conclude give to the participants some caring examples you notice about their behaviour (replace your plastic bottle by a reusable bottle)</p>

REUSE

Activity	What can we do with this waste
Objective	Create awareness about the fact that most of the time we can reuse what we considered as waste.
No. of People	2 - 20 pax
Duration	1h ?
Materials	Depends of the DIY you choose
Instructions	Variante 1 : DIY with food package Bird feeder with milk package Dish pot, pencil pot, herbs pot with tin can Magazine Holder from a Cereal Box

RECYCLE

Activity	Clean walk / recycle game
Objective	Clean an area and learn how to separate properly
No. of People	2 - 20 pax
Duration	45 min
Materials	Trash bag, glove, waste clamp
Instructions	<p>Step 1 Create groups of 2 and give to each group a trash bag, gloves and clamp to take the waste for every participant. Steps 2 Taking participants to an area where waste may be found. And give them 20 min to collect them. (make a list of dangerous waste they must not pick up). Step 3go back to the centre and ask each group one by one to put the trash they pick in the good bin. And explain to them why this bin or this compost Step 4Make a short introduction to the compostingVariationsdon't do the walk, and ask the participants to separate the waste you have brought with you or with printed vignette https://dessinemoiunehistoire.net/jeu-du-tri-selectif-classification-des-dechets/</p>

CASE STUDIES

Good practices of Circular Economy of Food Waste



Circular Economy in the Food Industry

There are huge benefits to applying a more circular development such as reducing by 45-50 % the usage of fertilizer, pesticide, and water. It can also lower the emission and use of land, and fuel electricity by 10-20%.

A circular economy for food is affected by many different areas such as the climate, geography, production methods, eating habits, etc. here are some of the case studies of circular economy in the food sector.

Case studies are important because they provide real life examples of positive circular economy practices that are being used within the food industry. There are many benefits to case studies such as

1. Boost recognition and confidence in Brand brand awareness and reputation.
2. Provide insight and solutions to challenges.
3. Assistance with further research and reference to successful strategies used.

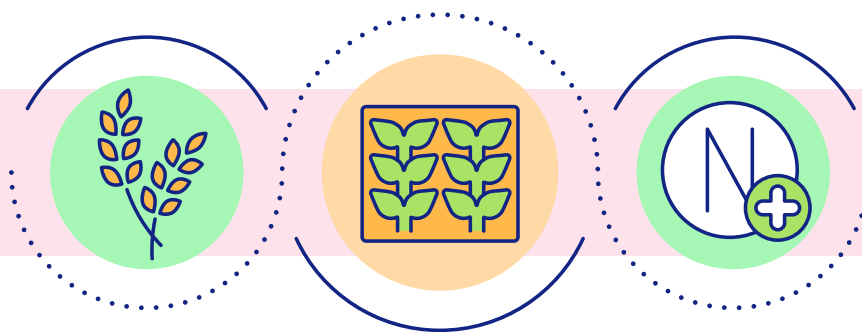
The global food system is a complex and large system that connects over 1 billion persons daily in its many processes such as Growing, processing, packaging, marketing, transportation, cooking, selling and delivering of food. The food industry also requires a vast amount of the earth's resources to sustain it. The food and agriculture industry takes up 70% of the earth's fresh water and 50 % of the earth's habitable land. Thus making the problems and challenges within the food industry have multiplying effects and impact. Problems and challenges such as environmental problems, climate change, food waste, energy and water pollution. The food industry also affects many other industries and systems that are vital for human lives. The health industry relies on the food industry and vice versa for the production of medicines, vaccines and for the storage, cost, transportation and supply of each other. Besides knowing the problems within the food system we must also recognise the advancements, success and positive impact the industry has as well.

There are three main systemic problems in the food industry.

- 1.The food industry contributes to environmental degradation with the devastation to our forest being over 7.5 hectares annually causing 75 billion tonnes of topsoil lost.
- 2.Over 30% of all food produced is wasted.
- 3.The food system is not resilient and doesn't provide equal and healthy options to all. For example approximately 1 billion people are undernourished or hungry and over 2.1 million persons are obese or overweight.

Research has proven that there is a constant push towards a more circular nutritional system that is more regenerative, resilient, less wasteful and healthier. This is as a result of the four following aspects that have caused this push:

- 1.**Close loops of Nutrients** -The return of nutrients to farms, the regeneration of soil, the redirecting of nutrients from wastewater and the reduction of artificial fertilisers.
- 2.**Value of By products**- The recovery of important chemicals, medicines and energy which helps to give more renewable source of feedstocks.
- 3.**Diversity of production**- Having a shorter supply chain reduces the amount of waste associated with transportation and this also helps to provide more local jobs which help with the resilience of the food system.
- 4.**Digitalization**- Having more digitalization helps to better measure, track and locate food and other organic materials. Thus allows for better management, allocation of resources, better policy and education.

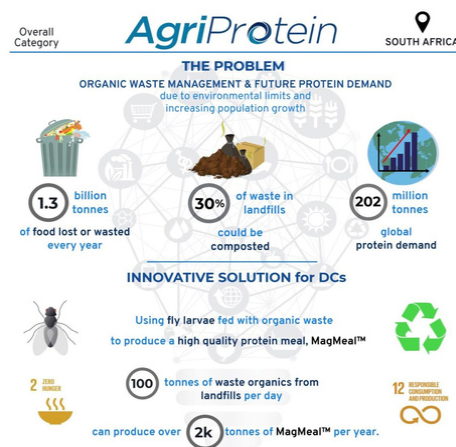
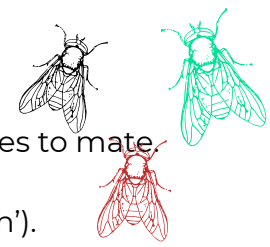




Using insect waste for protein animal food. (AGRIPROTEIN)

Agri protein aims at creating an alternative and sustainable food source for animal feed. Fly species have been breaking down waste material and providing food sources for fish and birds for over a hundred million years. Now Agriprotein can use the same premise by using fly larvae along with organic waste to provide sustainable high-quality feed for all livestock. This nutrient also helps the compost to be regenerated into the soil faster and better. This is the process.

1. The Agriprotein facility collects organic food waste.
2. This waste is then crushed and processed into a paste.
3. Black soldier flies are brought together in climate-optimised cages to mate.
4. Females lay about 500 eggs which hatch after about five days.
5. Larvae scattered over the organic waste (nicknamed 'larvae lunch').
6. Larvae increase in weight and convert the organic nutrients into protein.
7. Larvae are dried and milled to remove fat, creating MagMeal - a 55% protein natural organic animal feed.
8. The fat is converted into MagOil, providing an omega-rich health supplement for animals or used as biofuel.
9. The remaining organic material is transformed into MagSoil - a nutrient-rich compost.



Italy, U. I. (2019). Agriprotein [Photograph]. UNIDO ITPO Italy. <https://www.unido.it/award2019/agri-protein/>

Working with Nature to make food last longer (Apeel)



Apeel has innovatively found a way to eliminate single-use shrink-wrap plastics that are used in food packaging. This process has helped to reduce food waste by helping food products last longer. This company uses an edible plant-based coating that helps to mimic and enhance the natural defenses of fruits and vegetables which in turn slows down the water loss and oxidation which causes them to decay faster. This product also helps farmers and growers to be able to wait longer allowing fruits and vegetables to develop naturally to their full quality. Fruits and vegetables last two to three times longer with the Apeel innovation. Fruits and vegetables usually have a peel or skin that protects them and helps to stop them from drying out and rotting. Apeel has used this natural process caused by the lipids and glycolipids that exist in the peel, seeds, and pulp of all fruits and vegetables. These natural substances inside the fruit and vegetables keep moisture in and oxygen out.

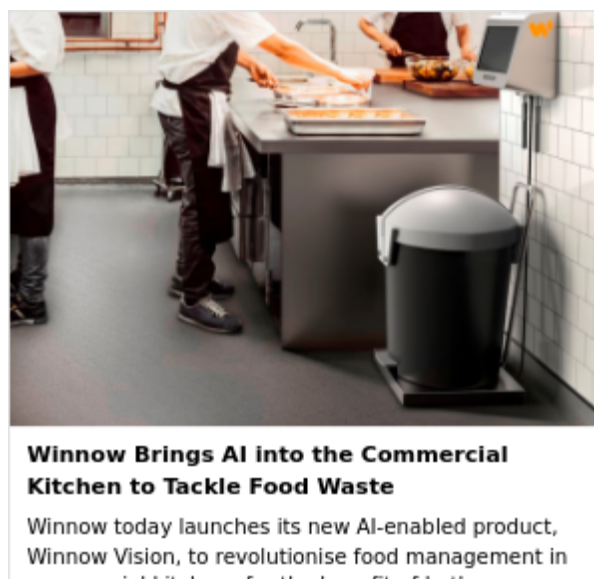


A. (2019). Apeel [Photograph]. Supermarkets News. <https://www.supermarketnews.com/produce-floral/kroger-plans-national-rollout-apeel-avocados>



Reducing food waste, increasing profits (Winnow)

In many commercial kitchens large amounts of food purchased are often wasted. Statistics say it is up to 20% which results in a loss of profits, wasted resources, and many environmental and social impacts. Winnow uses technology that gives insights into food waste based on data collected. Based on the statistics of the UN a third of all food produced in the world is lost or wasted. This loss can amount to a yearly estimate of 1 trillion US dollars. Organic waste is also responsible for 5% of emissions and greenhouse gases. Winnow not only analyses data categorising reasons for food waste but also provides easy ways to weigh which increases awareness and facilitates better decision-making in food preparation, menu design and ingredient purchasing. The analysing of these decisions can reduce the amount of food that is wasted. Winnow is an AI-powered system that consists of a scale that is installed under a waste bin and a camera above the bin. This system automatically can identify the types of foods being thrown away, and the food type and then uses analytics to generate a daily and weekly report. It can also track the number of locations at the same time for bigger companies that operate in many different locations.



Winnow Brings AI into the Commercial Kitchen to Tackle Food Waste

Winnow today launches its new AI-enabled product, Winnow Vision, to revolutionise food management in commercial kitchens for the benefit of both

W. S. (2019). Winnow solutions [Photograph]. For Purpose Co. <https://www.furposeco.com/news/2019/3/21/winnow-brings-ai-into-the-commercial-kitchen-to-tackle-food-waste>



Regenerative Ocean Farming (Green Wave)

GreenWave is a regenerative method of ocean farming that uses shellfish and seaweed in a nature-positive way by using a 3-D lattice of ropes and baskets. This lattice is suspended at different depths below the surface creating an ecosystem containing different species. This is then used to preserve marine ecosystems and produce fertiliser, animal feed both within and outside of the ocean, and other products that are needed for farming and the production of bioplastics.

GreenWave emphasises the potential of the power of the ocean to mitigate or reverse the underlying causes of threats and damage to oceans sea levels, ocean life, or acidification caused. The regenerative 3D ocean farming production process does not need additions from outside as it contains sufficient nutrients to support healthy growth. This process is also able to absorb excess nitrogen and phosphorus that enters the oceans from storm runoff, and coastal farmland where excessive fertiliser use occurs. These excess minerals from fertiliser can otherwise reduce or eradicate algal eutrophication which can lead to ocean dead zones. Some of the other added benefits are :

1. Providing habitats for marine species
2. Adding omega 3, potassium, iron, calcium, and fiber to the ocean area from the reintegration of Seaweed back into the ocean. These nutrients help provide filtration and food for all other sea life.
3. Help neutralise the damage from climate adaptation so plant life can absorb energy from storm surges.
4. Farming seaweed in the oceans can create 50 to 100 million jobs both directly and indirectly.





Brewing Beer from Surplus Bread (Toast Ale)

According to the Growth Within: a circular economy vision for a competitive Europe 2015 reports a total of 31% of food was wasted. And the classification that had the highest food waste was the classification of Bread as it has a short shelf life. Approx 40% of all bread produced is thrown away and this created the idea for Toast Ale which wanted to combat this problem by using stale bread to brew beer. The company started collecting bread from delis, bakeries, and sandwich shops to create a beer with a combination of barley hops, yeast, and water. The bread replaces a third of the barley and wheat needed. Beer is the second oldest recipe in the world and the oldest recipe for beer documented by the Mesopotamians also contains bread as a key ingredient. While the method of using bread is not a new idea, Toast Ale has rejuvenated an ancient solution to a very huge problem. Brussels Beer Project has also resurrected this ancient practice using bread in their Babylone batch of beers. Toast Ale's aim is to reduce the amount of food waste in a significant way recurring in the linear economy.





Collaborating to change local food systems: Milan.

Currently, 2% of the valuable nutrients in food by-products and human waste are reclaimed in a valuable way. A bold new strategic approach has been taken by the Municipality of Milan and Fondazione Cariplo. In order to support a new food system that can assist with the challenges and the entire food industry on food management. This method entails working with local suppliers and developing better logistic strategies that reduce the distribution of surplus foods and give value to discarded organic material. By supporting the renewal of natural systems Milan is making the most out of its food resources and has seen reductions in food waste and costs, they continue to support innovation and local organisations. The Milan food policy entails that the first step is to evaluate the local food system and engage food experts and stakeholders. Then involving local departments, universities, businesses, and organisations in the establishing of the strategy. The five priorities of this policy are as follows:

- 1. Increasing the availability and accessibility of healthy food and water.**
- 2. Using regenerative food production methods**
- 3. Increasing awareness**
- 4. Maximising the most out of the food available.**
- 5. Supporting scientific research and innovation.**

The development of a food waste hub that now offers edible food waste. This is redistributing food from canteens, supermarkets, and markets that are no longer wanted. They also help manage the school catering within the city and initiate where the food they did not eat is taken home at the end of the school day in a reusable doggy bag. This campaign resulted in a 17 % reduction. The municipal truck also gathers surplus foods from households, commercial properties, and schools to a facility where they turn it into compost and natural biogas that fertilises urban farmlands. Education through leaflets, radio, and television is a part of the policies awareness campaign.



[Too good to go](#)

This is a service and a mobile application that was created by a company in Denmark. This application connects people with restaurants and stores with surplus or unsold food that would otherwise be wasted. This application operates in most major European cities and in North America. There are other applications such as Olio which work in similar ways. The purpose was to reduce the amount of food waste worldwide. The added benefit is that food available that is surplus or unsold is then sold to you at a lower cost. The Application has over 57.7 million users and 154,000 providing food. A total of 139 million meals have been collected.



[Food2change](#)

Is a non-profit association that works together with other organisations to help to save waste from grocery stores and provide food for those who can not afford it. This helps to reduce emissions and food waste. Grocery stores donate food that is still edible but either surplus or about to expire and then this organisation works with members to collect the food and distribute to persons in need. Persons can also donate, and the organisation will purchase food items with the money. Persons can also buy extra products and place in an area this food will also go to persons in need. Since the start in 2016, 664 tons of food have been saved from being thrown away and had a co2 saving of 3957 tonnes.



FOOD2CHANGE (2016). Food love change [Photograph]. Social Innovation Skåne. <http://socialinnovationskane.se/100-sociala-innovationer-/food2change/>



Yenir

Is a food waste platform based in Turkey which takes fresh surplus products from companies that have passed quality control and sell at a discounted price without producing waste. directly to your doorstep.

IN OUR FIGHT AGAINST FOOD WASTE JOIN US!

Food waste is a worldwide problem. Every year, more than a third of the food produced in the world is wasted. We dream of a world without food waste and work to make it a reality. You can save your budget and our future by saving the delicious products in the "Yenir" application from waste. Download the Yenir app and join the #wastefighters!

App Store
 Google Play

How does Yenir work?

- With Yenir, it is easy to protect your budget and the environment.

Download the app and discover fresh flavors around you.

Pay through the app for half the price or less.

Arrive at the establishment at the specified time, Pick-up.
- <https://yenirapp.com>



BELLA DENTRO

The Bella dentro project aims to recover fruits and vegetables that are usually discarded because they do not meet the aesthetic standards of large retailers and resold to short supply chains.



Bella dentro (2019). Bella dentro: Il gusto del buon senso [Photograph]. Wide Piaggio Group Magazine. <https://wide.piaggiogroup.com/en/articles/people/the-bella-dentro-ape-commonsense-against-waste/index.html>



Ugly products but still useful and good

The project takes on different names in the various regions and was born in 2003 to promote the recovery and use of agri-food products that for various reasons can no longer be sold.

These products with damaged packaging, deteriorated labels, etc., however, maintain unchanged characteristics of use, nutritional and hygienic and are assigned free of charge to voluntary associations.

At the base of the project there is the reflection on the fact that every year the large-scale distribution "produces" tons of unsold and still consumable goods.

The main purpose is therefore to enhance the principle of corporate social responsibility.



pictures of the ecologically certified social farm Bio&Co in Romania, @fermabioco



Last Minute Market

It was founded between 1998 and 1999 following lectures and seminars at the Faculty of Agriculture of the University of Bologna.

By analysing some good practices, the project was structured as field research that involved teachers and students in order to investigate the phenomenon by determining the dimensions of food waste within organised distribution.

The results showed that only a small part of the unsold (about 150,000 kg of goods) was not recoverable and that the cost to dispose of the wasted food amounted to over 50,000 euros.

In 2000 the Last-Minute Market association was born, which in 2008 became a company.

RECOVERY PROJECTS

6 THEMATIC AREAS

3 main areas



Last Minute Market (2013). Recovery project and thematic areas [Photograph]. Slide Share. <https://www.slideshare.net/paoloazzurro50/last-minute-market-italy-transforming-waste-into-resources>

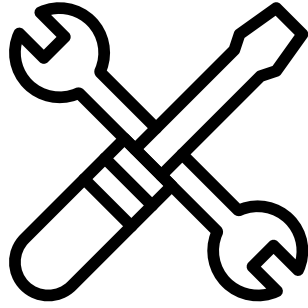


Resterkocken (The leftovers chef)

The Resterkocken is an effective project that encourages the younger generation in Sweden to reduce food waste. It is a collective effort of several companies such as NSR (a garbage collecting company), VIVAB (a recycling company), Ökrab (a cleaning company), and several municipalities such as Malmö, Kävlinge, Lund, Lomma and Ystads. It is an initiative aimed at students in elementary schools to increase their awareness on food waste and encourage them not to waste food.



Resterkochen (2023). Leftovers cook [Photograph]. Rester Kochen Competition. <https://www.resterkocken.se/>



TOOL KIT

Icebreaker:

- https://docs.google.com/document/d/115BD125YUQa_EggYQuW_zgd3EUKuhB9mysFz1H_toF0/edit#heading=h.t070a4sbmex8

Infographic:

- [composting food](#)
- [making food last longer](#)
- [reduce food waste](#)

Video

<https://drive.google.com/drive/folders/1oftaROWmZf99WpRQ0ZGavt2d0eND9OnJ>

Quiz

https://drive.google.com/drive/folders/1R0r-mL9w6dSxH_L0BeDHuER3mG1WD658

Activity 1



Title of the practice	Compost, Reduce, Cultivate
Type	Exemple: Workshop
Overview on the contents	<p>The workshop will be divided into two stages:- The first, a short one, will present the advantages of compost and how it can be used, including indoors. - The second will be a manual activity where participants will learn how to make compost using food waste.</p>
Target group	<p>All</p>
Skills to be developed in the process	<p>Learning how to use food waste differently</p>
Methodology applied	<p>Need to sort food Items what is compostable and what is not.Get participants to make compost using pots, soil, wood shavings, dead leaves, and food waste.Teach them how to start and maintain indoor & outdoor compost.Answer their questions and give them additional advice. Focus advice on integrating food waste into compost.</p>
Material needed	<ol style="list-style-type: none"> 1.First you will need pictures of different foods both compostable and non compostable. Participants should place the different food in the two categories. 2. You'll need pots and/or tubs, wood shavings, dead leaves and/or shredded paper. Gloves, aprons, gardening equipment and food waste such as banana peels, apple cores, etc. will also be needed. Perhaps a tarpaulin so as not to dirty the room you're using, or to practise outdoors.

Activity 2



Title of the workshop	Make your fridge as empty as your bin
Duration	2h
Materials and preparation	List of different ingredients that are often discarded or wasted. Include ingredients such as vegetables, fruit, cereals, dairy products, eggs and spices and items such as leftover bread or overripe fruit. Provide paper and pen. Explain that they will need to come up with a recipe using these items. You should also provide a recipe so that they can see the design.
Target group, number of participants	Parents; students; people in general
Skills to be developed in the process	Learning new recipes using food that was supposed to be thrown away
Methodology applied	Cooking a few meals with basic ingredients to learn how to reduce food waste.
Overview on the contents	<p>First part; Presentation; 1h (or less if possible): Start with a short speech about food waste, its impact on household budgets to make participants feel concerned and then the impact on the environment. Add a few statistics to this presentation. Show participants how to organise shopping to avoid impulse buying and excess. Teach them how to check expiry dates and use leftovers creatively. Give advice on how to store products properly to reduce wastage even further. Second part; Practical Activity; Teach participants how to cook with leftovers by selecting simple, common products that most households have at their disposal. Form groups of around 5/6 people where everyone can share their ideas and concoct a dish together. Some groups will be responsible for preparing a dish, while others will concoct a dessert. Afterwards, each group can taste the dishes together and share the recipes so that they can vary the dishes when they want to reproduce them at home.</p>
Debriefing	After this workshop, participants will have learnt how to reduce food waste at the point of purchase, by taking care not to overdo it and also by checking expiry dates. They will then learn how to cook simple dishes using leftovers to further reduce their impact on food waste.

MAPPING THE COMMUNITY

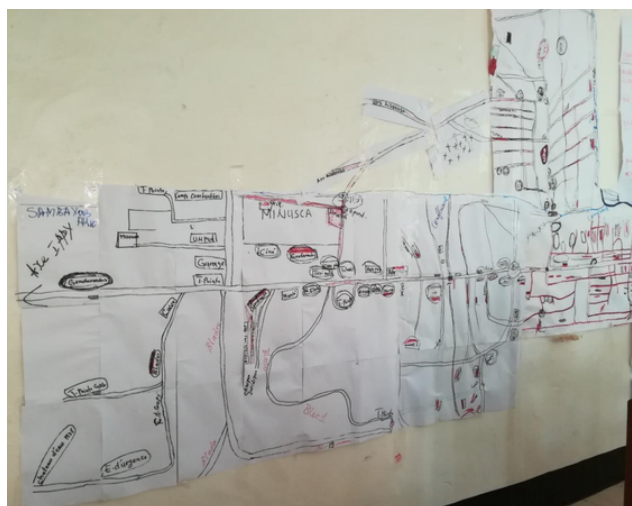
**Understand who are the players
in the value chain**



Introduction

What is Community Mapping?

Community Mapping (sometimes called asset mapping) is about involving residents in identifying the assets of their neighbourhood, looking at opportunities and creating a picture of what it is like to live there. The exercise is a valuable and effective method of community engagement simply because maps are visual and easy to relate to; like photos and videos they cut through communication difficulties to reveal feelings and ideas which otherwise might be hard to express.



➔ In the context of the FOODY project, community mapping method will focus on helping young people understanding who are the local players, their location, their specialty and how they can be involved in finding or executing the envisaged solutions.

Every community has “players”; farmers growing vegetables and life stock, bakers, groceries, supermarkets, restaurants, street markets, central markets, ... on the other hand, there are organisations, such as potential beneficiaries that already collect food waste for reusing it, there are food banks, charities and associations in need for more resources to support people in need in the community. These things can be mapped to create a picture of the community which shows its capacity and its potential.

The overall aim of the mapping exercise is for youth to localise those players, analyse their assets, check what they can offer, find a suitable “beneficiary” and design a plan for them to cooperate.

Community mapping can encourage people to become powerful advocates for the transformation of the spaces in which they live, becoming more civically minded in the process. It can also foster a sense of environmental and community responsibility in local residents.

This toolkit will help you to conduct your own community mapping, from preparation through execution to possibilities you may want to consider as you move forward. Depending on who you are able to involve in your mapping exercise, your findings may have far reaching implications. The process can also bring people together and get them talking about community matters and valuing what already exists, which is always a good thing.

Why is it important to 'map' communities?

1 Firstly, every community is unique. While many face many of the same kinds of challenges, no two communities are exactly the same. Each community faces a unique set of challenges and they all have their own, unique assets, food-waste resources, patterns and receivers with specific resources... By getting to know a community, its members, and its situation, we can more effectively help them work toward decreasing the amount of food wasted near them

2 Second, it's important to identify community needs together with communities themselves.

3 Finally, collaboration is key to success. Community mapping gives the team the opportunity to collaborate with communities, but beyond this, the process is an excellent opportunity for people to recognize their community as a whole and to unite around the shared goal of improved safety. The program will hopefully gather different players, have them work together to find common solutions.

The players in the food value chain

The food value chain is the network of stakeholders involved in growing, processing, and selling the food that consumers eat—from farm to table.

This includes :

- 1.the producers that research, grow, and trade food commodities, such as corn and cattle;
- 2.the processors, both primary and value added, that process, manufacture, and market food products, such as flour and bread;
- 3.the distributors, including wholesalers and retailers, that market and sell food;
- 4.the consumers that shop, purchase, and consume food; as well as
- 5.governments, non-governmental organizations (NGOs), and regulators that monitor and regulate the entire food value chain from producer to consumer.

We will refer to them as PLAYERS, and then we will classify them in those who OFFERING their exceeding and those who can benefit from them, or that can facilitate the process, like us. For clarity, we will call them providers, beneficiaries and facilitators.

Collaboration among those stakeholders along the food value chain is more important than ever. The interdependencies between stakeholders are no longer mainly between the functions most closely linked along the chain but can encompass stakeholders anywhere in the network. Because of the global food supply chain and a number of high-profile global food recalls, food safety and traceability have become a major concern.

Every stakeholder must be responsible and accountable for the sourcing, handling, and quality control of food because a food-related illness due to a mishap anywhere along the value chain can ruin a company's reputation, even if it is not specifically at fault. Therefore, food safety policies and regulations require the input and collaboration of all stakeholders. Knowledge and data sharing (e.g., food storage best practices, consumer trends, inventory levels) is another area where collaboration among stakeholders can improve efficiency along the value chain. In addition, greater vertical integration within the value chain (e.g., retailer private label programs) means that individual stakeholders are taking on additional roles and responsibilities.

The process

Community street audit

(Adapted from The Community Mapping Toolkit A guide to community asset mapping for community groups and local organizations, Preston city council)

The Community Street Audit process has been around for some years. The idea is to send youth out, equipped with clipboards, smartphone / cameras, to find out all players related with the food value chain. Youth will come back with lists of players and beneficiaries.

In order to perform the audit, you will need to have or consider the following elements:

Venue: a suitable base of operations where you can brief and debrief all participants.

Safety: It is very important to include matters of safety in your briefing. Be sure to cover visibility, road safety and needles and sharps.

Boundaries: you will need to collectively define your neighborhood before beginning the exercise. Especially if you reside in a city, these boundaries are worth looking at because they help the participants to understand local constraints or difficulties in logistics, as an example. Not to mention that, different cities or districts might have different rules and policies.

Routes: Within your map you will want to plot out routes or define sections so you can split up into teams to cover them. Planning ahead will help you make the best use of time and resources and prevent you from becoming distracted and end up only covering a very small area in the allotted time.

Resources: For a street audit you will need a number of resources such as clipboards, comments sheets and cameras etc. GOOGLE MAPS or similar applications that allow participants to pin, add pictures to a location and notes to the pin are suggested too. Some apps will allow different editors to add pictures that are geo-localised, add comments and share data in a private and protected way.

Roles: Each team should have designated individuals to take notes and photographs. You may also want team members to concentrate on specific aspects such as aesthetics, or safety.

Feedback: On completing the route, it is always advisable to give feedback to the group. Getting this initial feedback is useful because first impressions are often the best indicator of priorities for the neighbourhood.

Table top Mapping/Google Mapping

Mapping can be a table top exercise and a computer-based exercise, if you have the resources there's no reason it can't be both – they both have advantages and disadvantages.

It's really helpful if you can get hold of a large map of your area. If you have plenty of people taking part then you don't want them all crowding round an A4 sheet of paper, also the bigger the map the more information you can fit onto it, foam mounted maps are good because you can stick map pins into them. If you have representatives attending from your local authority then they will likely have access to maps such as these.

Google mapping is an incredibly popular method of mapping virtually anything is it free and extremely versatile. While table top mapping is useful for the initial exercise, Google mapping is a great way of demonstrating your findings and tracking any changes that you can bring about.

Through Google Maps you can place players and beneficiaries, and pin them using different icons and using the comments section to take notes. This can be done both in a room, or while auditing the streets.

If you can print out the map, you can mark the boundaries, mark the players and add comments on post it.



Activity 1

Who are the players, what they need and what can they offer?

The Players

Divide the players in 3 categories:

Providers – they are the ones that are producing food waste, and can provide us with the resources: supermarkets, markets, groceries, farmers...

Beneficiaries – they are the local charities, churches, foodbanks, and any other organization that can use or re-distribute the food in excess

Facilitators – they are associations or individuals that collect food in excess, and deliver it to the beneficiaries; or any other organization that is acting to support the system. Please also consider checking ONLINE TOOLS and ONLINE APP.

Then for each of the names listed complete the following table. You might consider an interview with them. Youth could come up with a list of questions, and under supervision, they could interview the player. In this way, you can have all the data necessary to prepare a more accurate project in the next step of the program. Among the FACILITATORS you could also list TOOLS that are supporting local players to smooth the system. As an example, in Italy an APP has been created to put in relation restaurants that have unsold groceries with families in need.

PROVIDERS	BENEFICIARIES	FACILITATORS

For each player, youth have to provide:

- Name of the player
- Type of the player
- Address / city
- Contact person
- Email & phone number
- Short description
- Other important elements to consider

Name of the player		
Type of player		
Address/city		
Contact person	Email	Phone number
Short description		
Other essential elements to consider		



Activity 2

b) Classification of the waste food in the community

For each player, youth have to investigate what sort of waste is produced and that can be used for other purposes

TYPICAL FOOD WASTE ASSESSMENT MATERIALS

Compost	Recycling	Trash (non-recyclable/non-compostable materials)
<ul style="list-style-type: none"> • Vegetable and fruit peels • Spoiled food products • Wet and waxed cardboard • Paper towels, paper • Wood pieces • Flowers, plants, soil • Coffee grounds and filters • Deli and bakery products • Food preparation scraps • Grocery and frozen foods 	<ul style="list-style-type: none"> • Glass, can, metal, and plastic containers • Cardboard and paper • Aluminum 	<ul style="list-style-type: none"> • Food packaging/wrap • Plastic gloves • Styrofoam • Twist ties • Rubber bands • Plastic tableware • Candy wrappers • Rope, twine • Mixed trash

FOOD LOSS REASONS

Trim waste: Food that was cut or trimmed off because it's inedible or not used in menu items. Example: Watermelon rind and strawberry stems that were removed and not served on the fruit buffet.

Overproduction: Food that was prepared but not served, and cannot be saved or reused. Example: Pan of eggs that was prepared for the buffet but not needed.

Spoilage: Food that goes bad or spoils before it is used. Example: Berries that got mouldy before they were used.

Expired/dated: Food that was prepped or prepared but not used as planned. Example: Excess soup that was dated and saved in the walk-in, but not used before the expiration date.

Burned/contaminated: Food that is not usable because it was improperly cooked or contaminated. Example: Dessert that was overcooked and does not meet quality standards.

Dropped: Food that was dropped or mishandled before it reached the customer. Example: Potatoes that fell on the floor while plating the dish.

Equipment failure: Food that was wasted because equipment breaks or power is lost. Example: The cooler lost power overnight and staff didn't find out until the next morning.

Compost	Recycling	Trash (non-recyclable/non-compostable materials)

FOOD WASTE CATEGORIES

- **For donation :** Excess food including raw and prepared food. Confirm definition of what categories of food the local pantry or shelter is equipped to receive.
- **For animal feed :** Includes fruits, vegetables, and breads. Scraps should be free from contact with any meat or other animal products during preparation. Always use clean utensils and cutting boards. Plate scrapings should not be included. Meat, poultry, fish, gravy, grease from cooking, and dairy products should be kept away from food scraps for animal feed.
- **For composting :** Spoiled produce, produce preparation scraps (potato peels, corn husks, etc.), flower shop trimmings, coffee grounds, and any other organic materials accepted by local composter including compostable plastics CPL #7 “Bio-based” (corn, potato, sugar derivatives, plates, cups, utensils, etc.).
- **For recycling :** Aluminum beverage cans, aluminum foil and foil food trays, Steel food containers, Tin food containers, Bi-metal cans (tin-coated steel), Plastics, including #1 PET & PETE (water and soft drink bottles, peanut butter jars, etc.), #4 LDPE (squeezable bottles, container lids, stretch film, garbage bags, etc.), and #5 PP (yogurt and margarine containers, medicine bottles, bottle caps, etc.).

For each player, youth have to investigate what sort of waste is produced and that can be used for other purposes:

Activity 3



<p>PROVIDER NAME</p>	
<p>For donation</p>	
<p>For animal feed</p>	
<p>For composting</p>	
<p>For recycling</p>	

Develop circular economy for food scenarios

(Please note that the benefit factors employed correspond to global estimates of impacts and benefits. These factors are available in the City benefits tool (xls file) and background information is contained in the Technical Appendix. The definition of all technical terms employed in the document are available in the Glossary of the Cities and Circular Economy for Food report).

Aim

Develop a shared vision for the application of circular economy principles at scale in the city, which builds on the city's existing assets and activities.

A circular economy for food in cities is built on three ambitions (see Cities and Circular Economy for Food report for further details):

Source food grown regeneratively, and locally where appropriate:

Food comes from natural systems which are inherently regenerative. Replicating these natural practices will improve the overall health of local ecosystems, diversify the food supply to increase resilience, reduce packaging needs, and shorten supply chains. In a circular model, urban and peri-urban communities will strengthen their connections with food and the farmers who grow it.

Make the most of food:

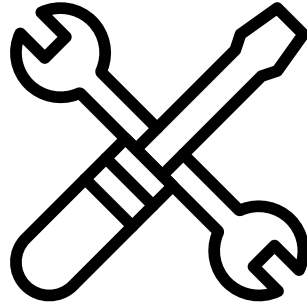
Cities play a crucial role in keeping food at its highest value and eliminating waste. They can become hubs for the redistribution of surplus foods and transforming food by-products into organic fertilisers, biomaterials, medicines, and bioenergy for a thriving bioeconomy.

Design and market healthier food products:

There are no healthy food choices in an unhealthy food system. We can change food design and marketing to reshape our preferences and habits. This will ensure that healthy products become easily accessible, while valuable nutrients circulate back to the soil safely.

Suggested approach / Developing a shared vision:

Scenarios should be built by applying these ambitions to the specific city environment, and exploring what the circular economy means in practice for each place. The scenarios should ideally be developed together with city authorities, retailers, experts, consumers, and producers, if possible, in order to ensure that the end result not only helps paint a picture of what a circular economy for food looks like in the city, but also serves as a shared vision, with which all stakeholders are aligned.



TOOL KIT

Icebreaker:

https://docs.google.com/document/d/1kL2a6EEDj_VxNj14FJKDvxSqtaSISkhoHTHsoLPtOnM/edit#heading=h.4evh89kfujj

Infographics

<https://drive.google.com/drive/folders/1Zm0V4ZduU7658cnCsUporR6A84Q5EVa5>

Video

https://drive.google.com/drive/folders/1OT_eFU4QZc9W8yLy40fbJluGYEA3vA_5

Quiz

<https://docs.google.com/document/d/1HMKyPp8IGCOI01D-95q3JCMfitf3nQRQPrCY1nrjlt8/edit>

PROJECT PLANNING

**What can we do with the
excess in food ?**



Introduction

The problem of excess food waste has significant environmental and social impacts, and there are several solutions to address it, including composting, food recovery, and donation programs, as discussed in previous chapters.

Effective project management techniques can be applied to plan and execute projects that address excess food waste. These projects might be created by young people from different countries, cultures and/ or backgrounds who are learning from and collaborating with each other.

This cooperation can help find new solutions such as practical activities to reduce food waste, including: donating excess food, creating community fridges, starting a composting program, preserving food and many more.

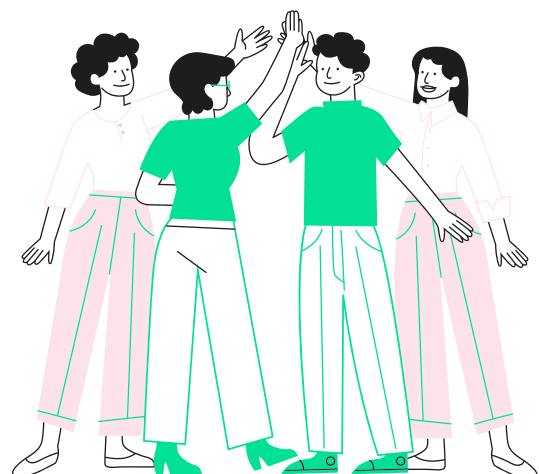
Furthermore the cooperation strengthens inclusion and diversity and helps dismantle stereotypes and fight racism.

The social business impact model canvas can be used to outline a (non profit) business model that aims to reduce food waste and promote healthy eating habits. Key elements of project management include:

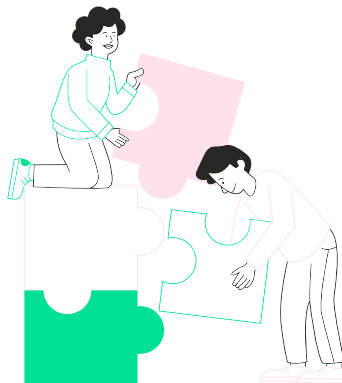
- Defining the project scope**
- Identifying stakeholders**
- Developing a project plan**
- Resource planning**
- Risk management**
- Project monitoring**
- Control**
- Communication**

Multicultural Collaboration on the other hand emphasises the importance of effective collaboration between participants from different countries and cultural backgrounds to address the issue of excess food waste.

Project design and management, as well as multicultural collaboration is best learned through practical workshops. These are two examples of workshops that can be held especially for the target group “young people”.



Finding ideas and solutions through intercultural cooperation



This is a workshop that focuses on food waste and excess food while simultaneously developing the teamwork and intercultural skills of the participants. The workshop starts with an icebreaker called "**fruit salad**," where participants are assigned different fruits in a chosen language and must move around in a circle according to the fruits called out by the person in the center. After the icebreaker, there is a short presentation about the Food-Y project, its aims, and outcomes.

Participants are then divided into groups based on their assigned fruits, with each group receiving an A3 paper and the task of discussing excess food in their daily lives. The groups are encouraged to share their eating habits, favorite meals, and what they do with leftovers at school, work, or home. If the participants are from different countries, they can discuss the different ways their countries deal with excess food.

The groups will work together to come up with solutions to address the issue of excess food waste and present their ideas and solutions to the rest of the participants. The target audience for this workshop is a group of at least 10 people, including young people, unemployed youth, community organizers, and multicultural groups.

The methodology used in this workshop is gamification, with the aim of developing group work, intercultural skills, problem-solving skills, and knowledge on excess food. This workshop is an effective way to promote cooperation and intercultural skills among participants while addressing the critical issue of food waste and excess food. The ideas generated can be utilized for the Foody project, and by involving a multicultural group of young people, they become ambassadors of the project themselves. Additional materials for this workshop may include Foody presentations and YouTube videos for inspiration.

Transforming these ideas into an actual project and designing it

The new Social Business Model Canvas (SBMC) is a tool based on the Business Model Canvas that helps individuals understand complex social issues and plan out social mission and value propositions. This workshop introduces young people, unemployed youth, and community organizers to the SBMC and allows them to try it out with their own ideas with the help of facilitators.

The workshop aims to provide knowledge about project management and design while empowering participants to take action in solving problems faced by their communities. It can be delivered online or physically and involves presentation, discussion, and co-creation using the SBMC.

The website : <https://www.socialbusinessmodelcanvas.com/> provides additional resources for participants to continue developing their project ideas even after the workshop is over. Overall, the Project Designing Workshop using the SBMC is an excellent opportunity for individuals and groups to acquire the knowledge and skills needed to address the problems faced in their communities.

➔ The key aspect of this module is to make individuals and groups understand the general ideas of project design and management. The important thing is to empower people to act themselves. This is why simple language has to be used during the workshop. The workshop has to bring people closer and give them the possibility of co-creation of a project idea which could be implemented in their communities. The SBMC website provides additional materials and resources that participants can use to continue developing their project ideas even after the workshop is over. Overall, the Project Designing Workshop using the SBMC is an excellent opportunity for individuals and groups to acquire the knowledge and skills needed to address the problems faced in their communities.

Key Resources		Key Activities	Type of Intervention	Segments	Value Proposition
<p>What resources will you need to run your activities? People, finance, access?</p>			<p>What is the format of your intervention? Is it a workshop? A service? A product?</p>	<p>Beneficiary</p> <p>Who benefits from your intervention?</p>	<p>User Value Proposition</p> <hr/> <p>Impact Measures</p>
<p>Partners + Key Stakeholders</p> <p>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</p>		<p>What programme and non-programme activities will your organisation be carrying out?</p>	<p>Channels</p> <p>How are you reaching your users and customers?</p>	<p>Customer</p> <p>Who are the people or organisations who will pay to address this issue?</p>	<p>How will you show that you are creating social impact?</p> <hr/> <p>Customer Value Proposition</p> <p>What do your customers want to get out of this initiative?</p>
<p>Cost Structure</p> <p>What are your biggest expenditure areas? How do they change as you scale up?</p>			<p>Surplus</p> <p>Where do you plan to invest your profits?</p>	<p>Revenue</p> <p>Break down your revenue sources by %</p>	

Inspired by The Business Model Canvas

Conclusion

The issue of excess food waste is a significant problem that has negative impacts on the environment and society. However, there are several solutions available to address this problem, such as composting, food recovery, and donation programs. Composting, in particular, is an effective solution that reduces food waste and creates nutrient-rich soil for agriculture.

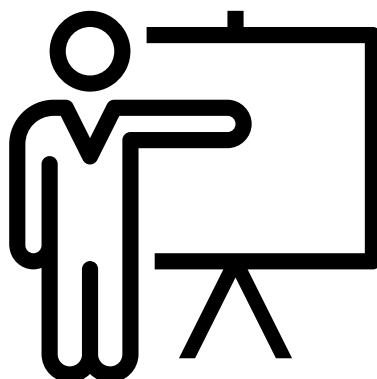
Effective project management techniques can be applied to plan and execute projects that address excess food waste, including defining project scope, identifying stakeholders, developing a project plan, resource planning, risk management, project monitoring and control, and communication. Collaboration and cooperation with participants from different countries and cultural backgrounds can also help find new solutions for excess food waste while improving intercultural skills.

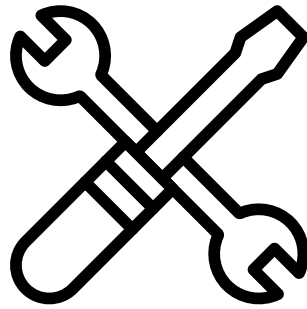
Overall, through effective project management techniques and collaboration with stakeholders, participants can successfully manage and execute projects that reduce food waste and promote sustainable practices. By implementing these solutions, we can address the issue of excess food waste and move towards a more sustainable future.

With the implementation of effective solutions and project management techniques, we can effectively address the issue of excess food waste and promote sustainability. By composting, recovering and donating excess food, we can reduce the environmental and social impacts of food waste, while also creating valuable resources for agriculture.

Furthermore, collaboration and cooperation among participants from different countries and cultures can provide new perspectives and ideas for addressing food waste while improving intercultural skills and dismantling stereotypes. Through effective communication and respect for cultural differences, we can work together towards a common goal of reducing food waste and promoting sustainability.

Overall, by applying the solutions and project management techniques outlined above, we can create a more sustainable future and reduce the negative impacts of food waste on the environment and society.





TOOL KIT

Ice breaker

- [Leverage Technology to Tackle Consumer Food Waste](#)
- [How can how we solve the planet's food waste problem? - BBC News](#)
- [6 Easy Ideas For Food Waste Recycling At Home](#)
- [Food waste recycling - creating a circular economy](#)

Infographics :

- [Brainstorming Tips Infographic](#)
- [Timeline Of Project Planning Infographic](#)

Video

<https://drive.google.com/drive/folders/1FbtsnGLhsXiSFOJy7YU8bF6TVI-5iwC0>

Quiz

https://docs.google.com/document/d/1_8Pkz0uG2JByCCJssBFXI_Q7auQGTP2ep2WzHcQty3I/edit#heading=h.aeypp2xedv85

Activity 1



Title of the workshop	Workshop on cooperation and intercultural skills related to excess in food
Type	Course, Workshop
Time needed	Approximately 2 hours
Materials needed	A3 papers, pens, foody presentation
Overview on the contents	<p>This is a workshop designed to discuss food waste, excess in food and strengthen teamwork and intercultural skills of the participants. The workshop starts off with an icebreaker. Fitting well with the topic, the icebreaker is called "fruitsalad". In a multicultural group one of the languages will be chosen and different fruits in that language will be named. The participants stand in a circle and everyone gets a fruit name. There should be at least 4 different fruits. One person starts by being in the middle of the circle and calling out a fruit, all participants that have this fruit name have to change places and the person in the middle has to try to catch one of the empty spots. The person who is left over will be the next one calling a fruit. If the person in the middle calls out "fruitsalad" everyone has to find a new spot in the circle. After the icebreaker there will be a short presentation about the foody project explaining its aims and outcomes. Then the participants are put into groups according to their fruits. It's good if the groups have participants from different countries and/ or cultural backgrounds. Every group receives an A3 paper and the task to discuss excess in food in their personal lives. They will discuss their eating habits, favourite meals and what they do with leftovers normally in their different everyday environments (school, work, home,...) If the participants are from different countries they can discuss the different ways their countries deal with excess in food. Together they have to come up with solutions on what could be done about the excess in food. After 20 minutes of group work every group will present their ideas and solutions to the rest of the participants.</p>
Target group	Group of at least 10 people: Young People, Unemployed Youth, Community Organizers, multicultural groups,
Skills to be developed in the process	Group Work, intercultural skills, problem solving skills knowledge on excess in food,
Methodology applied	Non formal education
Why did you select this best practice? What is relevant about it?	Through this workshop young people become active themselves and become part of finding solutions. The ideas gained can be used for the foody project and by involving a multicultural group of young people they become multipliers of the project themselves.
Source or additional materials	Foody presentation
Other comments	This workshop aims to promote cooperation and intercultural skills among participants, while also addressing the issue of excess food and food waste.

Activity 2



Title of the workshop	Project Designing Workshop (Social Business Model Canvas)
Type	Course, Workshop
length	Approximately 2 hours
Materials	SBMC online (laptops) or printed out
Overview on the contents	The new Social Business Model Canvas (SBMC) online is based on Strategyzer's original Business Model Canvas and consists of 14 boxes. The boxes range from understanding the complex systems in which your social issue exists to understanding the needs of the communities experiencing those issues, planning out your social mission and social value proposition offerings to beneficiaries, customers, and key funders, and identifying the building blocks for your sustainable business that puts achieving the social mission as the central goal. During the workshop young people are introduced to the SBMC and are able to try it out with their ideas with the help of the facilitators.
Target group	Young People, Unemployed Youth, Community Organizers
Skills to be developed in the process	Acquiring knowledge by using the canvas and planning and implementing actions in order to solve the problems faced in different communities. Understanding the key aspects of project management and design.
Methodology applied	Online/Physical Interactive Workshop based on the Social Business Model Canvas and working as a team on co-creation
Why did you select this workshop? What is relevant about it?	The workshop allows individuals and groups to shape their ideas into a solid project and it gives easy monitoring possibilities. On the other hand the knowledge acquired during the process will provide a good level of understanding about project management and the elements of project management.
Source or additional materials	Presentation, discussion, co-creation SBMC: https://www.socialbusinessmodelcanvas.com/
Other comments	The key aspect of this module is to make individuals and groups understand the general ideas of project design and management. The important thing is to empower people to act themselves. This is why simple language has to be used during the workshop. The workshop has to bring people closer and give them the possibility of co-creation of a project idea which could be implemented in their communities. The SBMC website provides additional materials and resources that participants can use to continue developing their project ideas even after the workshop is over. Overall, the Project Designing Workshop using the SBMC is an excellent opportunity for individuals and groups to acquire the knowledge and skills needed to address the problems faced in their communities.

COMMUNICATION TOOLS

**Become a professional
presenter and pitching your
solutions**



Introduction

The importance of communication

The EU has set a target to reduce food waste by 50% by 2030, and has developed a comprehensive plan to achieve this goal. The plan includes initiatives to reduce food waste at all stages of the food system, from production to consumption. These initiatives include developing innovative strategies to increase the shelf life of food products, providing incentives to businesses to reduce food waste, and increasing public awareness through campaigns and education programs (European Commission, 2019). Furthermore, the EU has implemented a number of initiatives to involve customers in food waste reduction, such as developing campaigns that encourage customers to buy only what they need and to make use of leftovers. The EU also provides educational materials for customers to understand food labels and make informed decisions about food purchases.

The theories around information processing explain that the methods of communication, such as communication modality and presentation order, are pivotal to attention and memory functions. Intuitively, these factors should also be considered to fully understand the effect of persuasive messages on human behavior. NEETs should have knowledge and skills on communication skills to work in the field of food waste to understand how they can have influence on the world agenda and use tools to increase the importance of the mentioned question.

The lack of investigation regarding the methods of communication causes several problems in terms of understanding and predicting customers' intention to support businesses' food waste reduction efforts. First, the communication modality determines the way customers communicate, especially with regard to the contents of communication and the level of customers' interest in the subject matter. Due to the lack of research on communication modality, earlier studies have shown inconsistent effects of written and verbal communication. Some research advocates that written communication is more effective than verbal communication in triggering customers' interests in the topic, while others argue that auditory or visual communication has more enhanced persuasive effects than written communication. Second, find reasons for inconsistent communication modality effects in message presentation order, and many supporting rationalizations are made. However, even the outcomes of these studies do not provide consistent results across different dependent variables and moderators.



Communication tools to be used

Adapt your message to the target

It's useful to know which kind of target group you're speaking to and to keep that in mind as you decide how to implement messaging. Mindsets of the people capture beliefs and motivations that inform the types of messages each guest might respond to the best.

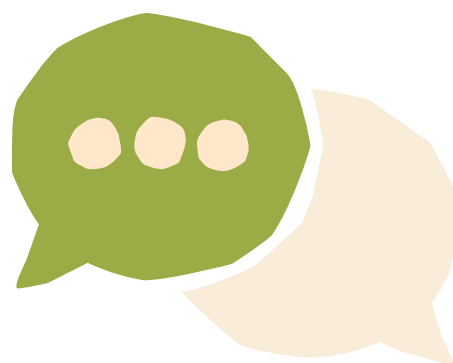
- Keep it brief and clear – you often only get 3-5 seconds of someone's attention.
- Use positive messages (do, try, help) rather than negative ones (don't, avoid) – encouragement works better than shaming.
- Use compelling facts and simple data points – it's eye opening and adds credibility.
- But don't be afraid to use emotion to earn engagement – capture both the heart and the head.
- Use Social Influence – let people know they are joining you and others. Help people to feel good about their actions and even get kudos by sharing their participation with others.
- Engage target groups as ambassadors – they should be able to answer questions and offer encouragement.

Here is how we break down every message:

Getting your messaging right is critical to engaging with your audience and imparting clear and useful information. Both turnkey campaigns use the same structure to eCall to action that concludes: The call to action should go even further than the support message and offer actionable steps that you can take.

Engage guests. Here is how we break down every message:

- Lead message that inspires: This should command attention and captivate the head and heart. We recommend a positive, upbeat tone. Never negative or preachy.
- Support message that explains: The support message provides an opportunity to further explain the headline. This is useful where the headline may be cheeky and intriguing but does not specify how to help.



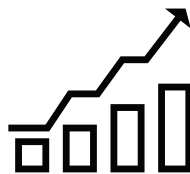
Tools for good presentation

QUESTIONS: Something as simple as a show of hands or an agree/disagree question is a great tool to use. This also serves to bring people mentally to the present moment. It can be used at the beginning of a speech or somewhere in the middle when the audience focus begins to waver.



ANALOGIES AND METAPHORS: These tools work best to explain complex concepts. You could use them when you want to simplify how your product works by comparing it to something that the audience can relate to. Here's a great piece on using analogies and metaphors.

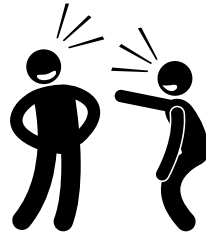
STATISTICS: By 2017, 3.5 billion people, which is half the world population will be on the internet. Staggering numbers make for an impactful beginning to a presentation.



JAW DROPPING MOMENTS: Did you know that Bill Gates actually released mosquitoes at the beginning of his TED talk on malaria? And to this day, we remember this jaw dropping moment from his talk that made it memorable. You don't have to do something so drastic! Incredible statistics could jolt members of the audience. An unconventional delivery could make people sit up. Look at what Darren Tay, the world champion of public speaking 2016 did in his winning speech!

POWER OF THREE: This is one of the simplest tools to use. You can build it into the structure of your presentation and use it as reference points during your talk. It'll make it easy for the audience to understand and remember it too. There is an entire post and video that I did on how to use the power of three to make your communication more effective.

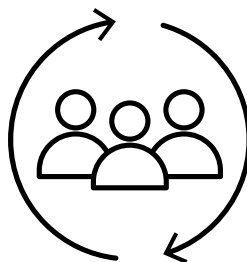
HUMOUR: One of the best ways to diffuse the stress in a speaking situation, blow open people's defences and connect with the audience. Although, humour can get quite tricky and need some practice to work well. Jokes coloured with gender or racial stereotypes might not go down well anywhere. Plus, you should be able to carry it off with confidence.



STORY TELLING: This tool is as ancient as mankind. Our ancestors gathered around bonfires and narrated their experience in the wild. And thus stories appeal to our basic instincts. In the modern setting, stories add Pathos (emotions) to Logos (Logic) Like Brené Brown said, "Stories are data with a soul", you can add life to boring presentations through stories. They could be personal stories, anecdotes, parables – whatever suits the audience and the situation.



INTEGRATION: Use online tools to make your presentation more clear and interesting. You can use PowerPoint presentations, Canva as a tool to create visual content, Padlet, Mentimeter, etc.



SUMMARISE: Something as simple as clearly outlining your speech can also set you apart. Most work presentations tend to get boring and most listeners have no clue where you are going. It is very important for the audience to know where they are going with you and they will willingly come along. You don't need to use all these tools all the time. Begin with what works for you and try out new things once in a while if they can improve your presentations. There are many more tools that you can learn to set yourself apart.

Examples, young entrepreneurs

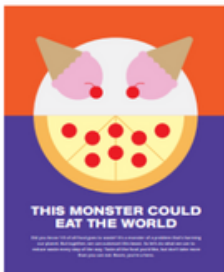
“Don’t feed the FOOD WASTE MONSTER” campaign :

Few people know that 1/3 of all food produced goes to waste, and the amount of resources used to produce and dispose of all that extra food is now a monster-sized ecological problem. From air and water pollution to deforestation and fossil fuel dependency, food waste contributes in a big way to environmental problems. But together, we can outsmart this beast. Our culinary leaders are rethinking how we source, buy and cook our ingredients to reduce waste every step of the way. You might be surprised how easy it is for you to help. Simply enjoy the food you want but don’t take more than you can eat. Boom. You’re a hero. Let’s defeat the waste monster and change the world, one meal at a time.

b) Milano’s experience

Food Waste Monster – Awareness

Awareness messages introduce the topic of food waste and its connection to the planet. Use them in areas where guests are likely to be idle, such as in an elevator, sitting down, or standing in line, and also in places they encounter repeatedly, like a dining area wall.



Lead message A: This monster could eat the world
Lead message B: You can tame the food waste monster

Support message: Our food system ends up producing 1/3 more food than gets eaten, leaving a beast of an environmental problem in its wake. But we can make a big difference in how much goes to waste. Won't you join us? It's simple.

Call to action: Try what you want, but take only as much as you'll eat. Boom, you're a hero.



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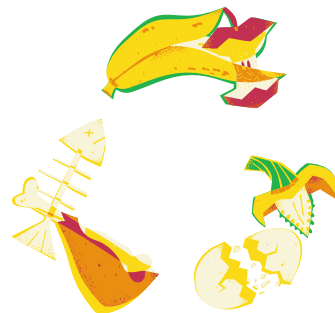
Call to action: Try what you want, but take only as much as you'll eat. Boom, you're a hero.

After the 2011 municipal elections in Italy, the new government decided to adopt an ambitious separate collection scheme for the Milan area, with a specific focus on organic waste. At that time, Milan was collecting 28 kilograms of food waste per inhabitant in 2011 while the overall separate collection rate had increased by less than 8% between 1999 and 2012 - from 28,2% to 35% thus showing the need to improve the system.



Milan's new food waste collection system first started with the design of a comprehensive plan, spearheaded by an ordinance from the mayor but also including key logistical details for collection, a communication campaign for citizens and the delivery of kits - bins, bags and instructions - to households and businesses. Implementing the food waste collection for a city of 1.4 million inhabitants was the main logistical challenge in the strategy. Therefore, a dedicated system has been put in place for three main categories, each of which require a slightly different collection approach:

1. Commercial activities such as canteens, bars and restaurants.
2. Households.
3. Food waste fraction in open markets.

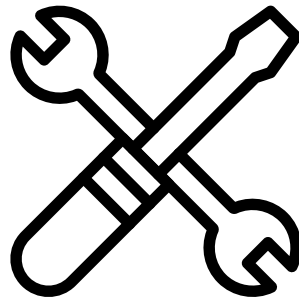


Although Milan is one of the best examples for food waste collection in the EU, one next step the city can consider which would result in even higher collection rates, is to switch to a pay-as-you-throw (PAYT) system. Among the many lessons that can be learned from Milan's journey, the two main ones are the logistical preparation and the alignment of the different stakeholders around the project.

Feeding the world with green solutions: young entrepreneurs sowing green entrepreneurial spirit for food waste projects.

According to the Global Entrepreneurship Monitor study in 2015, a rise in ASEAN's entrepreneurship has dominated the creative and entrepreneurial industries driven by young and ambitious entrepreneurs. Today, as the market grows, businesses are required to implement green solutions for survival imperatives such as strategic plans to endure climate crises.

Several enterprises that merit being highlighted as honorable mentions include: Kilang ReRoot (Brunei), Compost City (Cambodia), Rebricks (Indonesia), GrubCycle (Malaysia), UglyFood (Singapore), Cocopallet (The Philippines), ListenField (Thailand), and Goterra (Australia), among others. These enterprises are examples that showcase support for long-term climate action from an entrepreneurial perspective, incorporating the adoption of green recovery spirit for food waste solutions.



TOOL KIT

Ice breaker

- <https://docs.google.com/presentation/d/15NdfjQsJ0fxePM4s8ZGlpV8os1k970Vu/edit#slide=id.p1>

Infographics :

- https://drive.google.com/drive/folders/1FGtjxlvWLULBvLFu8_YsgRROt3gHDVil
- https://drive.google.com/drive/folders/1FGtjxlvWLULBvLFu8_YsgRROt3gHDVil

Video

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Quiz

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<https://docs.google.com/presentation/d/1HfGjxEk8JwyfRy3x1wZ6AhYwKtuJZ7-T/edit#slide=id.p1>

Activity 1



Title of the workshop	Express speech
Duration	2 h
Materials and preparation	Pre-prepared, cut pieces of paper (2 sets) 1 set - prescribed communication tools 2 set - presentation topics Required materials for presentations - markers, pens, paper.
Target group, number of participants	Young people 12+
Skills to be developed in the process	Public speaking, time management, creativity
Methodology applied	Non Formal Education
Overview on the contents	<p>10 min: In advance, the trainer conducts an introductory part, in which the trainer talks about the proposed communication tools for the successful presentation of projects and ideas, explaining the importance and component of each tool. (Questions, analogies and metaphors, statistics, jaw dropping moments, power of there, humor, story telling, integration, simmarise)</p> <p>10 min: The group is divided into subgroups of 3-4 people. A representative of each team in turn approaches the trainer and draws 1 card from 2 pre-prepared sets. Thus, each team has a topic for preparing a presentation, as well as a tool that they need to take as the basis of their presentation.</p> <p>30 min: The teams are given time to prepare the speech, the visual component, as well as the distribution of roles in the team.</p> <p>40 min: After the teams are ready, each of them has a maximum of 7 minutes to present their topic. After the presentation of each team, the task of the group is to determine which of the communication instruments was taken as the basis for the speech</p>
Debriefing	<p>30 min: Debriefing - suggested questions How was your preparation? How did you distribute rodi in the team? Are you satisfied with the result? What would you do differently? How interesting and useful was the communication tool you received?</p>

Activity 2

Title of the workshop	Quizz IT
Duration	2 h
Materials and preparation	Activity can be used both individually and in pairs
Target group, number of participants	Youth, 15
Skills to be developed in the process	Practical skills in using online tools, creativity, public speaking, and presentation preparation
Methodology applied	Online education, group work, quiz
Overview of the contents	10 min: In advance, the trainer conducts an introductory part, in which the trainer talks about the proposed online tools for successfully presenting projects and ideas, explaining the importance and component of each tool. Presenting Kahoot as a tool for quiz creating and interaction.(During the session, a group will work with Kahoot)5 min: Task is: using Kahoot – prepare interactive quiz on the topic: Main criteria of the social enterprise in food management.30 min: Preparation of the quiz.45 min: Presentation of the quizzes.
Debriefing	30 min: Debriefing - suggested questions How was your preparation? How did you distribute rodi in the team? Are you satisfied with the result? What would you do differently? How interesting and useful was the Kahoot tool for you?
Other comments	activity can be used both individually and in pairs.

ADVOCACY

How to make official requests to local actors to sponsor the project they created ?



What is Advocacy?

The Latin word "advocare," which means "to be called to stand by," is where the word "advocate" originates. To stand up and advocate for someone else is to offer them a voice. A cause is actively supported through advocacy. It is possible to advocate for and bring about change by drawing attention to problems, convincing those in positions of influence to act differently, as well as by forming alliances, and acting against any emerging opposition. Even though advocacy can take many different forms, at its foundation, it always aims to influence policymakers to enhance the lives of people and communities. Advocates can form alliances, devise methods that influence legislation, create an atmosphere suitable for optimal health, and propose legislation by clearly describing the problem. In order to get these results, you can increase support for your advocacy aim by using techniques including media, grassroots initiatives, and collaborations. The methods you employ and the partners you choose will depend on the subject matter and objectives of your advocacy. This is vital to keep in mind.

Effective steps on your way to your advocacy

Explain your cause: Clearly state the position you are taking. To further define your cause, conduct research and collect data about the problem.

Create a network: Connect with those who support your cause. Make contact with businesses, associations, and people who share your interests and strive to accomplish the same goals.

Create a strategy: Create a plan of action that details your objectives, tactics, and timeframe. Your strategy should be adaptable to many circumstances.

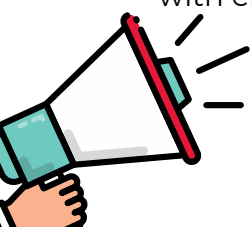
Tell us your story: To spread the word about your cause, consider storytelling. Personal stories of those who have been directly impacted by the cause usually inspire people. When sharing your experience, be enthusiastic and true to yourself.

Use social media: Social media is a fantastic forum for spreading the word about your cause. To promote your cause, use hashtags, provide frequent updates, and interact with your followers.

Act together: Team up with other groups and advocates to raise the profile of your cause. Alone efforts often provide less substantial benefits than collaborative efforts.

Indulge in success: Celebrate accomplishments along the way to keep your network and yourself inspired. Acknowledge and thank people who have made contributions to the cause.

Create connections with decision-makers: Establish connections with those who can shape policy and decision-making for your cause. To advocate for your cause, meet with elected representatives, decision-makers, and important stakeholders.



How to reach your policymakers ?

Identify the decision-makers: Do some research to find the decision-makers who have the power to affect the policy that concerns you. These representatives could be federal, state, or municipal elected or appointed authorities. Decide whom you want to address in terms of the policy. These can include elected representatives, governmental bodies or departments, and other decision-makers with the authority to enact laws.

International: United Nations officials, staff of international organizations, national government ministers, ministers, and senior civil servants in other governments, government representatives, and civil servants in international negotiations

National: President, prime minister, government ministers, politicians, members of parliament, civil servants, planning commission, advisory bodies, specialist national government organizations (e.g., food security agency)

Regional: Provincial commissioner, state governor, state representatives, regional members of the national parliament, state-level civil servants

Local: Mayor, district council leaders, local politicians, district councilors, district agency heads, traditional chiefs, elders

Compose your message: After learning about the policymaker's priorities and interests, convey your opinions on the matter in a direct, succinct message. To prove your point, present facts and supporting proof.

Choose the best communication channel: You can reach legislators through a variety of methods, including email, phone calls, social media, conventional mail, and physical meetings. Select the form of media that is best for your message and the policymaker you are trying to influence. Once you've determined who the decision-makers are, you can get in touch with them by phone, email, or social media. On their website, you may discover their contact details.

Clearly state your goal: Make sure to clearly and concisely state your purpose when communicating with their office workers or sending them an email. It facilitates their comprehension of your point of contact.

Respect their time: Be aware of the time restrictions placed on policymakers. Because of their busy schedules, be brief and talk to the point.

Be persistent and follow up: Contact the office to check that the policymaker received your communication if you don't hear back in a reasonable length of time. Politicians frequently have a full schedule and a number of conflicting priorities. Continue to communicate with them after your initial message, but don't bother them too much. It's important to be persistent but kind.

Participate in public meetings: Being present at public hearings is a great method to influence lawmakers. At the time of public comment, you can either speak or write your thoughts down.

Take part in local organizations: You can improve your visibility and impact in policymaking by joining community programs that promote the ideas you support.

Form alliances: One strategy to convince officials to pay attention to a problem is to organize others who share the same concerns. You may increase awareness of the problem and exert pressure on legislators to take action by identifying people and organizations who share your concerns.

Select the best channels to deliver your message :



Printed and audiovisuals	Mass Media	Face-to-face	Social approach
<ul style="list-style-type: none"> • Briefing paper • Policy briefs • Brochures • Newsletter • Letters to policymakers • Books • Evaluation reports • Videos • Websites, blogs 	<ul style="list-style-type: none"> • Emailing • Social Media (Facebook, Instagram, YouTube) • TV/radio interviews • Documentaries • Current affairs programs • TV/radio spots • News stories • Opinion articles 	<ul style="list-style-type: none"> • Meetings • Lobbying • Conferences • Study tours • Presentations • Briefings • Debates 	<ul style="list-style-type: none"> • Friendships • Social events • Trusted associates • Former colleagues or students • Staff hiring • Gatherings

Depending on the nature of the problem and the decision-makers you wish to persuade, you should choose a certain channel. The most effective method is probably a combination of written and visual materials, mass media, and direct communication. Use social and professional connections wisely.

For instance, sending a written message is an essential method since it allows you to plan ahead and make sure your ideas are received. Each letter should be no longer than one page and contain the following essentials:

You should introduce yourself and explain why you are writing.

Explain to them why you care (and why they should, too).

Add any specific bills you'd like them to vote on, as well as the precise measures you'd like them to take.

In order for them to contact you, thank them and offer your full name and return address.

What is Advocacy?

DIRECT MEETING WITH POLICYMAKERS

Even though they are efficient, emails and phone conversations with policymakers cannot replace face-to-face interaction. Meetings in person allow you to raise awareness of your cause and create connections with elected officials and their staff. These sessions also provide you a chance to introduce yourself and the kinds of information you may offer to staff and officials. When formulating legislation or casting votes, legislators frequently consult with organisations and people they trust for advice. You may gain their trust if they regard you and your business as knowledgeable authorities in the region. Meetings with policymakers can be set up in several ways, such as through briefings, lobby days, open office hours, and invitations. When you make an appointment for a face-to-face meeting;

- Remember that politicians are more open to working with constituents from their own districts. Bring a few people to these gatherings who can each speak candidly about different aspects of your cause. Be prepared to express gratitude for prior assistance or address any potential issues.

Be prepared about:

How has the decision-maker handled connected matters so far :

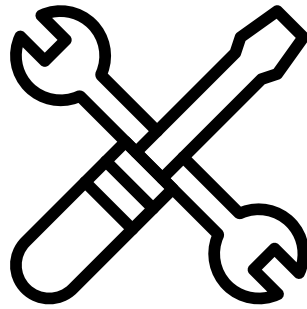
- Any other significant pieces of legislation that relate to your request that are being considered.
- The cost of your suggestion and how that expense could be reduced
- How your concern impacts the people who elect this politician
- Allies and other decision-makers who share your viewpoint
- Data to support all of your arguments
- Groups and decision-makers who are opposed to your viewpoint and how you could answer that opposition
- Necessary procedures for your proposal, steps that must be taken, and how the policymaker can assist
- Any more concerns that the policymaker or staff could have.
- Actual examples of the effects your proposal would have (statistics, case studies, or any other evidence that strengthens your arguments)
- And any other details that would be required to respond to policymakers' questions.



-What to do during and after the meeting :

- Arrive on time, dress appropriately, and demonstrate respect and professionalism.
- Be familiar with the names and positions of the people you are meeting with.
- Present your key points and arguments in a clear, organized, and concise manner. Use language that policymakers can easily understand, avoiding jargon or technical terms.
- Have handouts to leave behind that express your request clearly,
- List evidence to back it up, and offer your contact information.
- To determine how much background information to provide, learn about their experience with the topic.
- Have written materials that you may leave behind that simply and clearly present your point.
- Don't just read from your handouts throughout the meeting. Instead, tell engaging stories about what your idea will mean for you and the organizations, businesses, and people in the policymaker's community.
- Directly question whether or not they agree with your viewpoint.
- Pay attention to the policymakers' responses and questions. Demonstrate that you value their input and show a willingness to engage in meaningful dialogue.
- After the meeting, send a thank-you note expressing your appreciation for the policymakers' time and consideration.
- Follow up If you made any commitments or promises during the meeting, ensure that you fulfil them promptly.
- Stay in touch with the policymakers and their staff. Share any additional information or updates that may be relevant to the topics discussed during the meeting.
- Reflect on the meeting and evaluate its effectiveness. Identify areas for improvement and learn from the experience to enhance your future interactions with policymakers.
- Continue to engage with policymakers through various channels, such as writing letters, attending public hearings, or participating in relevant policy discussions. This ongoing involvement can help reinforce your message and build relationships over time.





TOOL KIT

- [A Sample Mail or Letter](#)

Icebreakers

- [How to convince policymakers to transform](#)
- [How to reach policymakers](#)
- [How to engage before, during and after](#)

Infographic

https://drive.google.com/drive/folders/1_fhCE1j5x0cqCopUHK9KLJ77ZPTQMeMz
https://drive.google.com/drive/folders/1_fhCE1j5x0cqCopUHK9KLJ77ZPTQMeMz

Quiz

https://drive.google.com/drive/folders/1-Tz_GwVHnJkUd4dVfzin3ZZHYCSOcO8a

Video

<https://drive.google.com/drive/folders/1q9kiuMWkjdfzfb1k5uU1SoF-q3PWBWL9>
<https://drive.google.com/drive/folders/1q9kiuMWkjdfzfb1k5uU1SoF-q3PWBWL9>

Activity 1



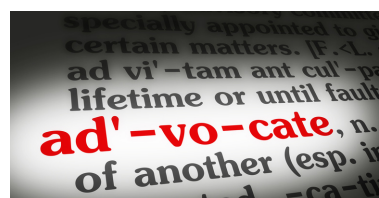
Title	Food Waste Pledge
Duration	25 mins
Materials	Flipchart or whiteboard Markers and sticky notes
Number of Participants	8+
Target Group	Young people
Skills	Communication
Objectives	To engage participants in making a personal commitment to reduce food waste and inspire action within their own lives.
Description	<p>Introduction (10 minutes): a. Start by explaining the importance of individual actions in reducing food waste. b. Share some key facts or statistics about the impact of food waste on the environment, hunger, and resources. c. Ask participants to take a moment to reflect on their own food waste habits. d. Facilitate a brief discussion by asking questions such as: What are some common reasons why food is wasted? How do our personal behaviors contribute to food waste? What are some challenges we face in reducing food waste? Food Waste Pledge (5 minutes): a. Give sticky notes and markers to each participant. b. Tell participants to write down one specific action they commit to taking to reduce food waste in their daily lives. c. Encourage them to be specific, such as "I will plan meals and make a grocery list to avoid buying excess food" or "I will start composting food waste." Sharing (5 minutes): a. Invite participants to share their pledges with the group one by one. b. As each person shares their pledge, ask the rest of the group to provide supportive comments or suggestions. c. Emphasize the importance of accountability and encourage participants to support and motivate each other in fulfilling their pledges.</p>
Reflection	a. Thank participants for their active participation and commitment to reducing food waste. b. Encourage them to keep their pledges visible and regularly remind themselves of their commitment. c. Reiterate the collective impact of individual actions in tackling the food waste challenge.

Activity 2



Title	Talking to Policy Makers
Duration	45-60 mins
Materials	Flipchart or whiteboard Markers and sticky notes Handouts with key talking points on food waste advocacy
Number of Participants	9+
Target Group	Young people
Skills	creativity, teamwork, and communication
Objectives	-To provide participants with a hands-on opportunity to practice and enhance their communication skills while engaging in a role-play scenario of advocating to policymakers about food waste.
Methodology	Role-play, NFE
Description	<p>Introduction (5 minutes):</p> <ol style="list-style-type: none"> Start by explaining the purpose of the activity: to simulate a conversation with policymakers to advocate for food waste reduction. Highlight the importance of effective communication and persuasion in conveying key messages. <p>Scenario and Roles (10 minutes):</p> <ol style="list-style-type: none"> Introduce a hypothetical scenario related to food waste (such as the implementation of a city-wide food waste reduction policy). Assign roles to participants: policymakers and advocates. Clearly define the objectives, roles, and responsibilities of each role. <p>Scenario 1: Introducing Food Waste Reduction Legislation</p> <p>Role: Advocate</p> <p>Objective: Persuade the policymaker to support and champion food waste reduction legislation.</p> <p>Background: You are an advocate for food waste reduction working for a local environmental organization. The city is facing significant food waste issues, and you believe that implementing legislation can make a substantial impact. Your goal is to convince the policymaker to take action and support the introduction of a food waste reduction bill.</p> <p>Scenario 2: Funding for Community Food Waste Prevention Programs</p> <p>Role: Policy Maker</p> <p>Objective: Understand the importance of community food waste prevention programs and allocate funding accordingly.</p> <p>Background: You are a policymaker responsible for allocating funds to various community programs. An advocate for food waste reduction approaches you to request funding for community-based initiatives aimed at preventing food waste. Your objective is to listen to their arguments, understand the benefits, and make an informed decision about allocating funding.</p> <p>Preparation and Research (15 minutes):</p> <ol style="list-style-type: none"> Allow participants time to prepare for their roles. Encourage participants to conduct additional research to strengthen their arguments. (key talking points, statistics, and supporting information on food waste advocacy) <p>Role-Play (15 minutes):</p> <ol style="list-style-type: none"> Conduct the role-play conversations in pairs or small groups, with participants taking turns as policymakers and advocates. Encourage participants to apply their research and key talking points during the role-play. Provide a realistic setting, allowing participants to use objects or accessories to enrich the role-play experience if desired. <p>Group Discussion (10 minutes):</p> <ol style="list-style-type: none"> After each role-play session, facilitate a group discussion to gather feedback and insights. Encourage participants to share their observations and experiences during the role-play. Discuss effective strategies, challenges faced, and potential improvements.
Reflection	<ol style="list-style-type: none"> Conclude the activity with a brief reflection session. Ask participants to share what they learned from the role-play experience. Discuss how they can apply these learnings to real-life advocacy situations.

Activity 3



Title	Advocacy Champions: Speaking to Policymakers
Duration	2. 30 hours
Materials	Flipchart or whiteboard Markers and sticky notes Handouts with key talking points and statistics on food waste Laptops or tablets with internet access (optional)
Number of Participants	8+
Target Group	Young, Youth
Skills	Communication, Digital, Creativity
Objectives	To equip young people with the skills and confidence to effectively communicate with policymakers and deliver their advocacy message about food waste.
Methodology	Non-formal education, role play
Description	<p>Introduction and Icebreaker (15 minutes):</p> <ol style="list-style-type: none"> Start by welcoming the participants and providing an overview of the workshop's objectives and project details. Conduct an icebreaker activity where participants briefly share why they are passionate about addressing food waste. (Trivia, Food Atom, etc.) <p>Understanding Policymaking (20 minutes):</p> <ol style="list-style-type: none"> Facilitate a discussion on the role of policymakers and their influence in shaping food waste policies and initiatives. Explain the key stakeholders in the policymaking process and how young advocates can contribute to creating change. Provide examples of successful advocacy efforts related to food waste to inspire participants. ("Feeding the 5000" campaign) <p>Research and Preparation (25 minutes):</p> <ol style="list-style-type: none"> Divide participants into small groups. Assign each group a specific food waste issue or aspect (e.g., food recovery, composting, reducing food waste in schools). Instruct the groups to conduct research and gather relevant information, statistics, and case studies on their assigned topic. Encourage participants to develop key talking points that support their advocacy message. <p>Effective Communication Techniques (20 minutes):</p> <ol style="list-style-type: none"> Conduct a mini-workshop on effective communication techniques for engaging with policymakers. Discuss strategies for clear and concise messaging, active listening, and building persuasive arguments. Provide tips on effective storytelling and the use of compelling visuals or statistics to convey the urgency of the issue. <p>Mock Policymaker Meetings (40 minutes):</p> <ol style="list-style-type: none"> Pair participants and assign one person as the policymaker and the other as the young advocate. Provide the pairs with a hypothetical scenario or issue related to food waste. (Scenario: Advocating for standardized and clearer expiration date labeling to reduce consumer confusion and food waste.) Instruct each pair to engage in a role-play activity where the young advocate presents their advocacy message to the policymaker. Encourage participants to use the key talking points and effective communication techniques they learned. <p>Policy Action Plan (15 minutes):</p> <ol style="list-style-type: none"> Gather participants back into a larger group. Facilitate a discussion on how to turn advocacy messages into concrete policy action. Encourage participants to brainstorm actionable steps to engage policymakers, such as writing letters, attending community meetings, or organizing awareness campaigns. Guide participants in creating a shared action plan with specific goals and timelines for their advocacy efforts.
Reflection	<p>Wrap-up and Conclusion</p> <p>Summarize the key takeaways from the workshop, highlighting the importance of effective communication and engagement with policymakers</p> <p>Reflect on the role-play activities and the skills developed during the workshop.</p> <p>Encourage participants to share their experiences, challenges, and insights gained from the mock policymaker meetings.</p>

BEST PRACTICES

**Here are best practices From
all the partner countries!**





Title of the practice	LIFE-Food.Waste.StandUp Project
Type	Project
Overview on the contents	<p>The Food and Agriculture Organization (FAO) has reported that 1.3 billion tonnes of food is wasted each year worldwide, which is equivalent to more than 2 trillion EUR. Both Developed and Developing Countries are wasting similar amounts of food, with Developed Countries wasting 670 million tonnes, and Developing Countries wasting 360 million tonnes. A report by Politecnico di Milano found that in Italy alone, the amount of food wasted annually is equivalent to 12.6 billion EUR, with domestic waste accounting for 6 billion EUR of that, or about 4.5 EUR per family each week. It is estimated that in Italy, 85kg of food per capita is wasted annually. This food waste has significant environmental, economic, and social costs, and can occur at any point in the supply chain, from production to distribution to consumption. The project planned for a series of joint activities among partners and outside involvement, such as: interdisciplinary conversations between stakeholders (institutions, science & technology communities, industry, GDO, consumers, etc.); information sessions and promotional events like the LIFE-Food.Waste.StandUp roadshow and initiatives hosted by CIBUS 2018, the third edition of Sector Sustainability Report (BSS – Bilancio di Sostenibilità di Settore) of Mass and Modern Distribution, "Cose da non credere" and "Premio Dona"; consumer and agri-food/retail awareness-raising initiatives; training for 200 agri-food companies and the creation of technical Guidelines for food surplus management for agri-food and retail companies; and European-level dissemination activities such as a tour of European cities with similar organisations to Banco Alimentare (food banks).</p>
Target group	Agri-food companies, retail stores and consumers
Skills to be developed in the process	<p>From January 2017, Federalimentare, Federdistribuzione and Unione Nazionale Consumatori are leading promotion and awareness campaigns, which are the key points of the project. With the invaluable collaboration of Fondazione Banco Alimentare Onlus, which cooperated to the definition and development of contents, ad hoc strategies and tools were designed. The ambitious aim of reaching all targets in the best possible way was achieved by adding to the traditional media (leaflets, articles, newsletters, etc.) also more innovative channels such as a storytelling video in 4 episodes and the development of an app that helps consumers reduce food waste.</p>
Methodology applied	Traditional and innovative channels
Why did you select this best practice? What is relevant about it?	<p>The LIFE-Food.Waste.StandUp Project was implemented in 2016-2019 and was in line with the Waste Prevention Italian National Programme (PNPR), Food Waste Prevention Italian National Programme (PINPAS) and "Working Group on food losses and waste" at European level. Through communication and information activities designed for selected targets, this project contributed to and influenced an ongoing process, enhanced by the approval of Italian Law 166/2016 on food waste, effective from September 14th 2016. The LIFE-Food.Waste.StandUp Project was implemented in 2016-2019 and was in line with the Waste Prevention Italian National Programme (PNPR), Food Waste Prevention Italian National Programme (PINPAS) and "Working Group on food losses and waste" at European level. http://www.lifefoodwastestandup.eu/sites/lifefoodwastestandup.eu/files/risultati_attesi.pdf</p>
Source or additional materials	http://www.lifefoodwastestandup.eu/en/project



Title of the practice	Think Global, Act Local
Type	Project
Overview on the contents	<p>Project addressed how we can develop eco-friendly projects, with the minimal waste and a good management of the available resources. But the focus of sustainable development goes beyond just the environment. It's also about ensuring a strong, healthy and fair society. This means meeting the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion, and creating equal opportunity. Through the proposed Training Course, taking place in Turin in May 2016, a large number of experienced organisations (12) and youth workers (15) had the chance to discuss and establish guidelines aiming for the reduction of the environmental footprint of a Youth Exchange. This work has been done with the involvement of other local organisations from this sector and it was promoted amongst our international stakeholders. This week of open debates and brainstorming has also been an opportunity to prepare the following Youth Exchange, that took place in Trento in August 2016. During this mobility, the 36 youngsters participating had the chance to reflect on their lifestyles, had contact with nature, practice sports, learn new skills and cooperated with local youth associations. The central and fundamental topics of 'Think Global, Act local' are as follows:- Sustainable mobility- Exchange of good practices and networking- Environmental footprint- Recycling, composting, reduction of waste- Healthy lifestyle- Food sovereignty- Sports</p>
Target group	experienced organisations and youth workers, youngsters
Skills to be developed in the process	<p>Involvement in different Erasmus+ projects has led to some questions regarding the level of sustainability and the amount of resources used during exchanges without fully considering the wider further impacts. In the current world context of a growing population, modifications in social habits, the increasing consumerism and climate changes, it is evident that the generation needs to address these questions and act on them.</p>
Methodology applied	NFE
Why did you select this best practice? What is relevant about it?	<p>Sustainable innovation is about making better decisions on issues that affect all of us. We need to take a broader look at what is happening on a global level and start acting locally, on the projects we develop and on a daily basis. This work has been done with the involvement of other local organisations from this sector and it has been promoted amongst our international stakeholders. This week of open debates and brainstorming has also been an opportunity to prepare the following Youth Exchange, that took place in Trento in August 2016.</p>
Source or additional materials	https://erasmus-plus.ec.europa.eu/projects/search/details/2015-3-IT03-KA105-007193



Title of the practice	Understand what circular economy is
Type	Course, workshop
<p>Overview on the contents</p>	<p>To understand the process of food waste in a circular economy you need to know what a circular economy is. And because the circular economy is a vast and heavy subject, we will dedicate a module to it. This module will enable young people to understand what a circular economy is and develop an awareness about it. In addition, to be as relevant as possible, we will discuss the difference between the circular economy and the linear economy. Also, we will notice the difference between ecological behaviour and circular economy.</p>
<p>Target group</p>	<p>Unemployed youth, NEETS</p>
<p>Skills to be developed in the process</p>	<p>Understand why it is important to switch from a linear economy to a circular economy. Realise that society is already changing and critical thinking about what society does. Give young people the keys to be more circular in their daily lives.</p>
<p>Methodology applied</p>	<p>Generate discussion about daily and worldwide examples to explain the concept and the issues of circular economy to create awareness about it.</p>
<p>Why did you select this best practice? What is relevant about it?</p>	<p>It is easier to teach and to create awareness around a concept like circular economy with discussion topics, daily examples and examples worldwide. And with this module young people will realise that the society is changing because there is no other choice. Also, they will understand that the circular economy is accessible and that they can act at their level.</p>
<p>Source or additional materials</p>	<p>PowerPoint presentation, quiz, infographic,</p>
<p>Other comments</p>	<p>This module may begin with a catchy element (video, story, picture) to captivate young people to explain to them what the circular economy is. Then, depending on their number, the participants can be divided into several discussion groups.</p>



Title of the practice	The life cycle of food in a circular economy (From farm to waste bin)
Type	Course, workshop
Overview on the contents	This module will teach young people the challenges of the circular economy on the life cycle of a food product (from farm to waste bin). For that, we will explain where food comes from (=the chain of the product) and what are the different stages in the life cycle of a food product, with examples of industrial food and “natural food”. For a better understanding we will present what was done in the past and the initiatives that are taken today to preserve the future. We will also discuss the fact that as consumers, we can adopt circular behaviour with our choices to consume food. To explain to them that we can have a positive impact on the cycle of life of the food product, from farm to waste bin.
Target group	Unemployed youth, NEETS
Skills to be developed in the process	Understand where food products are from and the life cycle of food product Understand the positive impact that consumers can have on the life cycle of a product. Develop an understanding of the environmental impact of food production and consumption. By learning about sustainable farming practices and the circular economy, they can give insight into the importance of reducing waste and minimising environmental impact Develop critical thinking and problem-solving skills by examining the challenges facing the food industry Help young people to develop entrepreneurial/ initiative skills about this subject with little group project
Methodology applied	Generate discussion and reflection about the food industry, and the change that we can do. Create exchanges between the participants to reveal the entrepreneurial spirit of young people on the product life cycle and food waste.
Why did you select this best practice? What is relevant about it?	Thanks to the discussion we realise that we are all concerned by food waste. And that through small creative actions we can change things at our level.
Source or additional materials	PowerPoint presentation, quiz, infographic, discussion topic
Other comments	In order to catch participant’s attention this module may start with relevant examples of unsustainable reality of the food industry. Then, we can present people’s initiatives to change our way of consumption. After that, the participants can be divided into several project groups to think about ideas and initiatives about food waste, food industry, and new ways to consume...



Title of the practice	Best Practice Greece “Boroume”
Type	Project to reduce food waste and to fight malnutrition in Greece.
Overview on the contents	<p>Boroume, meaning “we can” in English, is a non profit organisation in Greece, founded in 2011, running several projects with the mission to reduce food waste and to fight malnutrition in Greece. Their main project is called “saving & offering food”, in which they save food on a daily basis from many different sources and forward it to charities that help people who are facing food insecurity. These actions help the most vulnerable people in Greece as well as the environment by reducing organic food waste. Our organisation for example is collaborating with Boroume in this project by visiting a farmers market every saturday and collecting fruits and vegetables from farmers that would have otherwise been thrown away. In the next steps we sort through the fruits and vegetables and process some of them by making marmalades, tomato sauce, etc. and distribute them as well as the fruits and vegetables to people facing food insecurity. In their other projects, such as “Stop food waste” Boroume is raising awareness about food waste. They also have an educational program called “Boroume at school” in which children learn about the issues of food waste, volunteering and giving. “Boroume Gleaning” is reducing food waste at the agricultural level. The project “Boroume in the Neighborhood”, is informing potential food donors in a neighbourhood about Boroumes food saving mechanism. With the project “We are family” Boroume provides nutritional support to families in great need.</p>
Target group	People who face food insecurity, farmers, shops, bakeries, stakeholders, children and teenagers, NGOs
Skills to be developed in the process	Food saving skills, awareness on food waste, nutrition, volunteering skills, community work,
Methodology applied	Action taking, awareness campaign,
Why did you select this best practice? What is relevant about it?	<p>Since we are in close collaboration with Boroume we experience the impact their projects have first hand. Their practical and hands-on approach can be easily multiplied and their holistic approach to food waste connects environmental issues, social barriers and education. That is why their projects are relevant to the foody project and provide a lot of information and material on the topic.</p>
Source or additional materials	https://www.boroume.gr/en/ https://www.youtube.com/watch?v=DOCPplyEA9Y



Title of the practice	Grönsaksflis
Type	Personal initiative against food waste.
Overview on the contents	Katarina Larsson, kitchen manager, wanted to start using more vegetables in her meals to reduce the amount of meat.
Target group	Students
Skills to be developed in the process	Learning how to reduce the consumption of meat while reducing the waste of vegetables
Methodology applied	Taking inspiration from international foodShe contacted suppliers to get a range of ready-to-eat vegetables added to her dishes. A simple and effective method of altering young people's dietThe vegetable crisps come from the producers' food waste when cutting up the products for these customers. This innovation of vegetable crisps makes it possible to use what was originally thrown awayOther products will be developed to diversify the offer
Why did you select this best practice? What is relevant about it?	Because it was an interesting initiative taken by someone who cares about food waste and tries to apply it to others.
Source or additional materials	https://www.mynewsdesk.com/se/helsingborg/blog_posts/kokets-ide-minskar-matsvinn-i-skolmaten-86952
Other comments	There are now vegetable crisps in every school in the city.



Title of the practice	More do More
Type	National Swedish plan against food waste
Overview on the contents	National action plan established by the Swedish Food Agency to reduce food waste
Target group	All the chain of production and consumption of food.
Skills to be developed in the process	Analyse national data on food waste and develop strategies to reduce it.
Methodology applied	Information and prevention of the population around food spoilage and how to avoid it Increasing the knowledge of how food waste can be reduced in public meals Training to learn how to waste less food Establishment of new international export markets for surplus food commodities Distributing food unfit for human consumption to animals Establishment of national regulations Financement for companies and municipalities to prevent food waste
Why did you select this best practice? What is relevant about it?	This practice is really interesting because it shows how we can establish an action plan at a national level. It shows also that the food waste can be prevented by the citizens but also by the companies and the municipalities.
Source or additional materials	https://www.livsmedelsverket.se/globalassets/publikationsdatabas/rappporter/2016/2018-more-to-do-more-action-plan-for-food-loss-and-food-waste-reduction-by-2030_summary.pdf https://www.naturvardsverket.se/contentassets/97d8bccd2e974e9d99fde98d8071ab86/good_examples_from_sweden_on_reducing_food_waste.pdf



Title of the practice	CIRCO DEMO - Circular Economy Workshop
Type	Interactive Workshop for Circular Business Innovation
Overview of the contents	CIRCO DEMO is a short, interactive workshop lasting 1-2 hours, designed as an introduction to the CIRCO methodology for circular business model design. The DEMO workshop provides participants with an initial exposure to the concept of the circular economy and its practical applications. Key Learning Objectives: Identify Circular Business Opportunities, Apply Circular Business Models, Utilize Circular Design Strategies
Target group	Corporate Companies: This workshop is valuable for sales, marketing, business development, and design professionals in various sectors. Creative Professionals: Individuals working in creative roles can also benefit from exploring circular business innovation.
Skills to be developed in the process	Gain insights from real-world circular economy examples and experiences. Connect with other companies and stakeholders embarking on their circular journey. Leave the workshop with a sense of curiosity and inspiration about circular business possibilities.
Methodology applied	Workshop/training
Why did you select this best practice? What is relevant about it?	Participating in the CIRCO DEMO workshop offers several benefits: Introduction to Circular Economy: Gain a quick understanding of circular economy concepts and principles. Hands-On Experience: Experience firsthand how to identify circular opportunities, apply circular business models, and integrate circular design strategies. Networking: Connect with peers and experts who share your interest in circular business innovation. Inspiration: Leave the workshop with a fresh perspective and newfound enthusiasm for exploring circular products, services, and business models.
Source or additional materials	https://donguseleekonomiplatformu.com/en/trainings/demo-training.html



Title of the practice	Technical Assistance for the Assessment of Turkey's Potential for Transition to Circular Economy Project (DEEP)
Type	Institutional Capacity-Building and Policy Development
Overview of the contents	DEEP aims to promote the transition to a circular economy in Turkey by enhancing resource and waste management efficiency. It aligns Turkey's approach with the EU Circular Economy Model and focuses on crafting a comprehensive National Strategy and Action Plan tailored to the country's specific conditions.
Target group	Ministry of Environment, Urbanisation, and Climate Change: The project collaborates with the ministry to drive policy changes and establish a strategic framework for the circular economy. Public Institutions and Organizations: Various governmental bodies are engaged to implement circular economy principles. Sector Representatives and Organizations: Industry players participate to adapt their practices and align with circular economy principles. Municipalities: Local governments are involved in integrated waste management and circular initiatives. Civil Society Organizations: NGOs play a crucial role in advocating for circular economy policies and raising awareness.
Skills to be developed in the process	Analysis of Circular Economy Potential: DEEP assesses Turkey's potential for transitioning to a circular economy, referencing the EU Circular Economy Model. National Strategy and Action Plan: A comprehensive National Strategy and Action Plan is developed, aligning Turkey with the EU Circular Economy Package. Capacity Improvement: The project enhances the management capacity of both national and local administrations concerning integrated waste management.
Why did you select this best practice? What is relevant about it?	DEEP is a relevant best practice because it addresses a critical need to transition toward a circular economy in Turkey. By fostering institutional and technical capacity, developing a national strategy, and engaging stakeholders, it contributes to more sustainable resource and waste management practices. Moreover, it aligns Turkey's efforts with international circular economy standards and guidelines.
Source or additional materials	https://dongusel.csb.gov.tr/proje-bilgileri-i-105782
Other comments	Co-funded by the European Union

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"Effective Project Planning: Time and Resource Allocation" by Aydin Nassehi and Bhupinder S. Saini: This research paper, published in the International Journal of Production Research, discusses various aspects of effective project planning, including time and resource allocation.

"The environmental impact of reducing food waste: Waste not, want not" by Selina Juul: This article, published in the Journal of Cleaner Production, discusses the environmental impact of reducing food waste, as well as various initiatives aimed at reducing food waste.

"Reducing Food Waste: The Role of Food Retailers, Manufacturers and Consumers" by Corinna Hawkes, Marie Spiker, and Rachel E. Stoler: This research paper, published in the International Journal of Environmental Research and Public Health, discusses the role of food retailers, manufacturers, and consumers in reducing food waste.

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