

# E-BOOKLET: APPETITE FOR WASTE



Erasmus+

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## Introduction

This e-booklet is a product of Erasmus+ youth exchange “Appetite for Waste”. The contents were solely created by the project participants and does not reflect the opinion of either its hosts or the European Commission.

As the e-booklet was filled-in in the ending of the project, it is worth mentioning how the learning process looked like. First of all, we gave the participants [knowledge assessments](#) on the topic.

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### Erasmus+

## Current Knowledge Assessment

What (which actions) are considered as **food waste**(-ing)? Throwing food during growing, producing, transporting, selling, using.

Is all food produced by **farms/factories** accepted by supermarkets, restaurants, etc. (Yes / No - underline)? If no, what could be **the main reasons**? Food has to fit strict standard of way how it looks like (shape, size, angle, etc.)

Do supermarkets sell **all food on shelves** (Yes / No - underline)? If no, what do they do with **the rest**? Mostly they are throwing that into trash even though lot of food is still good and edible

Where else (at what other places) food might be wasted? Households, restaurants

Do you and your family members waste food yourself? How? Sometimes if we are buying too much or making too big meals

Do you have an idea of **how much of the food produced is not eaten** in your country (give %)? 30%

Have you heard of any **laws/regulations** that would aim to **reduce/ban** food waste in your country or somewhere else? I didn't heard for any of such thing in my country but I heard about some of it which are trying to be implemented in USA

Have you heard of any **special food packaging**, which would aim to **discourage food wasting** or better indicate whether the food is still edible? Unfortunately no except for eg. food that you can take away at restaurants if you didn't eat your meal

What else about food wasting or initiatives against food wasting do you know? Food wasting is not just the problem connected with hunger it is wasting a lot of energy, land and water

Grading your current level of knowledge **from 1 to 10** (where 10 means absolute knowledge), **what grade would you give to yourself?** Please put down a X or mark in some other way one of the cells below

1 - no knowledge	2	3	4	5	6	7	8	9	10 - absolute
					X				

Your country: CROATIA

### 1: Filled-in current knowledge assessment

Upon seeing the results, the schedule was adjusted to meet the need for bigger focus on certain (less known) aspects of food wasting. It may be found [HERE](#). The educational part has started with an interactive info session and number of creative workshops (all may be found at [Project's schedule & activities](#)). This then continued with the creation of social initiatives and businesses aimed at curbing food waste. It is these ideas that we wanted to have in the e-booklet, since they show how youth can

## ABOUT

**Project title:** Appetite for Waste

**Website:** <http://foodwasting.eu>

**Framework:** Erasmus+ youth exchange

**Participating countries** (and corresponding organisations): Lithuania ([Asociacija “Aktyvus jaunimas”](#)), Croatia, Latvia, Poland, Italy, Romania

**Number of participants:** 36 (6 per country)

**Venue:** Kaunas, Lithuania

**Dates** (duration): 3-9 August, 2015 (7 days)

**Brief description:** food waste is an ever increasing problem. The project was hosted in order to increase awareness to the issue and provide with possible solutions. This aim was reached by 1) introducing youth to food waste; 2) learning from each other and surroundings; 3) creating videos and initiatives to tackle the problem.

solve actual, persisting and acute problems. The e-booklet had a premade template, which can be seen [HERE](#). All the created businesses and actions are provided under **Participants' ideas**. There were no corrections made to them by the publishers of this e-booklet.

## E-Booklet

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Erasmus+ 'Appetite for Waste'

**One of the main objectives** of this project was to create tangible results and disseminate those to relevant wider audiences. Therefore, we are going to make an **e-booklet**, which will be shared via various online sources to youth, youth workers and other relevant parties. This booklet is going to include:

- Your created social actions/initiatives; or
- Your social businesses, which curb food waste;

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**Firstly**, please send your idea pitch challenge presentation to the organisers ([info@activeyouth.it](mailto:info@activeyouth.it); subject field: AFW presentation + *name of the idea*). Teams, who have done that already can go ahead with the task:

What is the name of you social initiative or business: POWER FOOD

Please shortly describe it (up to 5 sentences), so that other can understand what it is: IT REPRESENTS CONSULTING COMPANY WHICH OFFERS TO BUSSINES AND OTHER PEOPLE ADUCES, SUGESTIONS AND ALL ECONOMY AND ENGINEERING SOLUTIONS ABOUT BIOGAS PLANT. BIOGAS PLANT IS USING FOOD WASTE AS A FUEL TO PRODUCE ELECTRICITY AND IT COULD ALSO PRODUCE HEAT AND ORGANIC BYPRODUCT. OUR SUGESTION IS USING ANAEROBIC DIGESTER BUT ENERGY

Where do you think (in what countries/regions / in urban/rural environment, etc.) such idea might work? IT CAN WORK IN EVERY PLACE WHERE FOOD WASTE EXISTS AND WHERE ENERGY IS NEEDED

Describe how it would help to reduce food waste problem: BASICLY IT IS NOT REDUCING FOOD WASTE IN WAY TO STOP PRODUCING IT BUT IT IS REUSING IT ~~FOR~~ FOR BETTER PURPOSES → INSTEAD OF POLLUTION WE HME ENORGY. MOREOVER SUCH PLANTS LATER CAN BE USED WIT OTHER TYPES OF FUEL → BIODEGRADABLE PRODUCTS MADE SPECIALLY FOR IT.

How would you market/advertise it? INTERNET, RADIO, TELEVISION,

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What would be its slogan? WHERE THE FOOD IS A STAR

How much would it cost? COSTS HAS TO BE CALCULATED FOR EVERY PROJECT/ POWER PLANT SEPARATELY. COSTS ARE DEVIDED BETWEEN PERSONNA INVESTMENTS AND BANK (LOAN) THEY DEPEND ON SIZE AND POSITION OF P. PLANT, MOSTLY BUT THEY ARE ALSO COMBINATION OF

Once done, please give this sheet, as well as (if applicable) the business plan/initiative template back to the organisers.

LOT OF OTHER COSTS.

2: Filled-in E-boklet template



## Participants' ideas

There were five ideas created by the participants. Each idea team consisted of 6 youngsters. The format of the activity also included a *board of investors* (another 6 participants), which, according to their own criteria, decided who won. It may be found [HERE](#).

### Power Food

**Short description:** it would be a consulting company, which would offer advice, recommendations and economic/technical solutions about **bio gas plants** to businesses and other relevant parties. Bio gas plant would be using **food waste** as a fuel to produce energy (electricity) and it could, possible, also produce organic by-product to be used elsewhere. Our idea is to employ anaerobic digester but energy can be generated also in other ways/methods.

**Countries/regions/environments where such idea might work:**

The idea could work in any place where food waste happens and energy is in demand.

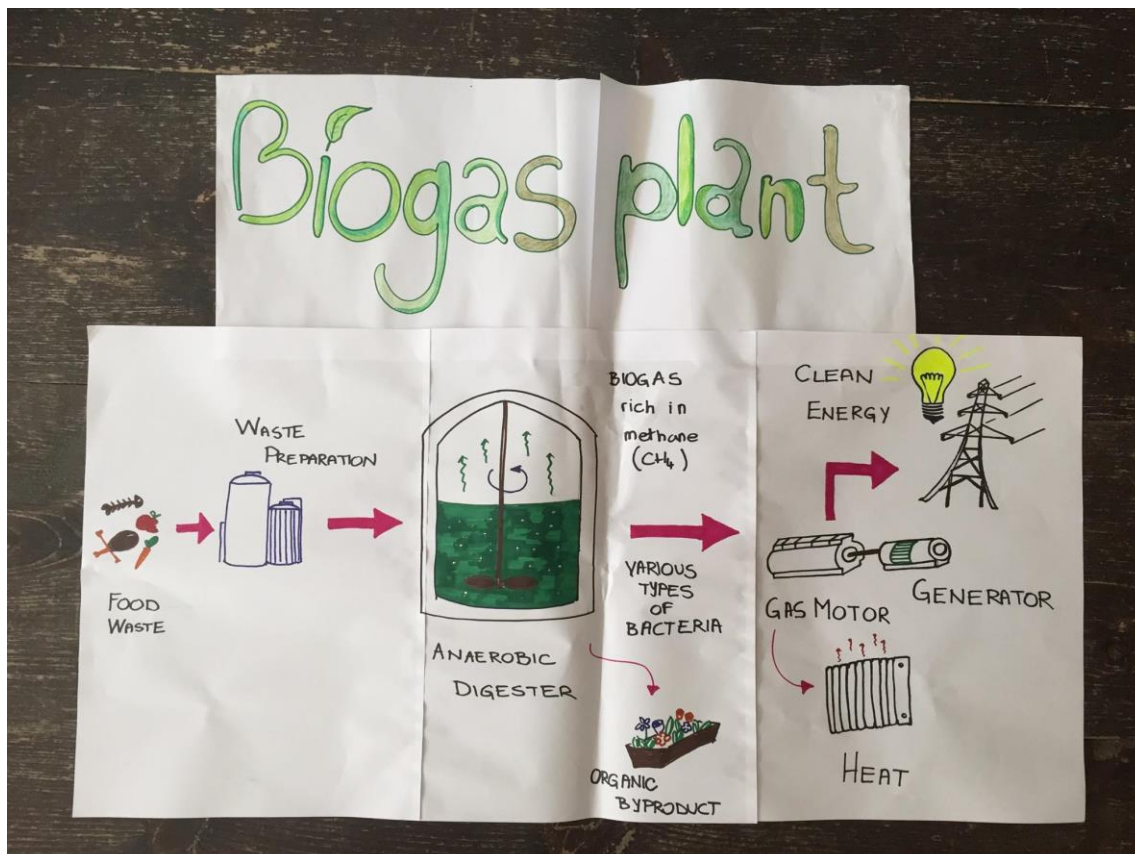
**How it would help to reduce food waste problem:** it is not a solution to reduce food waste itself; however it would **reuse** it for better purposes (i.e. energy instead of pollution). Moreover, such plants later can be used with other types of biodegradable fuel.

**Marketing/advertising:** the idea could be advertised on the internet, TV, radio, etc. In other words, no specific marketing channels.

**Idea's slogan:** WHERE THE FOOD IS A STAR!

**Possible costs:** costs would have to be calculated for every project (plant) separately. The main costs would consist of investments, personnel, interest rates on bank loans, etc. They would depend on the size and location of the plant mostly. Yet, there would be a lot of other costs.

Real-life example: <http://www.host.nl/en/biomethane-out-of-waste-for-more-than-2000-households/>



## Natural Boost

**Short description:** it would be a *compost* company. We would collect food waste from every district of a city (**special bins** would be placed). Then this collected waste would be sold as *compost* to local farmers, whom would in turn sell their produce to an **organic food market/store** run by our company.

**Countries/regions/environments where such idea might work:**

Cities, urban environments

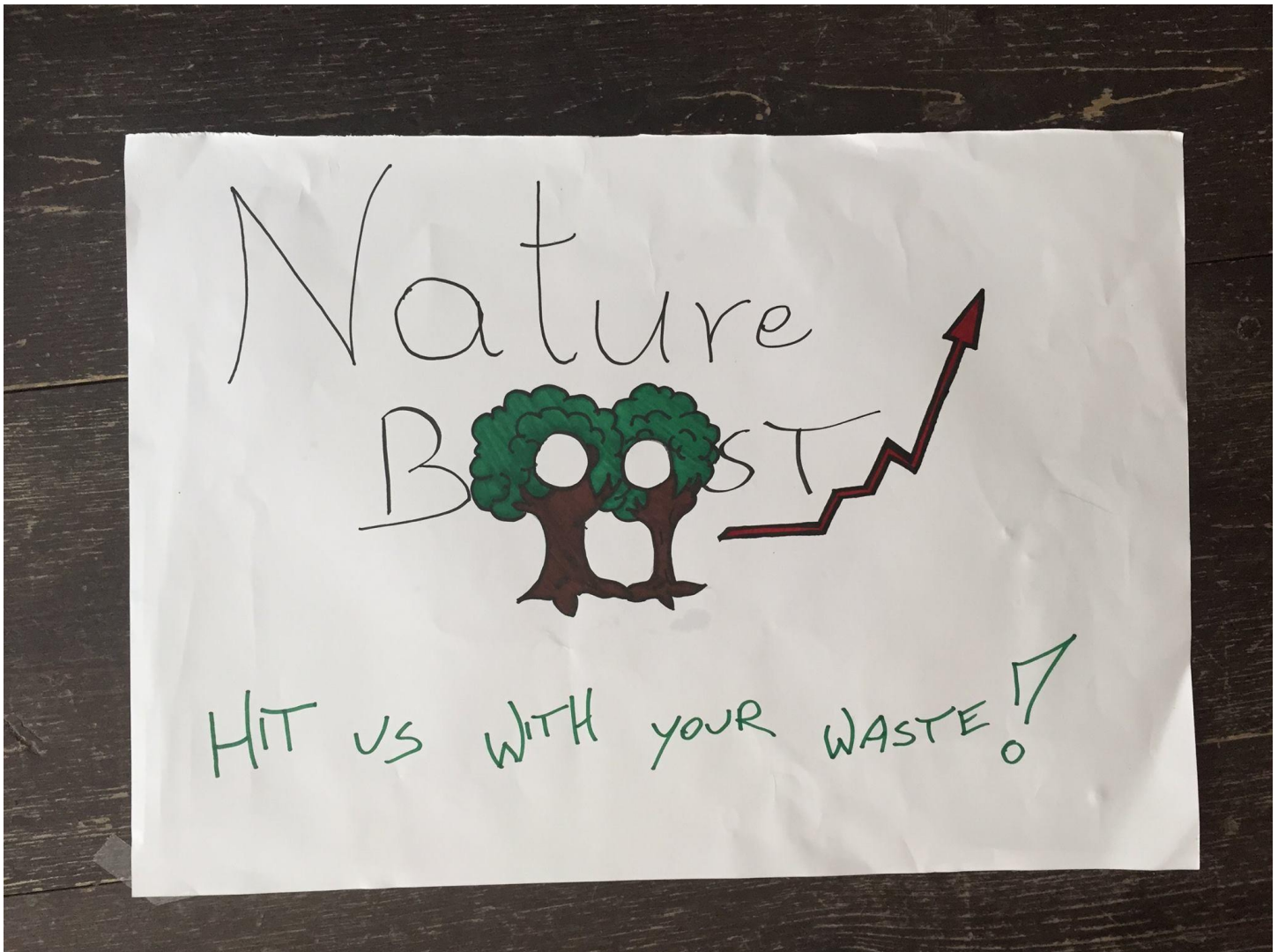
**How it would help to reduce food waste problem:** it would reuse wasted food as organic compost (technically, turning it to food again).

**Marketing/advertising:** Posters and commercials on the internet (e.g. YouTube)

**Idea's slogan:** HIT US WITH YOUR WASTE!

**Possible costs:** around €20,000 for a pilot project. After these investments, not much maintenance would be needed for special bins or compost selling to farmers. Owning organic food market/store would require additional unspecified investments and daily expenses, however.

Erasmus+ Fighting Food Waste: Natural Boost - <https://www.youtube.com/watch?v=TNJwjTE9xms>



## Smart Cook

**Short description:** the idea is to collect almost expired (near the due date) from the supermarkets and restaurants and use it for **cooking lessons**. This way we could teach people not only how to cook delicious meals, but also about the concept of food waste.

**Countries/regions/environments where such idea might work:**

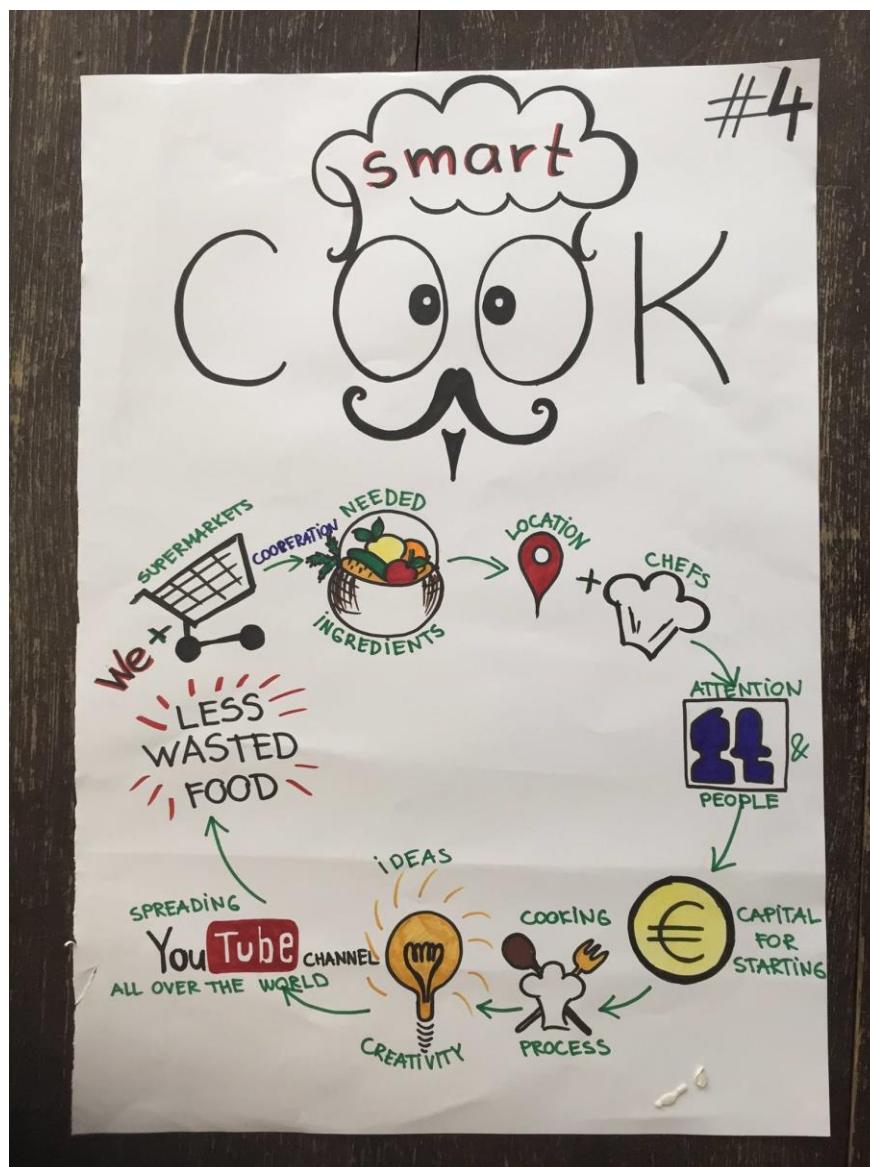
In big and developed countries, such as UK, Germany, France, etc.

**How it would help to reduce food waste problem:** It would help reduce food waste, since almost expired (albeit still edible) food would be collected or bought. Otherwise, it would most likely be thrown away to dumpsters. Also people would be educated that this kind of groceries is nothing bad and should not be avoided.

**Marketing/advertising:** YouTube channel would be created to popularise the idea. Facebook, Pinterest and Instagram would also be employed extensively.

**Idea's slogan:** CHEFS COOKING FOR LESS!

**Possible costs:** costs would mainly include rent, taxes & bills (water, electricity, etc.) and salaries. This all would up to roughly €10,000 / month.





## Grow Up

**Short description:** it would be an NGO that would organise **trainings** for producers, students, companies in order to educate them about saving food. Our vision is to be a role model for food saving; and our mission is to educate and improve the global awareness of food waste.

**Countries/regions/environments where such idea might work:**

Western countries; both in rural and urban environments.

**How it would help to reduce food waste problem:** the main point of the trainings would be to change the way of thinking, show the opportunities of food saving and provide support for their implementation. Thanks to that, the participating producers would become socially responsible and, of course, use it for marketing purposes. In other words, everyone would benefit.

**Marketing/advertising:** direct contact with customers, social media; later - cooperation with other relevant organisations.

**Idea's slogan:** BE THE BEST AND STOP THE WASTE!

**Possible costs:** depends on the target.





## Le Vert Chef

**Short description:** food truck selling vegetarian food made from unused food acquired from farmers, producers, distributors and/or sorting and storing facilities at a significantly lower price or free of charge. It would also use **pay-it-forward** model.

**Countries/regions/environments where such idea might work:**

Everywhere

**How it would help to reduce food waste problem:** it would help use food, which is normally rejected. We would buy fruit/vegetables from farmers, whom could not sell it to supermarkets (due to reasons, such as abnormal shape of a fruit).


**Marketing/advertising:** make lunch parties, invite food bloggers, make case studies (taste tests); pay-it-forward tag on special wall; look for free social advertising opportunities.

**Idea's slogan:** BECAUSE NORMAL IS TASTY!


**Possible costs:** to start the initiative, initial investment of €4,100 would be required. According to the project's participants' calculations, it would start earning money (and be sustainable) as soon as 7 months after the start.

Le Vert Chef

Because NORMAL is Tasty

**THE IDEA** 

A food truck selling vegetarian food made from rejected food sourced from farmers/producers/distributors/sorting and storing facilities at a significantly lower price. It also has a pay-it-forward model.

**THE MARKET** 

- LOW- / MIDDLE CLASS PEOPLE WHO WANT A HEALTHY, LIGHT LUNCH
- COST-CONSCIOUS PEOPLE

**HOW ARE WE DIFFERENT?**

A UNIQUE SELLING POINT

- VERY LOW PRICE -

**Menu**

- Veg burger €1-
- Vert salad €0.70
- fruit salad €0.90

## Project's schedule & activities

1. Fill-in template for the e-booklet: <http://foodwasting.eu/wp-content/uploads/2015/08/6xE-booklet-AFW.pdf>
2. Project's schedule: <http://foodwasting.eu/wp-content/uploads/2015/08/schedule-AFW.pdf>
3. Participants' current knowledge assessment on food waste, where it happens, how to reduce it, etc. - <http://foodwasting.eu/wp-content/uploads/2015/08/36xCurrent-Knowledge-assessment-AFW.pdf>
4. Information session on the topic of the project, without the inclusion of the results and the analysis of the current knowledge assessment - <http://foodwasting.eu/wp-content/uploads/2015/08/Info-session-AFW.pptx>
5. The rules and list of topics for discussions in non-formal environment (World Café method) - <http://foodwasting.eu/wp-content/uploads/2015/08/World-cafe-AFW.pdf>
6. With the help of this grouping activity, the participants were grouped with like-minded people in order to smoothen the teamwork and efficiency when coming up with the social initiatives or ideas for businesses - <http://foodwasting.eu/wp-content/uploads/2015/08/Grouping-AFW.pptx>
7. Activity for the participants to act as observers/consultants and find ways how local businesses/institutions could optimize their activities and thence reduce the food waste - <http://foodwasting.eu/wp-content/uploads/2015/08/6xfieldresearch-strategy-AFW.pdf>
8. Template for preparing the social initiatives/actions and then finalising them for the pitch - <http://foodwasting.eu/wp-content/uploads/2015/08/4xSocial-action-AFW.pdf>
9. Business plan template for creating own social businesses aimed to not only making profit but also curbing food waste - <http://foodwasting.eu/wp-content/uploads/2015/08/4xPLAN-afw.pdf>
10. Information for social initiative's or business' pitch preparation - <http://foodwasting.eu/wp-content/uploads/2015/08/6xpitch-AFW.pdf>
  - a. Corresponding presentation - <http://foodwasting.eu/wp-content/uploads/2015/08/Pitch-AFW.pptx>
11. Suggested topics for the workshops to be made by the participating countries' teams - <http://foodwasting.eu/wp-content/uploads/2015/08/Country-Workshops-AfW.pdf>

## Created videos

1. Erasmus+ Fighting Food Waste: Interviews in Kaunas - <https://www.youtube.com/watch?v=CXke0-lmnyw>
2. Erasmus+ Fighting Food Waste: Take Me Home - <https://www.youtube.com/watch?v=KtFW9JS1x9s>
3. Erasmus+ Fighting Food Waste: Share A Meal - [https://www.youtube.com/watch?v=OWVRwZvb\\_w8](https://www.youtube.com/watch?v=OWVRwZvb_w8)
4. Erasmus+ Fighting Food Waste: Natural Boost - <https://www.youtube.com/watch?v=TNJwjTE9xms>
5. Erasmus+ Fighting Food Waste: Horses do not waste - <https://www.youtube.com/watch?v=rJ3Z2I3K9lA>
6. Erasmus+ Fighting Food Waste: Yellow Rose - <https://www.youtube.com/watch?v=2r2MyqJGf0g>
7. Erasmus+ Fighting Food Waste: Seed of Happiness - <https://www.youtube.com/watch?v=SF1jmSoze7w>