



Refresh

Creating successful Frameworks for Action

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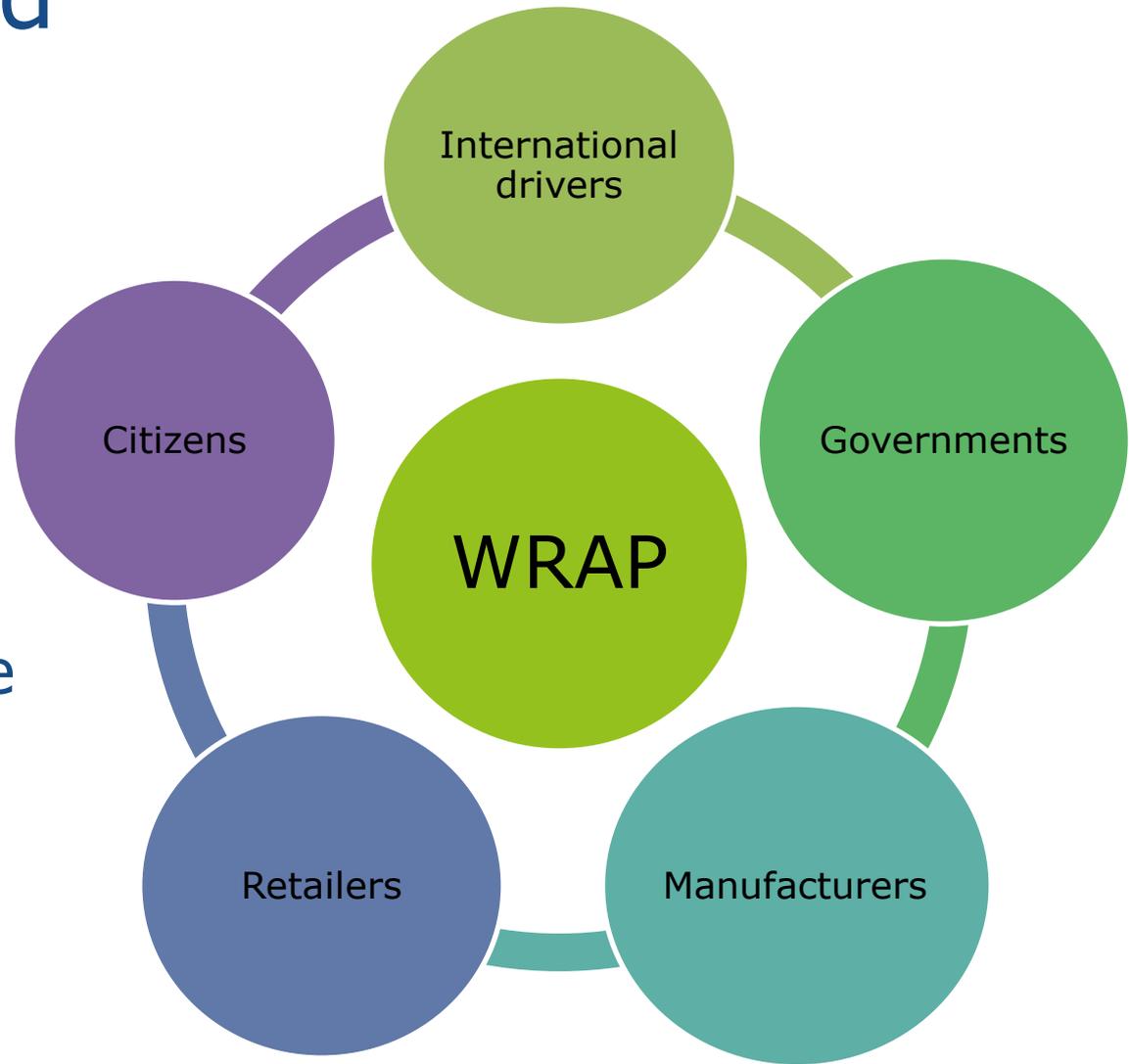
5/31/2017



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Background

WRAP is not-for-profit, working with governments, businesses and citizens to create a world in which we source and use resources sustainably



Our ambition



Food waste



Resilient
supply
chains



Healthy
sustainable
eating



Organic
waste
management

WRAP's international work





Table of Contents

- Introduction to Frameworks for Action
- Success factors of voluntary approaches
- Frameworks for Action Pilots
- Replication and next steps
- Panel Discussion



Frameworks for Action

- “Voluntary Agreements”, “Framework Agreements” or “Collaborative Agreements”.
- Based on voluntary action by the actors involved without the need for legislation.

Courtauld Commitment



Businesses who participated in the Courtauld Commitment saved over \$125 million by reducing food waste in 3 years



Frameworks for Action in Refresh

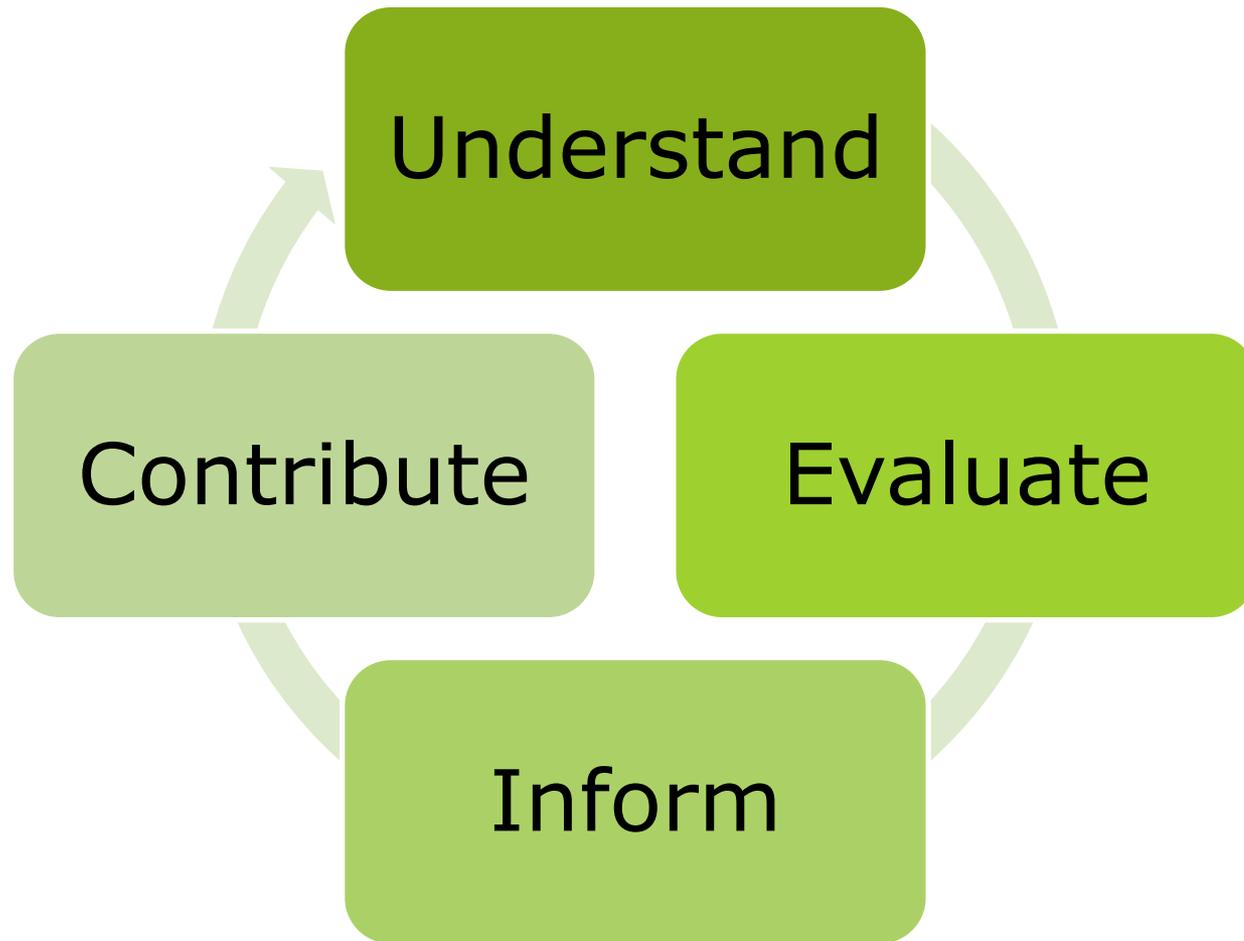
- 🥦 Pilot Frameworks for Action in 4 EU countries
- 🥦 Test the approach in China
- 🥦 Develop a Blueprint for wider adoption

Researching Success Factors



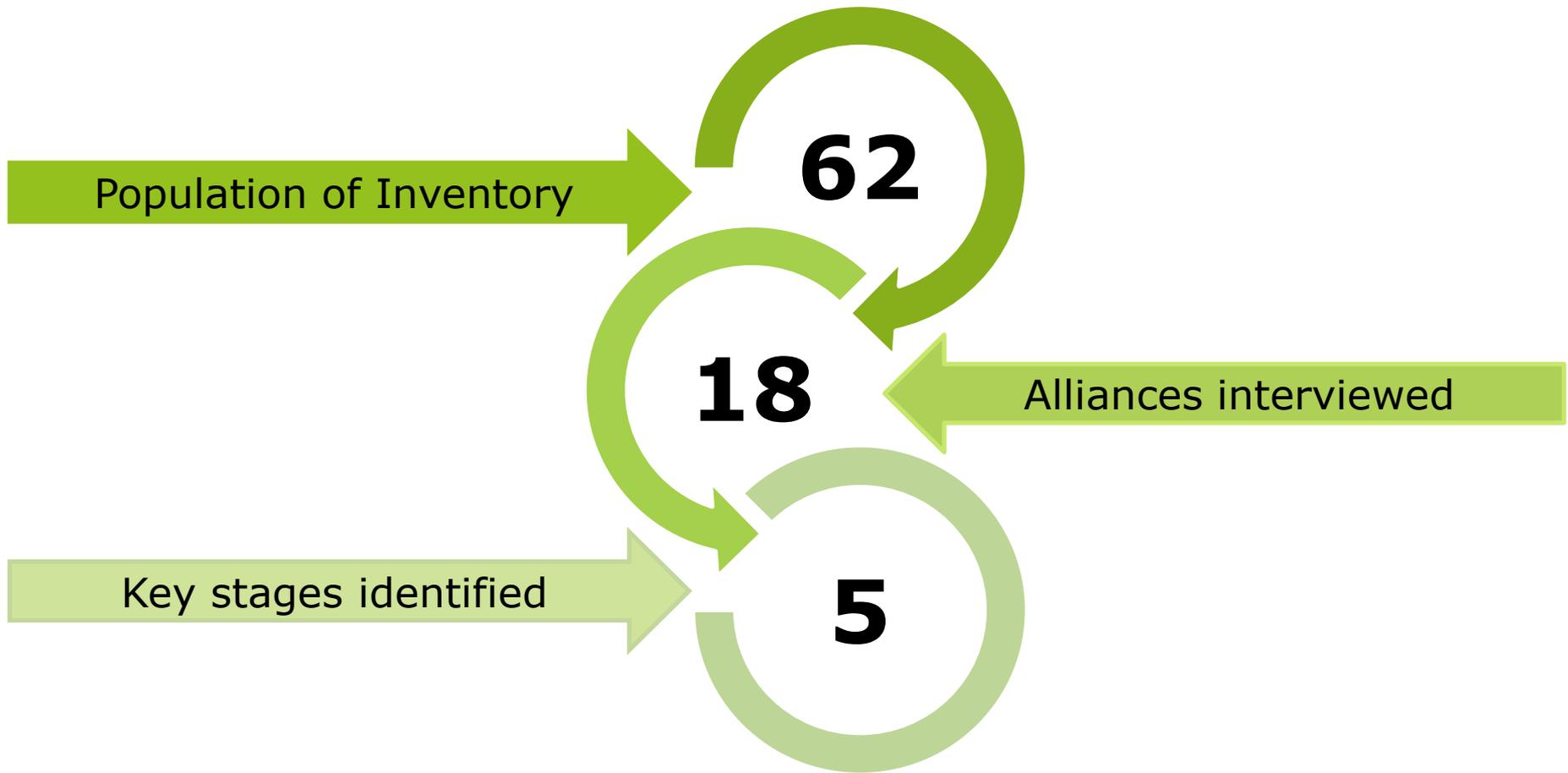


Researching success factors





Research overview



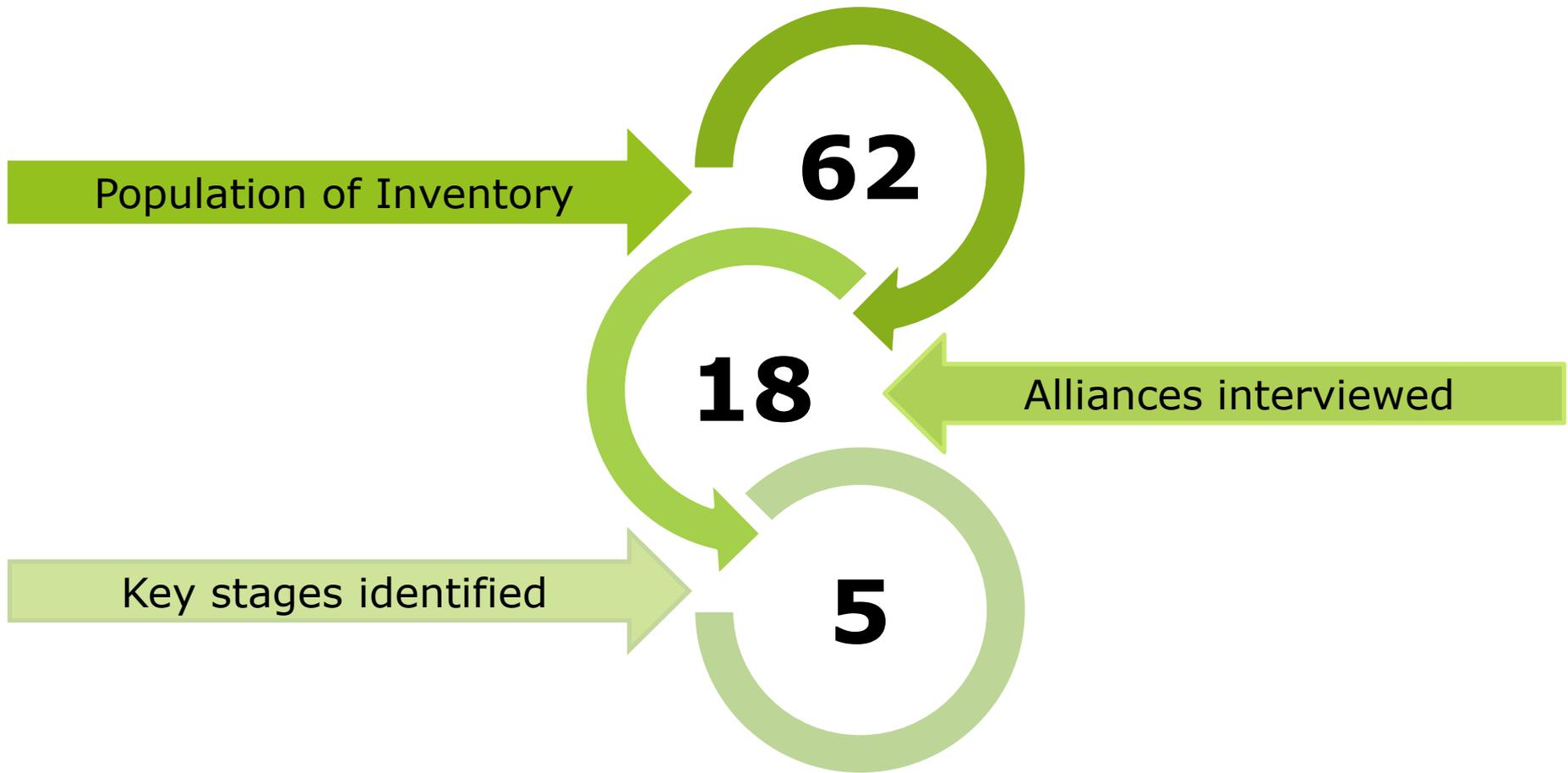


Expert interviews

Sector	Number of alliances
Food	3
Drink: Soft Drinks	1
Food and Drink	10
Food and Drink and Non-Food: other consumer products and hospitality including packaging	4
Non-Food: Textiles	1

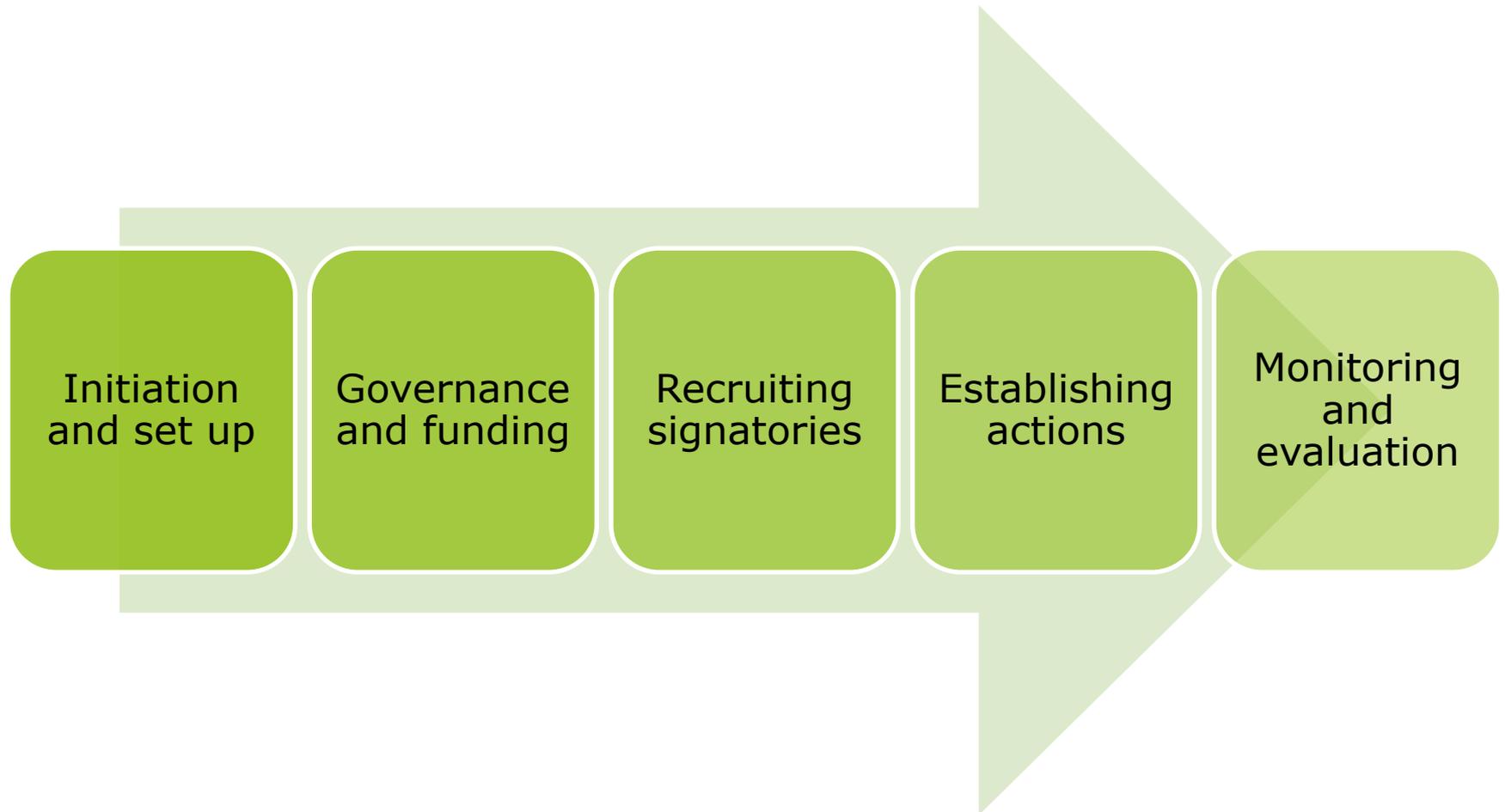


Research overview





Research





Summary of success factors

- Strong lead organisation and right mix of key players
- Governmental involvement at early stage
- Engage signatories in the early stages
- Effective measuring and reporting framework
- Availability of funding aids effectiveness



Applying success factors

Membership

Best mix of steering group members - government, retail, supply chain, trade associations and NGOs

Governance

Structure and role of steering group and lead partner (governance structure)

Recruitment

Recruitment and contribution of signatories



Applying success factors

Priorities

Identify national priorities

Context

Map current activity – gap analysis

Actions

Identify actions to support priorities

Make official

Record in Framework Agreement for signature

Germany

Coordinating Partner
CSCP

Priorities

- Retailer
- Out-of-Home
- Consumer
- Supply chain/ production



Business

- Aldi Nord
- Aldi Sud
- Metro
- Nestle
- Penny
- Sodexo
- Associations (food & retail)

Academic

- Professor Dr. Guido Ritter (FH Munster)

NGOs

- WWF
- Foodsharing
- Consumer organisations
- Die Tafeln

Government / Public Organization

- Federal Ministry of Food and Agriculture
- Environment Ministry NRW
- Bavarian State Ministry for Food, Agriculture and Forestry
- German Council for Sust. Dvlpmnt

Netherlands

Coordinating Partner
Wageningen University

Priorities

- Actions, solutions & business case development
- Supply chain collaboration & transparency
- Valorisation
- Integrated consumer action



Business

- Albert Heijn
- CBL
- Hutten Catering
- LWM
- McDonalds
- Unilever
- Protix
- Sligro Food Group
- MVO-NL
- Foodtech Brainport

Academic

- Wageningen University
- REFRESH

Government / Public Organization

- Ministry of Economic Affairs
- Nature & Environment
- Netherlands Institute for Sustainable Packaging

NGOs

- Natuur & Milieu
- Youth Food Movement
- Kids University

Hungary

Coordinating Partner
HFA

Priorities

- Quantification of food waste
- Supply chain / retail
- Consumer
- Hospitality



Business

- Wholesale Market
- HORECA Marketing Club
- Budapest
- TESCO

Government / Public Organization

- Ministry of Human Resources

NGOs

- ÉFOSZ (Alliance of Hungarian Food Manufacturers)

Academic

- Agricultural Research Institute

Spain

Coordinating Partner
CREDA

Priorities

- Consumers
- Hospitality
- Primary production



Business

- ACES
- AECOC (GS1)
- ASEDAS
- COAG
- FCAC
- Espigoladors
- Gastrofira
- Mercabarna
- PACKNET

Academic

Government / Public Organization

- Waste Agency of Catalonia
- Metropolitan Area of Barcelona

NGOs

- Barcelona Food Bank
- HISPACOOOP
- Plataforma Aprovechemos los Alimentos
- PROSALUS
- Nutrición Sin Fronteras



China

A multi-stakeholder conference was held in Beijing November 2016 to launch **REFRESH in China**. It attracted **c100 participants** from Governments, research institutions, NGOs, public (youth)



中华环保联合会
All-China Environment Federation



Projects

Germany

- Waste awareness training for retail staff
- Whole chain project - training on toolkit

Spain

- Gastrofira - event mass catering data and actions
- Tomato whole chain project – farm to fork



Projects

Hungary

- 🥦 Ugly but tasty with wholesale market
- 🥦 Just like at home – ‘anti-waste’ event catering

Netherlands

- 🥦 Decision Support Tool - whole chain analysis
- 🥦 Consumer response to in-store stock levels



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Recycling and reuse

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Policy Framework

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Costing dimensions of food

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Policy Framework

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MADE WITH VISION



Panel discussion – please welcome

- 🥬 Toine Timmermans – Netherlands
- 🥬 Nora Bruggemann - Germany
- 🥬 Balazs Cseh - Hungary
- 🥬 Raquel Diaz - Spain
- 🥬 GAO Si - China