



**REFRESH**

# **REFRESH Food Waste Solution Contest**

**[eu-refresh.org/contest](https://eu-refresh.org/contest)**

## **Participant Package**



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# Looking for the freshest ideas to tackle food waste across Europe!

Across Europe, people are developing and implementing innovative solutions to the problem of food waste. The REFRESH Food Waste Solution Contest wants to bring much-deserved recognition to these ideas and encourage their spread. Anyone that has developed a food waste innovation - including individuals, organisations, start-ups and large companies – is encouraged to submit a video or visual essay about their project.

**The deadline for submissions is 30 November 2016.**

Winners will be chosen by a high-profile jury of food waste leaders from science, business, civil society and the EU Commission, Winners will receive prizes, including the opportunity to participate in a Food Waste Innovation incubator hosted by Food Surplus Entrepreneurs Network as a side event of the REFRESH Conference in Berlin in Spring 2017.

**Watch the Video Call to Action at [eu-refresh.org/contest](http://eu-refresh.org/contest):**



## Contest goals

The main objective of the contest is to highlight and support solutions to food waste and food packaging waste at any part(s) of the food chain.

The REFRESH Food Waste Solution Contest therefore seeks to:

- encourage the development, implementation, and spread of concrete and innovative solutions to tackle food waste
- engage stakeholders in a dialogue with the REFRESH project, other stakeholders, and the public on the issue of food waste

## Submissions

Submissions should be in the format of:

- videos of max. 5 minutes with an accompanying summary text of max. 300 words, or
- visual essays (a series of 3-10 photos or graphics that together tell a story) with explanatory captions totalling max. 500 words. Visual essays can include photographs, drawings, graphics, logos, or infographics. Slides, presentations, or other documents containing significant amounts of text may not be included in visual essays.

### **Need help telling your story?**

If you are having trouble telling your story in a video or visual essay, you can use the Business Model Canvas to help structure your message. It is a template for explaining your initiative's idea that includes many elements that contribute to a successful innovation. It can be adapted to fit both for-profit initiatives (e.g. start-ups) and not-for-profit initiatives (e.g. community or student projects).

Anyone from Europe is welcome to submit an entry, including social entrepreneurs, large companies, SMEs, students, NGOs and community organizations, public administrations, and individuals. Submissions must be the own work of the individual or organization doing the submitting.

**Submissions must be in English.** Videos or images in other languages are allowed if they include English subtitles.

The deadline for submissions is 30 November 2016.

Submissions must be made using the submission form at:

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

## Selection

Submissions will be judged by a jury based on four criteria:

- innovativeness of the idea
- visual quality of the submission
- realization potential
- potential/current impact

Finalists will be selected from the submissions. From these finalists, the jury will select two winners, and there will be a public award winner.

- **Finalists:** a number of finalists will be selected based on the above mentioned criteria. All finalists will have their submissions displayed on the REFRESH website and spread in REFRESH social media.
- **Jury selection winners:** two winners will be selected by the jury from the finalists.
- **Public award winner:** all finalists will be eligible for a public award. Voting will take place on the REFRESH website. The submission with the most votes will be awarded.

## Prizes

Jury selection winners and public award winners will all receive the following prizes:

- invitation and travel/accommodation costs covered to present their food waste solution at the REFRESH conference, an event attended by Europe's leading food waste stakeholders in Berlin in Spring 2017
- opportunity to participate in a Food Waste Innovation incubator event hosted by Food Surplus Entrepreneurs Network as a side event of the REFRESH conference
- REFRESH Trophy, from sustainably produced materials
- visual essay or video displayed on the REFRESH website and spread in REFRESH social media

## Members of the Jury

**Tristram Stuart: founder Feedback and Toast Ale Ltd, Ashoka Fellow, 12.3 Champion**



Tristram Stuart, founder of the charity Feedback and Toast Ale Ltd, is an international award-winning author, speaker and campaigner on the environmental and social impacts of food production. He won the The Sophie Prize in 2011. He is an Ashoka Fellow, a National Geographic Emerging Explorer, a World Economic Forum Young Global Leader and a Champion

12.3 for the UN Sustainable Development Goal of halving food waste and reducing food loss globally by 2030.

**Anne-Laure Gassin: Policy officer, European Commission Directorate-General for Health and Food Safety (SANTE)**



Anne-Laure Gassin joined the European Commission in 2013 and is supporting the development of policy on food waste prevention. She previously served as Director of Communications at the European Food Safety Authority (EFSA) where she developed and implemented EFSA's risk communication strategy. Prior to that, she spent more than 15 years with the

Kellogg Company, where her last appointment was as European Director with the responsibility for nutrition communications, and scientific and regulatory affairs.

### **Ignacio Gavilan: Director, Sustainability, Consumer Goods Forum**



Ignacio Gavilan leads the Consumer Goods Forum (CGF)'s Environmental Sustainability team that aims to position the consumer goods industry as a leader in protecting against climate change and reducing waste. Ignacio is responsible for ensuring high quality, efficient and strategic leadership along with administrative support to the Climate Change and Waste agenda, including food loss and waste reduction. The CGF supports member companies in the implementation of the CGF 2015 Food Waste Resolution to halve food waste within owned operations by 2025 and engages in collaborative initiatives such as the Food Loss and Waste Protocol to ensure maximum success of measurement and reduction. Past experience for Ignacio also includes Founder & Principal Consultant at Accipiter and sustainability advisory and senior roles at Anglo American, BP and McDonald's.

### **Dr. Hilke Bos-Brouwers: Senior Researcher Sustainable Chains at Wageningen University & Research - Food & Biobased Research (FBR)**



Hilke Bos-Brouwers Hilke has 12+ years of experience in research in food supply chains and innovation management. She is the Scientific Coordinator of the FP7 project FUSIONS (Food Use for Social Innovation through Optimising waste prevention Strategies) and the H2020 project REFRESH (Resource Efficient Food and dRink for the Entire Supply cHain, start is planned for summer 2015). Furthermore, Hilke is Theme Leader Sustainable and Safe Food research for Wageningen UR and project leader of various Food Waste national projects by FBR together with corporate, social and governmental clients.

### **Questions?**

Please contact us at [info@eu-refresh.org](mailto:info@eu-refresh.org) with questions or feedback.

**We look forward to your submissions!**