



Refresh

National Frameworks for Action

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8/8/2017



REFRESH is funded by the Horizon 2020 Framework Programme of the European Union under Grant Agreement no. 641933. The contents of this document are the sole responsibility of REFRESH and can in no way be taken to reflect the views of the European Union



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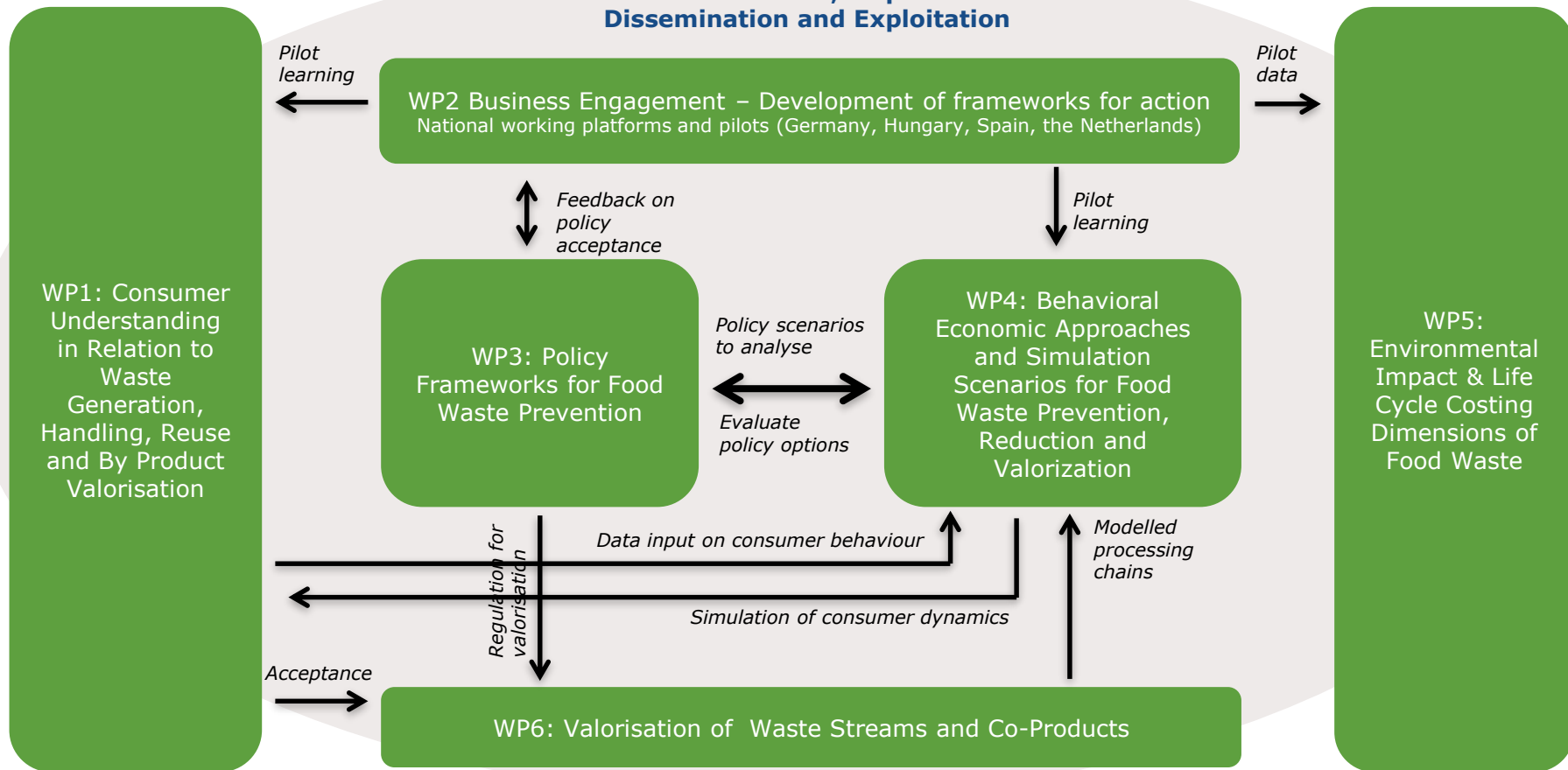
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Project Consortium



Overview of REFRESH

WP7: Communication, Impact Oriented Dissemination and Exploitation





Frameworks for Action

- 🥦 **Collaborative agreement** between a number of key public and private organisations to take action against an **agreed ambition** or target.
- 🥦 Based on **voluntary action** by the actors involved without the need for legislation.



Frameworks for Action in Refresh

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

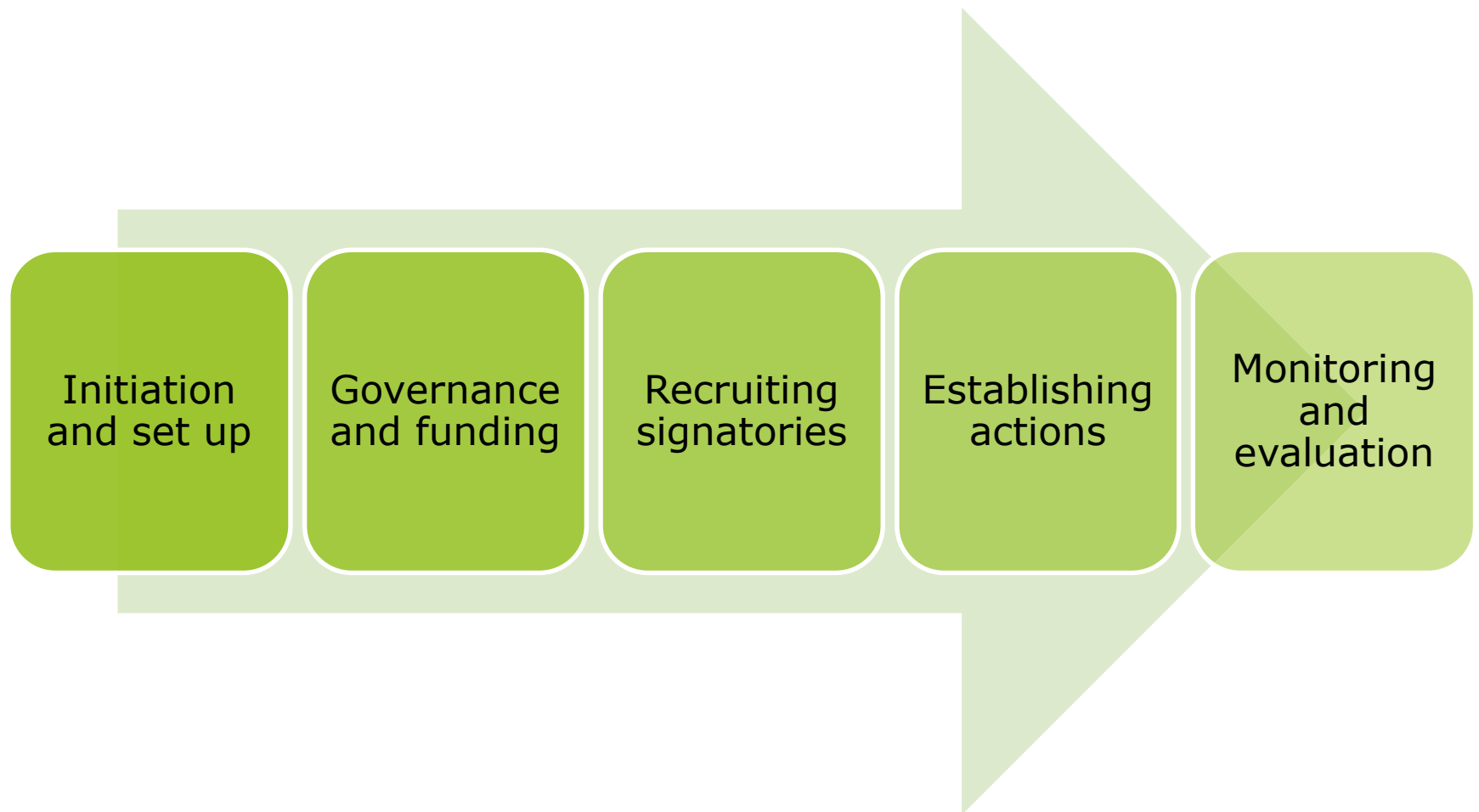


Expert interviews

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





Summary of success factors

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

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. Dvlpmt

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

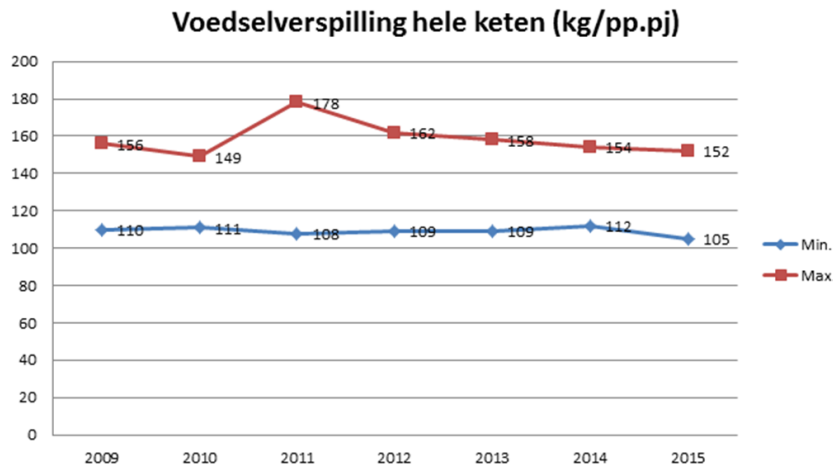
Netherlands: Cooperation with industry

- Cooperation between industry (sector organisations) and government since 2009
- Joint agenda on reduction food waste
- 2014 year against food waste



Rijksoverheid

Netherlands: results



- Food waste losses on political and business agenda
- Awareness
- Lots of individual actions (research, campaigns, new business models)
- But: no 20% reduction
- New phase

Netherlands: Taskforce Circular Economy of Food



Taskforce Circular Economy in Food refresh


Louise Fresco, President Executive Board of Wageningen University & Research
"The Circular Economy is at the heart of a global, sustainable and responsible production and consumption system. This will necessitate many changes in policy and behaviour, as well as a new focus for the European CAP."


Marc Jansen, Alliance Sustainable Food
"Food is for eating, not for wasting. The new impulse from the Taskforce will bring a circular economy for the agri-food sector a step closer. We work to further reduce the spillage of products which were produced with much care, energy and valuable resources in a manner as sustainable as possible."



- 🍌 Launched 26 January 2017
- 🍌 Business, NGO's, Government, Science (high level)
- 🍌 2 meetings
- 🍌 Joint agenda/roadmap end of 2017 (signatories)
- 🍌 Learning journey

Netherlands: first observations



- 🥬 Working towards an 'ecosystem' of solutions (prevention and reuse)
- 🥬 Meeting place in Three Sixty
- 🥬 Shop window

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



Questions?
