

REFRESH Food Waste Solution Contest



Ecologic Institute produced a stop-motion video trailer for announcing the Contest. It features protesting foodstuffs.

Objectives of the contest: Highlight and support solutions to food waste and food packaging

food chain;

Encourage development, implementation and spread of innovative solutions;

waste at any part of the

Engage stakeholders in dialogue with the REFRESH project, other stakeholders, and the public.

30 Nov 2016 Deadline for submissions

47 Projects

from across Europe were selected as finalists. **Contest submissions** were made by individuals, organisations, start-ups and large companies. Submissions had to be in English and in the format of a video or a visual essay.

16 Jan 2017 Jury decision The expert jury judged the projects based on their innovativeness, realisation potential, impact, and visual quality.

1-28 Feb 2017 **Public award** Within the 28 days of the public award over

61,000 Votes were cast.

3 Mar 2017 Announcement of winners

3 Winners

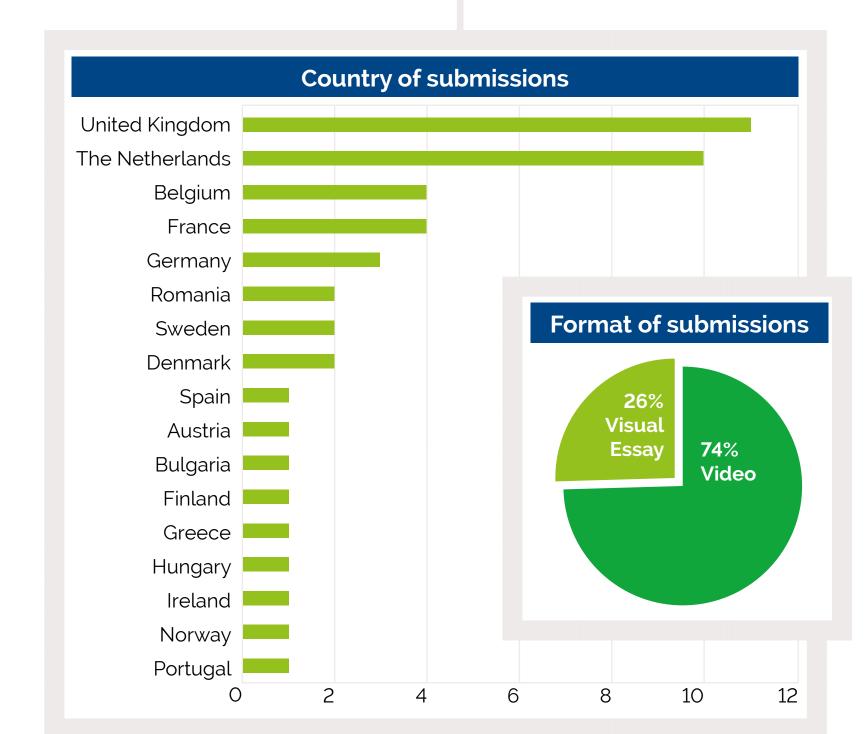
Wastewatchers and **Transition Surplus Food** Project were selected as winners by the jury, and Zero Waste Aiud gathered over 17,000 votes to win the public award.

Winners were presented at the REFRESH Food Waste 18 May 2017 2017 Conference. Further **Presentation** projects that participated in the contest joined the in Berlin conference to show their ideas in an innovator fair.

10,000

No food was wasted in the production of the video. **Retracing lip contours of** vegetable newscaster Ana Nas.

> 231 Downloads of the Contest Participant Package.





Dr. Hilke Bos-Brouwers senior researcher sustainable chains at Wageningen University & Research - Food & Biobased Research

18,000 16,000 14,000 **Development of votes for top six** 12,000 projects of the REFRESH contest 10,000 8,000 6,000 4,000 2,000

Transition Surplus Food Project uses surplus food in their café to fight and raise awareness about food waste. They collect the food from their community.

9,000

8,006

15 16 17 18 19 20 21 22 23 24 25 26 27 28

February 2017

Zero Waste Aiud collects surplus food from bakeries and farmers to give it to families in need. They plan to extend their project to schools.

REFRESH Food Waste 2017 18 May 2017 | Berlin

Wastewatchers reduce food waste in hotels, hospitals and canteens. They developed an online data tool to register, analyse and reduce food waste.

20,000

Contest created interest in REFRESH 8,000 7,000 January 2017 6,000 February 2017 eu-refresh.org 5,000 4,000 3,252 3,000 2,000 1,000 During the public voting period in February 2017, visits on pages about REFRESH increased significantly compared to the month before. 50,000 40,000

over 2,800 Views

and Facebook.

The contest was

helpful to engage

with stakeholders

and to encourage the

spread of food waste

innovations.

Women

28%

of the video trailer on YouTube

Women are especially interested

in the issue of food waste

People who like the REFRESH Facebook Page

70% of the REFRESH Facebook-Fans are women.

25-34 35-44 45-54

Zero Waste Aiud:

Les reToqués:

Swipe Right to End Food Waste: 9,709

60,000

30,000