



VOLUNTARY AGREEMENTS **A TOOL FOR FOOD WASTE REDUCTION**

Interactive working group to present and explore practical options for implementing Voluntary Agreements in Member States

The 1st out of the four upcoming working groups

Tuesday 19 June 2018

AMS Institute, KIT Royal Tropical Institute - Amsterdam, Netherlands



For more info on food waste: eu-refresh.org / @EURefresh

#REFRESHolutions



Speed dating

Please form a circle and place yourself according to:

The level of experience you have in the food waste area



Speed dating

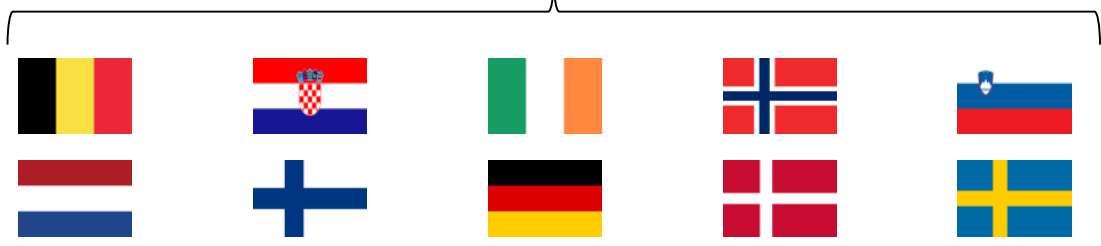
Please form a circle and place yourself according to:

**The current progress of voluntary agreements against
food waste in your country**

(e.g. not started, under discussion, first phases initiated, etc.)



European countries representatives



Other supply chain actors



REFRESH Pilot Leaders



REFRESH Project Partners





Foreword – Relevance of VAs to target food waste

- REFRESH work has shed light on the **cross-cutting nature** of food waste drivers throughout the supply chain (minimum orders, last minute cancellation, lack of data and communication, etc.).
- The complexity of the causes for food waste cannot be addressed by an isolated actor, but rather through **strong collaboration**. One way to create partnership amongst all these actors is through **voluntary agreements**.



Main objectives of the day

- **Experience sharing** from the on-the-ground research conducted through the REFRESH pilots.
- **Q&A** session to answer specific topics.
- Presentation and simulation of the **REFRESH Blueprint** tool to set up and conduct successfully VAs
- **Testing of this Blueprint**



Share comments and thoughts about Voluntary Agreements as a #policy instrument for #foodwaste reduction!



**Tweet about our event
using the hashtag
#REFRESHolutions
and tagging
@EUrefresh &
@AMS_institute**

Agenda

9:00 *Registration and welcome coffee*

9:30 REFRESH team **Participant welcome and speed dating**

9:45 REFRESH team, pilot leaders **Objectives of the day, state of play of 4 REFRESH pilots (NL, ES, HU, DE)**

10:45 *Networking break*

11:15 Pilot leaders, participants **Break-out session 1: interactive Q&A discussion with pilot leaders on barriers and drivers identified through their on the ground experience**

12:00 Participants **Wrap up and feedback from discussions**

12:15 REFRESH team **Case study: Successes and limitations of the UK's Courtauld Commitment Voluntary Agreement**

12:30 *Lunch catered by Taste Before you Waste*

13:45 AMS Institute **Case study: Examples of food waste initiatives in Amsterdam and their relevance to Voluntary Agreements**

14:00 REFRESH team, Member States **Simulation of practical application of the Blueprint as a tool to implement Voluntary Agreements in Member States**

15:00 *Networking break*

15:30 Pilot leaders, participants **Break-out session 2: Blueprint testing within Member States**
Wrap up and feedback from discussions

16:30 Participants, REFRESH team **Closing remarks**

**State of play of 4
REFRESH pilots**



State of play of 4 REFRESH pilots (NL, ES, HU, DE)

Please **write on the sticky notes any question you have**. They will be discussed in the following break-out session.



Refresh

Voluntary Agreement pilot in HUNGARY

An on-the-ground overview

Hungarian Food Bank Association

Voluntary Agreement Working Group – 19 June 2018



Success factor 1: Initiation and Set-up

Actors involved

- Ministry of Agriculture
- Hungarian Food Bank Association

Timeline

- 2015 – May 2016: Initiation, recruitment
- 2016 May – December: Preparation of pilot projects
- 2017 - : Launch of projects, continuous operations

Milestones

- Set up of Steering Committee: March 2016
- Starting of pilots: January 2017





Success factor 2: Ambition

Objective

- Knowledge sharing
- Awareness raising
- Concrete actions (projects)

Relevance

- Political environment
- Media hypes around the issue of food waste
- Food surplus redistribution activities
- Impact of multinational companies' CSR strategies





Success factor 3: Governance and Funding

Governance setup and involvement

- Steering Committee
- Project members
- Active stakeholders

Funding sources

- Members own resources
- REFRESH





Success factor 4: Actions & initiatives to support the VA

- **REFRESH pilots**
 - „Ugly but tasty” (fruit&veg sector)
 - „Just like home” (event catering sector)
 - „Broadening the bridge” (redistribution capacity building)
 - Consumer activation in household food saving
- **Other projects**
 - „Wasteless” (complex project by the Hungarian FSA)
 - „Strefowa” (Interreg project)
- **„Highlights”**
 - 2 conferences
 - Cooperation in consumer research activities
 - TESCO food waste data publishing





Success factor 5: Measurement and Evaluation

Measurement and monitoring before pilot

- No measurement and monitoring available

Measurement and monitoring implemented through pilot

- Measurement of household food waste in 2017
- Measurement of food waste in the retail sector in 2018
- Continuous monitoring of the pilot projects





Main lessons learned

Drivers and barriers encountered throughout the pilot

- Public – private – NGO triangle is key and working well
- Knowledge and information sharing is well fostering cooperation
- Understanding background motivations is key to activation
- Sectorial associations' commitment is important but cannot guarantee individual actors' activation
- Projects are sometimes more useful than working groups
- Media can make a big impact but sometimes the impact may also be negative



Refresh

Voluntary Agreement pilot in Spain

An on-the-ground overview

Research Centre on Agro-Food Economy and Development
(CREDA-UPC-IRTA)

Voluntary Agreement Working Group – 19 June 2018



Success factor 1: Initiation and Set-up

- **17 organisations***

- **Policy:** DARP (Catalan Ministry of agriculture), ARC (Catalan Waste Agency), AMB.
- **Associations:** AECOC (GS1 Spain), ASEDAS, HISPACOOOP, ACES, PACKNET.
- **Entrepreneurs:** GASTROFIRA, ESPIGOLADORS, MERCABARNA.
- **Primary sector:** COAG-JARC, FCAC.
- **NGO:** PROSALUS, NWB (NSF), PAA, Food Bank.

*17 official FA signatures
**11 baselining contributions





Success factor 2: Ambition

General Objective

- Promoting anti-food-waste initiatives along the food chain to contribute to progress towards the UN SDG 12.3 of reducing retail and consumer waste by 50% by 2030

Specific Objectives

- Understanding the current **levels** and **causes** of food waste from production to consumption;
- Raising awareness** among the actors of the food chain and the general public on the undesired effects associated with food waste and the positive effects of reducing it;
- Encouraging **innovative initiatives** to reduce and prevent food waste, particularly to address the most critical points of the food chain

Relevance

- Sharing information
- Meeting
- Critical points
- Whole-chain

CRITICAL POINTS	INDICATORS	SOLUTIONS		
STAGES <ul style="list-style-type: none"> - Lack of data - Consumer - Primary production 	OBJECTIVES OF REDUCTION <ul style="list-style-type: none"> - Balance between what is effective and feasible - Difficulty in establishing objectives of global reduction - Be aware of the importance of communication 	INCREASE SENSITIVITY <ul style="list-style-type: none"> - Children - Good practices - Economic impact MOTIVATION <ul style="list-style-type: none"> - Corporate image - Good practices LOGISTICS AND MANAGEMENT <ul style="list-style-type: none"> - ICT in retailing and wholesaling - Smart packaging - Sales models - Consumer cooperatives - Local food networks REGULATION <ul style="list-style-type: none"> - Aesthetics standards - Fishing discards - Date of expiry and best before date 		
CATEGORIES/SECTOR <ul style="list-style-type: none"> - Avoidable food waste - Perishable food - Seasonal produce - Catering 			PRIMARY <ul style="list-style-type: none"> - Kg food recovery - Kg food waste - Food rations dispensed - Kg made / kg traded / kg consumed - % of reduction 	SECONDARY <ul style="list-style-type: none"> - Money saved - Employment opportunities - CO₂ emission reduction - People involved - Profit from processed product
EVENTS <ul style="list-style-type: none"> - Excess produce from fields - Product withdrawal due to price regulations - Price vs cost - Climate - Commercial standards 				





Success factor 3: Governance and Funding

Governance setup and involvement

- CREDA: coordination, organization of meetings, support and monitor the pilots, report.
- **Participation is open** to all relevant organizations. However to ensure workable size of group, an active search of new members only was conducted in observance of the criterion of being represented the **diversity** of existing interests and experiences.
- **1-2 meetings a year** of all members, and many bilateral discussions.
- Rising interest from the administration (waste and agriculture)
- Numerous small initiatives

(+ 160 registered <http://aprofitemelsaliments.org/>)

Funding sources

- No external funding sources apart from REFRESH for the VA
- *Some external* funding to support certain pilots





Success factor 4: Actions & initiatives to support the VA

Pilots projects monitored

- **Gastrofira** – Food Waste in Hospitality: Two Big Events
- **Whole chain** – Food waste through the fruit and vegetable supply chain: the case of peach and nectarine, and tomato
- **T1.7** – Examination of the perception of parents of different anti-food-waste options for the school menu of their children
- **AECOC (GS1)** – survey to members on FW in the domain of fresh fruit and vegetables

Own activities of the members of the Platform

- 44 anti-food waste initiatives being run in 2017





Success factor 5: Measurement and Evaluation

Measurement and monitoring before FA

- HISPACOOOP (2012) -76kg; ARC (2012)- 35kg; MAPAMA (2014 *a, b, c*); CREDA-ARC (2016, forthcoming);
- MAPAMA (since 2014-panel of consumers)
- Food Bank (redistribution – 1987)

Measurement and monitoring implemented through FA

- REFRESH Baseline (quantitative & qualitative data)
 - 2017: heterogeneity, lack of tradition...
- Gastrofira, whole-chain (quantitative)



Main lessons learned

Key elements to take into account:

- Clear objectives of the VA
- The composition of the FA determine the action it will develop (diversity-participation)
- Definition of FW
- Political culture of the country
- Not to dismiss contextual factors (economic crisis, political instability...)
- Building trust and share information and challenges
- Bilateral talks
- Objectives and targets: Balance between what is effective and feasible
- Business, academia, consumers and administration cooperation



Refresh

Voluntary Agreement pilot in Germany

An on-the-ground overview

Collaborating Centre on Sustainable Consumption and
Production - CSCP

Voluntary Agreement Working Group – 19 June 2018



Success factor 1: Initiation and Set-up

20 organisations

- **Policy:** Federal Ministry: BMEL*; 3 regional ministries: NRW, Bayern, Hessen
- **Business:** Nestlé Germany, ALDI Süd*, ALDI Nord*, Metro, Penny, real,- , BVLH, Sodexo, REFOOD
- **NGO:** WWF, Tafel Deutschland, Verbraucherzentrale NRW, Rat für Nachhaltige Entwicklung*, Foodsharing
- **Research:** Fachhochschule Münster*, KERN

*6 official FA signatures

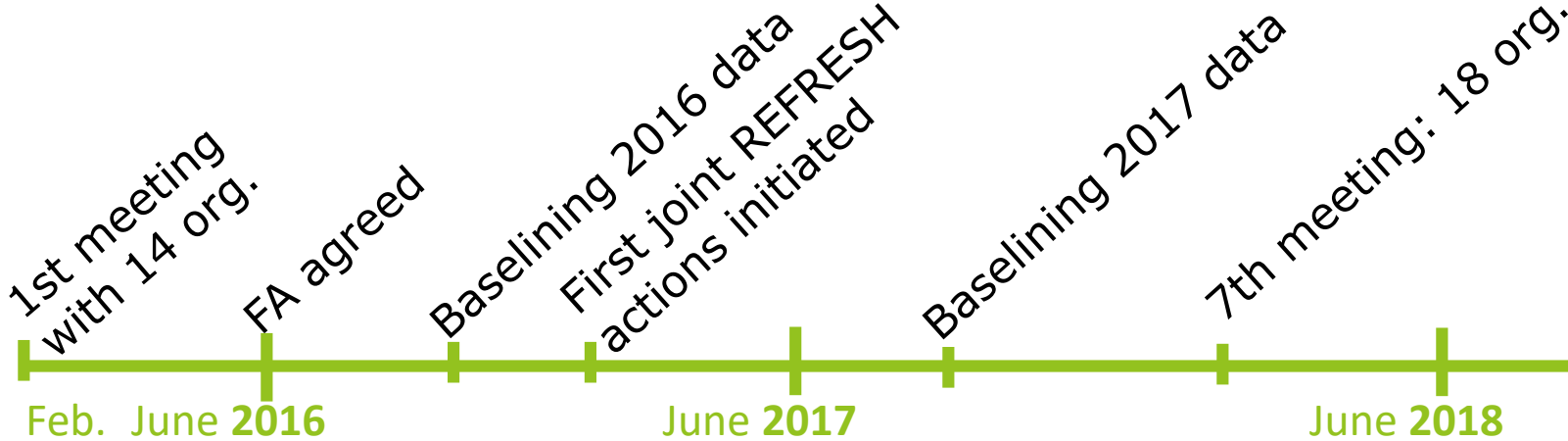


Figure 1. Germany's policy mix at December 2014



Source: Fusions, 2016. www.eu-fusions.org/index.php/country-reports/reports/293-germany



Success factor 2: Ambition

Objective

- support the aims of **SDG12.3**, through **innovative pilot projects** in the context of REFRESH or as **individual activities**.
- **report on progress** at least on a yearly basis

Relevance

- Important as **kick-start** of bringing together the **willing actors**.
- contribution to SDG 12.3 by **helping organisations** discuss the goal and what it means to them, and to foster relevant activities





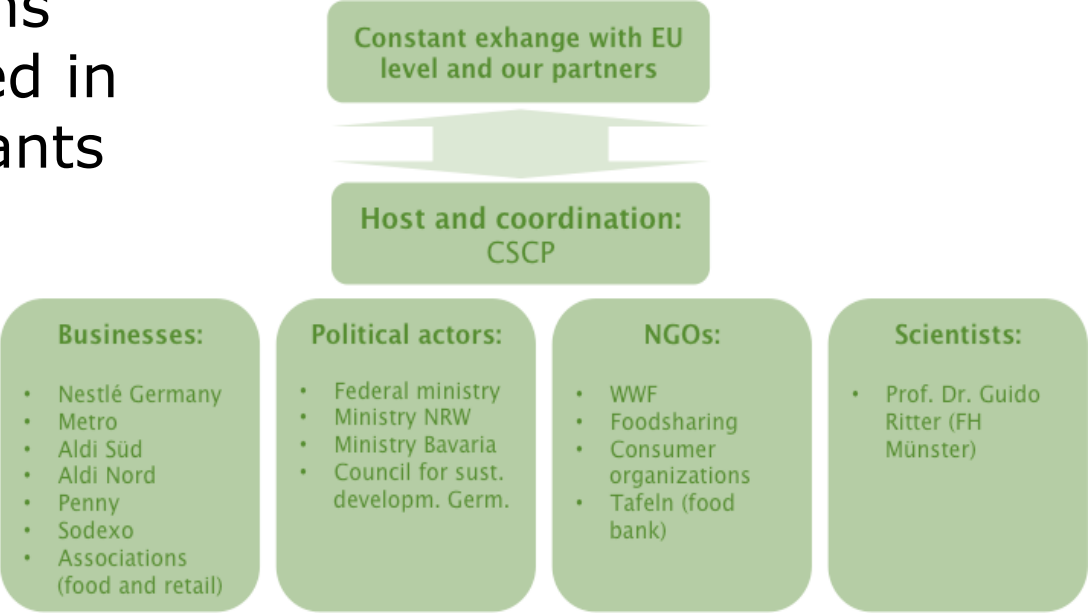
Success factor 3: Governance and Funding

Governance setup and involvement

- **CSCP: Host and coordinator**, acting as a kind of secretariat and lead to define activities together with partners.
- **Participation is open** to relevant organisations, while ensuring workable group size.
- **Biannual meetings** and bilateral discussions
- **Federal ministry** (BMEL) was early engaged in the process, being well received by participants
- Initiation and pilot support intensive

Funding sources

- During REFRESH project duration **no external funding** sources





Success factor 4: Actions & initiatives to support the VA

With REFRESH involvement:

- **Training of 800+ apprentices** by PENNY and CSCP
- **Tolerance extension & impact assessment** by ALDI Süd and FH Münster
- **Consumer campaign on best-before date** by ALDI Süd and Staatsministerium Bayern
- Exploration of **packaging** solutions by PENNY, CSCP & WRAP

Own activities of VA participants:

- **147 actions** to reduce food waste (about 1/3 starting during REFRESH, 1/2 still running by end of 2017)

MHD-Hinweis auf Frisch

„Krumme Dinger“

SEI DABEL, RETTE DEINE MILCH!

„Krumme Dinger“

Pilotprojekt-Durchführung MitarbeiterInnenengagement

Übersicht

Azubi-Schulung zum Thema Lebensmittelverschwendung

Aktivitäten mit höchster erwartbarer Wirkung

Aktivität	Fokus Lieferkette / Produktion	Fokus Handel	Fokus "Out of Home"	Fokus Konsumenten	Weitere
Datenerfassung / Wirkungsmessung	■	■	■	■	■
Schulungen Mitarbeiter	■	■	■	■	■
Anbieten verschiedener Teilerößen	■	■	■	■	■
Angebot der Restmitnahme und Rechtsicherheit	■	■	■	■	■
Optimierung Prozesse gem. mit Auftraggeber	■	■	■	■	■
Datenerfassung / Wirkungsmessung	■	■	■	■	■
Kampagne POS / Kantinen	■	■	■	■	■
Verwertung der Abfälle	■	■	■	■	■
Aufklärung / Konsumentenaufbildung	■	■	■	■	■
Wettbewerbe	■	■	■	■	■



Success factor 5: Measurement and Evaluation

Measurement and monitoring before pilot

- Several studies, e.g. Cofresco (2011), EHI (2011); BMELV/Uni Stuttgart (2012); WWF Germany (2014).

Measurement and monitoring implemented through pilot

- REFRESH **Baselinining** 2016 and 2017: qualitative & quantitative, confidential collection, aggregated assessment & presentation
- **Impact assessment** of 2 REFRESH activities: PENNY employee engagement & ALDI Süd tolerance extension
- REFRESH **questionnaire** on own activities: only 1/5 of 147 collected activities (includ. also reports and events!) had an impact assessment > more efforts encouraged

Parallel activities on national level:

Scoping exercise by Thünen-Institute / BMEL on indicator development and potential baseline data (2018), GfK-Study (2018), United against Waste (2017)



Main lessons learned

- **Participants:**
 - Important to find most suitable partners. Need a mixture of actors.
 - Participants from middle-management responsible for project implementation enable being informed and to initiate activities
- **Buy-in for a VA**
 - FA signature requires high level decisions based on clear benefits and costs.
 - BUT: Active engagement not necessarily dependent on FA signature.
 - Focus on individual processes & set achievable goals in initial phase to motivate participation
 - Create an atmosphere of trust
- **Monitoring data** can be challenging to collect, but “learning-by-doing”
- **Impact evaluation** of “VA only” difficult as part of the broader picture
- Need of **political push & pull** to encourage organisations to change



Refresh

Voluntary Agreement in the Netherlands

An on-the-ground overview

Wageningen Research

Voluntary Agreement Working Group – 19 June 2018



Success factor 1: Initiation and Set-up

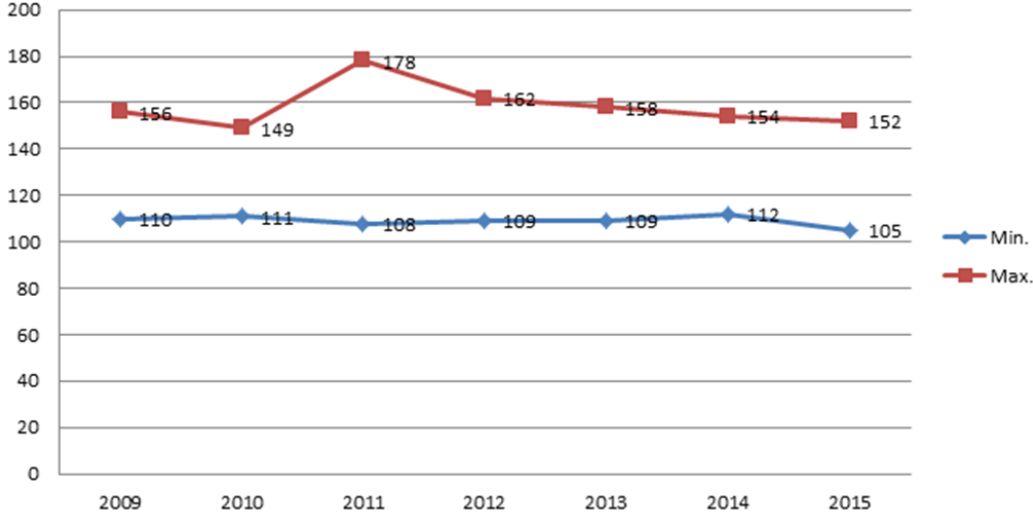
Actors involved

- Core group: WUR, Ministry, Alliance Sustainable Food
- Frontrunners in food supply chain on invitation (breeding, farm -> manufacturing -> retail -> fork)

Timeline

- Engage in discussions: 2016
- Launch initiative: 27 January 2017
- Presentation of collective agenda: 20 March 2018

Food waste across supply chain (kg/pp.py)





Success factor 2: Ambition

UNITED AGAINST FOOD WASTE

WHAT IS THE TASKFORCE?

Prevention and reduction of food waste is a crucial part of achieving a circular economy. All partners in the Taskforce Circular Economy in Food will collaborate and accelerate to minimize food waste, both across the food chain and by consumers, and to contribute in a transparent manner to this aim.

WHY JOIN FORCES TO COMBAT FOOD WASTE?



1/3

A third of the world's food is lost or wasted every year.¹



Food waste in Europe causes 6% of all greenhouse gases emitted through human activity.²



Wasting less food = helping to achieve climate goals and ensuring there is enough valuable food for the growing global population.

That is equal to 105-152 KG per capita annually in the Netherlands.³

The focus of the Taskforce

The Taskforce focuses on reducing food waste throughout the entire food chain. We will accomplish this by preventing and reducing as much food waste as possible and creating value from side flows according to the "Moerman Food Use Hierarchy".

2015 - 2030
50% reduction

OUR OBJECTIVES

In a joint effort, we aim to make the Netherlands one of the first countries to cut food waste in half. We will make the Netherlands a leader and a global role model in terms of realizing Sustainable Development Goal 12.3.



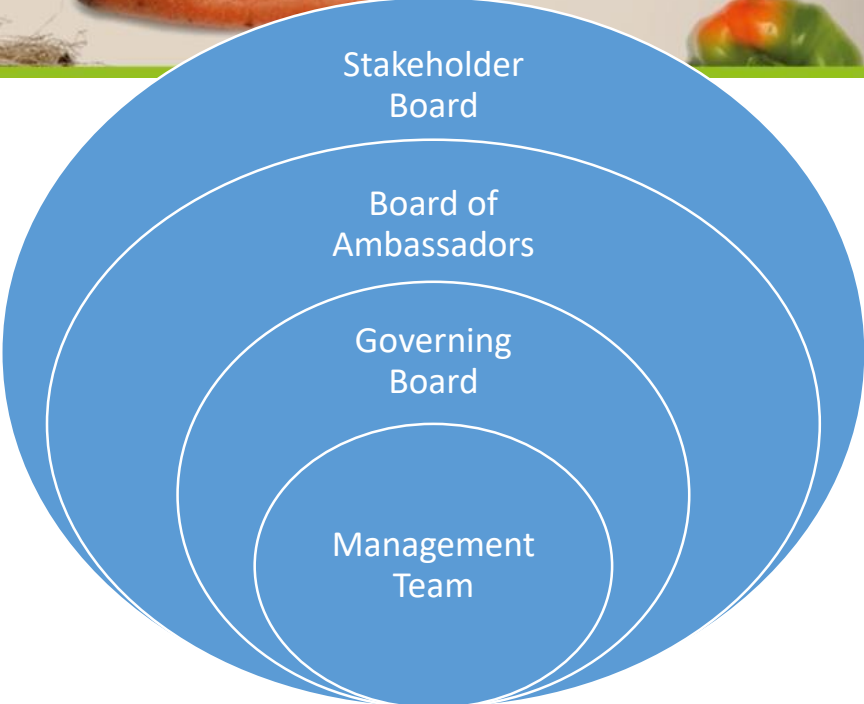
Success factor 3: Governance and Funding

Governance setup and involvement

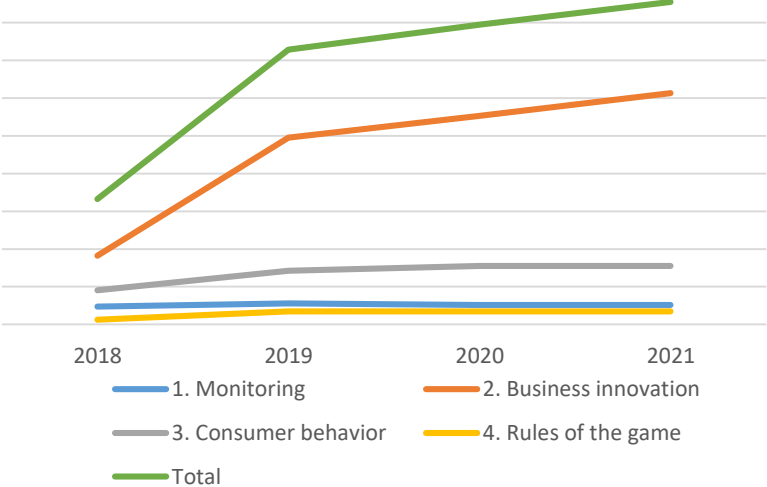
- Initial structure: small secretariat, active participation by diversity of stakeholders
- Future model: professional structure & governance (in progress)

Funding sources

- In the first years limited funding (REFRESH)
- Working towards public and private commitments (2018 - 2021):
 - Professionalisation of the organisation
 - Funding of activities in the 4 action lines

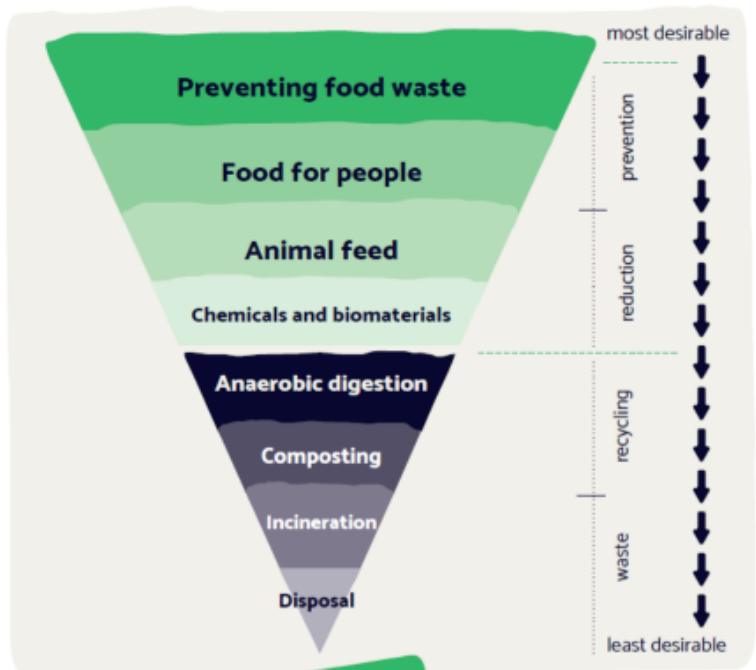


Total budget in 4 action lines





Success factor 4: Actions & initiatives to support the VA



1. Monitoring progress and impact: The Taskforce measures the effects of its individual and joint approach.

3. Joining forces to combat food waste by consumers: The Taskforce aims to achieve sustainable changes in behaviour through campaigns, interventions and living labs.

The Taskforce acts in four distinct ways:

2. Joining forces to combat food waste across the food supply chain: Taskforce members and leaders combine their strengths, networks and knowledge to develop innovative solutions.

4. Changing the rules: The Taskforce promotes the legislation and instruments needed to create a circular economy.



WOULD YOU LIKE TO PARTICIPATE? Join the Taskforce!

SAMEN TEGEN VOEDSELVERSPILLING.NL

¹FAO, Global Food Losses and Food Waste—Extent, Causes, and Prevention, 2011.
² FUSIONS, Criteria for and baseline assessment of environmental and socio-economic impacts of food waste, 2016.
³ Wageningen Food & Biobased Research, 2017, Monitor Voedselverspilling, update 2009-2015, rapport nummer 1747.



Success factor 5: Measurement and Evaluation

Measurement and monitoring before VA implementation

- Annual monitoring at national level (public waste management data)
- Exploring & piloting a self-reporting structure by businesses

Measurement and monitoring in Taskforce model

- Obligatory reporting to the Taskforce by stakeholder (aggregated)
- Sector associations involved in role out of sectoral reporting
- Continuation of Annual national reporting (in preparation to EU-reporting)
- Exploring new data sources (real-time data)
- Measuring progress towards National target: 50% food waste reduction in 2030



Main lessons learned

Drivers and barriers encountered throughout the pilot

- Start with the end in mind, and create a coalition of the willing (within the golden triangle)
- Take time to understand and discuss the common ambitions, strategic drivers and challenges
- To get commitment, involve the key decision makers from the initial stage
- Celebrate successes, interaction leads to new collaborations
- Set deadlines, pick the right moments



Break-out session 1



Break-out session 1

Main topics identified in the questions

- **Actors:** who are they and what role do they play?
- **Motivation:** how to engage?
- **Leaders:** who can manage the VA?
- **Funding:** how to have long term funding?

Overarching question: How to overcome barriers and capitalize on drivers?

Case study: Successes and limitations of the UK's Courtauld Commitment Voluntary Agreement



Case study: UK's Courtauld Commitment

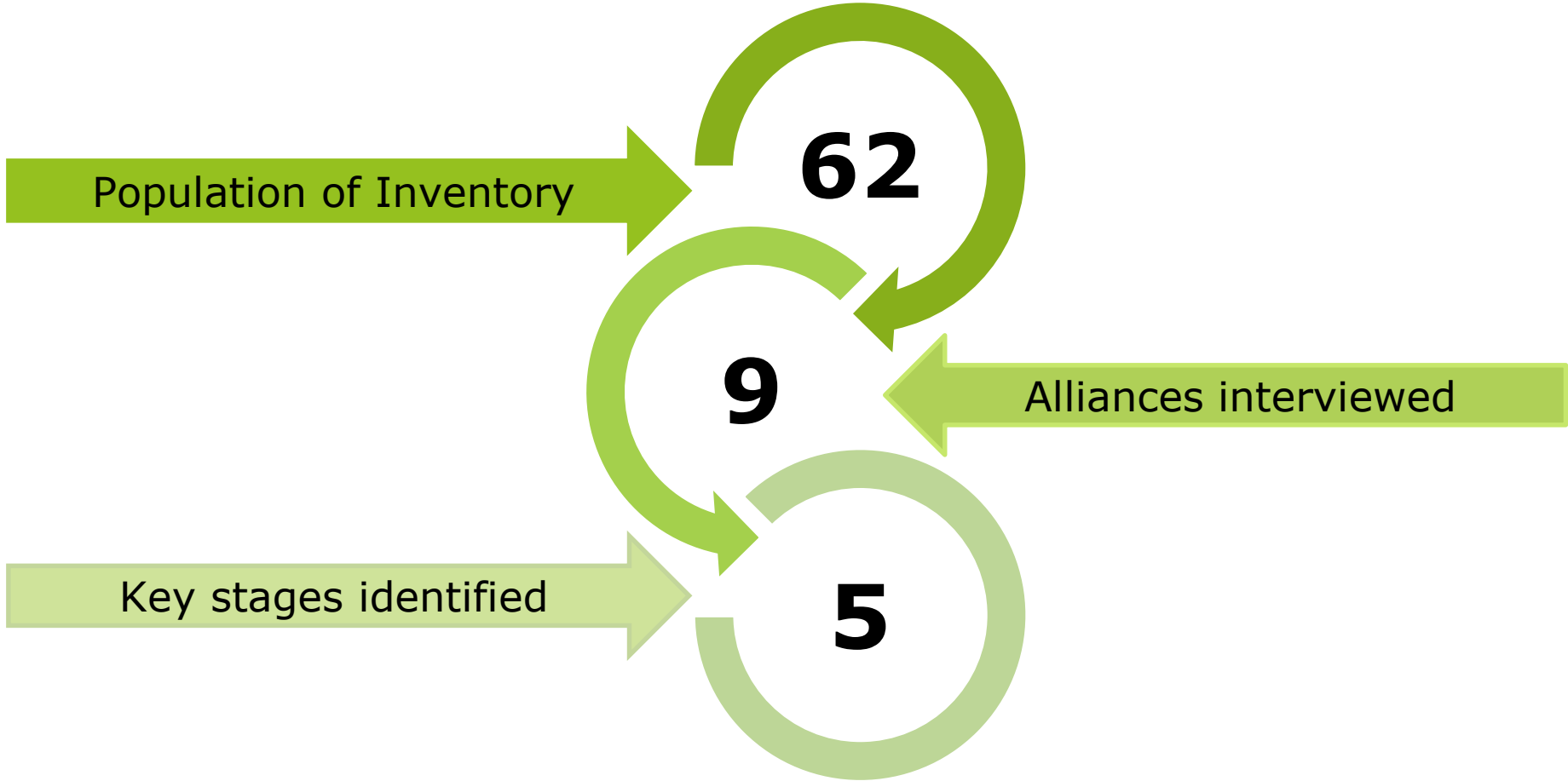


David Rogers





Research overview





History



Idea for the voluntary agreement came from a dinner at the Courtauld Gallery, Somerset House in 2005 – hence the agreement was christened the Courtauld Commitment.



Courtauld Commitment track record

Courtauld 1 (2005-2009):

- 1.2 million tonnes of food and packaging waste were prevented.
- 670,000 tonnes of food waste and 520,000 tonnes of packaging were avoided across the UK between 2005 and 2009.

Courtauld 2 (2009-2012):

- A total of 1.7 million tonnes of waste prevented, saving £3.1 billion. This represents a reduction of 4.8 million tonnes of CO₂eq.

Courtauld 3 (2012-015):

- Over £100 million business savings delivered by reducing food waste.
- 7% reduction in carbon impact of food and drink packaging .
- A notable increase in surplus food and drink redistributed for human consumption.



Courtauld 2025





Links to CGF and UN SDG

- Equates to 45% avoidable food waste prevention
- Equates to 30% retail and manufacturing reduction





C2025 Signatories



Type of Projects – Supply Chain



Greencore and Sainsburys



Collaborative sandwich supply chain waste reduction

In 2014, as part of a WRAP project, Greencore began working in collaboration with Sainsbury's and key suppliers to reduce food and packaging waste across the whole sandwich food supply chain.

Using a Value Chain Analysis methodology, key process stages of the supply chain were mapped and improvement opportunities identified. Output included the identification of:

- A range of efficiencies including raw ingredients, production, monitoring and communication
- 17 collaborative waste prevention projects across five participating entities
- A potential 1800 tonnes of supply chain waste savings to be delivered by the end of 2015.





Type of Projects – Supply Chain



Trialling a change in packaging to tackle Scottish egg waste

Tesco wished to tackle packaging-related product damage in their supply chain due to eggs leaking into other packs. They have trialled using (rPET) plastic egg boxes instead of pulp packs in some stores in Livingston, Scotland.

During the trial period, there was evidence of a reduction in *egg waste and:

- trial packs were 30% lighter and made from 100% recycled material
- a reconfiguration of the 12 pack egg boxes allowed product fill rates to be improved by up to 24%
- the carbon footprint from the new packs was 44% lower than for the pulp packs it replaced**
- the response from customers when asked in store was generally positive.





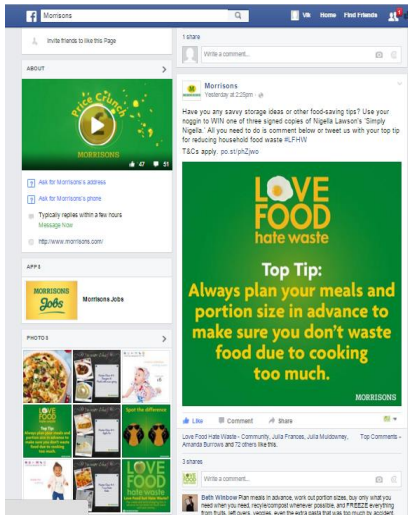
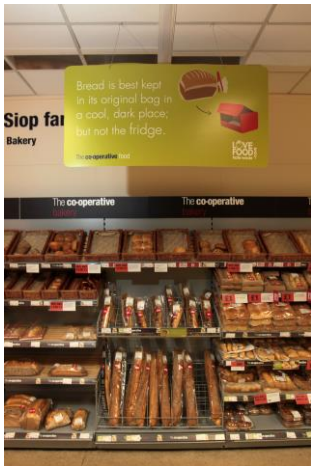
Collaborating to Reach Consumers



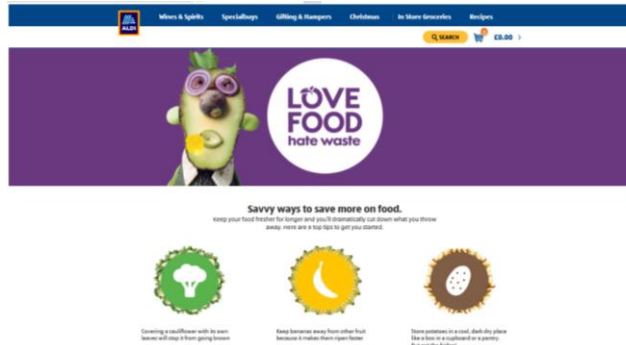
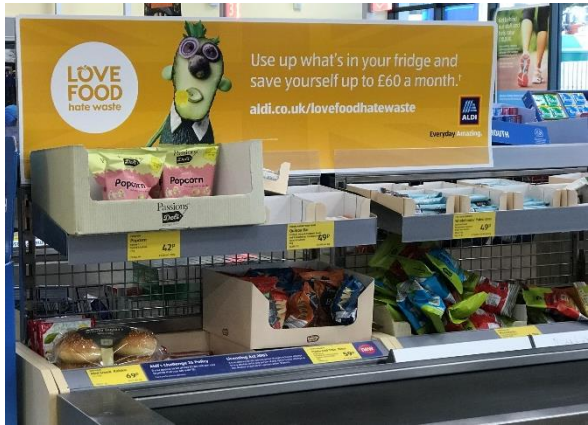
**GIVE A CLUCK
ABOUT FOOD WASTE**



Collaborating to Reach Consumers: Retailers and brands



Example of recent retailer activity





Collaborating to Reach Consumers: Local authorities





Results

Our Courtauld Commitment 2 helped to prevent **1.7m** tonnes of waste...



...the equivalent of **184,500** refuse trucks stretched bumper to bumper from **Edinburgh to Geneva**





*“You want us to sell less
food to our customers?”*

All retailers



*“You don’t
understand our sector”*



*“We can’t afford to do
this”*

Local authorities



Economic case

- Saving money and driving efficiencies
- Building resilient supply chains
- Customers have more money and may trade up
- Reducing household food waste = less cost for the public sector





*“You want me to share
my secrets with
competitors / the
Government?”*

Businesses



- 2013 review of DEFRA's funding WRAP
- WRAP seen as "Trusted, independent and valued"
- "The sector placed a high value on WRAP's independent status – free from commercial and political pressures"



Successes vs Limitations

- 90% of retail market covered
- Measurable success in food waste reduction
- Legislation avoided
- Not legally binding
- Took time to build trust / membership
- Cost

**Lunch catered by Taste
Before you Waste**



Lunch catered by Taste Before you Waste



Simulation - Blueprint as a tool to implement VAs in Member States



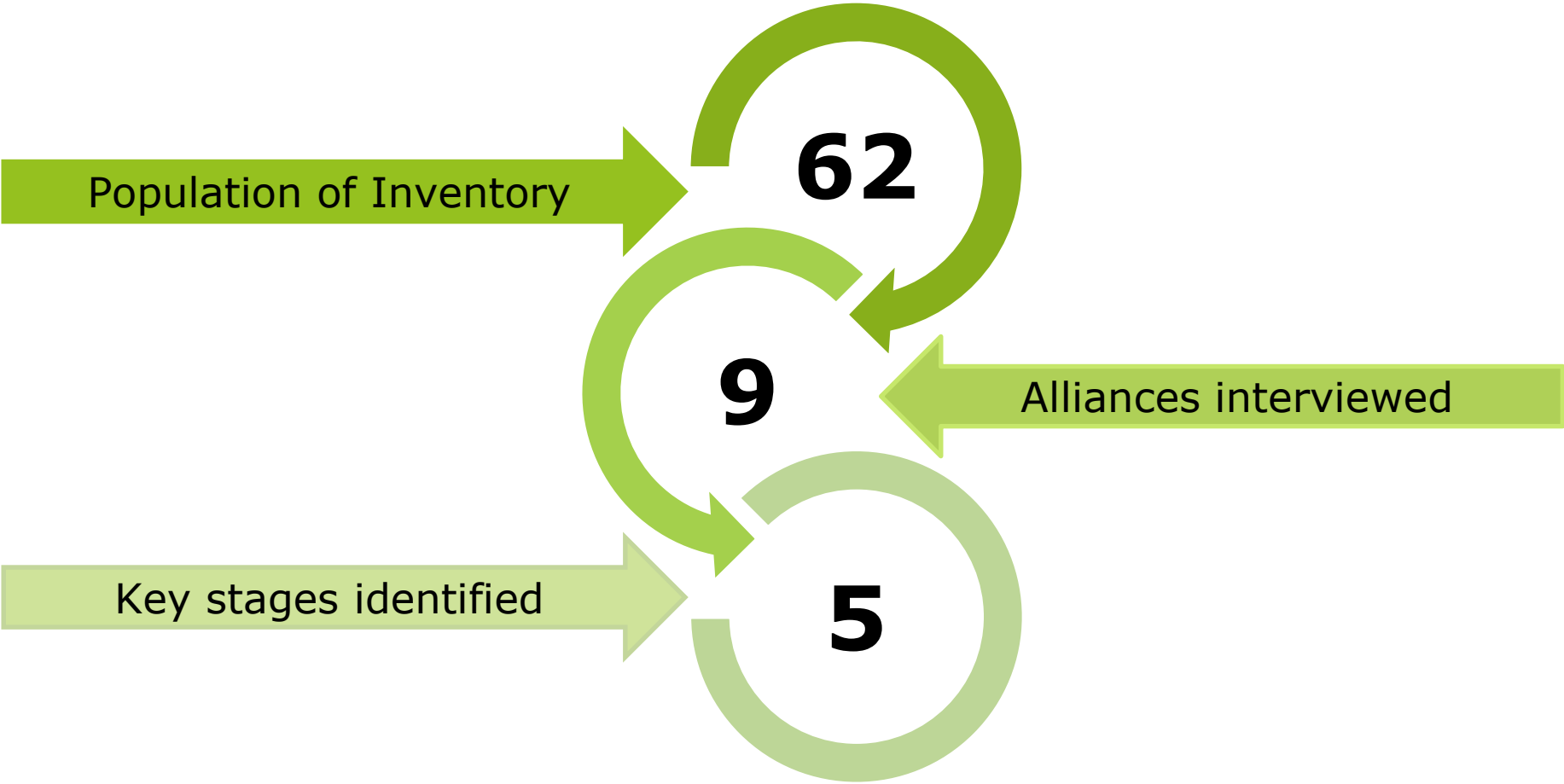
Blueprint for building voluntary agreements

David Rogers





Research overview





Some of the contributors

Dairy UK

TIFN
FOOD & NUTRITION

THE SUSTAINABILITY CONSORTIUM™

HaFS Agreement
taking action on waste

AECOC

CBL
centraal bureau levensmiddelenhandel

PAA
PLATAFORMA APROFITEM ELS ALIMENTS

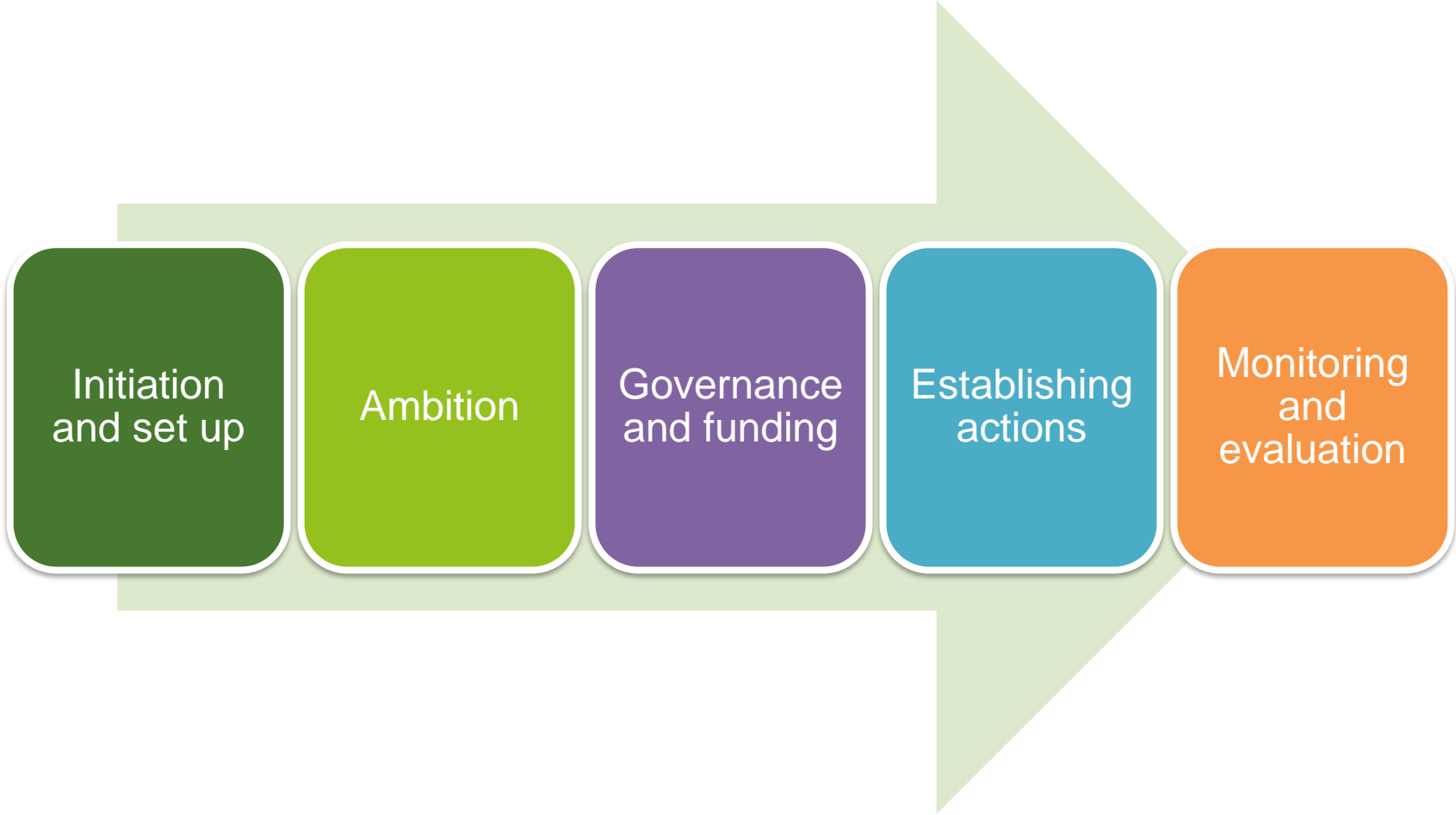
Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

MINISTÈRE DE L'AGRICULTURE DE L'AGROALIMENTAIRE ET DE LA FORÊT

Matvett.no
FOREBYGGING AV MATSVINN

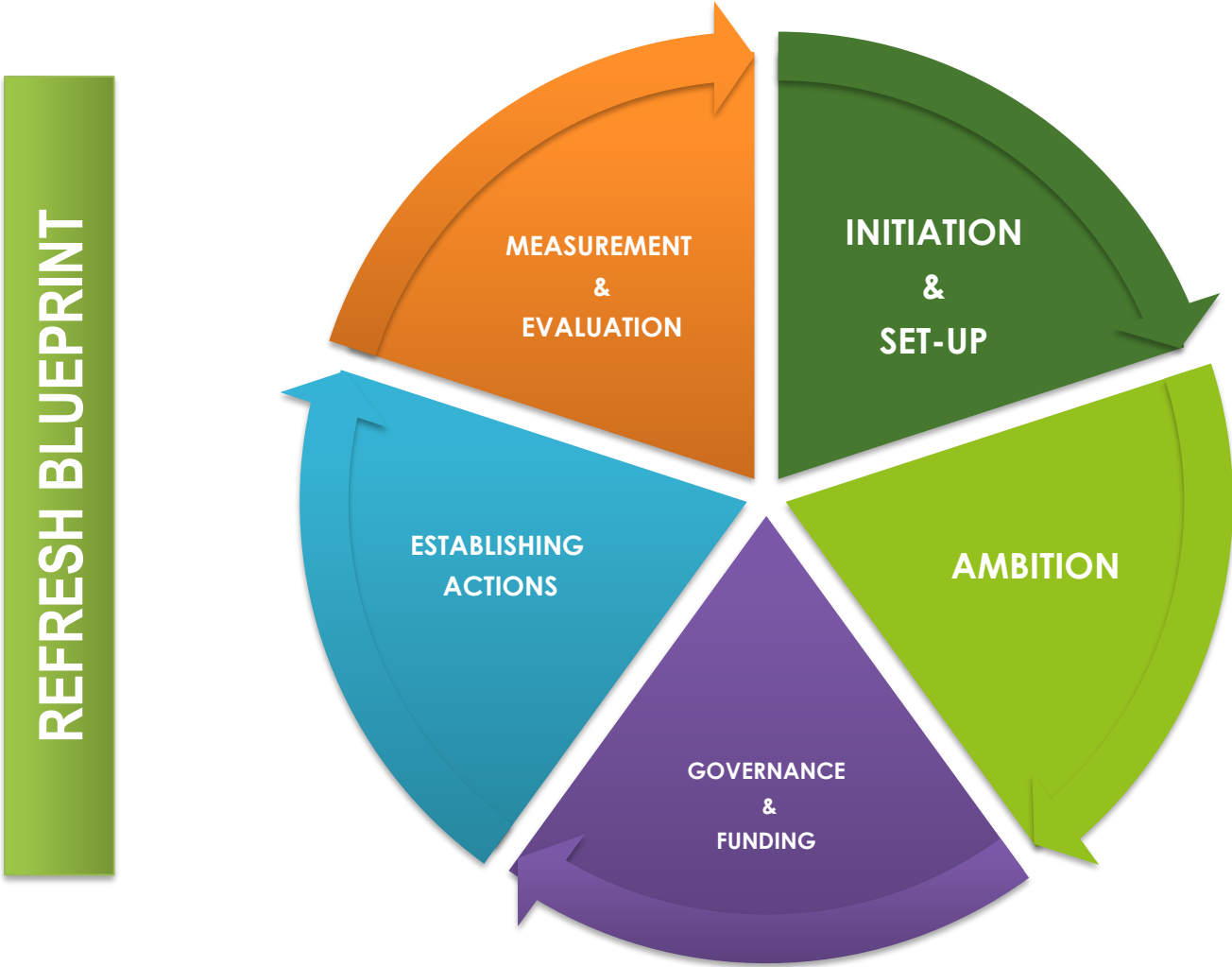


Key areas





Success Factors





Initiation & set-up



INITIATION & SET-UP

*Use to identify
key players*


- ✓ Can you identify a trusted and neutral organisation to lead the Agreement?
- ✓ Do you have support from regional or national Government? If so, who?
- ✓ Are you familiar with the retail make-up, and different sectorial structures?
- ✓ Does the initial membership reflect the range of actors needed to successfully shape and implement the FA?



Initiation & set-up (*responses*)



**INITIATION
& SET-UP**
*Use to identify
key players*

 Germany has 6 key retailers so they invited representation from all of them

... a trusted and neutral organisation
... ment?

✓ Do you have support from regional or national Government? If so, who?

✓ Are you familiar with the retail market in different sectorial structures?

  Both have representatives from the key responsible ministries

✓ Does the initial membership reflect the actors needed to successfully set up the FA?

 Hungary has a more SME dominated market so invited associations rather than retailers



Ambition



AMBITION
Use to identify targets, timeframe and areas of focus

- ✓ Is there a national target (e.g. for food waste prevention)?
- ✓ Are you aligned with wider goals such as UN SDG12.3?
- ✓ Will you set a quantitative target or qualitative 'goal'?
- ✓ Will this be collective or for individual organisations?



Ambition (*responses*)



AMBITION
Use to identify targets, timeframe and areas of focus


 The overarching goal of the 4 pilots is to support the achievement of UN SDG 12.3

target (e.g. for food waste

✓ Are you aligned with wider goals such as UN SDG12.3?

✓ Will you set a quantitative target


 Hungary held personal interviews with different stakeholders in order to understand their ambitions and motivations

✓ Will this be collective or for individual



Governance & Funding



GOVERNANCE & FUNDING

*Use to identify income
streams & define
structure*

- ✓ Do you have access to funding to manage and administer the VA?
- ✓ Have you agreed a governance structure which will represent all actors involved?
- ✓ Do you have an agreed strategy to recruit members?
- ✓ Who is ultimately responsible? How will you report to them?



Governance & Funding (*responses*)



GOVERNANCE & FUNDING
Use to identify income streams & define structure


 The Dutch Gov't have invested €7m to support their national initiative.

...s to funding to manage and

✓ Have you agreed a governance structure which will represent all actors involved?

✓ Do you have an agreed members?

✓ Who is ultimately responsible to them?


 The Spanish pilot started with fewer, actively engaged signatories to gain momentum



Establishing actions




- ✓ What are your priority areas for action?
- ✓ What actions are already happening?
- ✓ Will these achieve your agreed goals? What gaps are there?
- ✓ How will you agree actions with the wider steering group?



Establishing actions (*responses*)



ESTABLISHING ACTIONS
Use to determine priority areas to achieve impact


 The main priority in Hungary was to collect national food waste data to set a baseline

... areas for action?

... already happening?

... achieve your agreed goals? What gaps are there?

✓ How will you agree a group?


 The Spanish members defined their own objectives to fit with the wider agenda



Measurement & Evaluation



MEASUREMENT & EVALUATION

*Use to set reporting
criteria to monitor
progress*


- ✓ Do you have a baseline?
- ✓ Do you have agreement to collect and analyse required data from signatories?
- ✓ Are you aligned with a global standard such as the Food Loss & Waste Protocol?
- ✓ How will you collect data from signatories?
If relevant, do you have a plan to measure household food waste?



Measurement & Evaluation (*responses*)




**MEASUREMENT
& EVALUATION**
*Use to set reporting
 criteria to monitor
 progress*

 Netherlands already collect annual data at national level, and have implemented mandatory reporting (aggregated) by Stakeholders

... ?
 ... to collect and analyse ...
 ... ?
 ... with a global standard such as the
 ... Loss & Waste Protocol?

✓ How will you collect data from
 If relevant, do you have a plan
 food waste?

 Germany are collecting both qualitative & quantitative data to use as a baseline



Blueprint for voluntary agreement

Nation of Wakanda

Acknowledgments & Disclaimer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 541933.

Neither the European Commission nor any person acting on behalf of the Commission is responsible for the use which might be made of the following



- ✓ Can you identify a trusted and neutral organisation to lead the Agreement?
- ✓ Do you have support from regional or national Government? If so, who?
- ✓ Are you familiar with the food sector make-up?
- ✓ Does the initial membership reflect the range of actors needed to successfully shape and implement the FA?

Notes:

No existing independent organisation – current NGOs too political, govt bodies not seen as independent by industry

Ministry of Environment will have responsibility for delivery of food waste strategy and targets. Minister supportive of voluntary action.

Food industry dominated by a dozen key players – 80% retail market across 5 players

Decide who should be invited – mix of private sector, govt, 3rd sector.

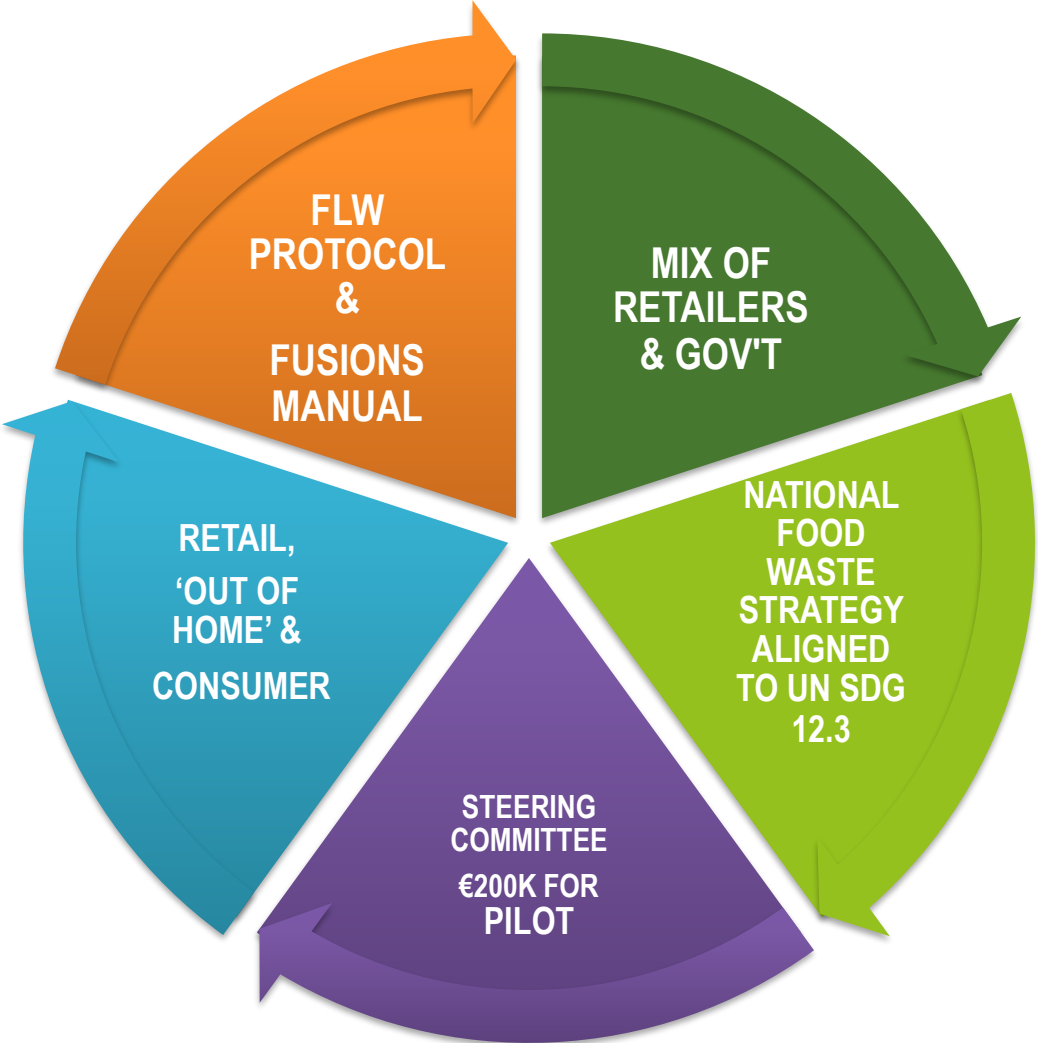
Action points:

- 1) Set up new legal entity. Must be
 - a. Independent
 - b. Funded
 - c. Trusted
- 2) Secure sponsorship from Ministry of Environment. Invite senior representative to participate
- 3) Identify key players in the market – main retailers, brands, producers and HORECA
- 4) Create invite short list – 5 retail, 2 brand, 1 govt, 1 NGO, 1 association



Germany

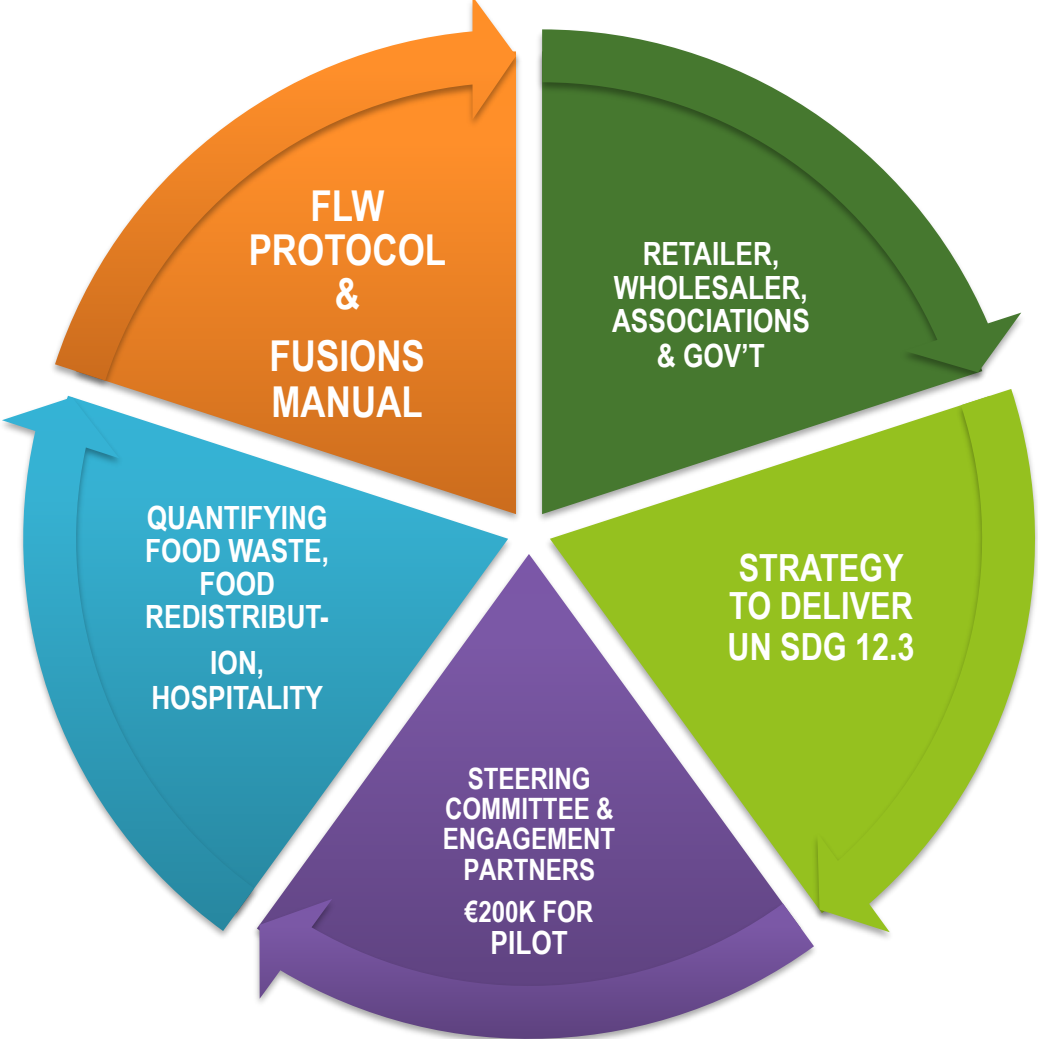
GERMANY BLUEPRINT





Hungary

HUNGARY BLUEPRINT





Netherlands

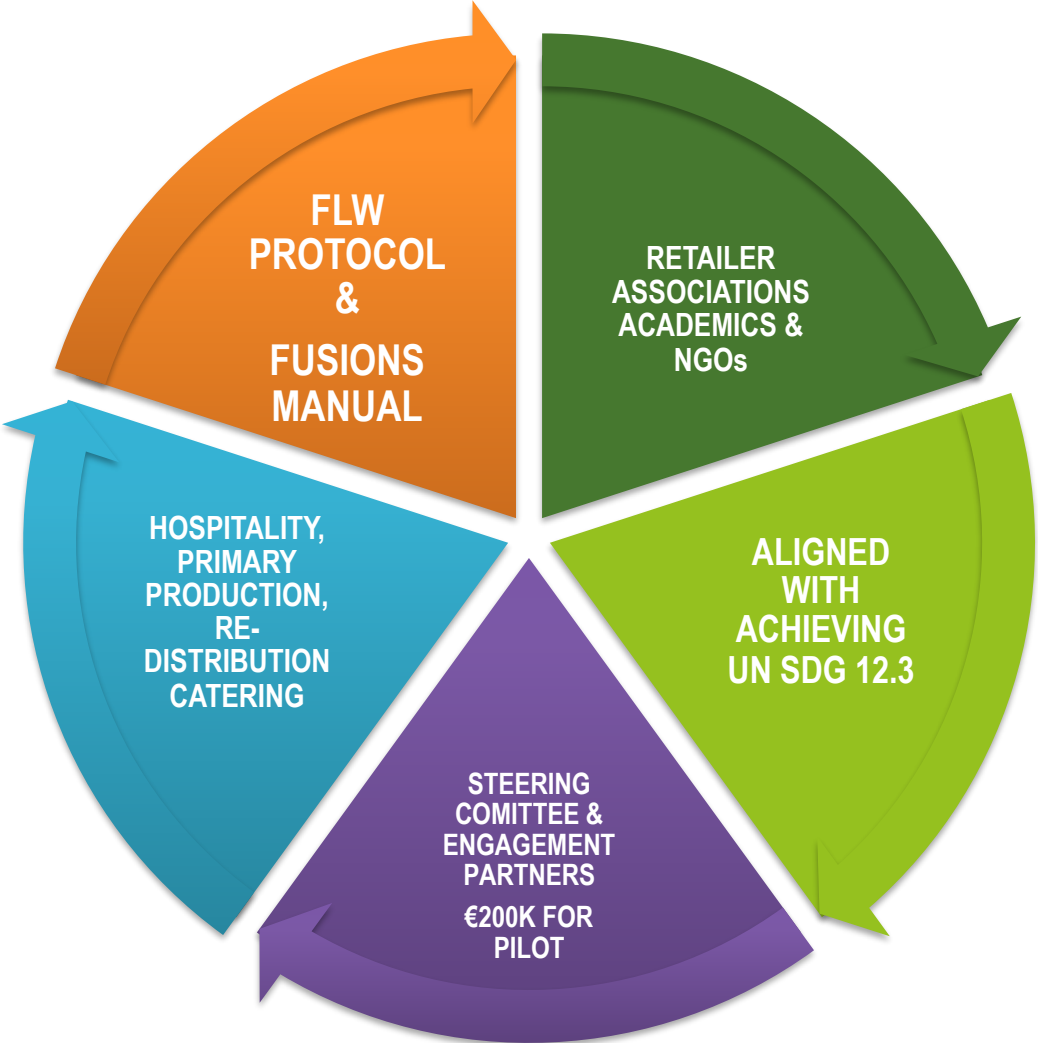
NETHERLANDS BLUEPRINT





Spain

SPAIN BLUEPRINT





Part II

IRELAND AND NORWAY



Initiation & set-up



INITIATION & SET-UP

*Use to identify
key players*

- ✓ Can you identify a trusted and neutral organisation to lead the Agreement?
- ✓ Do you have support from regional or national Government? If so, who?
- ✓ Are you familiar with the retail make-up, and different sectorial structures?
- ✓ Does the initial membership reflect the range of actors needed to successfully shape and implement the FA?



Ambition



AMBITION
Use to identify targets, timeframe and areas of focus

- ✓ Is there a national target (e.g. for food waste prevention)?
- ✓ Are you aligned with wider goals such as UN SDG12.3?
- ✓ Will you set a quantitative target or qualitative 'goal'?
- ✓ Will this be collective or for individual organisations?



Governance & Funding



GOVERNANCE & FUNDING

*Use to identify income
streams & define
structure*

- ✓ Do you have access to funding to manage and administer the VA?
- ✓ Have you agreed a governance structure which will represent all actors involved?
- ✓ Do you have an agreed strategy to recruit members?
- ✓ Who is ultimately responsible? How will you report to them?



Establishing actions



- ✓ What are your priority areas for action?
- ✓ What actions are already happening?
- ✓ Will these achieve your agreed goals? What gaps are there?
- ✓ How will you agree actions with the wider steering group?



Measurement & Evaluation



MEASUREMENT & EVALUATION

*Use to set reporting
criteria to monitor
progress*

- ✓ Do you have a baseline?
- ✓ Do you have agreement to collect and analyse required data from signatories?
- ✓ Are you aligned with a global standard such as the Food Loss & Waste Protocol?
- ✓ How will you collect data from signatories?
If relevant, do you have a plan to measure household food waste?



Blueprint Process and Support

- Go through Blueprint process with colleagues
- Develop 'personal' Blueprint for your country
- Templates, documents, surveys, tools and resources, models etc on EU-Refresh.org
- Help and advice from professionals on CoE
- Possibility of workshop with Refresh team

Break-out session 2: Blueprint testing within Member States



Break-out session 2

Overarching question: What are the key action points to implement a Voluntary Agreement?

Closing remarks