

Evaluation FA pilots

Summary slides



Refresh

Objectives of WP2

Establish evidence for a **pan-European FA** through the design and validation of national pilots

FA pilots:

- Produce robust evidence which stimulates action in other EU/non-EU countries
- Design and test tools which facilitate effective decision-making, leading to actions that will prevent/valorize waste
- Encourage and enable action in key parts of the food supply chain

Evaluation of FA pilots

Determined success factors of existing initiatives – these were taken forward in the development of each REFRESH pilot.

1. Initiating and setting up the alliance
2. Governance and funding
3. Recruiting signatories
4. Establishing actions
5. Monitoring and evaluation

WRAP developed a logic map to describe FA logic and highlight a number of indicators of success for FAs e.g.

- No. of signatories that join the agreement
- No. of signatories that take part in food waste projects
- Percentage of signatories who feel outcomes are stronger as a result of participation etc.



Evaluation methodology

Considering the indicators of success – mixed method evaluation approach adopted.

Food waste baselines

- Attempted to establish food waste baselines for each FA
- Difficulties gathering food waste measurements meant evaluation became more qualitative in nature

Process evaluations

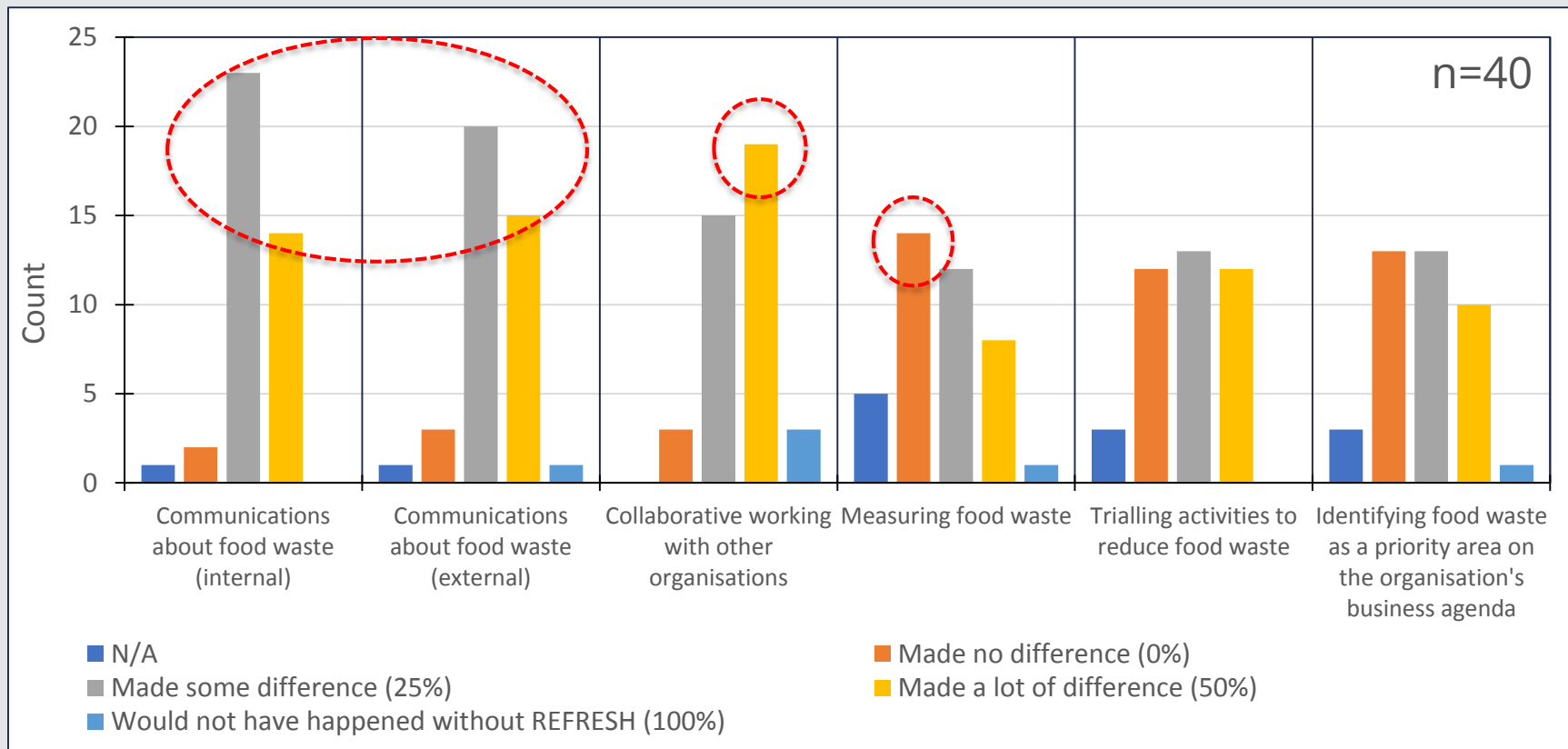
- Process evaluations undertaken to test whether programme logic was holding up.
- Useful to gather insights from participating organisations and perceived FA success

Case studies

- Brought together all information to assess how successful the FAs have been
- Also used to highlight the work that was undertaken for each pilot project – highlighting useful lessons for other organisations

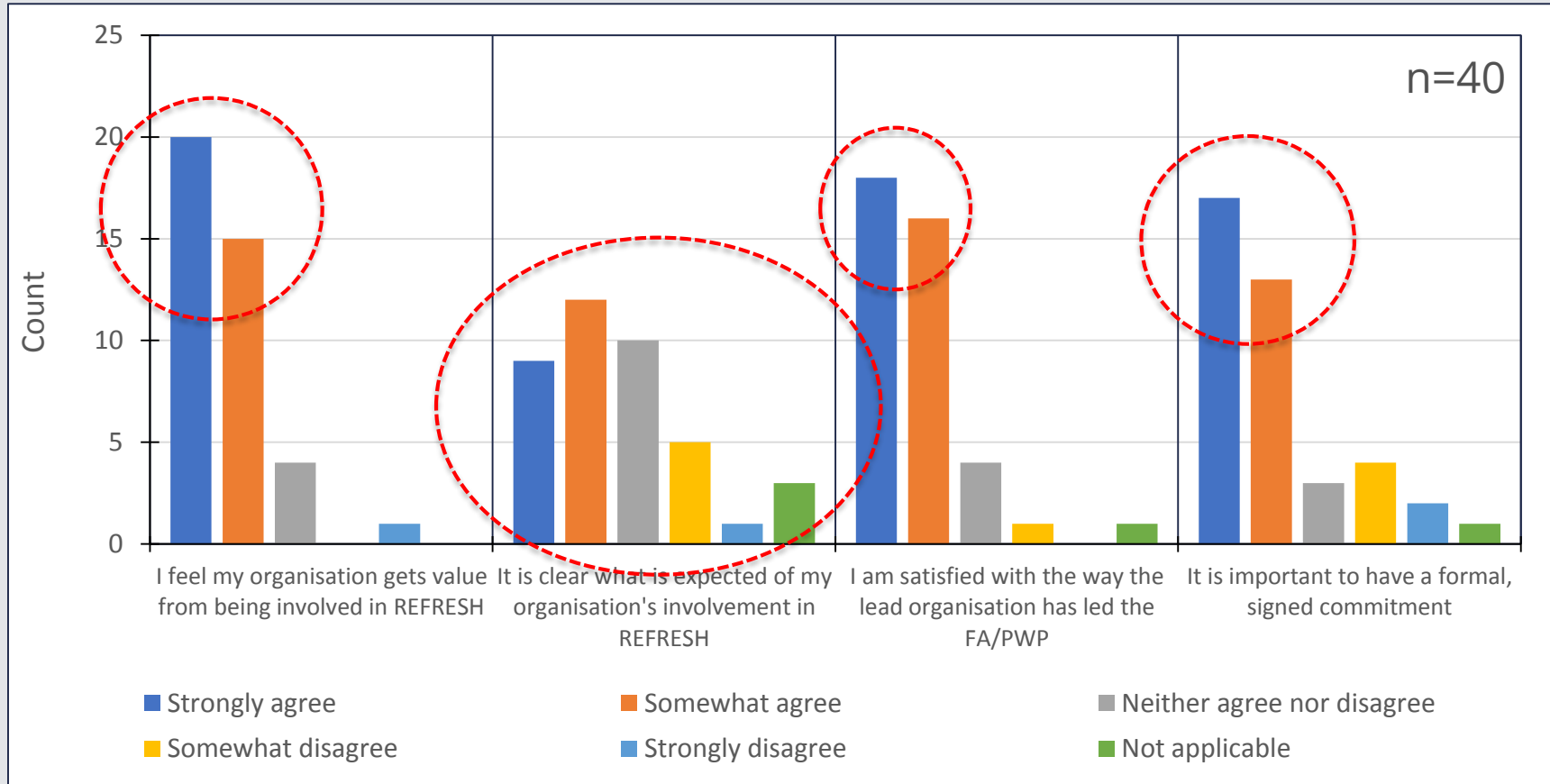
Process evaluation results

Changes to organisations food waste behaviours



Process evaluation results

FA Value and satisfaction



WP2 Final evaluation deliverables



Evaluation FA Pilots

Final Synthesis Report

D2.8



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← A final REFRESH WP2 Evaluation synthesis report – including individual FA case studies for each pilot country.

Individual food waste pilot project case studies for each country (14 in total) →



Extending purchasing tolerances to enable selling of “crooked” carrots and apples

Overview

The need

“Second class” fruits and vegetables are often not sold by retailers as it is believed consumers often prefer “perfect” products. In recent years retailers have started to challenge this notion, selling “imperfect” fruit and vegetables. Many retailers view this as an opportunity to simultaneously reduce food waste and boost sales of otherwise unsaleable products.

The solution

In order to show its customers that there is nothing wrong with the quality of so called “ugly” fruits or vegetables or “misfits”, in summer 2017, ALDI SÜD started to sell Class II carrots and apples.

The benefits

The project further supported the promotion of sustainable consumption. Additionally, the sale of the “Krumme Dinger” was scientifically evaluated to identify the causes of food losses and indicate to ALDI SÜD further reduction potentials.

Discount supermarket changes customer perceptions of “imperfect” fruit and vegetables following the sale of crooked produce across its distribution area in Germany.

ALDI SÜD is a large discount supermarket based in Western Germany. It is represented in 11 countries with over 6,200 stores, employing approximately 148,900 individuals, of which about 47,100 are based in Germany [1]. The supermarket sells a wide range of products - around 1,600 core range food and non- food products and 110 specials offered each week.

Background

As an organisation, ALDI SÜD is committed to climate protection. In 2015, it joined the Paris Climate Agreement; working to keep global warming well below 2°C. In 2017, it became the first large grocery retailer in Germany to achieve carbon neutrality [2].

However, one common problem experienced across the grocery retail sector (contributing to the climate change problem) is consumers’ desire for “perfect” produce. “Too bulky”, “too skewed” and “too crooked” - in the public debate, “requirements for external characteristics of food” are cited as one reason for food waste, particularly in the fruit and vegetable sector [3]. Depending on the product (and also seasonal effects), at some periods between 5 (e.g. apples) and 40 (e.g. carrots) percent of fruit and vegetables do not reach supermarket shelves [4] - partly because of “visual flaws” such as deformations or discolorations.

Usefulness of FAs

Evaluation suggested a pan-European agreement would likely be very difficult to implement – however the fundamentals of FAs are the same. Experiences from pilots were used to develop the REFRESH Blueprint.

The evaluation of the REFRESH pilots suggest FAs:

1. Facilitate collaboration between different stakeholders

2. Bring stakeholders together to work towards a common goal

3. Offer a flexible approach to tackling food waste

4. Highlight shared lessons learned to help organisations choose the right actions necessary to deliver change