



**Refresh**

# National Frameworks for Action

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# Project Consortium

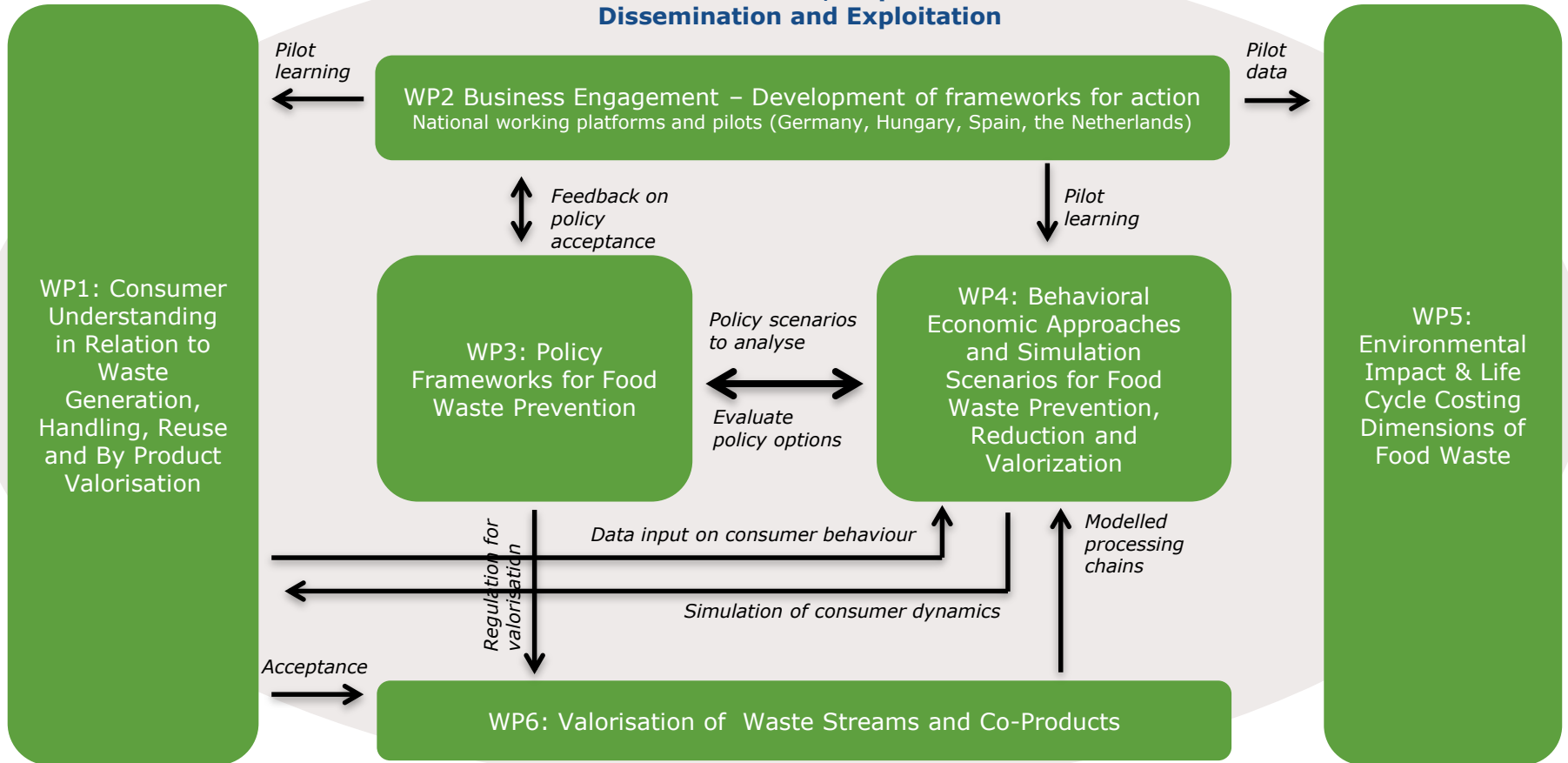


University of Natural Resources and Life Sciences, Vienna



# Overview of REFRESH

## WP7: Communication, Impact Oriented Dissemination and Exploitation





# Frameworks for Action

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- 🥦 **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

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



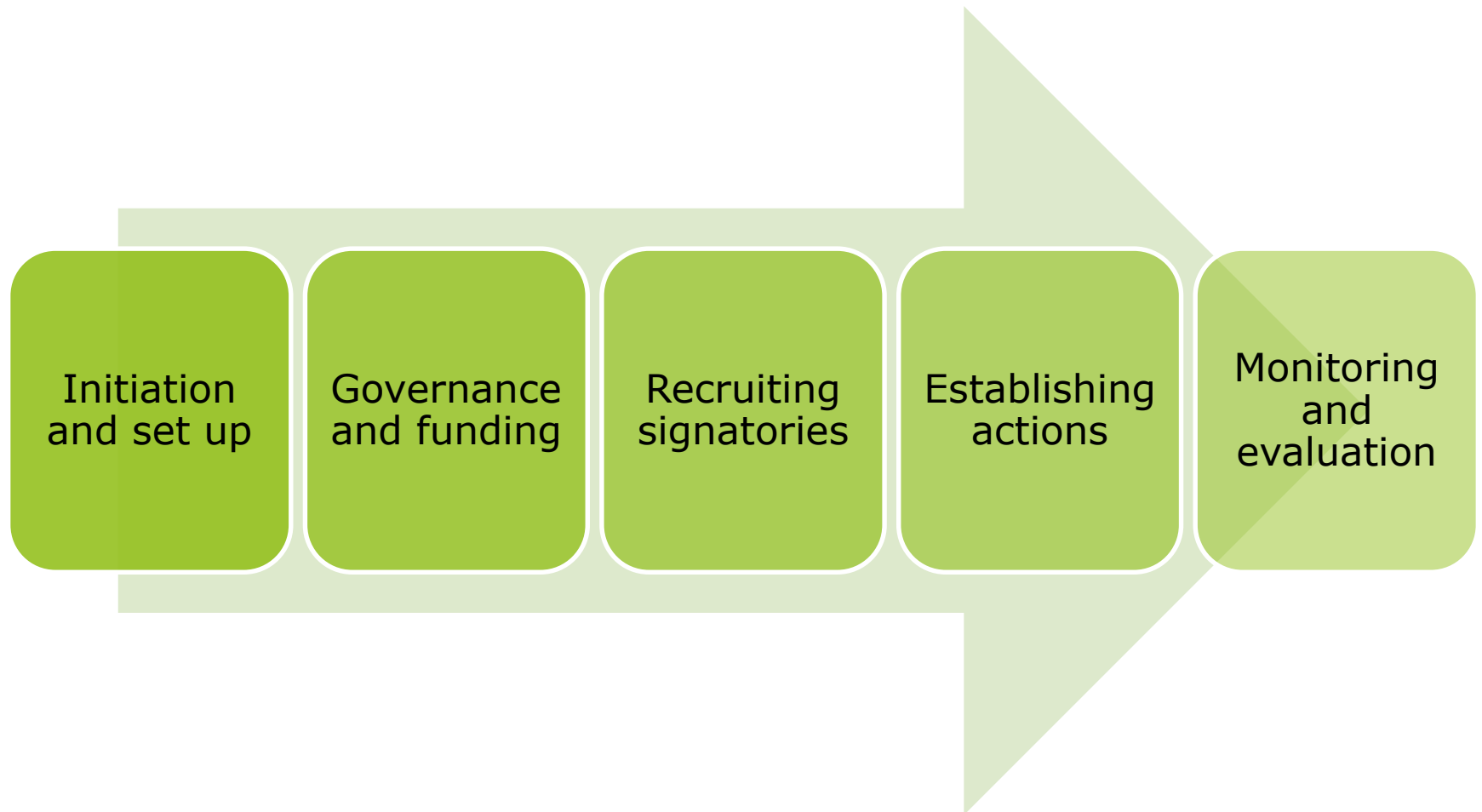
# Expert interviews

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

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- 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. Dvlpmnt

# 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

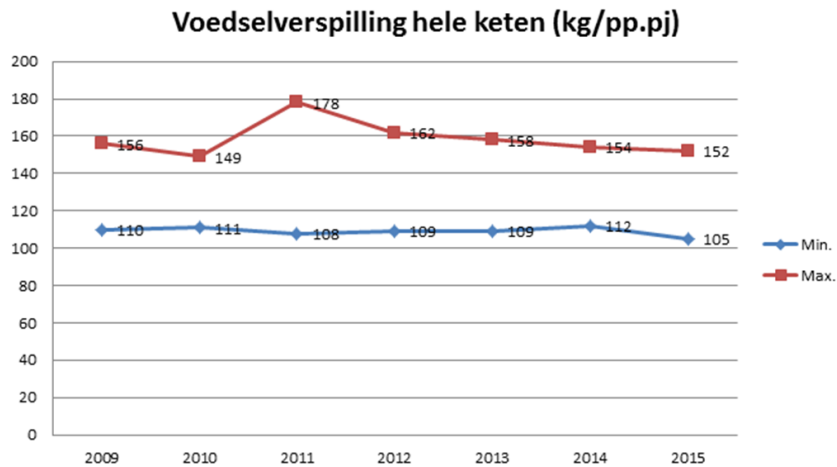
# Netherlands: Cooperation with industry

- 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."

Partners: Wageningen University & Research, Ahold Delhaize, DSM, Google, FoodTechBrainport, Hutten, Innomics, Kennis Instituut Duurzaam Verpakken, Lamb Weston, Milgro, Moonen Packaging, Natuur & Milieu, ProVerka, Wageningen, Rabobank, Rijk Zwaan, Selta, The Netherlands, Unilever, VNO NCW, Youth Food Movement.

- 🍌 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?

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