NaturEaTown
The NET

EU Platform on
Food Losses and Food Waste

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UNECE for LOCAL ACTION.

Cities around the world are taking action to create more sustainable urban food systems. Food policies and strategies, legislation and reporting requirements play a vital role in advancing local efforts.

- Cities have the power to drive change.
- Cities can take the lead in advancing sustainable food systems
- Cities play a crucial role in connecting the dots between rural, peri-urban and urban food systems.

Cities serve as vital hubs for rural-urban food exchange.

FORUM OF MAYORS UNECE

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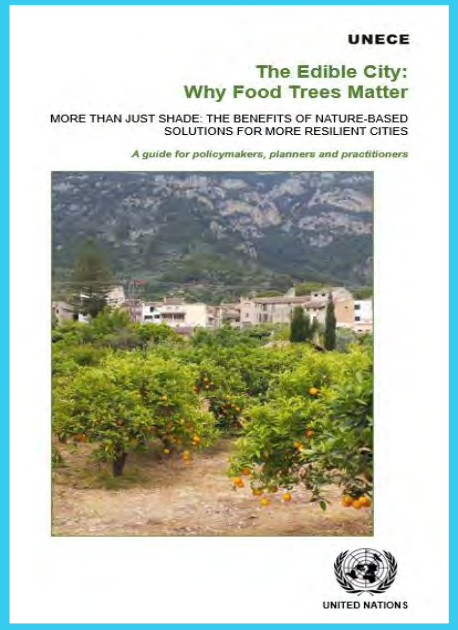
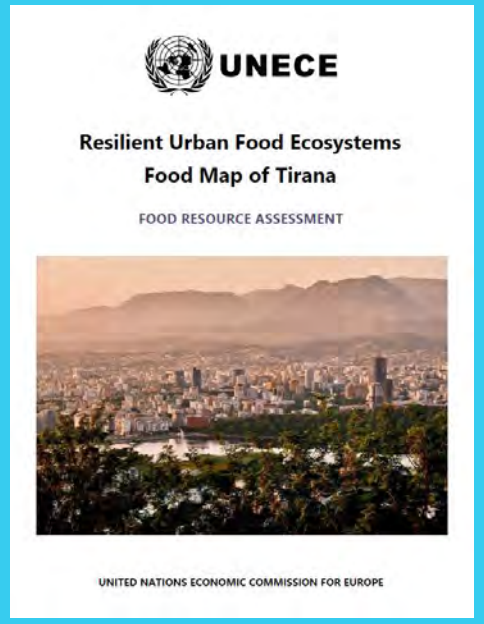
UNECE for FOOD SECURITY IN CITIES.





To address these challenges **UNECE** works on **nature-based solutions for** increased **food security in cities,** including the **reduction of food loss and waste**.

- ***The Edible City*** guide: *Why Food Trees Matter*
- Food availability **Mappings for cities**

  Tirana - 1.2 kg/person daily, 47% organic waste

  Tbilisi - 101 kg/person annually of organic waste

- **UNECE NaturEaTown (NET).**

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ONE platform:

Many Actors.

Urban and Peri-urban Production, Farms

Urban and peri-urabn Processing & Packing

Distributors & Retailers

Cities and public entities

NGOs, Food Banks, Charities

Hospitality sector

Online marketplaces/ start-ups (innovative products)

The platform for all.

NET recognizes that cities and their efforts are unique

NET is a **digital block-chain-based solution** designed to enable effective local action across cities to map, identify and trace food surplus resources.

Too many food actors are working in silos:

By convening **actors across local food value chains in a single virtual place**, **NET** helps cities:

- build on existing food management efforts
- more easily locate and localize food for use
- generate transparent, consistent data
- support policies and regulations for the redistribution of food

NET: A platform For unique collaboration.

The virtual city network for food collaboration

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NET: Connecting Food System Actors

NET is a non-commercial digital **platform built for collaboration**, linking participating city, farmers, producers, distributors, sellers and NGOs through ONE platform.

NET links urban, peri-urban and rural food stakeholders on a single platform, improving possibilities for **short supply chains**.

NET can be adapted to local food systems providing a **tailored solution** to urban food management and redistribution.

NET localizes, quantifies and traces available food in and around a city **building new opportunities that align with local resources, policies and technological infrastructure**.

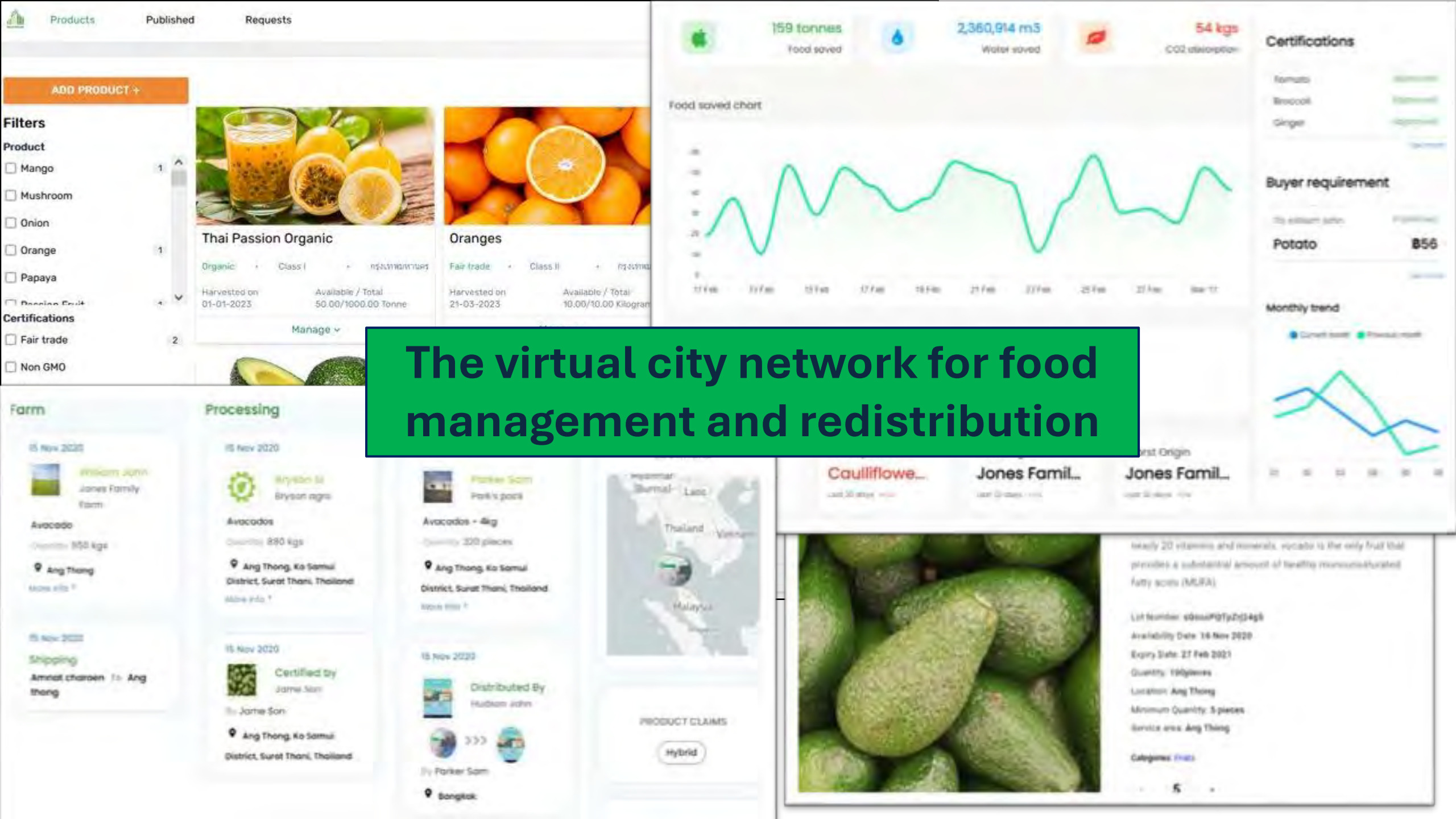
The Platform for food measurement & waste management.

NET Empowers Food Systems to:

- **Track Food:** Trace food's journey through the value chain.
- **Identify Surplus:** Pinpoint food at risk of waste.
- **Connect Marketplaces and platforms:** Link to external marketplaces and platforms.
- **Facilitate Exchange:** Enable the exchange of available or surplus food.
- **Reduce Waste:** Support the use of food that might otherwise be lost.

With NET, *cities can optimize their food systems and minimize waste.*

The virtual city network for food management and redistribution



NET: The Food System Data Hub.

Understand your food system.

Using NET:

1) **Users post products** for sale or donation to a single exchange

2) This food can be **claimed or pushed to external marketplaces**

3) **Data** from these transactions (external platforms **is recorded in a blockchain ledger** and can be used to calculate impacts & generate reports. **The ledger ensures trust and accountability** that can help actors in local food systems collaborate at scale.

Technical requirements

- Cloud service/subscription
- Azure container service
- Existing marketplaces

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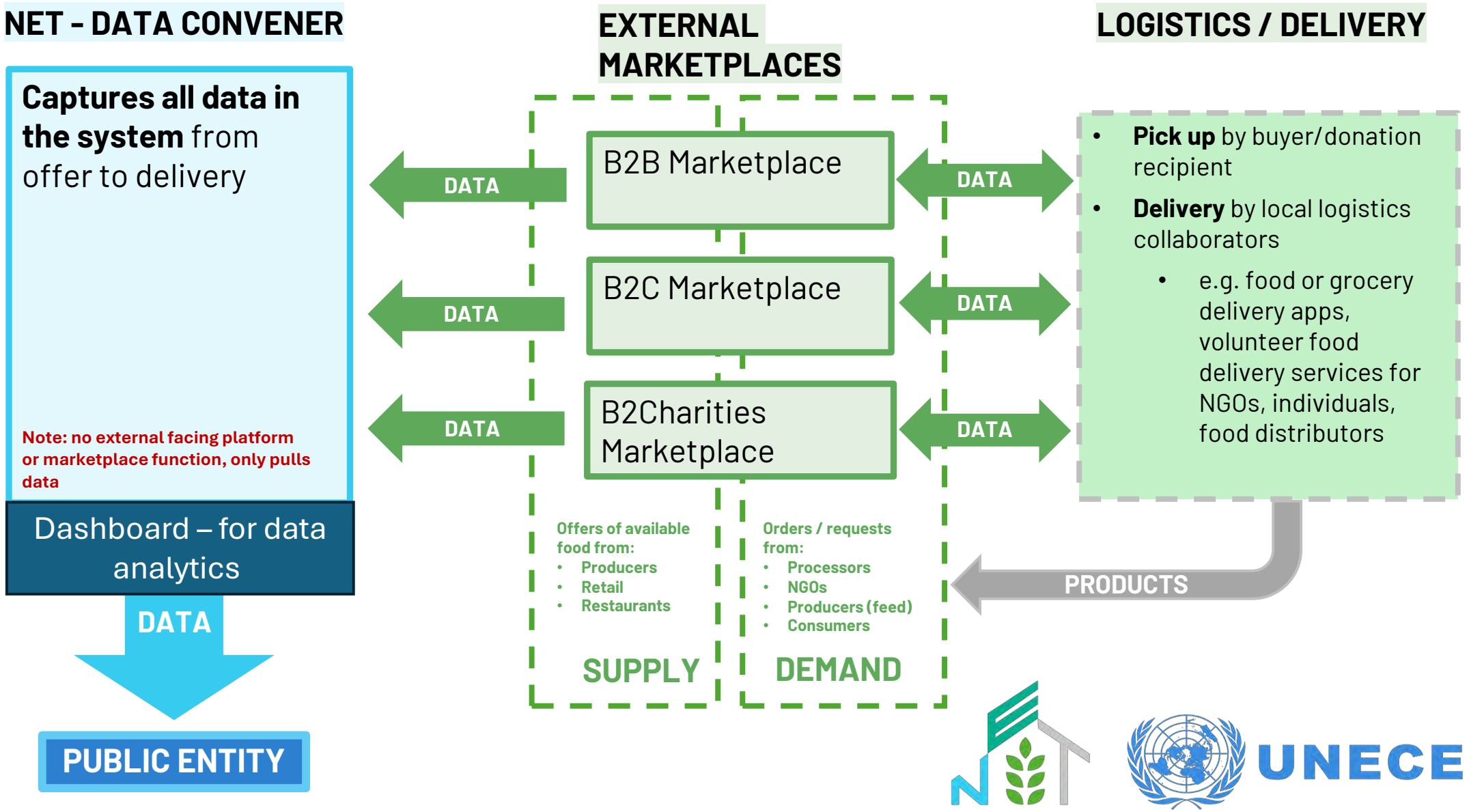
Generic pilot use case scenario: NET as Data Convener

PUBLIC ENTITY



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NET's components

Get onboard and access a platform for real impact.

1) **A customizeable landing page** where users log in to the platform and to get linked to marketplaces, programs and educational initiatives.

2) A user-driven platform **featuring an exchange** where available food is offered.

3) A **data port** to access the data generated by the platform.

4) **A data analytics tool and dashboard** to display measure, analyze data from platform – to produce reports, depending on tool used

Low-cost non-commercial platform to manage relationships across value chain & scale impact

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Unlocking Potential with DATA.

Optimize Your Food System with NET's Data-Driven Insights through:

- **Transparent data tracking**
- **Impact measurement**
- **Analytics**

Empower Your Food System with Data-Driven Insights:

- **Measure Food Waste and Surplus:** Pinpoint areas for reduction.
- **Optimize Urban Food Management:** Develop more sustainable practices.
- **Plan Effective Interventions:** Make data-backed decisions.
- **Identify New Business Opportunities:** Tap into untapped potential.
- **Communicate Impact Effectively:** Demonstrate the results of your initiatives.
- **Achieve Cost-Effectiveness and Efficiency:** Maximize resources.
- **Increase food security** and **healthy food choices**
- **Scalable Solutions:** Supports large-scale food system initiatives.

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Driving Positive Change.

"To make cities and human settlements inclusive, safe, resilient and sustainable."

- SDG & sustainable impact reporting
- Creation and increased cooperation in networks and inclusion of local farmers
- Reliable data for policy planning, implementation & reporting
- Improved waste management
- Improved environmental footprint
- Economic benefits, tax discounts, outcomes-based financing
- Food security benefits, healthy food choices

UNECE's NET for IMPACT.

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Discover the NET Difference:

Contact us

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