

NaturEaTown The NET

**EU Platform on
Food Losses and Food Waste**

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UNECE for LOCAL ACTION.



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- TREES IN CITIES CHALLENGE -

19 MILLION TREES PLANTED

A MILESTONE.
NOT THE FINISH LINE.



UNECE Trees in Cities
Challenge

WILL YOUR CITY BE NEXT?

- LET'S GROW WHAT WORKS -

The poster features three images: a person planting a tree, a young tree in an urban setting, and a modern building with greenery. It includes the UNECE logo and the text '19 MILLION TREES PLANTED' in large, bold letters.

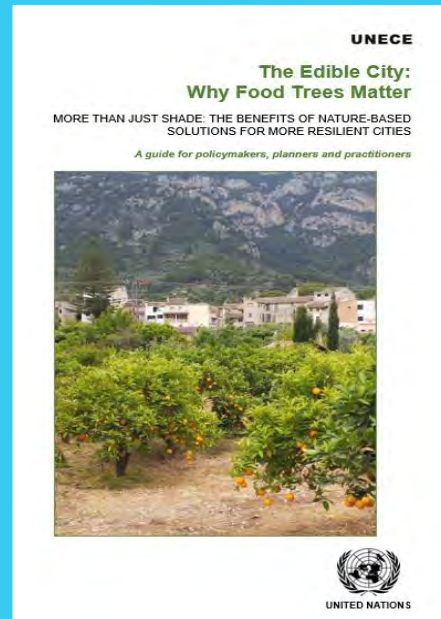
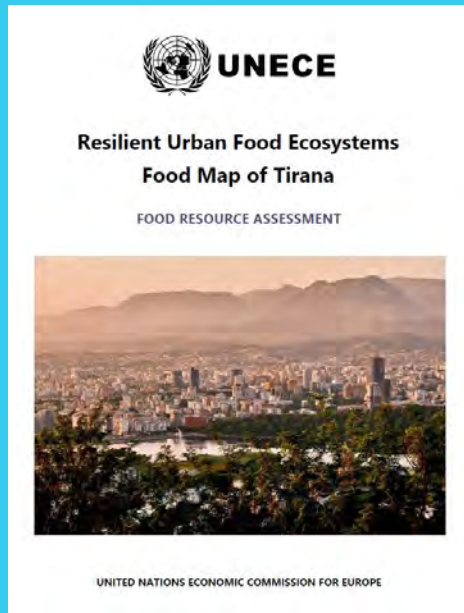
Cities around the world are taking action to create more sustainable urban food systems. **Food policies and strategies, legislation and reporting requirements** play a vital role in advancing **local efforts**.

- 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.



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)**.

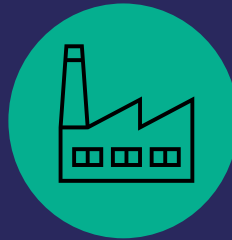




ONE platform: Many Actors.



Urban and
Peri-urban
Production,
Farms



Urban and
peri-urban
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**



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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.



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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.

Products Published Requests

ADD PRODUCT +

Filters

Product

- Mango
- Mushroom
- Onion
- Orange
- Papaya
- Passion Fruit

Certifications

- Fair trade
- Non GMO

Thai Passion Organic

Organic Class I

Harvested on 01-01-2023 Available / Total 50.00/1000.00 Tonne

Oranges

Fair trade Class II

Harvested on 21-03-2023 Available / Total 10.00/10.00 Kilogram

159 tonnes Food saved

2,360,914 m³ Water saved

54 kgs CO₂ absorption

Certifications

- Remuda
- Broccoli
- Ginger

Buyer requirement

Potato **856**

Monthly trend

The virtual city network for food management and redistribution

Farm Processing

15 Nov 2020

William John Jones Family Farm

Avocado

Quantity: 850 kgs

Ang Thong

15 Nov 2020

Bryson Si Bryson agri

Avocados

Quantity: 890 kgs

Ang Thong, Ka Samui District, Surat Thani, Thailand

15 Nov 2020

Parker Sam Park's park

Avocados - 4kg

Quantity: 200 pieces

Ang Thong, Ka Samui District, Surat Thani, Thailand

15 Nov 2020

Shipping

Amnat charoen to Ang Thong

15 Nov 2020

Certified by James Sam

James Sam

Ang Thong, Ka Samui District, Surat Thani, Thailand

15 Nov 2020

Distributed By Hudson John

Hudson John

Bangkok

Thailand Laos Malaysia

PRODUCT CLAIMS

Hybrid

Cauliflowe... Jones Famil... Jones Famil...

Lot Number: vduuP0TyZj34gS

Availability Date: 16 Nov 2020

Expiry Date: 27 Feb 2021

Quantity: 190 pieces

Location: Ang Thong

Minimum Quantity: 5 pieces

Service area: Ang Thong

Categories: Fruit

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

Generic pilot use case scenario: NET as Data Convener

PUBLIC ENTITY

NET - DATA CONVENER

Captures all data in the system from offer to delivery

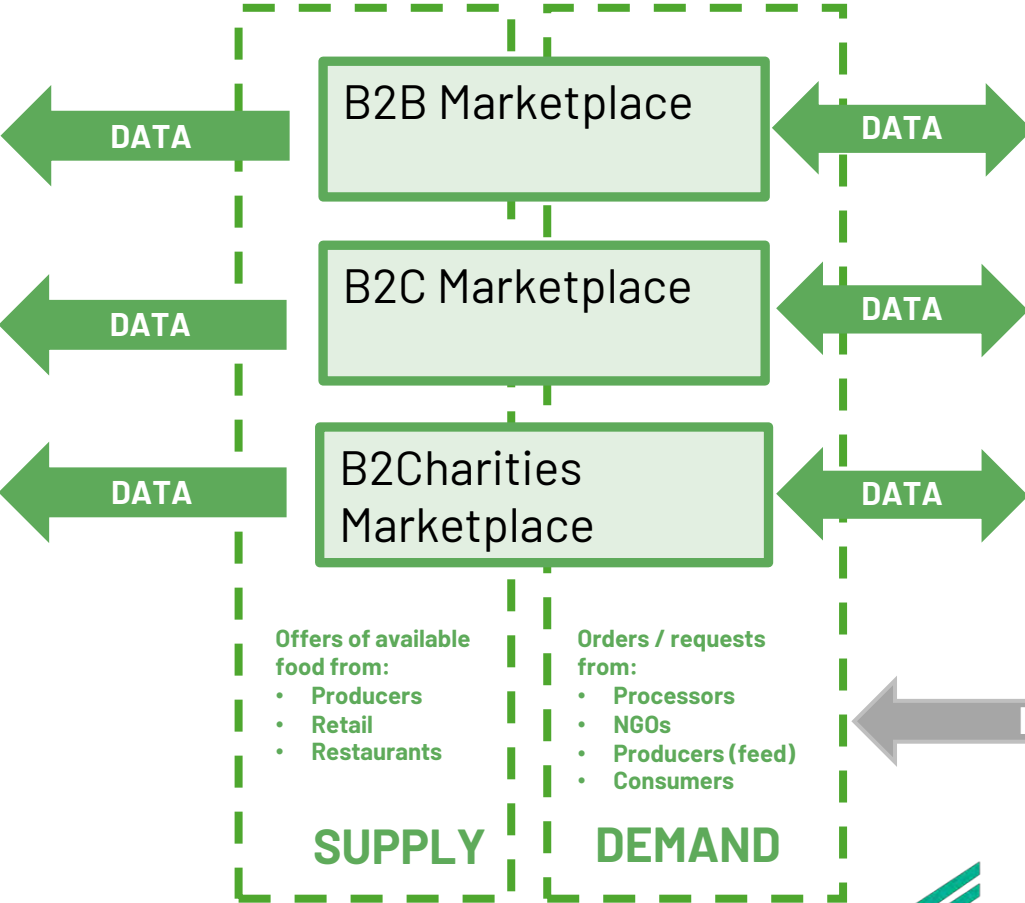
Note: no external facing platform or marketplace function, only pulls data

Dashboard – for data analytics



PUBLIC ENTITY

EXTERNAL MARKETPLACES



LOGISTICS / DELIVERY

- **Pick up** by buyer/donation recipient
- **Delivery** by local logistics collaborators
 - e.g. food or grocery delivery apps, volunteer food delivery services for NGOs, individuals, food distributors



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NET's components

Get onboard and access
a platform for real impact.

- 1) **A customizable 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

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.





Driving Positive Change.



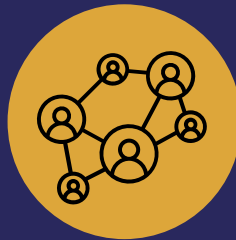
"To make cities and human settlements inclusive, safe, resilient and sustainable."



SDG & sustainable impact reporting



Improved waste management



Creation and increased cooperation in networks and inclusion of local farmers



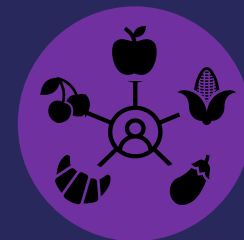
Improved environmental footprint



Reliable data for policy planning, implementation & reporting

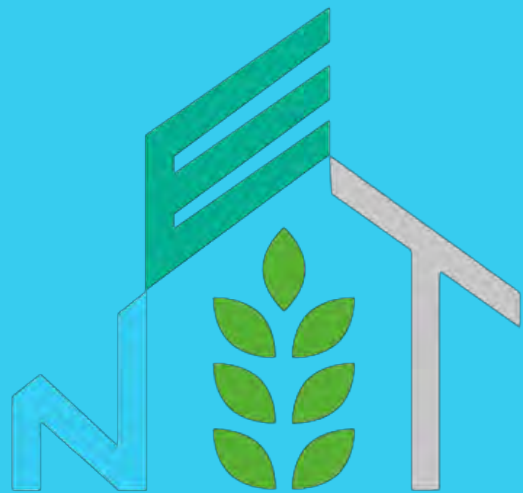


Economic benefits, tax discounts, outcomes-based financing



Food security benefits, healthy food choices

UNECE's NET for IMPACT.



NaturEaTown

Discover the **NET**
Difference:

Contact us

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