

Food redistribution in the EU

Analysis of existing frameworks and dissemination opportunities

19 March 2018, Brussels

EU Platform FLW subgroup donation



Goals of the EU guidelines on food donation

- Facilitate compliance of providers and recipients of surplus food with relevant requirements laid down in the EU regulatory framework
- Promote common interpretation by regulatory authorities in the EU MS of EU rules applying to the redistribution of surplus food.

Project Aim

“To collect information from the EU-MS on regulatory, policy and operational frameworks relevant for food redistribution;
to support the dissemination of EU guidelines on food donation, and
provide a basis for possible future developments in this area.”

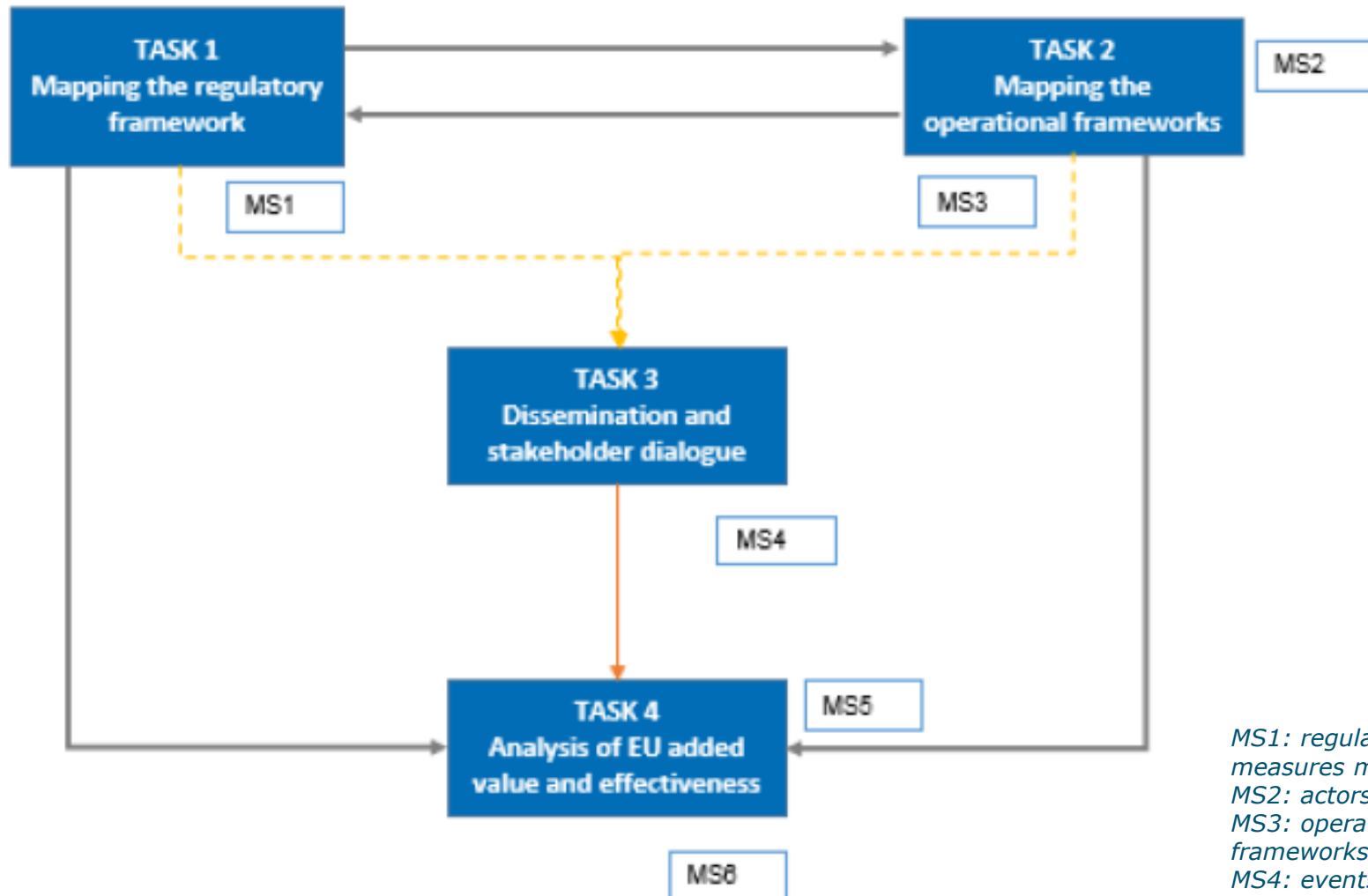
➤ *Through active involvement of the Platform (sub-group) Members and MS-level food redistribution actors & stakeholders*

December 2017 – Q1 2020

Overall project objectives

1. Provide comprehensive information and analysis on existing regulatory and policy frameworks relevant for food redistribution in the EU MS
2. Provide comprehensive information and analysis on existing operational frameworks relevant for food redistribution
3. Support the dissemination of the EU guidelines on food donation and foster stakeholder dialogue
4. Analyse added value and effectiveness of the EU guidelines on food donation based on stakeholder feedback

Overall project approach & interactions



*MS1: regulation & policy measures mapped
MS2: actors listed
MS3: operational frameworks mapped
MS4: events finalised
MS5: draft analysis
MS6: final analysis*

Core Team & Advisors



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Task 1

Mapping regulatory & policy measures impacting food redistribution in EU MS

Objective

To provide comprehensive information and analysis of existing regulatory and policy frameworks relevant for food redistribution in each EU MS

Sub-tasks:

- 1.1. Literature review and scoping interviews
- 1.2. Mapping of regulatory and policy measures**
- 1.3. Comparative analysis of Member State situations**
- 1.4. Reporting of the results

Deliverables

D4 Task 1 report 1 (M11)

Implementation period

M1 – M11

T1.2 Mapping regulatory & policy measures

- Classification of policy measures to be used
- Proposed dedicated framework to analyse selected policy measures and regulations
- **Examples of practices in the Member States**

Table 3.3 Proposed dedicated framework to analyse selected policy measures and regulations

Type of policy	Geographical coverage	Institutional ownership	Actors involved	Links with other policies	Impact on redistribution
National strategies related to food donation and redistribution activities					
Market-based instruments encouraging food donation/redistribution					
Regulations and regulatory instruments					
Voluntary agreements					
Communication and campaigns					
Projects and other measures					

T1.3 Comparative analysis of MS

- Overview of MS' regulations and policy measures
- Identification of strengths/ weaknesses, including key existing barriers and best practice across EU MS

Group / MS	National strategies related	Market-based instruments	Regulations and regulatory instruments	Voluntary agreements	Projects and other measures
Mature					
Developing					
Start-up					

Task 2

Mapping existing operational frameworks from all EU MS

Objective

To map existing operational frameworks of the different redistribution models in all MS

Deliverables

D2.1 Scoping report T2 (M6-D2)
D2.2 Task 1 report 1 (M11-D4)

Implementation period

M3 – M12

Sub-tasks:

2.1 Listing of operators & actors involved in food surplus redistribution and donation across EU-28

2.2 Mapping of redistribution models

2.3 Assess the strengths & weaknesses of each food redistribution framework/model

2.4 Analyse how food redistribution framework/models relate to existing national and/or EU regulatory and policy measures

T2.1 Listing of actors/operators

→ T2.1.1: Foodbanks, donors & charity organisations

→ T2.1.2: Other redistributing model organisations, donors & charity organisations

- Donor organisations
- Receiver organisations
 - Back-line / 2nd line / Redistribution organisations (RO)
 - Front-line / 1st line / Charity organisations (CO)
- Private donors
- Facilitator organisations (FO)

Via desk research, network contacts & interviews

T2.2 Mapping operational models

Per MS, clustered per region (4)	Name organisations	B-2-B / B-2-C / C-2-C	Type of activity*	Maturity level**	Information capacity ***
RO					
CO					
FO					
Other****					

_ * Sources, products, handling, transfer to final consumer

_ ** Mature, developing, start-up

_ *** Size, capacity & volume (tonnes) distributed at what value (Euro)

_ **** Sourcing sectors, matchmaking, awareness raising events, cost-covering, processing & logistics

T2.3 Analysis of strengths & weaknesses

- T2.3.1: Design of analysis framework
- T2.3.2: Data collection & analysis (desk research, expert interviews, country expert contacts, online surveys)

Categorisation	Infrastructure	Logistics	Staff / Volunteer base	Management of network relations
Per Country - 28 MS	+: -:	+: -:	+: -:	+: -:
Per Region - NWE - Southern EU - Central/Eastern EU - Nordic countries	+: -:	+: -:	+: -:	+: -:
Per type - Mature - Developing - Start-up	+: -:	+: -:	+: -:	+: -:

T2.4 Analysis relation operational model & regulatory/policy measures

- Combination of T2.2 & T2.3, together with analytical model findings of T1
- Through expert consultation and stakeholder dialogue, common drivers and barriers will be identified, as well as opportunities for improvement
- Qualitative analysis

Task 3

Dissemination & stakeholder dialogue on the EU guidelines on food donation

Objective

Supporting dissemination of the Guidelines through a stakeholder process, that is designed to share information, knowledge & best practice

Sub-tasks:

3.1 Dissemination & stakeholder dialogue strategy

3.2 Implementation of dissemination strategy & related activities

3.3 Measurement of effectiveness & impact of dissemination

Deliverables

D3a Scoping report T3 (M9)

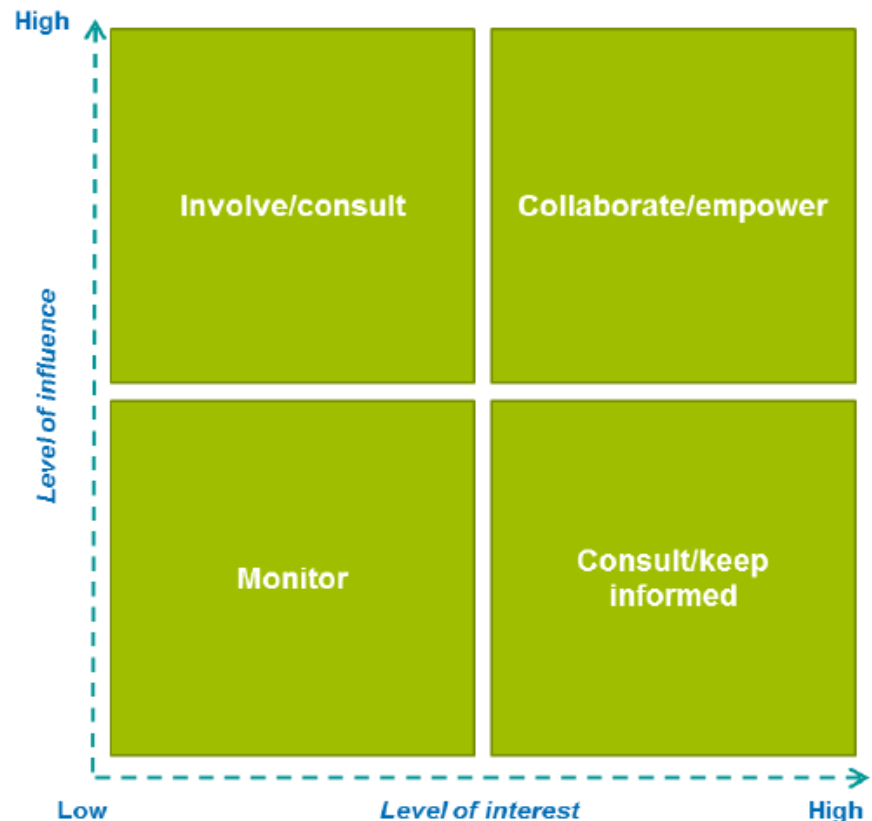
Implementation period

M4 – M24

T3.1 Dissemination and stakeholder dialogue strategy

- Dissemination strategy (segmented approach to key stakeholder groups)
- Stakeholder mapping

Stakeholder mapping tool



T3.2 Implementation

- Visual identity (watermark & colour palette for templates)
- Social networking activities (Twitter, LinkedIN, calendar)
- Project infographics (4) & video (1, 2 min.)
- Food Surplus Challenger (activating, competitive)
- Stakeholder dialogue & Dissemination events (15-20)
- Targeted dissemination & dialogue with stakeholders
- Presentations of progress & results at external events (min. 5)

T3.3 Measurement of effectiveness & impact of dissemination

Creation of visual identity	<ul style="list-style-type: none"> • Visual identity developed Y/N • Attractiveness of the visual identity as judged by the stakeholders (i.e. share of stakeholders who report that they find the visual identity appealing)
Social networking activities (Twitter and LinkedIn)	<ul style="list-style-type: none"> • Number of posts and tweets • Number of likes, comments and shares for LinkedIn posts • Number of re-tweets, comments and likes • Number of posts and users using the hashtags • Total reach of the paid campaigns
Development of communication tools (infographics and video)	<ul style="list-style-type: none"> • Communication tools (4 infographics and 1 video) developed Y/N • Number of downloads for infographics • Number of views and likes for the video
Food Surplus Challenger	<ul style="list-style-type: none"> • Number of good practices collected • Examples of media and social media coverage • Number of donors activated

T3.3 Measurement of effectiveness & impact of dissemination

Creation of visual identity	<ul style="list-style-type: none"> • Visual identity developed Y/N • Attractiveness of the visual identity as judged by the stakeholders
Social networking activities (Twitter and LinkedIn)	<ul style="list-style-type: none"> • Existence of stakeholder engagement plan Y/N • Number of stakeholder events organised • Number of participants per country, by type • Share of participants who report recall of key messages of the EC Guidelines on food donation (feedback survey) • Examples of media and social media features produced on the events, their tone of coverage • Share of events' participants who report satisfaction with the events, sessions and presentations
Development of communication tools (infographics and video)	
Food Surplus Challenger	<ul style="list-style-type: none"> • Number of targeted stakeholder dialogue activities organised • Number of stakeholders engaged • Share of stakeholders who report the targeted sessions achieved their objectives (feedback forms)
	<ul style="list-style-type: none"> • Number of presentations delivered • Feedback on the presentations

Task 4

Analysis of the added value and effectiveness of the EU guidelines on food donation based on stakeholder feedback

Objective

To provide an analysis of added value & effectiveness of EU guidelines on food donation, based on stakeholder feedback, identifying areas for improvement and best practices

Deliverables

D3b Scoping report T4 (M9)

Implementation period

M4 – M24

Sub-tasks:

4.1: Definition of indicators

4.2: Design and implementation of a survey and interviews

4.3: Analysis, recommendations, and description of best practices

T4.1 Definition of indicators (1)

- Operationalize the terms “added value” and “effectiveness”
- Define indicators enabling appropriate assessment
- Definition of judgment criteria and how to weigh them (e.g. economic size of MS, maturity of activities)
- Involvement of actors foreseen in the EU guidelines

T4.1 Definition of indicators (2)

Definition of indicators (preliminary suggestion)

Criterion	Operationalisation	Possible indicators
Added value	Usefulness (relevance, completeness, and user-friendliness) and take-up of the guidelines by the targeted stakeholders	<ul style="list-style-type: none">• Extent to which Member States authorities and other relevant actors consider the guidelines as useful• Extent to which Member States take up the EU guidelines on food donation
Effectiveness	Extent to which the Guidelines are reaching their objectives	<ul style="list-style-type: none">• Extent to which the guidelines facilitate compliance of providers and recipients of surplus food with relevant requirements laid down in the EU regulatory framework• Extent to which the guidelines promote common interpretation by regulatory authorities in the EU Member States of EU rules applying to the redistribution of surplus food• Extent to which the guidelines serve as a reference for actors in Member States to take into account when elaborating national guidance and rules

T4.2 Design & implementation of a survey & interviews

- Online questionnaire targeting: donor organisations, receiver organisations, private donors, facilitator organisations.
- Key elements:
 - Factual aspects of the guidelines (scope, sufficiency, clarity)
 - Potential gaps of the guidelines and usefulness aspects
 - Potential areas of improvement

T4.3 Analysis, recommendations & descriptions of best practices

- Analysis of results of the questionnaire (per stakeholder groups, regions and MS)
- Workshop with members of the EU platform on Food Losses and Food Waste → interpret and validate results of the survey
- Recommendations and description of best practices

T5 Planning deliverables & communication

Planning of the activities

Year	2018												2019												2020		
Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Task 1																											
Task 2																											
Task 3																											
Task 4																											
Task 5																											

Thank you

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