

Alliance for the Reduction of Food Waste in Greece:  
*setting up, first achievements, challenges ahead*



Action & implementation sub-group meeting  
EU Platform on Food Losses and Food Waste

Online, 24-25 January 2022

# Context (policy framework; food waste diagnosis)

- Cross-cutting, multi-sector and multi-policy approach
- Voluntary Cooperation Agreement – 10 Priority axes / fields of action, accompanied by recommended actions (responding to key issues, tailored to the diversity of participating members)
- *Against the following background:*
  - *absence of national public policy (imminent transposition of Directive (EU) 2018/851 into national legislation)*
  - *food waste data deficit*
  - *low level of public awareness*
  - *absence of pre-competitive collaboration culture*
- *Starting point: engagement of private sector actors*

# Objectives/targets set; target audiences

- knowledge sharing, dissemination of good practices and promotion of synergies among different stakeholders / sectors
- public outreach & awareness raising
- consultation forum regarding national public policy on food waste prevention
- active support of food waste measurement activities – quantification of FW levels at every stage of the supply chain
- facilitation of food donation

# Actors involved

- Boroume: initiator & coordinator (long standing partnerships and cooperation with all types of stakeholders) / initial funding by retailer AB Vassilopoulos (Ahold Delhaize)
- broad representation of stakeholders: public authorities, individual food companies & their professional / trade associations, CSOs, research & academia
- all stages of the food value chain (primary production, processing, logistics - distribution, retail, food services, packaging, consumer organisation)
- Auspices of the Greek Ministry of Environment and Energy

# Key actions undertaken

- critical role towards developing and implementing a coherent national public policy on food waste prevention
- development of synergies among Alliance members (e.g. development of the “No Food Waste” Certification Scheme)
- quantification – evidence base:
  - data from reporting obligations by companies
  - data & information from surveys carried out by academia – CSOs-companies
- awareness raising actions

# Monitoring progress (impacts; results achieved so far)

- annual Reports of food waste prevention actions undertaken by Alliance members

*Future interventions (pending on budget constraints)*

- intensification of surveys (quantitative & qualitative data) in order to focus on hotspots and address key causes
- concerted action regarding public outreach (targeted audiences) aiming at behavioural change