



Think Eat Save: Global Food Waste Prevention

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The Food Security Challenge

Overview

- The Food Security Challenge
- The Environmental Challenge
- The Economic Impacts

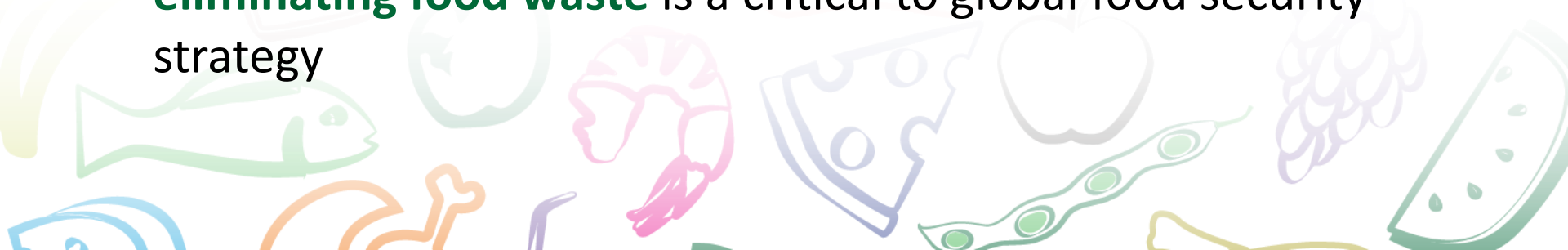
Approaches to Food Waste Prevention

- The Think Eat Save Campaign
- The Think Eat Save Methodology & Pilots
- An introduction to Food Sharing



The Food Security Challenge

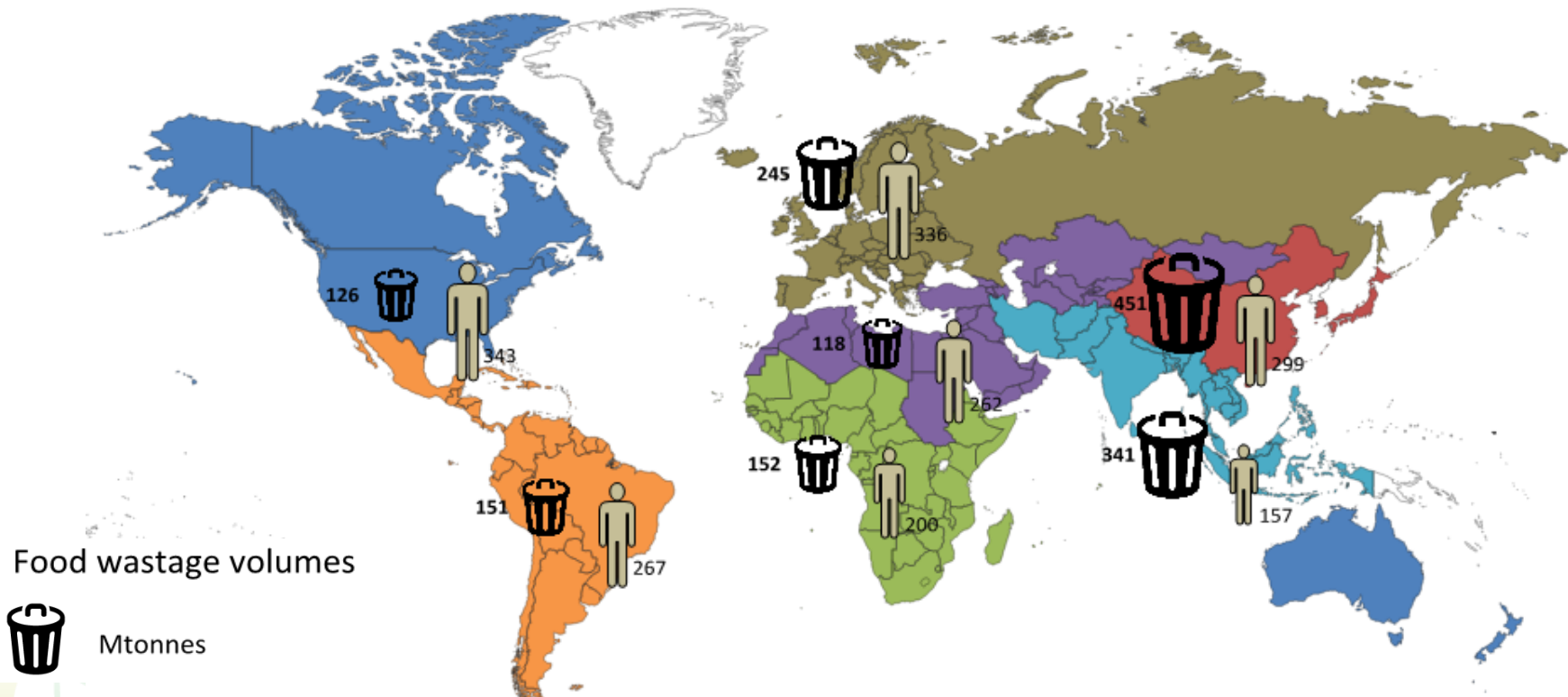
- About **805 million people** are undernourished today
- In 2009, the world produced **2831 cal/person per day**, which is **enough to feed the planet**
- But **at least one third** or 1.3 billion tonnes **of this food is wasted every year**, at least **89 million tonnes in the EU**
- By 2050, the world's population will reach **9 billion people** – **eliminating food waste** is a critical to global food security strategy





The Environmental Challenge

Global volume of food loss & waste is estimated at 1.6 Gtonnes of 'primary product equivalents', of which 1.3 Gtonnes is edible.



Food wastage volumes



Mtonnes

Food wastage per capita

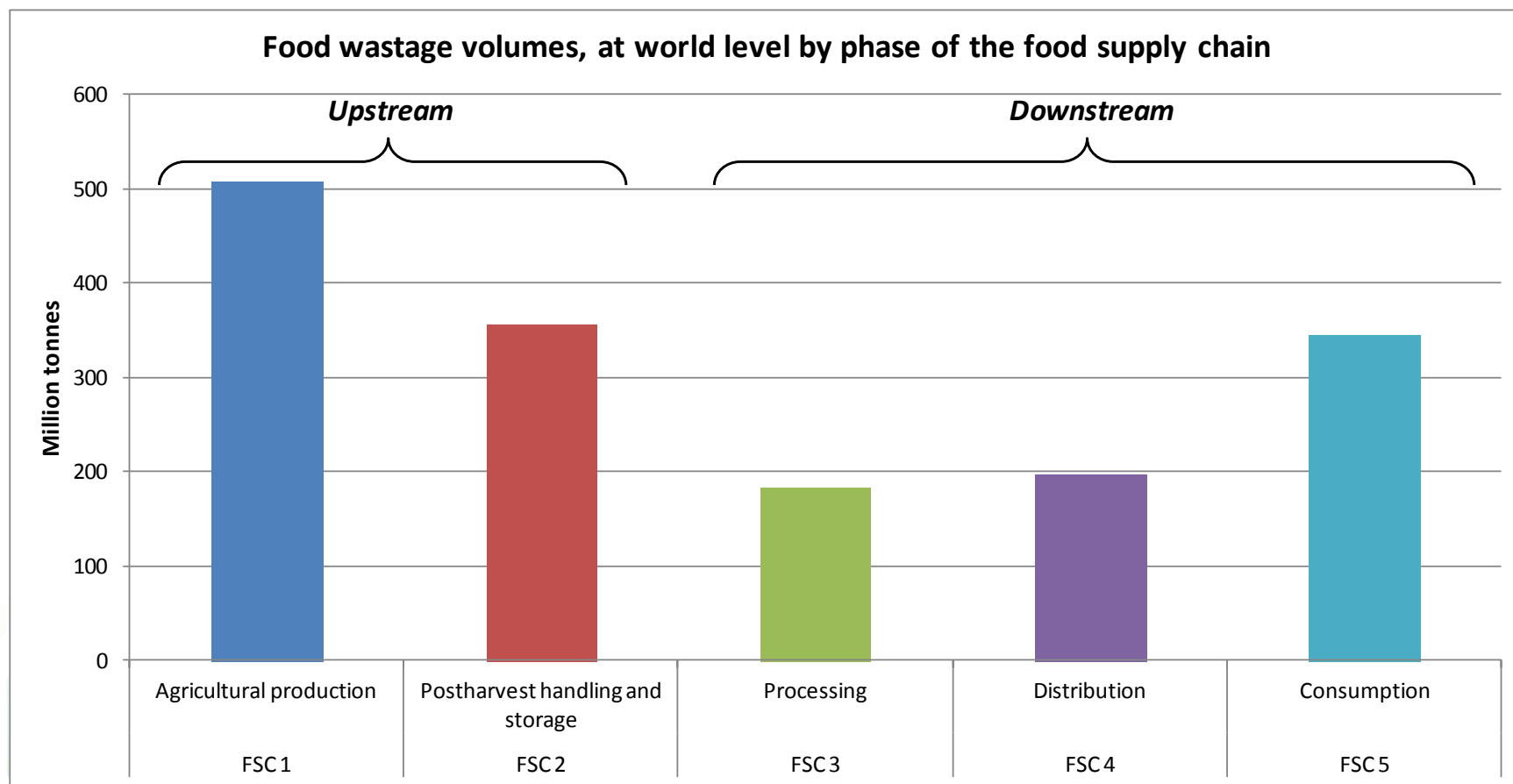


kg of food wastage per capita and per year



Distribution of Food Loss & Waste

At global level, food loss & waste is balanced between the upstream (54%) and downstream (46%) of the supply chain



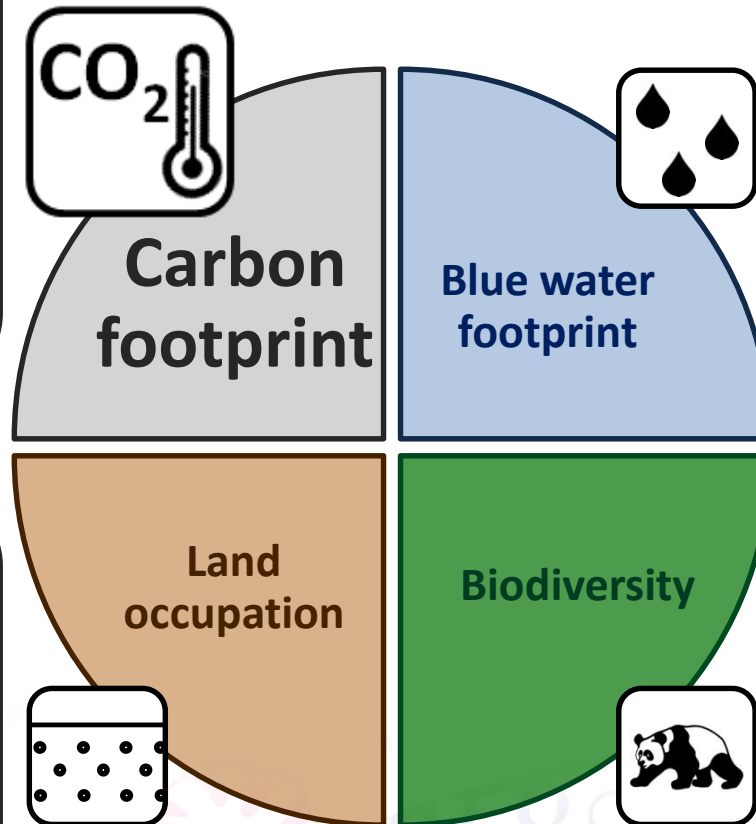
Volumes for the edible and the non-edible parts of food.



The Environmental Impacts of Food Loss & Waste

Carbon footprint of food loss & waste:
3.3 Gtonnes of CO₂ equivalent. As a country, would be 3rd top emitter after USA and China.

Food loss & waste occupies almost 1.4 billion hectares of land, close to 30% of the world's agricultural land area



Blue water footprint of food loss & waste:
about 250 km³, or 3 times the volume of Lake Geneva

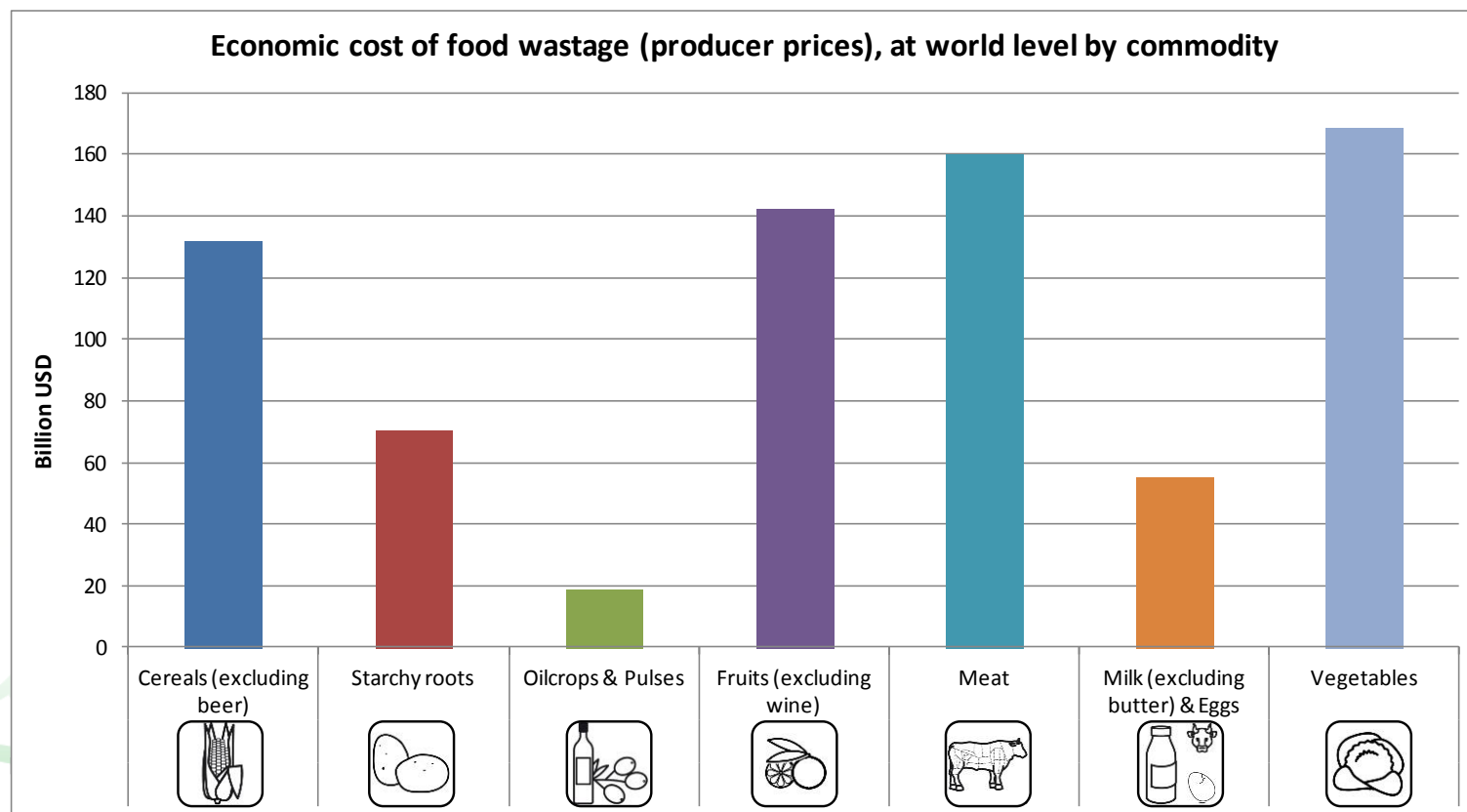
Impact on biodiversity and ecosystems is significant and difficult to measure.



The Economic Impacts of Food Loss & Waste



On a global scale, the cost (based on 2009 producer prices) of wastage is 750 billion USD.





Global Objectives



- Zero Hunger Challenge Element 5: Zero lost or wasted food
- UNEP-FAO co-lead responsibility for this challenge
- Implementation via the SAVE FOOD initiative



A Global Response

SAVE FOOD is a global initiative fighting food loss and waste, led by FAO in partnership with UNEP, Messe Düsseldorf and a wide range of stakeholders. It covers the following 4 pillars:

Awareness-raising



Collaboration



Policy, strategy
& projects



Support to
investment
programmes

Within this framework, the **Think Eat Save** initiative works specifically on downstream food waste, catalyzing action through:

A Global Awareness
Campaign

Food Waste
Prevention
Programmes at
National & Local Level



Think Eat Save Initiative

Two key elements of the initiative:

- A global awareness-raising campaign
- A methodology for food waste prevention programmes at national and local level, being implemented through pilot projects

Launched in January 2013, the initiative seeks to:

- galvanize widespread action at global, national & local levels
- catalyze more sectors of society to be aware and to act
- connect food waste prevention to food security, ecosystems impact, climate change and sustainable consumption and production
- support concrete food waste prevention programmes at national and local level



The Think Eat Save Campaign

Objectives:

- Raise awareness on food waste prevention
- Inspire action
- Share best practice

The website www.thinkeatsave.org:

- One stop shop for news and resources
- Showcases ideas and examples
- Launches call for public action



The Campaign: First Results

- Articles, blogs, videos and tips updated constantly
- Monthly average Twitter reach of 5 million
- Food waste key theme of World Environment Day, June 5th 2013 & key pledge in 2014
- In India **#ThinkEatSave** was the number 1 topic of social media conversations for the duration of June 5th 2013



Here, **Think Eat Save** Goodwill Ambassador **Gisele Bündchen** shares key campaign messages while cooking with leftovers on NBC



The Campaign: Notable events

- Launch dinner: 700 high level delegates dined on **food grown in Kenya but rejected by UK Supermarkets for cosmetic reasons** (February 2013 in Nairobi)
- The Annakshetra Foundation **fed 9200 People on Leftover Food from Wedding Parties** in Jaipur (May 2013)
- Feeding the 5000 - OzHarvest – Think Eat Save events across Australia (Jul 2013)
- Tesco Poland launched a **competition to Help Schools Think.Eat.Save!** (Oct 2013)

New competition on food waste prevention in schools launched September 2014!



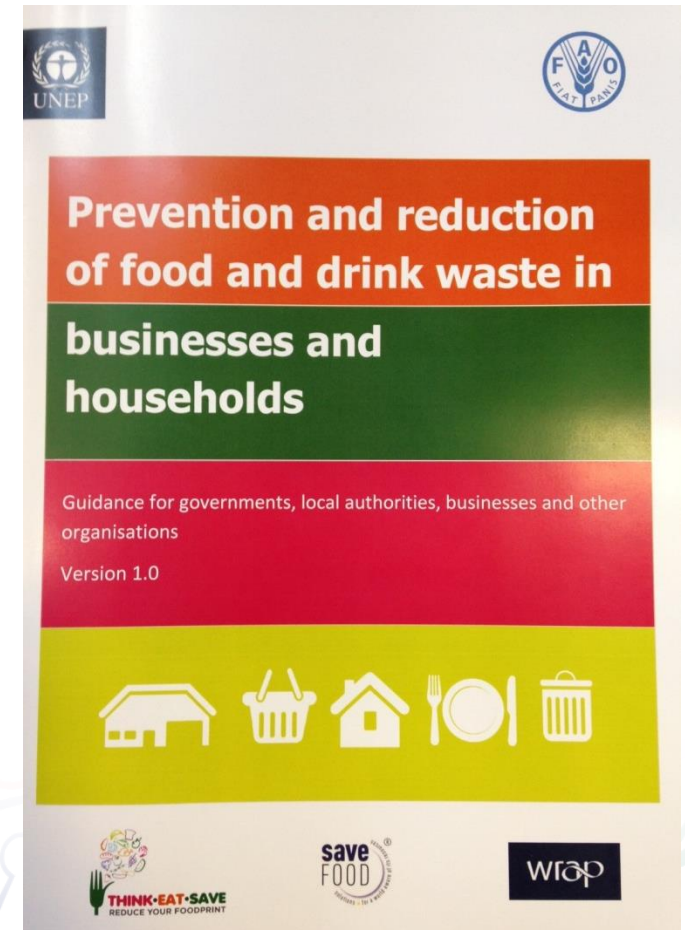
**THINK•EAT•SAVE
STUDENT
CHALLENGE**



Food Waste Prevention Programmes at National & Local Level

- Guidance for public authorities, businesses and other organisations on **mapping, planning and delivering** effective food waste prevention strategy
- Published in **May 2014**
- Guidance methodology to be piloted in selected countries/cities worldwide

Think.Eat.Save Guidance Version 1.0 is a new tool launched by the United Nations Environment Programme (UNEP), the Food and Agriculture Organization of the United Nation (FAO) and the Waste and Resources Action Programme (WRAP).





Food Waste Prevention Programmes

Guidance Methodology

Module 1: Mapping and measuring food and drink waste



Key steps:

- Quantification at national/regional level
- Quantifying waste arising from the supply of food and drink
- Quantification at household level

Module 3: Developing and implementing programmes to prevent and reduce household food and drink waste



- Plan and develop a strategy for a consumer engagement programme
- Establish a baseline and set a target
- Develop evidence-based guidance
- Take action to prevent food waste
- Measure, monitor and report progress

Module 2: Options for developing national or regional policies & measures



Key steps:

- Options for motivational strategies
- Voluntary Collective Action Programmes
- Consumer Engagement Campaign

Module 4: Preventing food waste in business supply chains (retail, manufacturing & food service)



Key steps:

- Corporate strategy, baseline and targets
- Taking action: guidance with tools and examples
- Measurement and reporting progress towards targets



5 steps to food waste prevention

1. Planning and strategy development [Years 1-5]

2. Establish a baseline and set target
[Years 1-2]

3. Develop evidence-based guidance
[Years 2-10]

4. Take action to prevent and reduce waste
[Year 2-10]

5. Measure, monitor and report
[Years 1-10]



Pilot Programmes

The Guidance methodology will be piloted at national and local level. Food waste is a global issue and affects every country in the world. Many actions to reduce food waste are being undertaken and pilots can build on and support existing work, as well as providing specific benefits.

Benefits include:

- Developing a local action plan with concrete economic and environmental benefits
- Part of the globally-recognised UN Think Eat Save initiative - Involvement in a high profile programme of activity
- Reaping the benefits of existing experience and building on existing activities to accelerate change

First pilot launching in Johannesburg/Pretoria, South Africa.



Introduction to Food Sharing

At the intersection of trends in the Sharing Economy & Food Waste, new ways of sharing food keep springing up.

“Personally, I don't buy groceries any more. Why would you spend money on it?” says Barbara Merhart of Foodsharing.de, an online platform that gives individuals, traders and manufacturers the opportunity to offer or collect excess food.



Cooking a big meal and want to sell a couple of portions to your neighbours? Hungry but the fridge is empty? Shareyourmeal.net provides an efficient platform.



California-based Cropmobster offers a different spin on food sharing, allowing farmers to post excess crop that would otherwise be sent to the compost, and volunteers sign up to collect it for further distribution to charities.





Food Sharing in Apartment Building, Helsinki

The Food Sharing Point

Results

- 30% of inhabitants visited the food sharing point
- More than 200 items were picked during 3 months
- The most picked food was vegetables, bread, milk products and meat products



The shelf for pet food

The shelf for bread and pastry

The containers for delivery

The shelf for vegetables

Contrasting with our presumption, the accepting of other people's food was easy but sharing one's own food was more difficult

The guidelines for users

The log book for record the products



Thoughts on Foodsharing

What do you think?

Community building

Fighting hunger

Increasing resource efficiency

Increasing conscious consumption

Health & hygiene risk?

Personal safety?





This is only the beginning...
Please join us to Think Eat Save!
www.thinkeatsave.org

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#ThinkEatSave

