



Public-private partnerships, the context and success factors of voluntary agreements towards SDG12.3

PRESENTED BY

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1. European collaborative action by FUSIONS

4 years effort to: Establish, Exchange, Engage, Exemplify and Enable



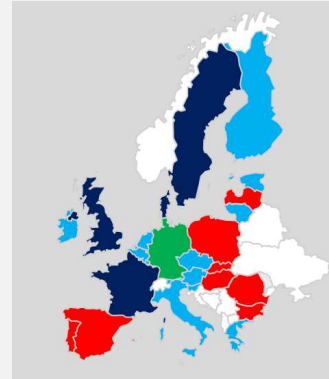
FUSIONS

ESTABLISH

WP1

Reliable data & information sources

- Establish, develop test & describe standardised quantification & reporting methodologies for food waste monitoring
- Comprehensive mapping of existing trends
- Criteria for environmental and socio-economic impact
- Quantification manual and assess EU-28



ENABLE

WP3

Policy recommendations

- Map legislation & policies
- Identity measures & policy evaluation framework
- Design guidelines & recommendations

EXCHANGE

WP2

Multi-stakeholder Platform

- Establish the European Multi-stakeholder Platform
- Organisation of European and regional conferences and interactive meetings
- Organise feedback & consensus building process

EXEMPLIFY

WP4

Feasibility studies

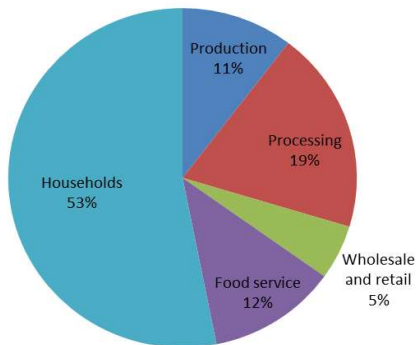
- Identify initiatives and best practices
- Invite, co-design initiatives & evaluate
- Execute, monitor and evaluate feasibility studies
- Encourage additional activities

ENGAGE

WP5

Sharing of knowledge

- Share key deliverables through a range of channels
- Organise events, campaigns and cooperate with external parties to create maximum impact
- Raise awareness, extend the ambassador network and provide tools & guides to support action



2. REFRESH: Frameworks for Action

Resource Efficient Food and dRink for the Entire Supply cHain
(2015 – 2019)

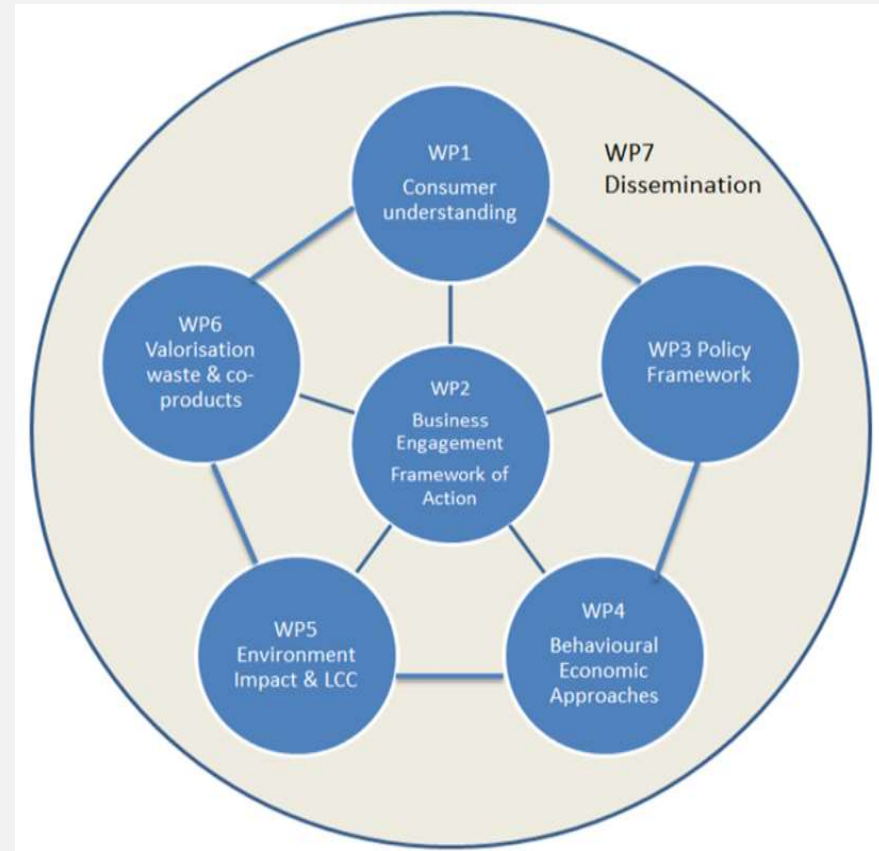


- A central ambition of the REFRESH project is to develop a 'Framework of Action' model that is based on strategic agreements across all stages of the supply chain (backed by Governments), delivered through collaborative working and supported by evidence-based tools to allow targeted, cost effective interventions.
- Success will support transformation towards a more sustainable food system, based on Circular Economy principles, benefitting Europe's economy, environment and society. To contribute towards Sustainable Development Goal 12.3 of halving per capita food waste.
- One of the key objectives is to design and validate a range of framework models through pilots in: the Netherlands, Germany, Spain, Hungary and China.

Project Scope & Vision

Ambition SDG 12.3: towards 50% reduction of food waste

- By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses



Inventory of existing alliances

- The analysis of effectiveness of existing approaches is structured around the following factors*:
 1. Initiating and setting up the alliance
 2. Governance and funding
 3. Recruiting signatories
 4. Establishing actions
 5. Monitoring and evaluation

* Task coordinated by: Cristina Osoro Cangas and Kate Bygrave (WRAP, UK)

Key Findings (I)

Initiating & Setting up

- Lead organisation: positive reputation, trustworthy party, network & role in brokering agreement
- Governmental involvement contributes to the success of an alliance
- Full signatory engagement in early stages: to ensure ownership and setting of realistic ambitions

Governance and funding

- Available and dedicated funding improves the effectiveness



Key Findings (II)

Recruiting signatories

- Correct level of supply chain involvement represented: whole supply chains
- Better to have fewer actively engaged signatories. Ensuring key players sign up first aids the recruitment of signatories
- Reasons for joining (1) to influence policy development, (2) as a source of technical information and advice, (3) because the objectives of the alliance were in line with those of the organisation, and (4) to improve competitiveness
- A strong business case to convince signatories is essential
- Signatory concerns: Financial implications; human resource implications; lack of policy, economic or other drivers to encourage engagement; reputational risk issues; and threats to competitiveness

Key Findings (III)

Establishing actions

- The role of the lead organisation is important in managing conflicts and providing information in a way that can be easily understood by signatories
- Giving signatories freedom to choose their own actions from a predefined selection seems to have encouraged action

Monitoring and evaluation

- A monitoring framework is essential to check whether the alliance is on track to achieving its objective

Other factors

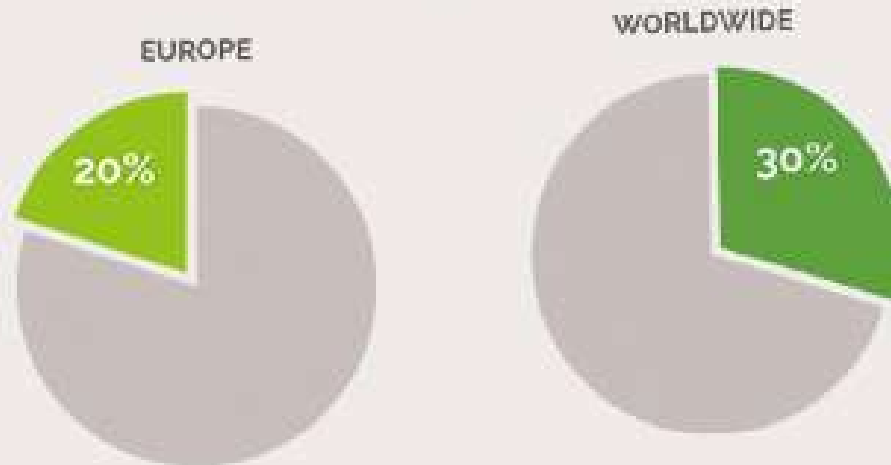
- A real threat of regulation was a key driver behind some alliances



REFRESH Food Waste Solution Contest

What's your freshest idea to tackle food waste ?

20% of food wasted in Europe



Source: FUSIONS 2016 „Estimates for European Food Waste Levels“

