



Resource Efficient Food and dRink for Entire Supply cHain

Hilke Bos-Brouwers,
Toine Timmermans
Jan Broeze
Wageningen Food & Biobased Research

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REFRESH

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26 Partners from 12 European countries and China

Duration: July 2015 – June 2019

Funding: 9 M€

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REFRESH: Resource Efficient Food and dRink for Entire Supply cHain

REFRESH's main objective:

contribute towards **halving per capita food waste** at **retail** and **consumer** level and **reducing food losses along production and supply chains**.

Project goals:

- 🍌 Develop **strategic agreements** to reduce food waste with **governments, business and local stakeholders** in four pilot countries: Spain, Germany, Hungary, Netherlands
- 🍌 **Formulate EU policy recommendations** and support national implementation of **food waste policy frameworks**
- 🍌 Design and develop **technological innovations** to **improve valorization of food waste** and ICT-based platforms and tools to support new and existing solutions to reduce food waste



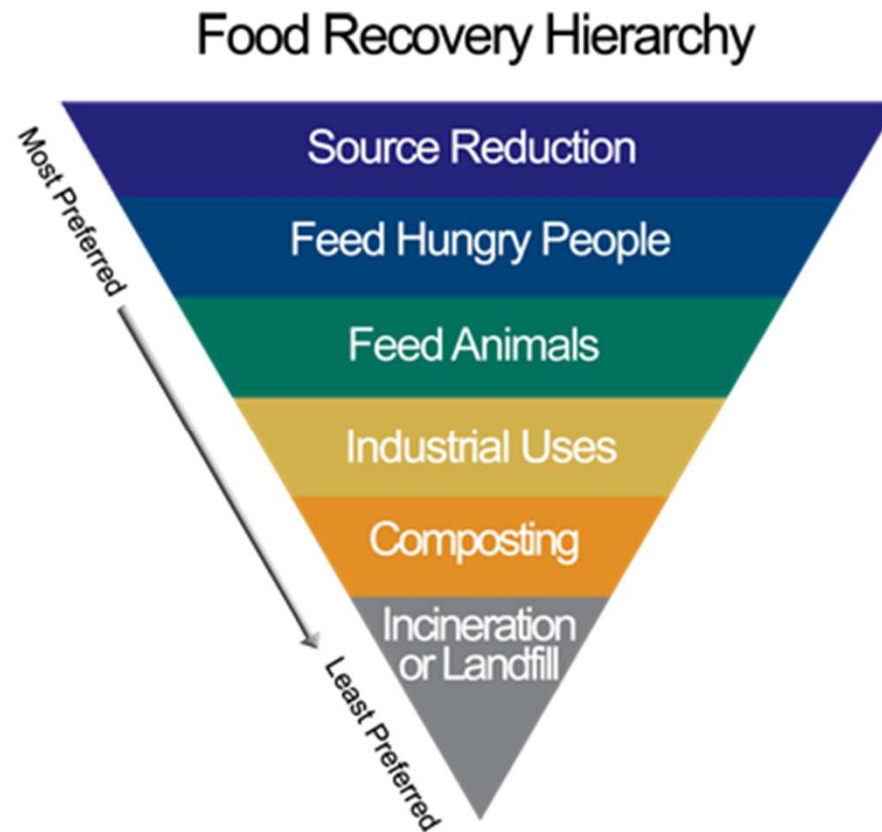
Project Consortium



www.eu-refresh.org



Improve valorisation of waste + by-products





Central Approach / Ambition

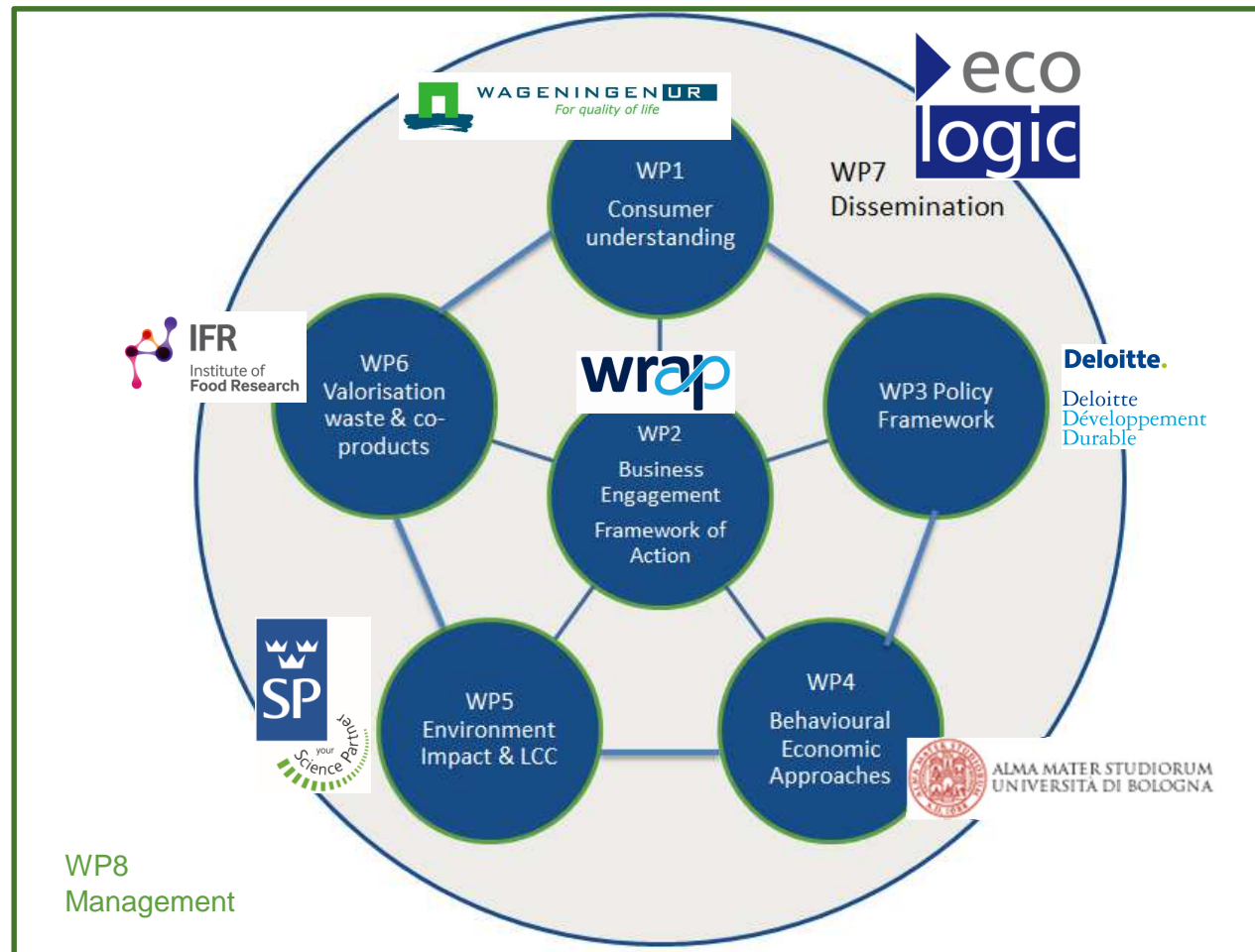
Framework of Action



- Voluntary strategic agreements
- Across all stages of the supply chain
- Backed by National Governments
- Delivered through collaborative working
- Supported by evidence-based tools

Success will support transformation towards a more sustainable and secure EU food system, benefitting Europe's economy, environment and society.

Project structure



Project highlights



Consumer understanding

- food waste assessment & behaviour
- acceptance of food waste prevention measures
- acceptance of by-product valorisation for food



Business engagement

- Framework agreements, catalyse actions



Policy framework

- facilitate development of enabling policy



Behavioural economic approaches

- business and consumer behaviour, interventions



Environmental impacts assessment & decision support



Valorisation of waste & by-products



Pilots

- 🥦 Spain
- 🥦 The Netherlands
- 🥦 Germany
- 🥦 Hungary

Active engagement of key stakeholders:

- governments
- trade bodies and other “influencers”
- producers, traders, SME’s

Undertake action-based innovation projects

Latest new: REFRESH food waste solution contest



Food waste innovators wanted!

REFRESH Food Waste Solution Contest launched, submissions open until 30 Nov.

REFRESH, a European project on food waste, has launched its Food Waste Solution Contest and is looking for the freshest ideas to tackle food waste across Europe. The contest aims to highlight and support solutions to food waste and food packaging waste at any part(s) of the food chain.

We want to support your innovative food waste ideas!

Across Europe, people are developing and implementing innovative solutions to the problem of food waste. The REFRESH Food Waste Solution Contest wants to bring much-deserved recognition to these ideas and encourage their spread. Anyone that has developed a food waste innovation - including individuals, organisations, start-ups and large companies - is encouraged to submit a **video or visual essay** about their project. **The deadline for submissions is 30 November 2016.**

Watch the Call for Submissions at eu-refresh.org/contest:



Region	Food Waste Percentage
EUROPE	20%
WORLDWIDE	30%

Press Release

Berlin, DE
11th October 2016

More Information:
eu-refresh.org/contest

Submission Form:
eu-refresh.org/contest-submission

Contact:
E-Mail: info@eu-refresh.org

Project Information:
Website: www.eu-refresh.org
Twitter: [@EUrefresh](https://twitter.com/EUrefresh)

To stay updated on food waste innovations and news, subscribe to the **REFRESH Newsletter** with the registration form at <http://eu-refresh.org/newsletter-registration>



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Refresh - NoAW

Refresh

- 🥬 wastes and by-products along chain
- 🥬 Framework of action: pilots with stakeholders along chain

NoAW

- 🥬 agro wastes and by-products
- 🥬 Framework of action: pilots at cluster levels



Refresh – NoAW synergy

Generic learnings from pilots

Pilots will be selected by end 2016

Valorisation opportunities of 'top 20' 'food waste' streams

- Substantial part is currently composted or used for feed
- Deliverable with selected products will become public on short notice



Contact

Coordinators Wageningen UR Food & Biobased Research (NL)

Toine Timmermans

Program manager sustainable food chains

Toine.Timmermans@wur.nl

Hilke Bos-Brouwers (Scientific)

Senior Scientist Supply Chain Management

Hilke.Bos-Brouwers@wur.nl

Dissemination partner Ecologic Institute (GE)

Stephanie Wunder

Stephanie.Wunder@ecologic.eu

More Information about REFRESH

E-Mail	info@eu-refresh.org
Website	www.eu-refresh.org
Twitter	@EUrefresh
Facebook	https://www.facebook.com/eurefresh



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www.eu-refresh.org



Thank you

jan.broeze@wur.nl