

Action C4.3 Excess food and food waste prevention demonstration actions

DELIVERABLE C4.D9

Specifications of the open call for innovative demonstration actions on food waste prevention

Beneficiary Responsible: GRFU, Beneficiaries involved: MEEN, HUA

Summary

During the early stages of the LIFE-IP CEI-Greece project, the sub-action C4.3 “Excess food and food waste prevention demonstration actions” foresees the drafting and publication of an open call for beneficiaries to join the consortium in order to implement innovative demonstration actions for food waste prevention. Given that there are already several actors in Greece, at different levels, which have become active in food waste prevention, the Sub-Action aims at going one step further, by advancing and consolidating existing initiatives offering new ideas for food waste prevention.

The target organisations of this call are Wholesale Markets which are commercial hubs of mainly raw vegetables and fruits and thus have a very high potential of food waste prevention. Also, some of them are already involved in food waste prevention initiatives, such as the Central Market of Thessaloniki S.A. (CMT) that systematically collects unsold raw vegetables and fruits that are subsequently distributed to charities, social structures and social grocery stores that provide food resources to those in need, through its flagship ‘Social Plate’ initiative. To expand the list of eligible proposals of this call, other potential candidates include non-profit organisations which are focused in food waste prevention practices.

The overall aim of the new Co-Beneficiary’s participation would be to enhance its operations, by supporting new food waste prevention activities, such as: (i) the creation of processed agro-food products (e.g. pasteurized vegetable soups, jams, sauces, etc.), (ii) the refrigeration in small packages of fresh vegetables, (iii) the establishment of a composting unit within the central market and demonstrate integrated monitoring systems, for the mitigation and prevention of the production of waste from fresh fruits and vegetables, through the standardisation and expansion of existing actions for the collection, sorting



and donation of edible but non-marketable fresh fruits and vegetables at a local level. The steps to achieve this objective should at least include:

- Increase of the Market's food waste prevention quantity by upgrading the collection, sorting and distribution infrastructure. Creation of Standard Operating Procedures for food waste prevention programmes
- Collaborating with stakeholders along the entire food supply chain (primary sector producers, cooperatives, municipalities, wholesalers, NGOs, etc.) to sign Memorandums of Understanding to increase the quantities of food waste prevention.
- Upgrade any existing food waste prevention e-platform to streamline operations and facilitate the communication between stakeholders.

More specific, the purpose of the new Co-Beneficiary of the project will be the prevention of food waste production (systematic collection of unsafe food and their utilization) and in particular the implementation of demonstration actions to prevent food waste, within the LIFE-IP CEI-Greece project, which will include:

- a) collection of un sold food, from the Central Markets or from cooperating bodies (traders, farmers),
- b) sorting and temporary storage,
- c) networking with local public benefit organizations
- d) a distribution system for the food which has been rescued; and
- e) systematic monitoring of all the above activities through new technologies (e.g. QR codes, smartphone application, database).

with the scope of developing an integrated system for the prevention of food waste production, which will be sustainable even after the end of the LIFE-IP project CEI-Greece.

The aim is also this system to be replicable in order to achieve the best result on a larger geographical scale.

Sub-objectives are:

- a) the collection and redistribution of at least 250tn of food per year; and
- b) participation in multiple communication and information actions for the dissemination of the results of the actions for the prevention of food waste production, for their replication in other regions of Greece and abroad.

The preparation of the open call started with market research about the Central Wholesale Markets of fresh food (fruit and vegetable markets) in all major cities of Greece and food waste prevention-oriented non-profit organisations. Then, an official invitation for interviews (teleconferences) with the candidate-Markets and organisations which showed some interest in being involved in the project was sent¹. The interviews took place between

¹ See the relevant invitation letter from the GRFU (10/03/2021) in Annex I



representatives of the beneficiaries which are involved in this sub-action and the representatives of the candidates. The main objectives of these interviews were:

- To inform the candidates on the project and the LIFE programme,
- To investigate the suitability and the potential of the candidates (i.e., what kind of food waste prevention demonstration actions they could support, what are the expected quantities of food that could be deterred from becoming waste, if new equipment is necessary for the demonstration actions, etc.) and
- To identify and assess the candidates' previous experience in the prevention of food waste production.

Based on the data gathered by the interviews, the open call was prepared and was published on 27/05/2021² by the Green Fund. The proposals received during the deadline will be evaluated by the Ministry of Environment and Energy, the Harokopio University of Athens and the Green Fund, according to the specifications of the call.

² The open call of 27/5/2021 is included in chapter 6. The accompanying template files are attached in chapter 7.