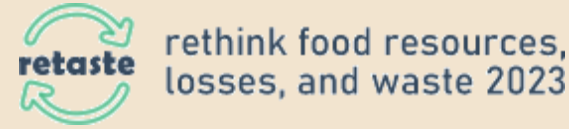




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**Agro-Food Waste  
+ Bioeconomy**



# “Policy frameworks for sustainable agriculture”

by **Napoleon Maravegias**

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# Setting the Scene

In the late 20th century, the Intergovernmental Panel on Climate Change (IPCC) emerged, giving voice to the emerging crisis of climate change. Back then, progress was slow, and not everyone recognized the magnitude of the problem.

# Turning Point

However, in Europe, a series of significant events began to reshape the conversation around climate change. Climate change was no longer merely a scientific topic; it became a concern for governments.



# Shift in Perspective

From a political science perspective, a paradigm shift was taking place. Climate change transitioned from being merely a regulatory problem to an economic opportunity waiting to be seized. This marked the era of ecological modernization, where the market-driven solutions aligned with the principles of sustainability.

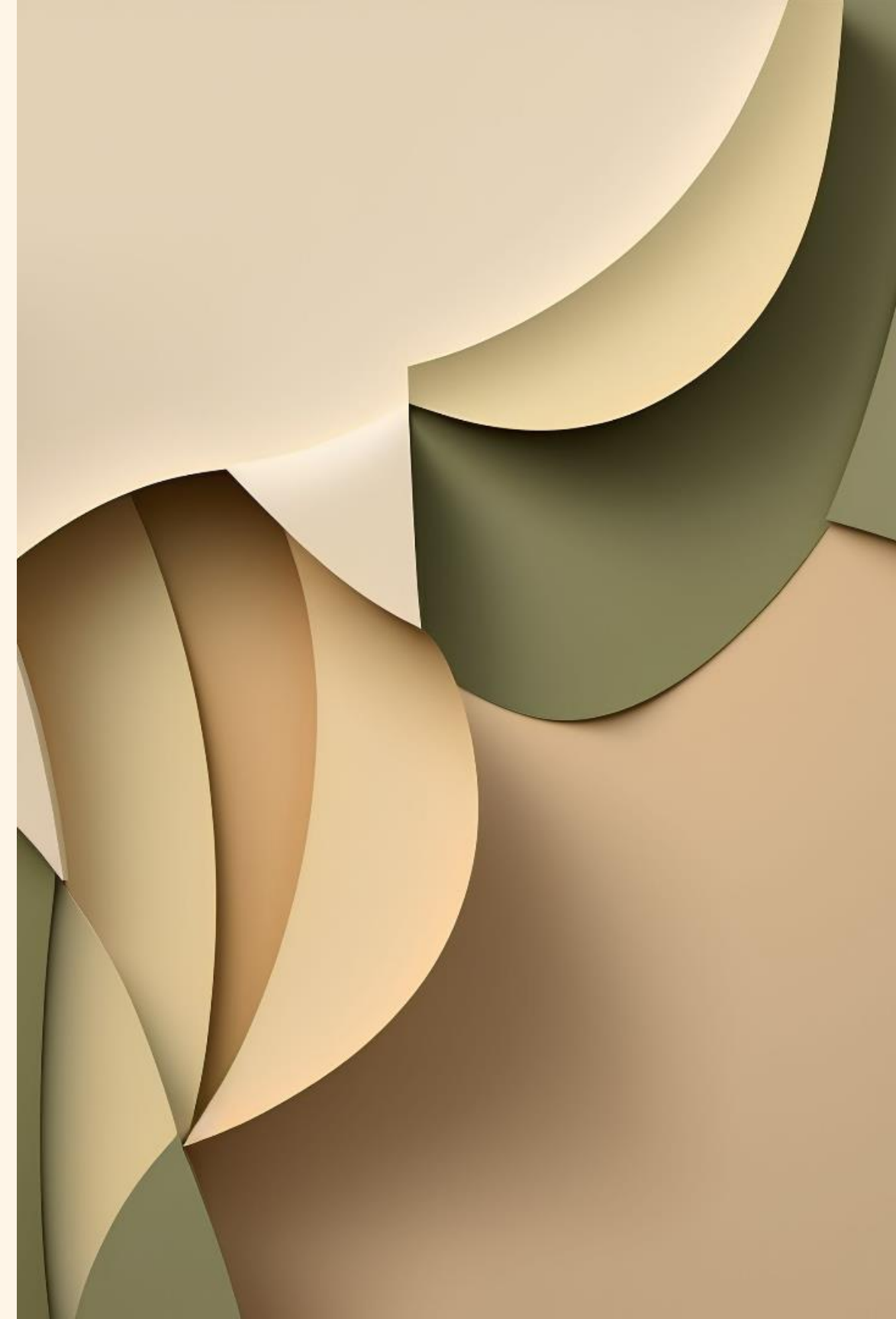


# Ecological Modernization

Ecological modernization, deeply rooted in institutionalism, advocates using monetary and market-driven incentives to foster environmental protection and sustainability. It is a departure from relying solely on regulations and emphasizes the power of innovation and economic principles in tackling climate change.

# Application to Food Waste

Now, let's explore the parallel challenge of food waste. Imagine a world where food waste is not seen as a burden but as an untapped economic potential.



# Historical Perspective

The EU's history of regulatory standards, such as the General Food Law, showcases the strategic deployment of standards as powerful tools in international trade negotiations, resulting in economic advantages for the EU. This historical context illuminates the importance of aligning the interests of businesses, consumers, and policymakers in addressing food waste.





# Bringing It Full Circle

Imagine businesses throughout the agro-food chain actively participating in reducing food waste, earning credits and incentives that they can trade for financial benefits. This model creates a direct economic incentive for waste reduction, motivating businesses to adopt sustainable practices and reducing their impact on the environment.





# Policymaker's Role

Policymakers play a pivotal role in reshaping economic calculations by introducing financial incentives such as tax breaks, grants, and subsidies to support businesses in their food waste reduction efforts. By providing the necessary resources, policymakers empower businesses to invest in technologies and processes that enhance efficiency and reduce waste.

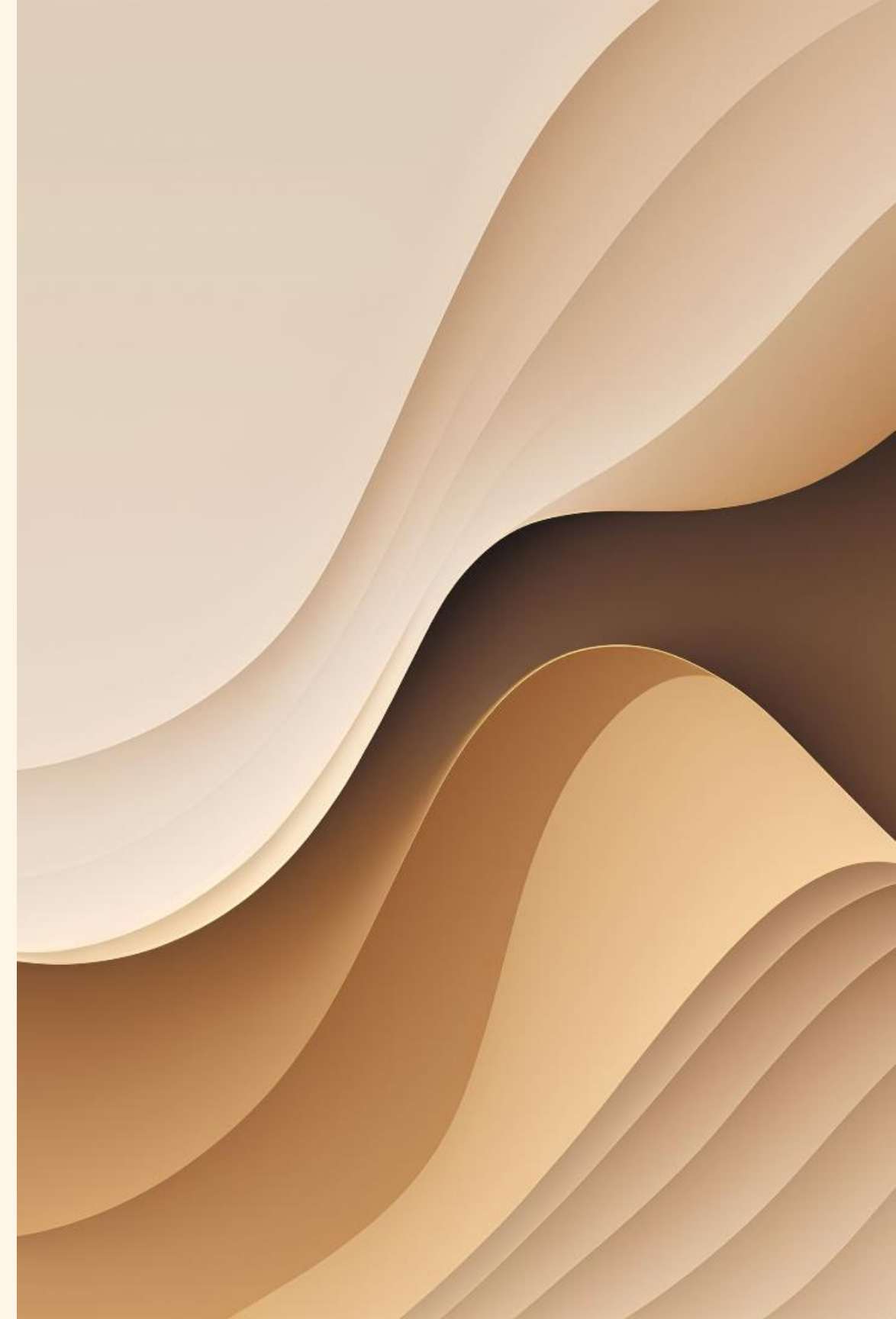


# Consumer Demand

Consumer awareness and demand have the power to drive change. By increasing awareness about the economic and environmental consequences of food waste, consumers can make conscious choices and prioritize products and services that prioritize waste reduction. Policy measures, such as awareness campaigns and labeling standards, can further amplify this consumer-driven change.

# Closing

The parallels between climate change and food waste highlight the potential for economic incentives and opportunities to transform our future. By embracing a market-oriented approach, combined with financial incentives, institutional support, and consumer demand, we can unlock the promise of reducing food waste and mitigating its economic and environmental impacts.



# Thank you!

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