Food redistribution in the EU
Analysis of existing frameworks and dissemination opportunities

19 March 2018, Brussels
EU Platform FLW subgroup donation
Goals of the EU guidelines on food donation

- Facilitate compliance of providers and recipients of surplus food with relevant requirements laid down in the EU regulatory framework

- Promote common interpretation by regulatory authorities in the EU MS of EU rules applying to the redistribution of surplus food.
Project Aim

“To collect information from the EU-MS on regulatory, policy and operational frameworks relevant for food redistribution; to support the dissemination of EU guidelines on food donation, and provide a basis for possible future developments in this area.”

➢ Through active involvement of the Platform (sub-group) Members and MS-level food redistribution actors & stakeholders

December 2017 – Q1 2020
Overall project objectives

1. Provide comprehensive information and analysis on existing regulatory and policy frameworks relevant for food redistribution in the EU MS
2. Provide comprehensive information and analysis on existing operational frameworks relevant for food redistribution
3. Support the dissemination of the EU guidelines on food donation and foster stakeholder dialogue
4. Analyse added value and effectiveness of the EU guidelines on food donation based on stakeholder feedback
Overall project approach & interactions

MS1: regulation & policy measures mapped
MS2: actors listed
MS3: operational frameworks mapped
MS4: events finalised
MS5: draft analysis
MS6: final analysis
Core Team & Advisors

Toine Timmermans (WUR)  
*Project Coordinator*

Carlo Della Libera (Ecorys)  
*Project Manager + Task leader T4*

Lusine Aramyan (WUR)  
*Task leader T1*

Hilke Bos-Brouwers (WUR)  
*Task leader T2, T3*

Balázs Cseh (DNM MKT)  
*Donation Expert*

Patrick Alix (FEBA)  
*Donation Expert*

Tristram Stuart (Feedback)  
*Redistribution Expert*
Task 1

Mapping regulatory & policy measures impacting food redistribution in EU MS

Objective
To provide comprehensive information and analysis of existing regulatory and policy frameworks relevant for food redistribution in each EU MS

Sub-tasks:
1.1. Literature review and scoping interviews
1.2. Mapping of regulatory and policy measures
1.3. Comparative analysis of Member State situations
1.4. Reporting of the results

Deliverables
D4 Task 1 report 1 (M11)

Implementation period
M1 – M11
T1.2 Mapping regulatory & policy measures

- Classification of policy measures to be used
- Proposed dedicated framework to analyse selected policy measures and regulations
- Examples of practices in the Member States

Table 3.3 Proposed dedicated framework to analyse selected policy measures and regulations

<table>
<thead>
<tr>
<th>Type of policy</th>
<th>Geographical coverage</th>
<th>Institutional ownership</th>
<th>Actors involved</th>
<th>Links with other policies</th>
<th>Impact on redistribution</th>
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</thead>
<tbody>
<tr>
<td>National strategies related to food donation and redistribution activities</td>
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<tr>
<td>Market-based instruments encouraging food donation/redistribution</td>
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<tr>
<td>Regulations and regulatory instruments</td>
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<td>Voluntary agreements</td>
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<td>Communication and campaigns</td>
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<tr>
<td>Projects and other measures</td>
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</tbody>
</table>
T1.3 Comparative analysis of MS

- Overview of MS’ regulations and policy measures
- Identification of strengths/ weaknesses, including key existing barriers and best practice across EU MS

<table>
<thead>
<tr>
<th>Group / MS</th>
<th>National strategies related</th>
<th>Market-based instruments</th>
<th>Regulations and regulatory instruments</th>
<th>Voluntary agreements</th>
<th>Projects and other measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mature</td>
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<tr>
<td>Developing</td>
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<tr>
<td>Start-up</td>
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Task 2

Mapping existing operational frameworks from all EU MS

**Objective**

To map existing operational frameworks of the different redistribution models in all MS

**Sub-tasks:**

2.1 Listing of operators & actors involved in food surplus redistribution and donation across EU-28

2.2 Mapping of redistribution models

2.3 Assess the strengths & weaknesses of each food redistribution framework/model

2.4 Analyse how food redistribution framework/models relate to existing national and/or EU regulatory and policy measures

**Deliverables**

D2.1 Scoping report T2 (M6-D2)
D2.2 Task 1 report 1 (M11-D4)

**Implementation period**

M3 – M12
T2.1 Listing of actors/operators

➔ T2.1.1: Foodbanks, donors & charity organisations
➔ T2.1.2: Other redistributing model organisations, donors & charity organisations

• Donor organisations
• Receiver organisations
  - Back-line / 2nd line / Redistribution organisations (RO)
  - Front-line / 1st line / Charity organisations (CO)
• Private donors
• Facilitator organisations (FO)

Via desk research, network contacts & interviews
## T2.2 Mapping operational models

<table>
<thead>
<tr>
<th>Per MS, clustered per region (4)</th>
<th>Name organisations</th>
<th>B-2-B / B-2-C / C-2-C</th>
<th>Type of activity*</th>
<th>Maturity level**</th>
<th>Information capacity ***</th>
</tr>
</thead>
<tbody>
<tr>
<td>RO</td>
<td></td>
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<tr>
<td>CO</td>
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<tr>
<td>FO</td>
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<tr>
<td>Other****</td>
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</tbody>
</table>

* Sources, products, handling, transfer to final consumer
** Mature, developing, start-up
*** Size, capacity & volume (tonnes) distributed at what value (Euro)
**** Sourcing sectors, matchmaking, awareness raising events, cost-covering, processing & logistics
### T2.3 Analysis of strengths & weaknesses

- **T2.3.1: Design of analysis framework**
- **T2.3.2: Data collection & analysis (desk research, expert interviews, country expert contacts, online surveys)**

<table>
<thead>
<tr>
<th>Categorisation</th>
<th>Infrastructure</th>
<th>Logistics</th>
<th>Staff / Volunteer base</th>
<th>Management of network relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Country</td>
<td>+:</td>
<td>+:</td>
<td>+:</td>
<td>+:</td>
</tr>
<tr>
<td>28 MS</td>
<td>-:</td>
<td>-:</td>
<td>-:</td>
<td>-:</td>
</tr>
</tbody>
</table>

|                     | +:             | +:        | +:                     | +:                            |
| Per Region         | -:             | -:        | -:                     | -:                            |
| NWE               | +:             | +:        | +:                     | +:                            |

| Per type          | +:             | +:        | +:                     | +:                            |
| Mature            | -:             | -:        | -:                     | -:                            |
| Developing        | -:             | -:        | -:                     | -:                            |
| Start-up          | -:             | -:        | -:                     | -:                            |
T2.4 Analysis relation operational model & regulatory/policy measures

- Combination of T2.2 & T2.3, together with analytical model findings of T1
- Through expert consultation and stakeholder dialogue, common drivers and barriers will be identified, as well as opportunities for improvement
- Qualitative analysis
Task 3

Dissemination & stakeholder dialogue on the EU guidelines on food donation

Objective
Supporting dissemination of the Guidelines through a stakeholder process, that is designed to share information, knowledge & best practice

Sub-tasks:
3.1 Dissemination & stakeholder dialogue strategy
3.2 Implementation of dissemination strategy & related activities
3.3 Measurement of effectiveness & impact of dissemination

Deliverables
D3a Scoping report T3 (M9)

Implementation period
M4 – M24
T3.1 Dissemination and stakeholder dialogue strategy

- Dissemination strategy (segmented approach to key stakeholder groups)
- Stakeholder mapping
T3.2 Implementation

- Visual identity (watermark & colour palette for templates)
- Social networking activities (Twitter, LinkedIn, calendar)
- Project infographics (4) & video (1, 2 min.)
- Food Surplus Challenger (activating, competitive)
- Stakeholder dialogue & Dissemination events (15-20)
- Targeted dissemination & dialogue with stakeholders
- Presentations of progress & results at external events (min. 5)
T3.3 Measurement of effectiveness & impact of dissemination

<table>
<thead>
<tr>
<th>Creation of visual identity</th>
<th>Visual identity developed Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Attractiveness of the visual identity as judged by the stakeholders (i.e. share of stakeholders who report that they find the visual identity appealing)</td>
</tr>
<tr>
<td>Social networking activities (Twitter and LinkedIn)</td>
<td>Number of posts and tweets</td>
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<tr>
<td></td>
<td>Number of likes, comments and shares for LinkedIn posts</td>
</tr>
<tr>
<td></td>
<td>Number of re-tweets, comments and likes</td>
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<tr>
<td></td>
<td>Number of posts and users using the hashtags</td>
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<tr>
<td></td>
<td>Total reach of the paid campaigns</td>
</tr>
<tr>
<td>Development of communication tools (infographics and video)</td>
<td>Communication tools (4 infographics and 1 video) developed Y/N</td>
</tr>
<tr>
<td></td>
<td>Number of downloads for infographics</td>
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<tr>
<td></td>
<td>Number of views and likes for the video</td>
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<tr>
<td>Food Surplus Challenger</td>
<td>Number of good practices collected</td>
</tr>
<tr>
<td></td>
<td>Examples of media and social media coverage</td>
</tr>
<tr>
<td></td>
<td>Number of donors activated</td>
</tr>
</tbody>
</table>
### T3.3 Measurement of effectiveness & impact of dissemination

<table>
<thead>
<tr>
<th>Creation of visual identity</th>
<th>Stakeholder dialogue &amp; dissemination events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking activities (Twitter and LinkedIn)</td>
<td>Visual identity developed Y/N</td>
</tr>
<tr>
<td>Development of communication tools (infographics and video)</td>
<td>Attractiveness of the visual identity as judged by the stakeholders</td>
</tr>
</tbody>
</table>

**Stakeholder dialogue & dissemination events**
- Existence of stakeholder engagement plan Y/N
- Number of stakeholder events organised
- Number of participants per country, by type
- Share of participants who report recall of key messages of the EC Guidelines on food donation (feedback survey)
- Examples of media and social media features produced on the events, their tone of coverage
- Share of events’ participants who report satisfaction with the events, sessions and presentations

**Targeted dissemination and dialogue with stakeholders**
- Number of targeted stakeholder dialogue activities organised
- Number of stakeholders engaged
- Share of stakeholders who report the targeted sessions achieved their objectives (feedback forms)

**Presentations of progress and results at external events**
- Number of presentations delivered
- Feedback on the presentations
Task 4

Analysis of the added value and effectiveness of the EU guidelines on food donation based on stakeholder feedback

**Objective**
To provide an analysis of added value & effectiveness of EU guidelines on food donation, based on stakeholder feedback, identifying areas for improvement and best practices

**Sub-tasks:**
4.1: Definition of indicators
4.2: Design and implementation of a survey and interviews
4.3: Analysis, recommendations, and description of best practices

**Deliverables**
D3b Scoping report T4 (M9)

**Implementation period**
M4 – M24
T4.1 Definition of indicators (1)

- Operationalize the terms “added value” and “effectiveness”
- Define indicators enabling appropriate assessment
- Definition of judgment criteria and how to weigh them (e.g. economic size of MS, maturity of activities)
- Involvement of actors foreseen in the EU guidelines
### Definition of indicators (preliminary suggestion)

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Operationalisation</th>
<th>Possible indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Added value</strong></td>
<td>Usefulness (relevance, completeness, and user-friendliness) and take-up of the</td>
<td>• Extent to which Member States authorities and other relevant actors consider the</td>
</tr>
<tr>
<td></td>
<td>guidelines by the targeted stakeholders</td>
<td>guidelines as useful</td>
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<td></td>
<td>• Extent to which Member States take up the EU guidelines on food donation</td>
</tr>
<tr>
<td><strong>Effectiveness</strong></td>
<td>Extent to which the Guidelines are reaching their objectives</td>
<td>• Extent to which the guidelines facilitate compliance of providers and recipients of</td>
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<td></td>
<td></td>
<td>surplus food with relevant requirements laid down in the EU regulatory framework</td>
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<td>• Extent to which the guidelines promote common interpretation by regulatory</td>
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<td>authorities in the EU Member States of EU rules applying to the redistribution of</td>
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<td></td>
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<td>surplus food</td>
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<td>• Extent to which the guidelines serve as a reference for actors in Member States</td>
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<td>to take into account when elaborating national guidance and rules</td>
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</tbody>
</table>
T4.2 Design & implementation of a survey & interviews

- Online questionnaire targeting: donor organisations, receiver organisations, private donors, facilitator organisations.

- Key elements:
  - Factual aspects of the guidelines (scope, sufficiency, clarity)
  - Potential gaps of the guidelines and usefulness aspects
  - Potential areas of improvement
T4.3 Analysis, recommendations & descriptions of best practices

- Analysis of results of the questionnaire (per stakeholder groups, regions and MS)
- Workshop with members of the EU platform on Food Losses and Food Waste → interpret and validate results of the survey
- Recommendations and description of best practices
### T5 Planning deliverables & communication

#### Planning of the activities

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Task 1</td>
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<td>Task 4</td>
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<tr>
<td>Task 5</td>
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</tbody>
</table>
Thank you

Main Contact Details

Carlo.dellalibera@ecorys.com
Hilke.Bos-Brouwers@wur.nl
Lusine.Aramyan@wur.nl