Agenda

1) Introduction and purpose
2) Digital Transformation
3) Delegated Distribution
4) Visit to FoodCloud
5) Pitching
Introduction

The skill-sharing session was focused on the delegated distribution model and took place on 10-11 December 2018 in Dublin.

Food Bank representatives from 15 European countries shared knowledge and best practice about existing models of delegated distribution and talked about the potential for development in their countries.
The landscape for food redistribution is evolving due to many factors including a growing focus on circular economy, sustainability, manufacturing advances and innovations, increased attention on nutrition and health, technology and digital transformation, and a stronger interest in public-private partnerships in order to build a more resilient food system.
Purpose

The skill-sharing session is part of the project “The Future of Food Banks in Europe. Preparing the ‘20s”, awarded by DG Health and Food Safety, European Commission.

The objective of the project is sharing best practice and knowledge amongst FEBA membership to support recovery and redistribution of surplus food to feed people in need. This contributes to the achievement of the UN SDGs, in particular SDG 12.3 by preventing food waste through the redistribution for human consumption.
Digital Transformation

An organisation is digitally transforming itself when it increasingly uses technology to boost the added value generated by each element of its value chain.

“Fabio Fraticelli, Università Politecnica delle Marche and TechSoup Academy

4 out of 5 organisations have not completely undertaken a digital transformation process.¹

25% of entrepreneurs have a clear understanding of digital transformation.²
Digital Transformation

Main IT-adoption barriers

83% low digital maturity
98% scarce resources

Source: Accenture Corporate Citizenship Digital Adoption Survey Results 2016. Definitions and further information on each accelerator can be found on pages 14-20.
Delegated Distribution

Delegated distribution allows increased amounts of edible surplus food to be recovered from the retail and food service actors. It is complementary to the traditional model of Food Banks (based on warehousing and logistics), and consists of the direct recovery and redistribution of safe and nutritious food products, especially fresh products and cooked meals, to charitable organisations and their final beneficiaries.
Delegated Distribution

The FoodCloud model
Delegated Distribution

Building a solution

Don’t let perfect be the enemy of good: start with something small and build from that.

Emma Walsh, FoodCloud
Delegated Distribution

What kind of donors do you have?
Whole sellers – Food Service – Retailers

Do you have a delegated distribution?
The majority already use delegated distribution but not always in the same way

What kind of charity do you have?
Every type of organisation. Main challenges for the charities: equipment, food safety, having enough volunteers

What are the challenges and opportunities to adopt this model?

**Challenges:**
- Cost for employees
- Food safety
- Lack of supermarket interest
- Age of volunteers
- Lack of funding
- Food Banks don’t want to change
- Transport/collection > logistics
- Education of charities/stores
- Food transport
- Is it cheaper to buy food?
- Risk for food bank reputation
- Managing multiple partners + managing expectations/needs
- Gathering feedback

**Opportunities:**
- Many supermarkets (in Norway) are already doing it without food banks
- Cruise lines
- It is cheaper, simpler, there are a lot of options
- Improve the balance of nutritional impact
- A lot of EU funding
- Food variety
- Supermarkets are everywhere
- Education of charities
- Tax incentives
- Good quality food
- Fresh food
- CSR initiatives supported by companies
Delegated Distribution

1. Donor Onboarding
   How will you select and convince the donors to jump onboard?

2. Charity Recruitment
   How will you select charities?

3. Rollout
   Which donors? How many? In how much time? What about training?

4. Charity Engagement
   How will you manage the chaos?

5. Donor Relationship Management
   How will you track impact and progress to make sure as much food as possible is donated?
Visit to FoodCloud
Introducing new ideas is often challenging so we put together teams who were tasked to create a pitch outlining how they would implement a delegated distribution model in their country, and how they would convince retailers, charities and their Board of Directors to adopt the solution.
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