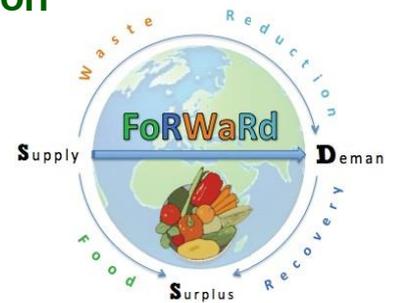


# Newsletter FoRWaRD 5<sup>th</sup> Edition

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For more information please visit our website at

<http://foodrecoveryproject.eu>

## Status EU-Project FORWARD

After the kick-off meeting in Milano/Italy in 2012 the international consortium did have physical workshops in Budapest/Hungary in 2013 , in Venlo/Netherlands in 2014 and will have its final one in Germany/Duesseldorf . One part of the meetings is to get to know the local environment of the project-partners.

Otherwise the dialogue to develop the project runs via Wiggio and Skype. Based on a common questionnaire being filled out by partners of the Total Supply Chain and Food Banks/ Charities four tools have been developed for the market by the project-partners:

- an awareness-video
- an e-learning-platform
- an exchange-platform for oversupply
- a mini-game for IT-freaks

Now it will be up to the participating countries to penetrate those tools within their contacts as well as to offer the tools to interested international partners from outside the EU-Project partner-countries. Three countries of the project (Hungary, Poland, Lithuania) are represented by Food Banks : of course they will be the main driver for the application of the tools in their countries. Within the other partner countries the penetration strategies will be more individual.

[www.tafel.de](http://www.tafel.de)

## Example Roesrath

The city of Roesrath is a typical suburb of Cologne with a little bit more than 20.000 inhabitants. In 2008 the church founded a local „Tafel“ : 35 square meters of the church-rooms were used as a first step. Now in autumn 2014 four containers are rented to double the room of storing and distributing food ; the new cooling area will have 9 square meters. 300 households with more than 600 people are listed at Roesrath Tafel. Each one has to prove by a certificate that he/she is entitled to receive food free of charge. Per week 200 food-baskets with a total annual volume of 70 tons are distributed. Volunteers support receiving and distributing the food-gifts which come from various sources like local retailers - or monetary support from the local bank (Kreissparkasse), the Lions Club, even from youngsters collecting money in church-circles or local inhabitants of the village who ask to give money to the Tafel instead of getting own presents for their birthdays. In the end of September 2014 for the seventh time a running-event "Rösrath is running for its Food Bank" is organized to sponsor Rösrath Tafel. There are three categories : children, youngsters and grown-ups. The first two categories pay 3.- Euro, the adults 6.- Euro.



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## Rise of Awareness

In autumn 2012 the public awareness for securing food accessibility was relatively low in comparison to the autumn 2014. Internationally most credit has to be given to the EU stressing again and again the point that on the one hand in 2050 the world needs 40 percent more food to feed the growing mankind while on the other hand at the moment about 40 percent of agricultural products are lost or wasted within the Total Supply Chain. They also developed a special Internet Site for this topic :

([www.http://ec.europa.eu/food/food/sustainability/index.en.htm](http://ec.europa.eu/food/food/sustainability/index.en.htm) ) . Secondly the EU has initiated international projects like FORWARD ([www.foodrecoveryproject.eu](http://www.foodrecoveryproject.eu)) and the 4-years-running FUSIONS([www.eu-fusions.org](http://www.eu-fusions.org) ) where practical and scientific networks compile definitions, facts and figures.

In Germany the film-maker Valentin Thurn created high-level public awareness first by his film „Taste the Waste“ ( [www.tastethewaste.com/info/film](http://www.tastethewaste.com/info/film) )and the tv-film „Die Essensretter/Those who save food“ - and last but not least by a food-sharing network ([www.foodsharing.de/über-uns](http://www.foodsharing.de/über-uns)) .

Within the region of NorthRhine Westfalia(NRW) (16 million inhabitants) the Ministry for Climate Protection, Environment, Agriculture, Nature- and Consumer Protection started an own homepage (<http://www.umwelt.nrw.de/verbraucherschutz/lebensmittel/konsumwertschaetzung/index.php>) for food awareness. This platform initiated research at the University of Applied Sciences which in autumn 2014 is organizing a conference ([www.vz-nrw.de/lebensmitteltagung](http://www.vz-nrw.de/lebensmitteltagung) ) . Also the Consumer Association of NRW is participating in that platform ; they also are speakers at the FORWARD final consortium meeting.



FORWARD was presented at the Consumer Association NRW

In 2014 the City of Duesseldorf initiated a school competition together with a local daily newspaper. Awards were handed-over at a Conference during the exhibition Interpack ( see also news of 07.05.2014 at [www.european-retail-academy.org/EUCVOT](http://www.european-retail-academy.org/EUCVOT) . The Interpack-exhibition initiated also together with FAO([www.fao.org/worldfoodsituation](http://www.fao.org/worldfoodsituation)) the Club „Save Food“ ([www.save-food.org](http://www.save-food.org)) which has international members from the Total Supply Chain, the Packaging Industry and Science (like the European Retail Academy).

### The European Retail Academy

Created in 2005 as a scientific spin-off by the German EHI Retail Institute under the leadership of Prof.Dr.B.Hallier the European Retail Academy (ERA) today is a network of 220 universities/research units around the world. One of its targets is the penetration of new ideas to retail/wholesale/ agriculture/consumer industry. The EU-project FORWARD has been presented by Prof.Dr.B.Hallier at the international Conferences VUA/Brno/CZ, FAO Rome/Italy, CZ Retail Summit 2014 in Prague/CZ, IGLS/Austria, OFEL/Dubrovnik/Croatia, Fusions Stuttgart and Duesseldorf/both Germany.Essays have been published in the US Reader „Handbook of Research on Consumerism in Business and Marketing“ and the international edition of „Technikfolgeabschaetzung - Theorie und Praxis“ 3/2014 of the ITAS-Institute in Karlsruhe/Germany. About the content of FORWARD was also reported by ERA-contacts in university magazines in Russia and Romania.

Further on ERA is permanently informing its German and international followers via its ERA-Sites [www.european-retail-academy.org](http://www.european-retail-academy.org) , [www.european-retail-academy.org/AgriBusinessForum](http://www.european-retail-academy.org/AgriBusinessForum) , [www.european-retail-academy.org/ERM](http://www.european-retail-academy.org/ERM) and [www.european-retail-academy.org/EUCVOT](http://www.european-retail-academy.org/EUCVOT) . Given in August 2014 at [www.google.de](http://www.google.de) the input „European retail“ the [www.european-retail-academy.org](http://www.european-retail-academy.org) was the number 1 in the ranking with its news about the Final Forward Meeting in Duesseldorf. Linked to that news is a YouTube about tracing/tracking which is part of the ERA input at the FORWARD project. The YouTube was clicked more than 1250 times.

### Quoted Response

Ryan Harty of the German Tafel Headquarters wrote to ERA about the FORWARD-Project: „ I always get questions from abroad about the taxation of food-charities in Germany, about laws and regulations handling food . I very much hope that FORWARD can be established in those countries which do not yet have the right legislation for Food Banks and Charities - and which need info how to build up those networks. It is indeed a great idea to educate „food waste managers“ and all tools developed up till now surely will find interested learners especially in those countries.“



## The ForWaRd Consortium

The ForWaRd Consortium has mobilized all the necessary and required set of skills to perform the planned activities and reach the objectives of the project, involving all the players in the value chain necessary for implementing the training contents and platform and their assessment.

### TEMPO TRAINING & CONSULTING

TEMPO is one of the largest training, consulting and advisory companies in the Czech Republic. It gained an excellent portfolio of experience and professional expertise. Currently composed by 3 independent divisions, this organization is covering areas related to the training, work with human resources and implementation of EU development projects.

<http://www.tempo.cz/>

### Greenport VENLO

Greenport Venlo is an economic network of businesses, organisations and institutions associated with the horticulture supply chain, its Innovation center was set up to support innovation in SMEs, focusing on 2 sectors: food & fresh and (agro) logistics.

<http://www.greenportvenlo.nl/nl/innoveren>

### eurocrea merchant consulenza direzionale d'impresa

Besides offering management consulting and advising, Eurocrea Merchant is also involved in providing training courses and in EU-Project management. Part of the team is constantly involved in searching the best funding opportunities offered by the EU Commission, and in designing and managing projects for themselves or for Italian SMEs.

[www.eurocreamerchant.it](http://www.eurocreamerchant.it)

### Magyar Élelmiszerbank Egyesület



The main goal of the Hungarian Food Bank Association, which is part of the European Federation of Food Banks (FEBA) is to support the reduction of malnutrition and poverty by collecting and distributing food donations in Hungary.

[www.elelmiszerbank.hu](http://www.elelmiszerbank.hu)

### Maistobankas



The Lithuanian Food Bank daily collects and distributes food in 32 Lithuanian cities, mostly food collected from the retailers that otherwise would be wasted. The Food Bank run public campaigns advocating for food waste reduction, responsible consumption and healthy lifestyle.

<http://www.maistobankas.lt/>

### European Retail Academy

The European Retail Academy (ERA) Is an academic network, created in the first place to generate a B2B-dialogue amongst universities/colleges of applied science, but also to help those in the retail industry who might be looking for addresses of institutions in selected countries.

<http://www.european-retail-academy.org/>

### Banki Żywności



Federation of Polish Food Banks (FPFB) is a non-profit organization, a voluntary association jointly created by different Food Banks in Poland. The mission of the FPFB is to fight food waste and to reduce the extent of malnutrition in Poland.

[www.bankizywnosci.pl](http://www.bankizywnosci.pl)

### avaca TECHNOLOGIES

Avaca Technologies S.A. (AT) is an independent consultancy based in Athens Greece, which provides consulting, informatics and engineering services. It has an internal R&D team and has participated in the past in research projects either EU or funded by the Greek Government.

<http://www.avaca.eu>

#### Specific objectives of the project:

- To identify common strategies to bridge the gap of the labor market skill needs in the field of waste reduction and re-use of unsold foodstuff
- To train food suppliers in two directions: 1) how to reduce food waste, 2) how to recovery unsold and uneaten food. In brief, to train food waste managers
- To create, thanks to ICT, a virtual space, where training contents will be available, enriched with visual elements and simulations
- To give a practical simple solution to enable the natural matching of demand and supply of left-over foodstuff through an online platform
- To train also representatives of the charitable association willing to take part in the recovery phase
- To promote Corporate Social Responsibility in the European food supply sector.