



WOJEWÓDZTWO
WIELKOPOLSKIE



Interreg
Europe



European Union | European Regional Development Fund



ECOWASTE 4 FOOD

Interreg Europe

ACTION PLAN SUMMARY FOR THE ECOWASTE4FOOD PROJECT IN WIELKOPOLSKA REGION

Wielkopolska Region with the seat of the Marshal Office
of the Wielkopolska Region in Poznan

2019 – 2020



environment
and effective
resource
management

UPS! WE HAVE A PROBLEM - WE WASTE FOOD

Food waste is a problem that we are more and more aware of but we still don't know how to fight it effectively down. We buy more and more products and prepare too large portions that we can't eat as well as we do not have enough knowledge about the suitable storage of food. Afterwards all it ends in a garbage whereas it should be used in a different way. Additionally not only food is wasted, but also raw materials needed to produce it – i.e. water and energy consumption. The environment loses, everyone loses too. Wasting is also the inefficient use of resources or their large losses in the processing of both raw material and media used in food production. It is also the entirety of tons of food to be recycled, both discontinued from the retail trade or related to errors in packaging or labelling. It's a waste of money!

the largest share
72%
can be attributed
to households
and food processing

the remaining
28%
comes from gastronomy,
primary production
as well as wholesale
and retail trade

Where is the food wasted?

What food products do you usually throw away?

MEATS

BREAD

VEGETABLES

FRUITS

The data do not include losses from agriculture, fisheries and other food production sectors where significant discrepancies in defining food waste have been noted.

What can you do to avoid wasting food?

- ➔ plan meals
- ➔ make a shopping list
- ➔ look after the shelf life and read labels
- ➔ store food properly - drought, pour, cool, freeze
- ➔ like leftovers of food - get, use, freeze
- ➔ share food



IDEA

The Marshal Office of the Wielkopolska Region wishing to actively participate in the fight against the phenomenon of food waste, at the beginning of 2017 started implementation of the EcoWaste4Food project co-financed from the European Funds under the Interreg Europe Program.

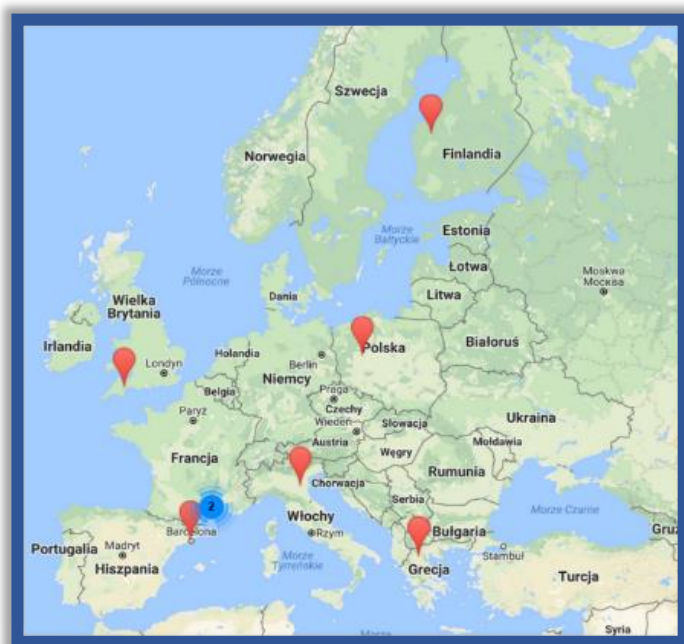
GOAL

Supporting eco-innovation that will reduce food waste by promoting a better resource efficiency economy

PARTICIPANTS

Lead partner: CIHEAM-IAMM (International Centre for Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute in Montpellier, France).

- Wielkopolska Region with the seat of the Marshal Office of the Wielkopolska Region in Poznan (Poland)
- Regional Council of Provence-Alpes-Côte d'Azur (France)
- city of Ferrara (Italy)
- Region of Western Macedonia (Greece)
- Southern Ostrobothnia Region (Finland)
- County Devon (United Kingdom)
- Catalonia region represented by Waste Agency of Catalonia (Spain)



PHASE 1

exchange of experience and learning



promotion of eco-innovation
limiting the phenomenon of food waste
on a given partner territory



participation of the regional stakeholder group
in the selection of good practices
that will be adapted
in a given region



Action Plan

PHASE 2

implementation of the Action Plan



increasing the number of projects
in the area of Smart Specialization I:
"Bio-raw materials and food
for conscious consumers"
and Smart Specialization III:
"Industry of tomorrow"
(Specialized technologies, machines,
devices and their components
for the agri-food industry)
in Wielkopolska,
within the framework
of the Regional Innovation Strategy

THREE ACTIONS IMPLEMENTED UNDER THE ACTION PLAN FOR WIELKOPOLSKA

ACTION I:

WIELKOPOLSKA WEEK OF REDUCING FOOD WASTE



educational activities for children and youth - learn good eating habits through play



food waste management - take part in culinary workshops and trainings on the re-use of food leftovers, learn how to plan reasonable grocery shopping



open day of the food bank for schools - learn about the social needs and the scale of the problem that is wasting of food in the region



organization of educational campaigns for consumers - find out what actions you can take to reduce food waste - both as a consumer and as a producer or as a food seller



ACTION II:

DEVELOPING INNOVATIVENESS AND ENTEPRENEURSHIP IN THE SUBJECT OF LIMITING FOOD WASTE



creating an offer of testing products of Smart Specialization I: Bio-raw materials and food for conscious consumers (safe bio-products and healthy food) - let's analyse the needs and expectations of food producers in the field of management of by-products or waste generated in the production process



vouchers for innovative solutions limiting food waste - get support in raising funds for the implementation of improvements or new products or technologies and solutions limiting food waste in your company; Pilot Action financed within the budget of Ecowaste4Food project from Interreg Europe programme



support for scientific and industrial consortia and for local non-governmental organizations whose main activity is to distribute food to those in need - get support in the process of establishing cooperation in the field of transport and promotion of their activities

ACTION III:

RAISING AWARENESS OF THE WIELKOPOLSKA INHABITANTS IN THE AREA OF THE PROBLEM OF FOOD WASTE IN WIELKOPOLSKA – REGIONAL POLICY DOCUMENTS



preparation of recommendations for the Development Strategy of the Wielkopolska Region - the work will be based on the accumulated experience and materials from the current implementation of the EcoWaste4Food project, including good practices from study visits and proposals of project stakeholders



lobbying to counter food waste - let us jointly inform and educate society



building awareness on the Internet - use the media to promote good practices related to limiting food waste, let's create a database of information in this topic



PLAYERS INVOLVED UNDER THE ACTION PLAN FOR WIELKOPOLSKA:

- ➔ Marshal Office of the Wielkopolska Region
- ➔ University of Life Sciences in Poznan, Poznan University of Medical Sciences, Poznan University of Technology, Poznan University of Economics, University of Adam Mickiewicz in Poznan
- ➔ Food banks
- ➔ Wielkopolska enterprises limiting food wastage, including the Network of Culinary Heritage Wielkopolska members
- ➔ Wielkopolska region food industry companies, catering companies, gastronomy (schools, canteens, restaurants, etc.)
- ➔ Children and adolescents of Wielkopolska primary and secondary schools, students of universities in Wielkopolska Region
- ➔ Local self-governments
- ➔ Board of Education in Poznan
- ➔ Stakeholders of Smart Specialization I and Smart Specialization III of the Innovative Wielkopolska Program
- ➔ Entities whose participation proves to be justified or necessary during the implementation of the task or during the implementation of EcoWaste4Food Action Plan for 2019-2020

TIMEFRAME: 2019 – 2020

COSTS AND FUNDING SOURCES:

- ➔ regional own budget: 335,000.00 PLN
- ➔ ERDF Europe for EcoWaste4Food project: 44700 euro for Pilot Action: vouchers for innovations limiting food waste

OTHER INFORMATION:

Action Plan for the EcoWaste4Food Project approved by Resolution No 4/2018 of the Board of the Wielkopolska Region dated November 28, 2018 on adoption of "the Action Plan within the framework of the EcoWaste4Food Project concerning the Policy instrument 1, i.e. Regional Operational Programme for Wielkopolskie Voivodeship for 2014-2020"



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Disclaimer: the content of this publication reflects the views of the author and the program authorities are not responsible for the use of information contained in them in any way.