

Task 4.2.5 Transferability Plan for the dairy industry supply chain in ITALY

DOCUMENT PREPARED BY
FEDERALIMENTARE SERVIZI SRL

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TRANSFERABILITY PLAN

Name of the REINWASTE partner: FEDERALIMENTARE SERVIZI SRL

01. Strategic phase

01.1. Identification of the target supply chain(s) that will benefit of the transferability action

Type of supply chain (sector): DAIRY INDUSTRY

Region / country: EMILIA-ROMAGNA / ITALY

Brief description:

main target groups were the food producers (owners, R&D, Quality, Raw materials responsables, packaging operators (suppliers and machineries producers), food technologist, experts from research centres, policy makers at national and regional level.

01.2. Ex-ante analysis and diagnosis of the target supply chain(s) current state, in order to identify what are needs and main challenges in the framework of inorganic waste minimization that justify the transferability action

Challenges

1. Regulatory Framework. Based on the national regulation, the use of packaging materials accounts for a significant cost item. The level of Environmental Contribution (CONAI) depends on the nature of the material and its annual amount used.
2. Heterogeneity. Most of the inorganic waste comes from packaging materials. Food industry is characterized by a wide differentiation of materials for specific application, this makes management a challenge.
3. Cost. Some pilot actions imply higher cost of investment, this is the reason why these actions are especially suggested for medium-big companies.
4. Performance verification of alternatives. The finding of alternatives to current materials and the reduction of materials use need to be verified based on the actual effectiveness. Possible lowering of performances should be considered.

5. Waste made of Plastics+food . The food industry quality systems imply the batch online sampling for the verification of compliance. Packages containing food products are sacrificed and the two components need to be separated for suitable disposal.
6. Retailers and consumers increasingly demand for smaller or even single-serve packages

Critical points

1. **Technical limitations** of packaging lines for shifting to alternative materials.
2. **Limited collaboration and cooperation between all the actors** of the value chain.
3. **Low involvement and awareness** on the plastic waste streams and management (often subcontracted to third parties)
4. **Waste management costs** considered as a fixed cost, such as administrative costs.

02. Pre-intervention phase

02.1. Describe the general and specific objectives (linked to the ex-ante analysis) that the transferability measures aims to achieve

The general objective of the transferability actions is **to increase the awareness of the dairy industry producers about the packaging waste issue and its potential impact on the sustainability** (environmental, social and economical).

The specific objectives are:

- Transfer the technical results from the pilot actions to food stakeholders (companies and policy makers)
- Transfer the other outputs from WP3 (i.e. decision tree model, list of KPIs)
- Promote the project visibility and the message in a bottle of the project

02.2. Explain to which extent the results of the pilot actions implemented into the WP3 pilot could be transferred to the target supply chain

The technical audits carried out at plant level could be summarised and promoted also to other dairy companies (at regional and national level) willing to introduce innovation in their management of packaging

waste but also to other companies belonging to other supply chains since most of the technical solutions could be exported also in other sectors.

03. Intervention deployment (options: in presence, virtual, only on paper)

List of transferability initiatives		Description of the objective of the transferability	Main beneficiary	Timing (deployment period)
N°	Type of intervention (workshop, webinar, study visit etc...)			
1	Workshop (presence, online)	Dissemination of preliminary results collected in WP3 at Ecomondo international Fair	FAIR visitors (companies, packaging operators)	November 2019/2020
2	Webinar (online)	Transfer of the WP3 results to other supply chain operators at international level	Companies and RTD centres at international level	October/November 2020
3	Scientific conference	Transfer of WP3 final results at Venice 2020 Symposium	Scientific community, food producers	November 2020
4	Final conference (hybrid event)	Transfer of WP3 results to a wide community at Tecnopolo in Reggio Emilia	All target groups	January 2021
5	Webcontent	Update of relevant factsheets and outputs via the project webpage at Federalimentare website	Visitors of Federalimentare website	From January 2021 up to three years after

04. Post-intervention phase

04.1. How do you globally evaluate the effectiveness of the transferability plan deployment?

- ☐ Poor (low efficacy of the transfer plan / poor interest by the external stakeholders)
- ☒ Good (the transfer plan meets the expectations of the external stakeholders)
- ☐ Excellent (the transfer plan likely mobilize the external stakeholders to consider the REINWASTE approaches / solutions as strategy to reduce inorganic waste)

04.2. How many external economic stakeholders did you globally concern into the transferability phase?

The transferability actions are still in progress. It is estimated to reach at least, globally, more than 1.000 operators.

04.3. What are the main barriers that the target stakeholders / supply chain should face when approaching the solutions proposed by REINWASTE

- Cost/benefits analysis due to investment cost necessary to introduce the innovation
- Limitation due lack of expertise at company level
- Difficulties for the policy makers to translate, in concrete, the options proposed by WP3 in effective measures/amendments to their S3 strategy and funding schemes
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04.4. Will the target stakeholders / supply chain likely implement the REINWASTE approach / solutions afterwards?

The evaluation of the stakeholders acceptance is still ongoing and not completed. Up to now the stakeholders are getting aware and interested to assess the wide range of the solutions tested in the different supply chains.

Therefore we are quite confident they will likely use and then implement part of the knowledge generated within REINWASTE consortium.