

eNewsletter May 2017

European Parliament, Council and Commission to start negotiations on the EU Waste Framework Directive

On March 14th, the European Parliament adopted MEP Simona Bonafé's report on the EU waste framework directive. It

includes a new target in terms of food waste reduction *"Member States should aim to achieve a Union-wide food waste reduction target of 30 % by 2025 and of 50 % by 2030 and also measure progress made in the reduction of food waste and food losses"* The report also recommends a uniform methodology of the levels of food waste as well as measurements, which FEBA advocated for long times such as:



- *A **food waste hierarchy** should be established.*
- *Member States should provide **incentives** for the collection of unsold food products in food retail and food establishments and for their redistribution to charitable organizations, **such as [...]** **facilitation of food donation.***
- *Consumer awareness of **the meaning of 'use-by' dates** should also be improved in order to reduce food waste.*

Trilogue negotiations are expected to start by the end of May.

FEBA has written a position paper, with six recommendations, to further enhance the focus of food donation in the EU Waste Framework Directive.

On April 11th, the European Parliament's Environment, Public Health and Food Safety Committee (ENVI) unanimously adopted the MEP Biljana Borzan's report, "Initiative on resource efficiency: reducing food waste, improving food safety". The report also supports the proposal of a 50% food waste reduction by 2030 and a lifting of restrictions on food donations among all EU member states. Although the report is not legally binding, it can strengthen the incentive for the European Parliament, the Commission and the Council to adopt the suggested amendments to the final version of the EU Waste Framework Directive.



Highlights from the 2017 FEBA annual convention in Rotterdam (NL) April 20th and 21st

More than **90 delegates from 30 countries** traveled to the city to join the two-day annual convention.

The convention was kicked-off by the **Dutch State Secretary of Social affairs and Employment, Jetta Klijnsma**. Mrs. Klijnsma, who is a longtime advocate for food banking, stated that food banks give much more than “just” food: ***“Food banks of course help people with food, but also help people in other ways. They can help them to get their administration in order (again) or to apply for income assistance. Or they give advice and empower people. Food banks can also refer clients for help to other institutions, for instance municipalities.”*** Her message was clear: food banks provide a safety net to many people in need and their existence is therefore vital to the future of Europe.

Sharing fundraising skills

"The sustainability of food banks" was the central theme chosen for the convention this year with a specific focus on fundraising strategies and best practices.

The first session was dedicated to the topic of corporate partnerships and how to establish a model of collaboration that is a sustainable win-win for both the partnering company and the food bank. Five representatives from **Unilever, CHEP/Brambles, Kellogg, Cargill (see picture) and FrieslandCampina**, gave insightful presentations on how and why they cooperate with food banks, by either donating food or by funding capacity building or skill development projects. The FEBA award 2017 was attributed to Unilever in recognition of its support to FEBA developing food banks in Central and South Europe during the last three-years. FEBA wishes to thank: Unilever, CHEP/Brambles, Kellogg, Cargill and FrieslandCampina for their inspiring contributions to our Global Partner Session.



The second session involved presentations by Lindsay Boswell, CEO of FareShare UK and Lisa Moon CEO of the Global Food banking Network. Both speakers shared their long experience of fundraising for non-profit organizations from various sources by providing multiple examples of partnerships and addressing questions from the audience. Another session was dedicated to sharing successful fundraising initiatives among the different food bank representatives. **Six food banks presented** and discussed their most recent, and most effective, **fundraising initiatives**:



- The **Bordeaux food bank** crowdfunded through social media activity and a video campaign for the acquisition of a delivery truck
- The **Hungarian Food Bank** association created a “cause-related-marketing” campaign, based on the collaboration with restaurants, company-canteens and partner organizations where each of them offered a “charity menu” where the price included a donation to the food bank.
- The **Italian Federation of Food Banks** presented the campaign ‘three cheers for breakfast’ launched in collaboration with Kellogg, who donated breakfast products *and* funding to provide education on the importance of eating a healthy breakfast to more than **100.000 children in need in 2016**. The campaign will continue in 2017, and will also target elderly people in need (+65)
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- The **food bank of Madrid** shared its “Street and Avenue sponsorship program” which encourages private partners to sponsor a ‘street’ or ‘avenue’ in the warehouse in exchange for a contribution to cover operating costs.
- Several large retailers, of which one is Lidl, in the Netherlands offer their customer the opportunity to donate the money received from returned recyclable bottles to the Dutch Food Bank Federation.
- “The paper for food” is the fundraising campaign launched by the Portuguese federation of food banks. The food banks collaborate with a local waste operator who then donates food in return for the recycled paper the food bank has gathered on their premises from partner charities, schools and individuals.

After various fruitful presentations and discussions on the sustainability of food banks, fundraising and partnerships, the participants of the convention paid a guided visit to the **Dordrecht Food Bank (NL)**. Here we were welcomed by a driven young volunteer, who spoke about his dedication to the food bank, and the growing amount of young volunteers who also find it important to show solidarity with the local people in need.

The FEBA 2017 convention in Rotterdam was once again a success, giving many participants food for thought, and new ideas to improve their impact as a food bank. As expressed by the food bank of Ukraine: ***“This was the best FEBA convention I have participated in, please consider it the “best-practice” for future conventions”***

We are grateful to the volunteers from the Dutch Federation, for their perfect logistical organization of the convention. Furthermore, we could not have done this without the outstanding contribution and organization of Tom Hillemans and Marlies Marlies van Amerongen-Boomars whom we thank endlessly.

The success story of the Estonian food bank

We had two presentations by food banks, the Polish Federation and the Estonian food bank. The more recent of the two banks, The **Estonian Food Bank, Toidupank**, was founded in 2010, and it was therefore a pleasure to learn that the bank now supports **9500 beneficiaries with food per week**, through the work of **250 volunteers!** The food bank distributes over 60% of the food directly to its beneficiaries, since the country has few NGOs. The bank has also been successful in communicating their mission to the public and is now one of the most well-known and recognized charity organizations in the country, surpassing Unicef and the Red Cross. Despite the many successes of the Estonian food bank, there are still obstacles to be lifted, in order to enhance the amount of collected food and its distribution. Like many other new food banks, a lack of funding for proper warehouses and equipment is a daily challenge. Furthermore, there are still too few corporate tax incentives to encourage more food donation from large retailers or food producers. These are issues FEBA hopes to support the Estonian Food Bank alleviate in the near future.

Thank you to the founder and director of the **Estonian Food Bank, Piet Boerefijn**, for his important contribution to reducing hunger and waste in Estonia.



The social impact of the FEBA network in 2016

In 2016, the 326 FEBA member foodbanks and their branches in 23 countries supported **6.1 million people through 37,200 partner associations** that accompany them all year around.

535,000 tons of food were distributed, equivalent to **2,9 million meals-equivalent per day**. This would not be possible without the dedication and hard work of 16 400 “co- workers”, of which 90 % are regular volunteers.

All these figures show an increase of food distribution versus last year, reflecting the dynamism of the network and its partner associations in recovering more surplus food to help more people in need. The growth of the food banking network, is also an unfortunate reflection of the difficulties our societies face in light of the continuing rise of income inequality among the EU populations.

The impact of foodbanks

In 2016, FEBA foodbanks:

provided food to
6,1 million
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through
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Surplus food collected from the manufacturing/processing sector and from the retail industry continued to increase in 2016, boosted by the development of the delegated collections from stores to partner charities and new legislations aiming to facilitate food donations to social organizations.

Bloomberg

Bloomberg philanthropies – dedicated to reducing hunger in Europe

For the first time since their first sponsorship, Bloomberg is ready to communicate its collaboration with FEBA and its commitment to support our members and project food banks across Europe.

For over five years now Bloomberg has been supporting FEBA and its members, lastly through a grant given on **World food day 2016, enabling FEBA to donate grants to 15 food bank federations and associations across Europe.**

In addition to the World Food Day grant, the FEBA Irish member, CrossCare, was the recipient of the annual “Dollars for Your Hours” scheme at Bloomberg. “Dollars for Your Hours” enables employees to donate **5 000 USD, on behalf of Bloomberg**, to a given charity, as a reward for completing 50 hours of volunteer work. This exclusive donation to CrossCare will undoubtedly support their wide ranging efforts on social inclusion through distribution of food to charities.

Bloomberg Philanthropies is dedicated to supporting non-governmental organizations and projects working with public health, the environment, the arts and education.