



# REPORT



**FEBA**  
SKILL-SHARING  
SESSION

THE FUTURE OF FOOD BANKS IN EUROPE

## Partnerships for the SDG 12.3

7-8 NOVEMBER 2019 / ROME, ITALY



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# Introduction



**The skill-sharing session “Partnerships for the SDGs 12.3” was organized by the European Food Banks Federation in collaboration with Fondazione Banco Alimentare Onlus on 7-8 November 2019 in Rome. During these two days, 24 Food Bank representatives from 15 European countries shared best practices and experiences about existing strong partnerships which can meet current and future challenges.**

After the skill-sharing session “Food Rescue: The New Future of Food Donation” (Dublin, 10-11 December 2018), the skill-sharing session “Impactful data for social good” (Brussels, 4-5 February 2019), and the FBFI (London, 25-27 March 2019), this skill-sharing session was the occasion to take stock of the situation in the different countries and exchange experiences about private-public partnerships, going beyond traditional food donation and financial support and looking for more comprehensive cooperation, in line with the SDGs and the approach of circular economy.

**This skill-sharing session was therefore an opportunity to establish future set of actions to be implemented in the following months and years as regards the partnerships between corporates and Food Banks towards the SDGs.**

In this document you will find a summary of the information and best practices shared during the two days of the skill-sharing session.



## → Sustainable Development Goals / SDGs

The SDGs are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected in order to leave no one behind.

## → Goal 12: Responsible Consumption and Production

Sustainable consumption and production is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

There should be a significant focus on operating on supply chain, involving everyone from producer to final consumer. This includes educating consumers on sustainable consumption and lifestyles, providing them with adequate information through standards and labels and engaging in sustainable public procurement, among others.

The logo for the Sustainable Development Goals, featuring the words "SUSTAINABLE DEVELOPMENT GOALS" in blue capital letters. The word "GOALS" is larger and has a colorful circular icon with 17 segments representing the goals, positioned between "DEVELOPMENT" and "GOALS".

SUSTAINABLE  
DEVELOPMENT  
GOALS

The icon for Goal 12, featuring the number "12" in a large, bold, white font, followed by the text "RESPONSIBLE CONSUMPTION AND PRODUCTION" in a smaller, bold, white font.

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**Target 12.3 / By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.**

# Skill-sharing session Summary / 7th November

**Location:** The Church Palace - Via Aurelia 481, Rome / Italy

## Introduction / Partnership for the SDGs: why?

The skill-sharing session started with a general introduction to FEBA activity and impacts. This is the fourth activity of the project “The future of Food Banks In Europe: preparing the ‘20s”. In relation to partnerships, times are changing fast and therefore FEBA members should adapt to new realities looking for new ways of collaboration with corporates.



*Angela Frigo, Secretary General, FEBA*



**I think B Corporations will make more profits  
than other types of companies**

*Robert Shiller, 2012, Nobel laureate in Economics*



**Major employers are investing in their workers  
and communities because they know it is the  
only way to be successful over the long term.**

*Jamie Dimon, CEO, JP Morgan*



## Sharing experience / Case study from Banco Alimentare & Kellogg (Italy)

The focus of this presentation was on the experience of Banco Alimentare in building a partnership with Kellogg around the SDGs.

Kellogg and Banco Alimentare have been partners for many years, but the nature of this relation has changed throughout this period. Kellogg started donating surplus food then in 2014 there was a turning point: the company started to donate breakfast kits to children and not only surplus food. As a result, Kellogg provided **6 million breakfasts**.

From 2015 to 2019 there was a shift of focus towards the SDGs. Kellogg started donating funds in support of the project and breakfast kits started to contain not only Kellogg products but mostly products collected by Banco Alimentare.



*Chiara Dal Molin, Projects Development  
Intern, Fondazione Banco Alimentare Onlus*

# Kellogg's



Moreover, this project started to be specifically addressed on nutrition-linked issues and specific needs of elderly people or children. The project was extremely successful and showed evidence that for both parties (Kellogg and Banco Alimentare) a shift toward the SDGs was the way forward, especially in relation to the Agenda 2030.

**As part of the project, Banco Alimentare also organised an event where Kellogg gets to meet the beneficiaries of these projects and viceversa.** This partnership covered different SDGs related to:

- ➔ **Education**
- ➔ **Health and wellbeing**
- ➔ **Zero Hunger**
- ➔ **Reduced Inequalities**

Banco Alimentare drove a progressive integration of SDGs to develop the partnership:

#### **Strengths:**

- Growing role of Banco Alimentare in driving change
- SDGs to influence the development of a project-centred collaboration
- Linking the activity to the SDGs helps promoting the development of the partnership, but also ensures the long term sustainability of the collaboration

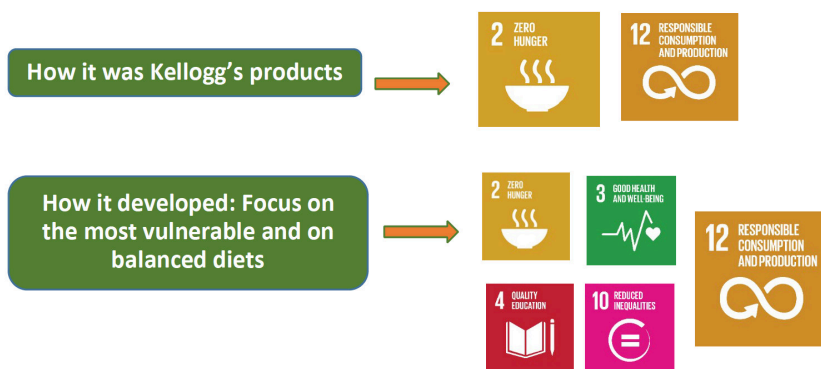
**With ‘Evviva la Colazione’ we created, together, a unique project that provides concrete help to thousands of people, donating them millions of kg of breakfast products, combined with important nutritional guidelines, but also offering a scarce resource such as time to someone who is often lonely such as the elderly.**



*Sara Favarelli,  
Kellogg Italia*

#### **Weaknesses:**

- Potential for communicating more the work through the partnership around the SDGs, leading to similar approach with other donors





## Sharing experience / Case study from FoodCloud (Ireland)

It is estimated that there is almost 1 million tons of food waste in Ireland. FoodCloud is a not for profit which connects businesses and retailers who often find themselves with surplus food with charities all over Ireland. FoodCloud have a solution for surplus food at every stage of the supply chain from farmers, to distributors, manufacturers and retailers.



*Vivienne Lawlor, Head of Communications, FoodCloud*



### A complete solution for surplus food redistribution

FoodCloud works in partnerships with the government, food industry and charity sector to:

- Identify and access surplus food in producers and manufacturers
- Use end to end solutions to redistribute surplus effectively to charities
- Create innovative solutions to process surplus food

On the World Food Day (16 October 2019) FoodCloud launched their **Feeding Kindness Case Study Campaign** in collaboration with key food & retail partners, supported by funding from the Irish EPA (Environmental Protection Agency).





Tesco was the first FoodCloud's retail partner in Ireland. Through their 'No Time for Waste' campaign, they focused not only on how to reduce waste at store level, but also throughout the supply chain. In 2018, FoodCloud were given the opportunity to present to Hilton meats, one of Tesco's largest own brand meat suppliers, and the relationship between Hilton and FoodCloud was born. Hilton takes food safety very seriously, it was very important that any surplus food was managed by a responsible partner. A visit to FoodCloud gave Hilton's managers great confidence in the ability of FoodCloud to manage food safely.



Lidl Ireland partnered with their lead fruit and vegetable supplier, the Meade Potato Company on a two-day Gleaning initiative. Gleaning is the act of collecting the fruits or vegetables that are left uncollected after the harvest. Lidl staff saved half a ton of carrots which were then brought back to the FoodCloud Hubs and distributed to charities. It is really important for companies to challenge themselves in terms of social responsibility because it opens up a lot of opportunities to help and give back to the community. Working with FoodCloud has enabled Lidl to scale their partnership with local charities allowing them to have a wider impact. Lidl now works with 330 charities through the FoodCloud project all over Ireland.



Nestlé recognized the cost associated with FoodCloud getting the food from the food industry to charities. As a consequence they have initiated a funding collaboration with FoodCloud - donating a per pallet fee for the food they donate to the Food Bank. 8 tons or the equivalent of about 17,000 meals of Nestlé's surplus food had been rescued and donated to charities across Ireland between July and December 2018.



Aldi have been long terms supporters of FoodCloud, advocating on their behalf and have reached out to their supplier base. One of these suppliers is Arrabawn, Aldi's own brand dairy supplier who have been working with FoodCloud since 2018. Arrabawn dairies have introduced FoodCloud into their operations and the surplus milk recovered benefits on local communities including local drug rehabilitation centre.

Some of the opportunities to redistribute surpluses:

- Rejections - can occur for many reasons such as mis-labelled items / damaged packaging
- Shelf life - dairy products are perishable, with limited shelf life
- New Product Development - when a new product is being developed for market
- Product testing – Arrabawn carry out rigorous testing on their products to ensure they are of highest quality, sometimes that can lead to surplus.

## Sharing experience / Case study from FareShare (United Kingdom)

In the UK, the Government has committed the food industry to prioritize directing edible surplus food to human consumption by those in need.

In addition, TESCO published food waste data and committed to food waste reduction. As a consequence, other retailers followed the example and they encouraged suppliers to do the same. As a result, retailers introduced corporates to FareShare and a virtuous circle of partnerships and cooperation started.



*Jamie Parsons, Food Partner Support Officer, FareShare*



FareShare have provided us with a reliable and trustworthy outlet and we are delighted to see this produce find its way onto the plates of those who need it most.

*Director of Rush Group Ltd.*

### Surplus with Purpose

FareShare has launched the Surplus with Purpose fund to help food companies offset the costs associated with reducing waste and redistributing surplus food. The fund will help access new surplus food that would otherwise go to aerobic digestion, animal feed or landfill.

Companies could be eligible for a grant worth of founding if:

- they haven't worked with FareShare before
- they have previously worked with FareShare and have additional or 'harder to reach' surplus food

The fund can be spent on production and logistics costs such as resource & labour, packaging, transport, freezing or lost income from recycling.

### Challenges

FareShare faces a number of challenges in distributing surplus food including conflicting corporate priorities, a lack of a centralised FareShare transport network resulting in haulage delays, and a geographical disjuncture between where there is often high demand and low supply, and vice versa.



**Working with FareShare allows us to manage our crops more effectively; the opportunity to have a market that can handle any production peaks, odd shaped or soiled product has a positive effect on our business and vastly reduces food waste.**



*Simon Scott, General Manager, DGM Growers*



Since the launch of the fund, FareShare estimated a

**94%**

increase in the number of new food suppliers coming to donate

## Insights from Institutions / Understanding the importance of partnerships for the SDGs

### 1 / Food and Agriculture Organization of the United Nations / FAO

The world currently has the capacity to produce enough food so that every person on earth can benefit from a nutritious diet. Yet, over the past three years, statistics on hunger show an increasing trend with an estimated 821 million people - or 1 in 9 globally-undernourished.

With population growth, increasing urbanization, changing dietary habits, climate change, stagnation of land resources for food production and an increasing scarcity of water resources, a critical challenge facing our world today is ensuring that the nearly 10 billion people living on this planet in 2050 will have access to sufficient supplies of safe, nutritious food.

These increases in food production must draw on scarce natural resources, such as land and water as well as energy requirements to produce, process and transport food that in some cases, will never be eaten owing to food loss and waste, thereby contributing to worsening competition for natural resources, deforestation and land degradation.



The world has the capacity to produce enough food so that every person can benefit from a nutritious diet.



*Rosa Rolle, Senior  
Officer, FAO*



Food and Agriculture  
Organization of the  
United Nations

Food loss and waste is a systemic problem, meaning that it occurs at every step of the food supply chain from production to consumption – taking place in supermarkets, restaurants and in the home. It is a manifestation of the inefficiency, unsustainability and inequality of many contemporary food systems. This inefficiency has economic, social and environmental impacts.

FAO has two separate SDG Indicators:

1. **The Food Loss Index** is calculated by FAO and provides new estimates for part of the supply chain, from post-harvest up to (but not including) retail. **> around 14% of the world's food is lost from post-harvest up to (but not including) the retail level.**
2. **The Food Waste Index** measures food waste at retail and consumption levels. Estimates for this index are forthcoming.

**Partnerships are at the hearth of FAO's mission**

As a specialized agency of the United Nations, FAO offers its partners a unique opportunity to work at the forefront of efforts to achieve Zero Hunger – this includes reducing food loss and waste.

**Potential for partnerships**

**Measurement:**

- Data to monitor the Global Food Loss Index Indicator and the Global Food Waste Indicator.
- Data to inform policy development and investments to reduce FLW.

**Awareness Rising and Communication:**

Raise public awareness and build strong support and political relations will help to fight against food loss and waste.

Support to the *International Day of Awareness of Food Loss and Waste* to be observed for the first time on 29 September 2020.



**Development and Dissemination of Global Public Goods:**

Joint development of guidelines, methodologies and training materials. Contribution to the development and implementation of Codes of Conduct on Food Loss and Waste - currently under development by FAO.

**Field Level Activities:**

Design, implementation and monitoring of food recovery and redistribution activities in cities, in markets, etc.



## 2 / Alleanza Italiana per lo Sviluppo Sostenibile / ASviS



Andrea Bonicatti, Public Affairs, ASviS

Andrea made a presentation giving a general overview on Agenda 2030 and the Sustainable Development Goals: 17 Goals, 169 Targets and 240+ indicators.

Agenda 2030 offers an integrated vision of sustainable development, based on four pillars: economy, society, environment and institutions.

The three main principles are: integration, universality and participation.

The private sector is a key player to effectively achieve the SDGs and the 2030 Agenda. Its role has shifted from a traditional financial partner to a more active one by engaging with communities, governments and other stakeholders to foster sustainable development.



The SDGs represent a common language for all actors in society to contribute to sustainable development and constitutes a global framework for businesses to align and contribute to society. This has led to an evolution in the modus operandi of companies.

### Stakeholder Theory by R.E. Freeman

From the point of view of businesses, it is easy to understand the SDGs in four steps.



## Getting Involved / Challenges and opportunities for Food Banks



After the presentations from ASviS and FAO, participants had the possibility to ask questions and exchange their views. A lot of insights, best practices and new ideas emerged thanks to the experiences from different countries and contexts.

## Sharing experience / The perspective of external experts

### 1 / Coca-Cola HBC Italia

Coca-Cola HBC Italia's commitment to sustainability is an integral part of its corporate culture.

Coca-Cola HBC Italia worked consistently to integrate corporate responsibility and sustainability across every aspect of the business. Sustainable development goals are integrated into business strategies also thanks to an ongoing dialogue with all stakeholders.



.....  
**Giovanni Pallotta,**  
*External Communication  
Specialist, Coca-Cola  
HBC Italiana*



**Coca-Cola**  
**Hellenic  
Bottling  
Company**



In particular, the areas in which Coca-Cola HBC Italia can make the most significant contributions are Goal 6, 8, 11, 12, 13, and 17.

Coca-Cola HBC Italia and Banco Alimentare have a long standing commitment. The partnership started back in 2005 from the commitment to avoid any food waste, through saving and sharing surplus food for the benefit of people in need.

Autogrill is a leading company in Italy with restaurants and shops along the highways. It provides food & beverage services to millions of travellers.

Coca-Cola HBC Italia and Banco Alimentare run together a project in 2016 where for every menu sold, Coca-Cola and Autogrill donated the equivalent of the cost to Banco Alimentare which then redistributed complete meals to people most in need.

In 2017, to celebrate Christmas, Coca-Cola gave Banco Alimentare the economic value of 3 millions of meals for people in need and invited all customers to give their support buying €5 of products in 5,200 points of sales in Italy to donate further meals.



SUSTAINABLE DEVELOPMENT GOALS

### Production donated:

**3,335,000 liters**

for the period 2005-2019

**290,000 liters**

donated in 2005

**95,000 liters**

donated in 2018

**CON MENU PERFETTO  
SOSTIENI**

**Banco Alimentare**



**Obiettivo distribuire  
300.000 pasti.**

Dal 28 Ottobre al 30 Novembre 2016, per ogni Menu Perfetto venduto, Coca-Cola e Autogrill® doneranno a Banco Alimentare la somma equivalente all'onere sostenuto da Banco Alimentare per la raccolta e la distribuzione alle famiglie indigenti di 500gr di alimenti, corrispondenti a un pasto.



## Why Banco Alimentare?



Entrepreneurial approach and mindset



We-can-do-it attitude



Excellent logistic network



## 2 / Klépierre

With a presence in Europe's most dynamic regions that offers access to 150 million consumers, Klépierre is the European leader in shopping malls.

Klépierre regularly reinvents its retail range, its activity and the customer experience in the shopping centers it owns and/or manages.

Daniela explained how nowadays shopping centers are places of living, meeting and experience for all the communities they bring together. They are becoming important centers with huge impact on daily lives of people. In fact, being a pan-European leader in shopping malls is as much a pride as it is a responsibility offering the opportunity to shake things up and raise awareness on social issues.



*Daniela Rota, Marketing Officer, Klépierre*



**KLEPIERRE**

Klépierre Strategy has strong commitments and ambitions in terms of impact on the environment, contribution to centers' territorial integration and development of local communities.

## Wrap-up / Urgent questions & solid answers

After the two presentations, participants had the possibility to discuss together with representatives from corporates about the current situation and possible future partnerships between Food Banks and companies, underlying strengths, weaknesses and possible ways of actions.

Giovanni Pallotta from Coca-Cola HBC Italia underlined strenghts and weaknesses of the partnership with Banco Alimentare in order to share with participants some suggestions about the collaboration with corporates.



### Strenghts & challenges



- Banco Alimentare is present everywhere in the country
- Banco Alimentare is known by almost everyone in Italy, and it gives a strong contribution in terms of visibility
- Banco Alimentare developed the ability to deal with different stakeholders
- Brand awareness efforts are never enough
- It is important to focus on a shift from local to national and international level



## Dinner

The dinner of the second day took place in Trastevere, a typical neighbourhood in the heart of Rome, where participants had the occasion to eat traditional Italian and Roman dishes enjoying good time together!



# Skill-sharing session Summary / 8th November

**Location:** The Church Palace - Via Aurelia 481, Rome / Italy

## Getting involved / Plan for an action

On the second day, participants were split into two groups and the aim was to prepare a presentation in order to simulate a proposal of collaboration between a Food Bank and a corporate.

The two groups had the possibility to identify the country, the company and

the set of actions to be implemented.

The two groups came up with outstanding results and presentations, a consequence of excellent team work and a mix of experiences from all over Europe enriched the “plan for action”.

## Preparing a pitch / Sharing a plan

Team leaders of the two groups presented the outcomes to representatives of corporates, as if it were a real meeting between Food Bankers and managers to start a collaboration.

After the presentations, the two representatives from Coca-Cola HBC Italia and Klépierre gave Food Bankers their feedback. They both agreed that it would be very important for Food Bankers to use marketing and communication tools and a good presentation when approaching a company. Moreover, it is necessary to be crystal-clear in the way of expressing ideas and terms of collaboration. It is fundamental to present corporates precise and reliable figures of the impact and briefly present the activity of the Food Banks and then the proposed project with clear terms.




Clarity and pragmatism are the watchwords to be successful... and to start a collaboration where every part can be a winner with the final goal to prevent food waste and to help the most deprived in our societies towards the achievements of SDGs.

# Programme

## November 7th

9h00 - 9h30	<b>Welcome</b> / Agenda and expectations of participants	Plenary Session
9h30 - 9h45	<b>Introduction</b> / Partnership for the SDGs: why?	Angela Frigo, Secretary General, FEBA
9h45 - 11h00	<b>Sharing experience</b> / Case study from <ul style="list-style-type: none"> <li>Italy / Chiara Dal Molin</li> <li>Ireland / Vivienne Lawlor</li> <li>UK / Jamie Parsons</li> </ul>	Plenary Session
11h00 - 11h30	<b>Coffee Break</b>	
11h30 - 12h30	<b>Insights from Institutions/</b> Understanding the importance of partnerships for SDGs <ul style="list-style-type: none"> <li>FAO / Rosa Rolle</li> <li>ASviS / Andrea Bonicatti</li> </ul>	Plenary session
12h30 - 13h00	<b>Getting Involved</b> / Challenges & opportunities for Food Banks	Plenary Session
13h00 - 14h30	<b>Lunch</b>	
14h30 - 15h30	<b>Sharing experience</b> / The perspective of external experts <ul style="list-style-type: none"> <li>Coca Cola HBC Italia, Giovanni Pallotta</li> </ul>	Plenary session
15h30 - 16h00	<b>Coffee Break</b>	
16h00 - 17h00	<b>Sharing experience</b> / The perspective of external experts <ul style="list-style-type: none"> <li>Klépierre, Daniela Rota</li> </ul>	Plenary session
17h00 - 17h30	<b>Wrap-up</b> / Urgent questions and solid answers	Plenary Session
19h00	<b>Dinner in Rome city centre</b>	

## November 8th

9h00 - 11h00	<b>Getting involved</b> / Plan for action	Working in groups
11h00 - 11h30	<b>Coffee Break</b>	
11h30 - 12h45	<b>Preparing a pitch</b> / Sharing a plan	Plenary Session
12h45 - 13h00	<b>Closing remarks</b>	Jacques Vandenschrik, President, FEBA
13h00 - 14h30	<b>Lunch</b>	

# Acknowledgement

European Food Banks Federation takes this opportunity to gratefully acknowledge DG Health and Food Safety, European Commission for concretely supporting the capacity building of FEBA and its membership.

Thank you to Fondazione Banco Alimentare Onlus for co-organizing the skill-sharing session. A deep appreciation to Rosa Rolle from FAO and Andrea Bonicatti from ASviS for their interesting presentations which gave a valuable contribution to the skill-sharing session. Moreover, a huge thank you to Giovanni Pallotta from Coca-Cola HBC Italia and Daniela Rota from Klépierre for their precious support during the two days which testify that a real and constructive collaboration between Food Banks and corporates in Europe is possible!

A huge thank you to Chiara Dal Molin from Fondazione Banco Alimentare Onlus (Italy), Vivienne Lawlor from FoodCloud (Ireland) and Jamie Parsons from FareShare (UK) for the inspiring presentations and their commitment to collaborate with Food Banks and support their activities.

Thank you also to Carmelo, our official volunteer photographer. Last but not least, many thanks to all the participants who actively contributed to the success of the skill-sharing session!





European Food Banks Federation  
asbl - FEBA

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