

REPORT



FEBA
SKILL-SHARING
SESSION

Why organize Food Collections?

23-24 SEPTEMBER 2019 / PRAGUE, CZECH REPUBLIC



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Introduction

The Skill-sharing session “Why organize Food Collections?” was organized by the European Food Banks Federation in collaboration with Česká Federace potravinových bank in Prague on 23-24 October 2019. During these two days, 15 representatives from 12 European countries shared best practices and knowledge about food collections. The skill-sharing session aimed to continue the work started with the Working Table on “Food Collections” which took place during the FEBA Annual Convention 2019 in Rome.

It was the occasion to take stock of the situation and exchange experiences on food collections’ models from different countries. This two-day skill-sharing session was therefore an opportunity to establish future set of actions to be implemented in the following months and years especially for countries that have not yet organized food collections or for those who are just starting.

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



Food Collections

Every year, especially at the end of November – early December, many FEBA members organize a national food collection in collaboration with retailers.

Citizens are invited to make a gesture of solidarity donating food to Food Banks. Food collections are only made possible by the collaboration of thousands of supermarkets and retailers and the mobilization of thousands of volunteers and millions of citizens.



Dinner

Dinner on Sunday 22 September took place at the logistic centre of the Česká Federace potravinových bank, a spacious warehouse that functions as a logistic point to storage surplus food for all the Food Banks of the country. Participants had the occasion to visit the centre, meet its volunteers and exchange experiences and point of views.

Skill-sharing session Summary / 23rd September

Location: Park Inn Hotel Prague, Svobodova Street 1, Prague / Czech Republic

Introduction / Food Collections: why?

The skill-sharing session started with a general introduction to FEBA activity and impacts, including an overview with some statistics and trend on food collections at a European level.

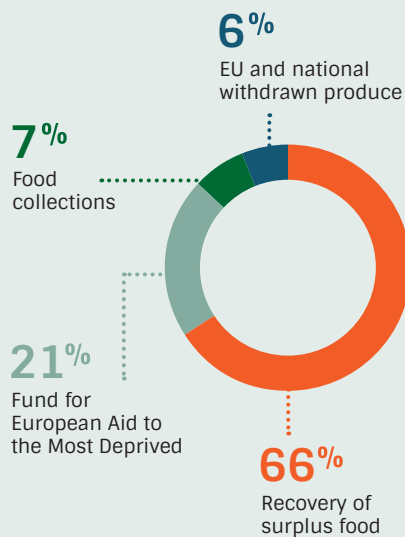


Angela Frigo,
Secretary General,
FEBA

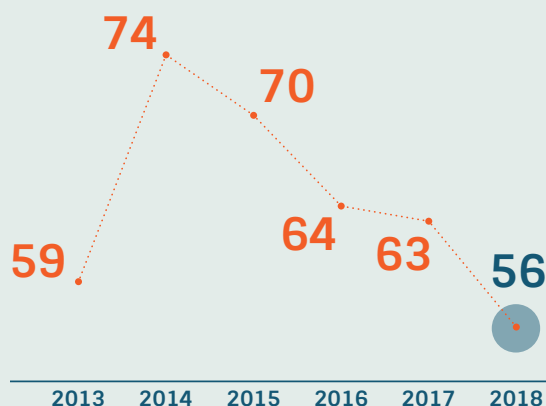


Antonio Oliva,
Volunteer, FEBA

A variety of sources



Food Collections / K tons



Case study from Czech Republic / Food Collections : not only food but possibility to help for everybody

Veronika Láchová presented the evolution of food collections in Czech Republic since 2013. At the beginning there were only 4 Food Banks in Czech Republic and food collections were organized only in some cities. Step by step, Česká Federace potravinových bank started expanding its network especially with new partnerships with supermarkets. Only in 2017, 3,000 volunteers participated in the food collections organized in every region of the country.

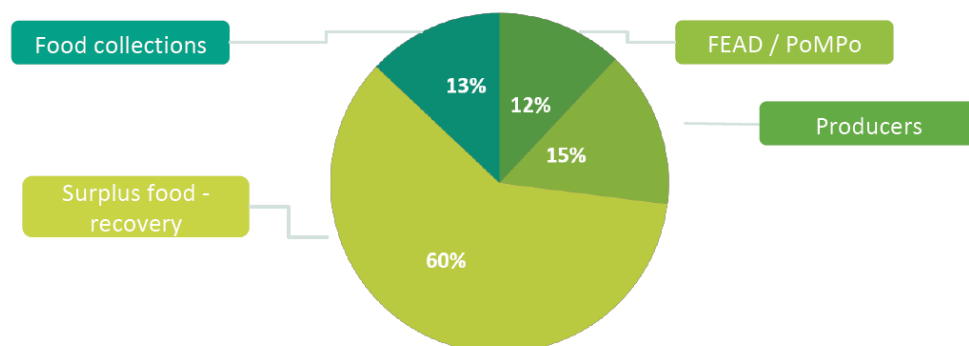


Veronika Láchová , CEO Česká Federace potravinových bank

In 2018, the first national food collection was organized and "Sbírka Potravin" became a registered trademark and during the last food collection 5 tons of food were donated and collected for the benefit of the Food Banks.

**SBÍRKA
POTRAVIN**

Total food sources at Czech Food Banks



Veronika added that all these steps were the result of a great action of marketing and PR in order to educate and increase the awareness both of citizens and supermarket managers.

She also underlined the importance to involve politicians, VIPs and public persons, in order to be as effective as possible in the marketing and awareness campaign.

Moreover, she focused on the prominence of communication tools. For example, supermarkets can promote the food collection indicating the products needed through infographic supplied by the Food Banks. Veronika also stressed the importance of communication campaigns on social media, also for establishing a relationship with volunteers and public opinion.



What opportunities does food collection bring?



Plenary Session / Sharing experiences from country to country

Countries had the possibility to share their experience on food collections to make everyone understand the general context in each country, exchange data and results, strengths and weaknesses, and future goals.

Albania

In Albania the experience of food collections is in its early stages. Food collections are organized in some supermarkets, schools, language centers and also in bakeries.

One of the most important results is the collaboration with supermarkets to establish partnerships and future cooperation for food collections days. It was underlined how communication materials and social media management need to be improved.

4,268 kilos
from supermarket collection

9,461 kilos
from schools /private & public

52,135 kilos
from fresh food collection



France

In France, the “Collecte Alimentaire” is a unified event in which all partner charities participate. The food collected during this day represents 11% of the total annual volumes.

The next steps will be to implement the food collection online and improve marketing and communication materials. Another aspect to be implemented will be the pre-packed bags during the day of the Food Collection in order to help both volunteers and consumers.



Banques Alimentaires



130,000 volunteers
for the National Food Collection

11,500 tons
of non-perishable food collected



Italy

Food Collection in Italy was first organized in 1997 and since then it has been organized every last Saturday of November.

It has always been an opportunity to meet an incredible number of people, rise awareness on food poverty, enhance the visibility of Food Banks and increase the storage of good products. Future important steps will be to improve online collections and media communication activities during the entire year.



In 2018, 5.5 million citizens donated 8,350 tons of food, the equivalent of 16,700 meals, to 150,000 volunteers in 13,000 stores belonging to 45 distribution chains.



Lithuania

In Lithuania, from 2003 to 2008, the food collection was organized once a year, while since 2008 Maistobankas has organized a food collection before Easter and one in mid-October.

Involvement of 8,000 volunteers, 350 charities and 430 supermarkets. Last year, 450 tons of food were donated. Publicity and fundraising are the strengths of the food collections in Lithuania, while it is important to improve communication tools in order to indicate to customers which kind of products are better than others.

One of the future goals is to automate the process of scanning the barcode of food in order to have real-time statistics and improve data collection.

Maistobankas



8,000 volunteers
for the National Food Collection

410,000 unites
of food donated



FYROM-Macedonia

In FYROM-Macedonia, food collections started in 2018 and since then the Food Bank has organized 6 food collections. They have been on a small scale but sharing sessions for charities and volunteers could help in the development of this project in order to try also to collaborate with supermarkets and partners.

5.5 tons
of food collected in 2019



Plenary Session - Brainstorming / Understanding Food Collections step by step

After an introduction on the main topics, participants were divided into 2 groups to start identifying the reasons of the different players in order to improve food collections in each country.



Large distribution companies

- Improve CSR and PR (social campaign, donation, donation of surplus food)
- Additional sales
- Marketing actions
- Involvement of employees
- Customer education



Volunteers

- Social media support for them
- Involve them in the network



Food Banks

- Improve the relationship with shops
- Increased assortment during the collection
- Involve volunteers
- Store products usually not recovered
- Marketing
- Improve visibility
- Social media management
- Collect data
- Involve professionals in food collection



Citizens & donors

- Discover a new way to share needs
- Raise awareness about poverty
- "happiness", feeling good
- Become testimonial of Food Banks activity



Charities

- Possibility to immediately receive good products (in case of store coverage assignment)
- Partnership with Food Banks



Sponsors & supporters

- Associate name to the most important "charitable" event
- Contribute to the company CSR policy
- Involve employees
- Team building

Sharing experience / The perspective of external experts

The intervention of Petr Kolarik from Tesco demonstrated how a real collaboration between Food Banks and supermarkets is possible both during the days of the food collections and throughout the year for the reduction of food waste and its donation to Food Banks.



Petr Kolarik, TESCO Czech Republic

One of the most important commitments of TESCO is to help and support the community and therefore collaborate with the Česká Federace potravinových bank is a way to do it in an effective way. Petr Kolarik underlined how TESCO alone could not be as efficient as it is in saving good food to go to waste without a constant collaboration with local Food Banks. For example, in 2018, 1,125 tons of food has been saved in TESCO stores in Czech Republic thanks to the support of Food Banks and also trainings for employees both on logistics and awareness rising.



During the food collection days, TESCO supports the activity of Food Banks and volunteers with marketing actions, radio messages in the stores and in-store materials for volunteers such as banners, posters etc.

Moreover, TESCO launched a pilot project: in some stores in Czech Republic they installed a “food box” where customers can donate everyday food to be collected by charities.

TESCO commitment set in 2016



Conclusions / Day 1

- 1.** Sharing is the foundational key to all success
- 2.** Start small and grow big
- 3.** Collaboration brings Food Banks, charities and citizens closer together
- 4.** Make communication a priority
- 5.** Clear roles and responsibilities make the Food Collection better
- 6.** Spread the word, including at the supermarkets with promo materials and radio/ video messages

Dinner

On Monday 23 September, dinner took place at the Prague Food Bank, participants visited the Food Bank, met the volunteers, and afterwards they had dinner together in the social kitchen of the Food Bank with surplus food!

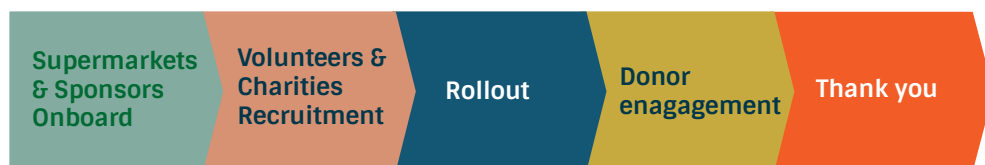


Skill-sharing session Summary / 24th September

Location: Park Inn Hotel Prague, Svobodova Street 1, Prague / Czech Republic

Plenary Session – Brainstorming / Getting involved : plan for action

The 2 groups continued the discussion about the topics of DAY 1 analysing the process step by step.



Supermarkets & Sponsors Onboard

➔ PROCESS

- How will you select and convince the supermarkets & sponsors to jump onboard?
- How will you communicate?
- How will you disseminate the promotional materials?

➔ SOLUTIONS IDENTIFIED

- CRS and PR
- Free distribution of promo materials and advertisement
- High sales
- Engagement of customers
- Communication one to one and direct meetings

Volunteers & Charities Recruitment

→ PROCESS

- How will you recruit volunteers/charities?
- How will you organize volunteers/charities?

→ SOLUTIONS IDENTIFIED

- Opportunity to live a new experience
- Team building
- Engagement of young people (schools, scouts, parishes, etc.)
- Self-pride and karma
- Corporate volunteering
- Website for recruiting volunteers
- Meetings with volunteers and charities

Rollout

→ PROCESS

- Which supermarkets?
- How will you manage the relationship between supermarkets & volunteers/charities?
- How many?
- What about training?

→ SOLUTIONS IDENTIFIED

- Negotiations with supermarkets and retailers through personal contacts
- Importance of training volunteers: they are the direct contact with customers
- Keep volunteers involved and informed
- Guidelines or tutorial videos

Donor engagement

→ PROCESS

- How will you manage the chaos?
- How will you engage donors/citizens?
- How will you manage the donated products?
- How will you communicate?

→ SOLUTIONS IDENTIFIED

- Define the date(s) of the Food Collection taking into consideration different elements (e.g. important days/celebrations, economic availability of customers, etc.)
- Show an example of donation in a trolley at the entrance of the store
- Advertising in the store
- Social media

Thank you

➔ PROCESS

- How will you thank all the players?
- How will you track impact and progress?
- Will you collect testimonies from the players?

➔ SOLUTIONS IDENTIFIED

- Personal contact with the store manager
- Thank you leaflet for the customers
- Social media
- Certificate for volunteers
- Disseminate the results (website, social media, emails, newsletters, etc.)
- Video
- Annual and Financial Reports

Moreover, representatives from Austria and Ireland presented next set of actions to implement food collections in their own country, based on the inspiration, know-how and knowledge acquired during the two days of the skill-sharing session.



Austria

- Include small and regional supermarkets
- Big goal: food collection on black Friday
- Involve all the 9 Austrian Food Banks
- Need for a dedicated website where all local Food Banks can have access
- Application form on the website for the volunteers and charities
- More support from the supermarket, sponsors and television / radio
- Support from VIPs and public important persons



Ireland

- Organize a more structured food collection for an entire and dedicated weekend
- Connect charities directly with stores and improve communication with them
- More involvement of volunteers
- Foster partnerships with the retailers and supermarkets
- Organize pre-packed bags to involve more customers to easily contribute
- Social Media communication before, during and after the food collection

Closing / Sharing a plan

The aim of the session was to share experiences on food collections in different countries and exchange best practices, strengths and weaknesses and future goals. Moreover, in order to improve existing models and develop food collections in some countries, step by step, participants established a set of actions concentrating on strength and weaknesses and common future goals such as:

1. make the food collection the most important public event;
2. enhance the technology;
3. improve the process (e.g. pre-prepared bags in all stores);
4. organize an online food collection;
5. generate a sense of urgency to implement the food collection asap.

Moreover, it is fundamental to have a centralized process for optimization and management, organization and coordination of the event, control



Antonio Oliva, Volunteer, FEBA

budget and finances, search for sponsors, establish relationships and agreements with the distribution chains at national level. A centralized process is also important to support and drive Food Banks, define the list of food to collect, organize meetings with volunteers and manage the communication plan, media involvement and press releases.

Furthermore, participation to public meetings and the involvement of citizens are key elements together with transparent and up-to-date statistics.





Main tasks for the Food Banks

- Organize and manage resources at local level
- Promotional and advertising spaces for free
- Recruitment, training and coordination of volunteers
- Relationship with local media
- Involvement of local institutions
- Logistic plan and storage
- Temporary warehouses, if needed
- Collect data and communicate results as quickly as possible



Main tasks for the stores

- Find a sufficient number of volunteers to ensure the coverage
- Determine the shifts and assign the different roles
- Have a good relationship with the supermarket manager, to ensure the best possible support and cooperation
- Control the activities of volunteers
- Take care of data and information collection (quantity of products per category, tracking of donors, new volunteers, etc.)
- Supervision of daily activities



Key success factors

- Relationship with distribution companies
- Centralized process management
- Communication, social media, website, media involvement
- Volunteers, quality and quantity
- Education and motivation
- Partners, sponsors and charities contribution
- Efficiency of the logistic support
- Data analysis



Teambuilding during the coffee break

We organized the Food Collections Championship: a soccer-table tournament which saw as winners Federico from Italy and Lisa from Austria. The winners of final match between Food Banks and TESCO Czech Republic were Petr and Karin from TESCO.



Well played!

Programme


September 22nd

18h30 Visit to the logistic centre of the Česká Federace potravinových bank & dinner

September 23rd

9h00 - 9h15	Welcome / Agenda and expectations of participants	Angela Frigo, Secretary General, FEBA
9h15 - 9h30	Introduction / Food Collections : why?	Angela Frigo, Secretary General, FEBA Antonio Oliva Volunteer, FEBA
9h30 - 10h00	Case study from Czech Republic / Food Collections not only food but possibility to help for everybody	Veronika Láčková, - CEO, Česká Federace Potravinových Bank
10h00 - 11h30	Sharing experiences from countries	Plenary Session
11h30 - 12h00	Coffee Break	
12h00 - 13h00	Brainstorming / Understanding Food Collections: step by step	Plenary Session
13h00 - 14h30	Lunch	
14h30 - 16h00	Sharing experience / The perspective of external experts	Petr Kolarik, TESCO Czech Republic
16h00 - 16h30	Coffee Break	
16h30 - 17h30	Brainstorming / Understanding food collections step by step	Plenary Session
18h30	Visit to the Prague Food Bank & dinner	

September 24th

9h00 - 11h00	Getting involved / Plan for action	Working in groups
11h00 - 11h30	Coffee Break	
11h30 - 12h30	Closing / Sharing a plan	Plenary Session
12h30 - 14h00	Lunch	

Acknowledgement

The European Food Banks Federation takes this opportunity to gratefully acknowledge DG Employment, Social Affairs & Inclusion, European Commission for concretely supporting the capacity building of FEBA and its membership.

A grateful acknowledgement to Antonio Oliva for driving us to the discovery of Food Collections, the reasons and the management process.

A deep appreciation to Veronika Láčková, Rostislav Racek, and the Česká Federace potravinových bank from hosting the skill-sharing session in Prague and all the organizational support.

A special thanks to Rosta for the evening visits in the most magical places of Prague! Thank you for the visit to the logistic platform of the Česká Federace potravinových bank and the Prague Food Bank.

A huge thank you to Petr Kolarik and Karin Jekesova from TESCO Czech Republic for the inspiring presentation and their commitment to support Food Banks. Well done for winning the Food Collections Championship!

Last but not least, many thanks to all the participants who actively contributed to the success of the skill-sharing session on “Sbírka Potravin”!



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