

THE FUTURE OF FOOD BANKS IN EUROPE

Quantifying the Impact of European Food Banks

From Farm to Fork

REPORT

Mid-Term Plenary Session

15 JULY 2020 / ONLINE MEETING





Contents

1. Introduction



2. Opening remarks



*Jacques Vandenschrik,
President, European Food Banks
Federation*

*Dora Szentpaly-Kleis,
DG Health & Food Safety, European
Commission*

3. Workflow of the project and outputs: an update on indicators



*Laura Gavinelli, Management
consultant and Trainer*

4. Balancing of multiple data granularities: towards a prototype of the online Observatory back-end



Fabio Fraticelli, COO, TechSoup Italy

5. The key contribution of the Pilot Group: the experience of its members



6. Acknowledgement





1. Introduction

On 15 July 2020 almost 40 participants from more than 20 Food Banks joined the online Mid-Term Plenary Session of the project on Data Collection & Digital Transformation “Quantifying the Impact of European Food Banks – From Farm to Fork”.

The online meeting was open to the entire FEBA membership to take stock of the evolution of the project and inform Full and Associate Members on the work carried out by FEBA, the Pilot Group of 8 Members (Belgium, Greece, Hungary, Ireland, Italy, Norway, Spain, UK), together with external experts.

During the Mid-Term Plenary Session, participants had the occasion to have an overview on the entire project, from the beginning in March 2020 till now. Representatives from DG Health & Food Safety (European Commission) participated in the meeting, enriching the discussion, and exchanging views. FEBA also wants to thank General Mills for attending the meeting.

2. Opening remarks



Jacques Vandenschrik,
President, European Food Banks Federation

“

Data Collection and Digital Transformation are very much part of the world in which we evolve. To be able to document an activity, you need data otherwise you only have an opinion. This is even more true for the activities of Food Banks because we rely on the support of many stakeholders and to be able to support and sustain our activities, we need to provide our supporters and institutions with reliable data.

This project is not easy for European Food Banks and many obstacles need to be observed. For instance, the resistance to change and difficulties to agree on common definitions on certain items. There is no need to despair, we only need the courage to enterprise.

The setting up of this Pilot Group is very important for the future not only of the European Food Banks Federation but mainly for the future of Food Banks in Europe. It is important that we share reliable data with adequate transparency. We are a network of 29 different countries with different languages and that is not simple, but I would like to say how important it has been and will be the implication of a smaller group and in the future a larger group, to determine a common set of data that will be implemented in the FEBA data collection system.

It is crucial and it cannot happen without the support of each member, DG SANTE and General Mills, but mainly we need the support of the people who are operating on the ground finding meaningful data that are reliable and transparent.



”

Food donation means transition towards a circular economy, collaboration between different players and it stimulates a sustainable food and agricultural systems outlined in the recently adopted Farm to Fork (F2F) Strategy.

*Dora Szentpaly-Kleis,
DG Health & Food Safety, European
Commission*

Dora Szentpaly-Kleis (DG Health & Food Safety, European Commission) referred in her introduction to the important role of food donation and Food Banks in the food systems. In this respect, she underlined the useful contribution this project brings at EU level.

Dora Szentpaly-Kleis (DG Health & Food Safety, European Commission) referred in her introduction to the important role of food donation and Food Banks in the food systems. In this respect, she underlined the useful contribution this project brings at EU level.

She underlined how the F2F Strategy aims to make our food system fair, healthy and environmentally friendly. The F2F Strategy recognises that tackling food loss and waste is key to achieve sustainability and food donation is an instrument to reduce food waste. At the same time, the F2F Strategy underlines the importance of food security, which is of fundamental importance looking at the Covid-19 consequences where

many challenges emerged, such as logistical disruptions of the food supply chain. In this context, the contribution provided by Food Banks in this challenging period was outstanding and proved again the importance of these actors.

In particular, regarding the project on Data Collection and Digital Transformation, Dora Szentpaly-Kleis highlighted the importance to implement a project with the objective of having a reliable and comparable format across the countries to collect data. She underlined that data collection for this purpose should not be considered as an administrative burden but more as an operation aiming to further improve the activities of the Food Banks across Europe and optimize their role in the food value chain.

She closed the opening remarks underlying the importance of the ‘Target - Measure – Act’ approach. Without measuring, it is impossible to act, while when targeting and measuring, Food Banks can detect the main barriers and further optimize and improve their operation.





3. Workflow of the project and outputs: an update on indicators



Laura Gavinelli, Management consultant and Trainer

Laura Gavinelli followed the project since the beginning supporting the Pilot Group in identifying the most important KPIs and indicators for Food Banks. During the Mid-Term Plenary Session, she had the chance to present the overview of the project from the beginning till now, also showing the next steps and where the project is heading to.



The main goal of the project consists in supporting the promotion of the recovery of surplus food for human consumption, in line with the priorities indicated in the EU guidelines on food donation and as a contribution for achieving the SDGs.

A crucial step for reaching this objective is to gain and share common and reliable knowledge about the activities managed by FEBA's network daily, and its impact on food waste prevention and food poverty reduction. To operationalize this goal, FEBA and external experts decided to identify 3 milestones.

Project Milestones



1.

Definition of common KPIs, dataset structure and data collection strategies



2.

Development of the online Observatory on Food Donation



3.

Promotion and dissemination of the online Observatory on Food Donation



The project and its development are mainly based on 2 legs, the first one is the section dedicated to indicators and the second one is more focused on the online platform.

As regards **indicators**, the main goal is to measure Food Banks' performances, identify what to measure, how to produce data and useful information and for whom is important to measure. All these considerations on KPIs and indicators are necessary for the setting up of the **online platform** with the final scope to collect data and generate data visualization reports both for FEBA and for national Food Banks.

In this context, the Pilot Group's participation is fundamental, because the heterogeneity of the group can lead to more comprehensive results at the end of the first year of the project.

At the really beginning a calendar of activities was set up, but then the programme changed completely due to the Covid-19 pandemic and the restrictions to travel and to organise physical meetings. The quality of the work was not mined, because soon after the outbreak of Covid-19 meetings, one-to-one calls with members of the Pilot Group and workshops were organised online with a high participation rate despite the situation.

In fact, during the virtual tours, external experts and FEBA had the chance to see how Food Banks of the Pilot Group collect data, their systems and the difficulties and bottlenecks to collect information. We also organized conference calls with external experts engaged for example in communication or economic areas.



Following the launch of the project during the kick-off meeting on 2 March 2020, the first online workshop for the Pilot Group took place with the main objective to identify common indicators, share a standardized and consistent methodology for data collection across Food Banks, and define how to make sense of the information of impact management and measurement.



The second online workshop focused on communication and on "make data speak" with the objective of focusing on the value of data for fund/food raising and communication.



From this point on, the goal of the project is to identify common indicators on the Food Banks' performance as regards 4 areas: economic, social, nutritional, and environmental. The third online workshop concentrated on economic indicators.



4. Balancing of multiple data granularities: towards a prototype of the online Observatory back-end



.....
*Fabio Fraticelli,
COO, TechSoup Italy*

Fabio Fraticelli had the occasion to do a recap and explain everyone the platform's development. Since the beginning of the project, it was clear that many challenges were present to develop the online platform. The main issue is the granularity of data of Food Banks, which means that for each KPI and indicator to be represented through visual charts and infographic, there are different levels of details from country to country.

In fact, not all the countries of the Pilot Group measure the same indicators, with the same frequency and with the same level of detail. It is important therefore to set up an information system capable of taking into account this kind of heterogeneity across the network.



What is the platform's concept?

It will be possible to input data in several forms, manual input, or bulk manual upload (e.g. csv. file), afterwards all these data are stored inside the online platform, in one unique online database and then processed through some algorithms to 'populate' some KPIs and indicators. Those indicators will then be visualised by third-party data visualization tools. It will be possible then to display those KPIs and embed those visuals in different dashboards (public or private). Moreover, these dashboards can be global (European level) or local (only representing figures of national Food Bank).

The first release of the project will have some features, step by step other features will be added as the project goes on.



How will the online platform look like?

- Login with private credentials
- Status dashboard indicating the level of activity of users (number of dashboards, views, etc.)
- Dashboards to manage users
- KPIs section, where users will find different KPIs defined by a title, a definition, and the instructions to complete with the information requested
- Section dedicated to reports, that can be local or global, with a status and an access level (private with password or public, depending on the information that the organization would like to share).

Reports are generated by third-party tools embedded in the system.



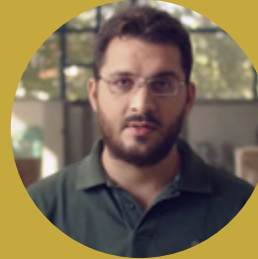
5. The key contribution of the Pilot Group: the experience of its members



*Etienne Rubens, General Coordinator
Fédération Belge des Banques Alimentaires
/ Belgische Federatie van Voedselbanken,
Belgium*

”

Thanks to the inspiring workshops and contribution of external experts, we discovered once more the importance of reporting about the indicators and the Food Banks' impact. Now it is time to work together to face this challenge.



*Dimitris Nentas, General Manager
Food Bank Greece, Greece*

”

During this project I better understood the need to prove Food Banks' efforts with numbers and to picture our impact.



*Katalin Újhelyi, Director of Development
Magyar Élelmiszerbank Egyesület, Hungary*

”

It is very useful for Food Banks in Hungary to be part of this project because we are trying to measure our impact also at national level. FEBA perspective is very interesting for us, especially learning and exchanging views with other European Food Banks.



*Emma Walsh, International Partnership
Manager
FoodCloud, Ireland*

”

As Covid-19 shone a light towards the role of Food Banks in Europe especially in relation to food security, it is now more important than ever to collect data in a scientific and systematic way. This will enable us to support our own decision-making and to be part of the conversation to shape the future of food security in Europe.



*Chiara Dal Molin, Junior Project Manager
Fondazione Banco Alimentare Onlus, Italy*

”

The added value in participating in this project is certainly the opportunity to explore topics with experts and stakeholders (food donors, academic researchers), who provided insights regarding the way to communicate our impact.



*Paula Capodistrias, Project Manager
Matsentralen Norge, Norway*

”

We learnt that collecting data and quantifying the impact of Food Banks is a complex issue. For our organization, the project forced us to think about the processes of data collection and the need to quantifying the impact of our activity.



*Pedro Castaños Ruiz, International
Relationship Manager
Federación Española de Bancos de
Alimentos, Spain*

”

It was interesting to see the differences between countries in the data collection system. In this context it is very important to define set of indicators and it will be an improvement for us and for FEBA. We already have many information; the real upgrade will be on how to communicate them.



*Lena Malkin, Impact and Evaluation Manager
FareShare, United Kingdom*

”

It was interesting to learn from experts and the various approaches on the impact of Food Banks activities. The value for us is to learn from other Food Banks and find common indicators.



6. Acknowledgement

The journey of the Pilot Group of 8 countries, FEBA and external experts continues with other important appointments for 2020. After concentrating on KPIs, communication and economic indicators, the project aims to focus on social, environmental, and nutritional impact of Food Banks to better define the framework in which the online platform will develop.

The European Food Banks Federation takes this opportunity to gratefully acknowledge DG Health and Food Safety, European Commission for concretely supporting the reinforcement of the credibility and efficacy of FEBA and its membership. In particular, Dora Szentpaly-Kleis and Vasiliki Boukouvala for actively participating in this online meeting with insightful contributions for the benefit of the entire FEBA network.

Thank you also to General Mills for the precious support to this project and especially to Marie Caroline Quero for participating to the session.

A grateful acknowledgement to Laura Gavinelli for driving us to the discovery of the value of measuring and the importance of KPIs.

A deep appreciation to Fabio Fraticelli and Chiara Grassi for giving an added value to the discussion thanks to their competence and expertise in the development of the online Observatory on Food Donation.

We warmly thank all the participants from the Pilot Group for their active participation and the engagement in this challenging project and all the other participants who joined the session.





European Food Banks Federation asbl - FEBA

Chaussée de Louvain 775
Brussels 1140, Belgium

+32 2 538 94 50

info@eurofoodbank.org



[@EuroFoodBanks](https://twitter.com/EuroFoodBanks)



[@EuroFoodBanks](https://www.facebook.com/EuroFoodBanks)



[eurofoodbanks](https://www.linkedin.com/company/eurofoodbanks)



[European Food Banks Federation](https://www.youtube.com/EuroFoodBanks)



[eurofoodbanks](https://www.instagram.com/eurofoodbanks)



eurofoodbank.org

Released 2020, Brussels.

© FEBA. All rights reserved. Any reproduction in full or in part must mention the title and credit FEBA and its membership as the copyright owner.



This publication has received financial support from the European Union through the Grant Agreement SANTE/2019/E1/FEBA/SI2.823068. The opinions expressed in this publication do not necessarily reflect the official position of the European Commission.