THE FUTURE OF FOOD BANKS IN EUROPE

Quantifying the Impact of European Food Banks

From Farm to Fork

9 FEBRUARY / 2021

ONLINE MEETING

Final Plenary Session
This project has received financial support from the European Union through the Grant Agreement SANTE/2019/E1/FEBA/SI2.823068.

The opinions expressed in this event do not necessarily reflect the official position of the European Commission

With the support of
Opening remarks

Jacques Vandenschrik, FEBA President
Workflow of the project, indicators and taxonomy

Laura Gavinelli
Management Consultant & Trainer
A project on digital transformation & data collection to support FEBA in expanding and strengthening its network in the EU

“Quantifying the Impact of European Food Banks. From Farm to Fork”

The main goal of the European Food Banks Federation 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 the FEBA’s network daily, and their impact on food waste prevention and food poverty reduction.

The project is based on two pillars

Indicators
- Why measure performance
- What to measure
- How to produce data and useful information
- For whom to measure

Data collection platform
- How to operationalize the indicators selected
- How to foster ICT-acceptance (usefulness, ease of use, modularity, data visualization)
The project has got 3 milestones

**M1**
Definition of common indicators, dataset structure and data collection strategies

**M2**
Development of the Observatory on Food Donation

**M3**
Promotion and dissemination of the Observatory on food donation

**Pilot Group:**
Belgium
Greece
Hungary
Ireland
Italy
Norway
Spain
UK

Key role of Pilot Group in:
- sharing information and experience,
- providing indicators,
- testing the first release of the platform,
- suggesting improvement
Workshop & meetings March 2020 – February 2021

- **2 March**: Kick-off meeting
  Brussels – (all FEBA Members)

- March: Discussion on areas of impact covered by KPIs
  Madrid (Pilot group)

- April: Communication: make data speak
  Berlin (Pilot group)

- June: Economic indicators
  Dublin – Meeting (Pilot group)

- **15 July**: Mid-term plenary session
  Online Meeting (all FEBA Members)

- September: Social indicators
  Vienna – Meeting (Pilot group)

- October: Nutritional indicators
  Online meeting (Pilot group)

- November: Environmental indicators
  Online meeting (Pilot group)

- **10-11 December**: Final Meeting
  Athens (all FEBA Members)

- **2 March 2020**: Kick-off meeting
  Brussels – (all FEBA Members)

- **6 April 2020**: workshop on Discussion on areas of impact covered by KPIs
  Online meeting (Pilot group)

- **5 May 2020**: workshop on Communication: make data speak
  Online meeting (Pilot group)

- **23 June 2020**: workshop on Economic indicators
  Online meeting (Pilot group)

- **15 July 2020**: Mid-term plenary session
  Online meeting (all FEBA Members)

- **29 September**: Virtual event “Food no waste. FEBA concrete answers for people, for planet”
  all FEBA Members & external participants on 6Connex platform (+ update and live chat on our project)

- **30 October**: workshop on Update on platform & indicators
  Online meeting (Pilot group)

- **9 February 2021**: Final Meeting
  Online meeting (all FEBA Members)
Workflow

**Approach:** progressive and participatory discussion, bottom-up + top-down approach, flexibility + vertical insights on indicators

**Activity with Pilot Group:** workshops, individual virtual tours and sessions, individual interviews, data collection

**Backstage activity:** action plan, task force meetings, collaboration with external experts, literature review and reporting, ICT infrastructure
Definition of common KPIs, dataset structure and data collection strategies
State of the art: indicators already used by Food Banks

4 areas of impact: economic, social, nutritional, environmental

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric</th>
<th>Type of metric</th>
<th>Calculation</th>
<th>Data collection system</th>
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</table>
State of the art: indicators already used by Food Banks

83 metrics collected from the pilot group; transversal to the 4 areas (economic, social, nutritional, environmental)

<table>
<thead>
<tr>
<th>Country</th>
<th>Metric</th>
<th>Type of metric</th>
<th>Frequency</th>
<th>Calculation method declared</th>
<th>Data collection system declared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>Number of end beneficiaries (people in need)/food bank</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Number of end beneficiaries (people in need)/Belgium</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
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<tr>
<td>Belgium</td>
<td>Tonnes of food collected/food bank</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
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<tr>
<td>Belgium</td>
<td>Tonnes of food collected/food category</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
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<tr>
<td>Belgium</td>
<td>Tonnes of food collected/food family</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Tonnes of food collected/industry</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Tonnes of food collected/retail</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
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<tr>
<td>Belgium</td>
<td>Tonnes of food collected/FEAD</td>
<td>qn</td>
<td>1/m</td>
<td>FOOD IT (some use MS Excel or Access)</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Kilos of food distributed/per end beneficiary/food bank</td>
<td>qn</td>
<td>1/m</td>
<td>total kilos collected/total end beneficiaries</td>
<td>FOOD IT (some use MS Excel or Access)</td>
</tr>
<tr>
<td>Belgium</td>
<td>Number of pallets of food received from BFFB</td>
<td>qn</td>
<td>1/m</td>
<td>in Kilos</td>
<td>special IT in Athens (60% of total volume), Other FBs do it manually</td>
</tr>
<tr>
<td>Greece</td>
<td>Tonnes of food collected/industry</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>special IT in Athens (60% of total volume), Other FBs do it manually</td>
</tr>
<tr>
<td>Greece</td>
<td>Number of companies that donate food</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>special IT in Athens (60% of total volume), Other FBs do it manually</td>
</tr>
<tr>
<td>Greece</td>
<td>Tonnes of food from collections in supermarkets (distinct action)</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>special IT in Athens (60% of total volume), Other FBs do it manually</td>
</tr>
<tr>
<td>Greece</td>
<td>Number of end beneficiaries</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>questionnaire to charities</td>
</tr>
<tr>
<td>Greece</td>
<td>Number of end beneficiaries &lt;18 years</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>questionnaire to charities in Athens; they use % to estimate for the other FB</td>
</tr>
<tr>
<td>Greece</td>
<td>Number of end beneficiaries &gt;65 years</td>
<td>qn</td>
<td>1/y</td>
<td>in Kilos</td>
<td>questionnaire to charities in Athens; they use % to estimate for the other FB</td>
</tr>
</tbody>
</table>
**Taxonomy & definitions:** what are we talking about?

80 definitions; still ongoing process

<table>
<thead>
<tr>
<th>Category</th>
<th>Word</th>
<th>Proposed definition</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBJECT</td>
<td>Food</td>
<td>Any substance or product, whether processed, partially processed or unprocessed, intended to be ingested by humans.</td>
<td>DEF FOOD REG 178/2002 <a href="https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32002R0178&amp;from=IT">https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32002R0178&amp;from=IT</a></td>
</tr>
<tr>
<td>OBJECT</td>
<td>Ambient food</td>
<td>Food of a type that can be safely stored at room temperature.</td>
<td></td>
</tr>
<tr>
<td>OBJECT</td>
<td>Chilled food</td>
<td>Chilled food is food that is stored at refrigeration temperature.</td>
<td></td>
</tr>
<tr>
<td>OBJECT</td>
<td>Frozen food</td>
<td>Frozen food is food that is stored at refrigeration temperature.</td>
<td></td>
</tr>
<tr>
<td>OBJECT</td>
<td>Non-food</td>
<td>Domestic cleaning products, hygienic products.</td>
<td></td>
</tr>
<tr>
<td>OBJECT</td>
<td>Food losses</td>
<td>Food that gets spilled, spoilt or otherwise lost. An incurs reduction of quality and value during its journey in the food supply chain before it reaches the consumers or the manufacturing stage or the market.</td>
<td>EN Environment <a href="https://www.unenvironment.org/thinkeatsave/about/definition-food-loss-and-waste">https://www.unenvironment.org/thinkeatsave/about/definition-food-loss-and-waste</a></td>
</tr>
</tbody>
</table>
Year 1: outputs

**M1**
Definition of common indicators, dataset structure and data collection strategies

- 94 indicators, 50 definitions, 2 out of 4 areas of impact covered (economic, social)

**M2**
Development of the Observatory on Food Donation

- First release of platform, data entry on 2019 (test with pilot group)

**M3**
Promotion and dissemination of the Observatory on food donation

- 4 workshops with pilot group, 3 FEBA plenary events, 1 open event

February 2020 - January 2021
Our «journey» continues...

February 2021 - January 2022

M1: Definition of common indicators, dataset structure and data collection strategies

M2: Development of the Observatory on Food Donation

M3: Promotion and dissemination of the Observatory on food donation

More indicators and greater data granularity; nutritional, environmental areas of impact; improved definitions

Second release of platform; personalized dashboard; data entry by pilot group + other FBs on 2020; access to dataset

Data visualization and first communication strategy
Looking for inspiration... 

thanks to all participants!
## The value added: our guest speakers...

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Company/Title</th>
<th>Topic</th>
<th>Workshop Date</th>
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</thead>
<tbody>
<tr>
<td>John McGrath</td>
<td>IBM «TechForGood» Team, Senior Solution Architect &amp; Team Leader</td>
<td>The BlockBia project</td>
<td>Workshop 1 6-7 April 2020</td>
</tr>
<tr>
<td>Vivienne Lawlor</td>
<td>FoodCloud, Communication Manager</td>
<td>Data for good: using our data to tell our story</td>
<td>Workshop 2 5 May 2020</td>
</tr>
<tr>
<td>Emma Togni</td>
<td>TechSoup Italy, Marketing manager</td>
<td>Social media trends &amp; tips</td>
<td>Workshop 2 5 May 2020</td>
</tr>
<tr>
<td>Bruce Learner</td>
<td>Kellogg Europe, Senior Manager CSR &amp; Partnerships</td>
<td>Food donations: a story half-told</td>
<td>Workshop 2 5 May 2020</td>
</tr>
<tr>
<td>Giulia Bartezzaghi</td>
<td>Politecnico of Milan, Director of Food Sustainability Observatory</td>
<td>Surplus food management: donation’s benefits and costs</td>
<td>Workshop 3 23 June 2020</td>
</tr>
</tbody>
</table>
... and external experts

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Workshop Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agathe Ziegler</td>
<td>REWE Beteiligungs Holding GmbH, Group Project Leader</td>
<td>Workshop 1 6-7 April 2020</td>
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<td>Sales Administration, Penny International</td>
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<tr>
<td>Lucia Pasquadibiseglie</td>
<td>Avanzi. Sostenibilità per azioni, Consultant</td>
<td>Workshop 2 5 May 2020</td>
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<tr>
<td>Mantas Budraitis</td>
<td>PPMI Public Policy and Management Institute, Research Manager</td>
<td>Workshop 3 23 June 2020</td>
</tr>
<tr>
<td>Jan Behrens</td>
<td>European Commission, DG Employment, Social Affairs &amp; Inclusion</td>
<td>Workshop 3 23 June 2020</td>
</tr>
<tr>
<td>Dora Szentpaly-Kleis</td>
<td>European Commission, DG Health &amp; Food Safety</td>
<td>Workshop 4 15 July 2020</td>
</tr>
</tbody>
</table>
First release online Observatory Food Donation

Fabio Fraticelli & Chiara Grassi, TechSoup Italy
The concept
The approach
The version 1
Let's give it a try ;)}
Feedback: fuel for next version(s)
What's coming? (ready for v.2)

- Excel Export, not only CSV
- Missing KPI (12.3 - Other Vehicles)
- In KPIs table, display u.m.
- Let Food Banks to fill a "note" field for each KPI
- Self-calculated fields (like "Total number of co-workers")
- Interactive maps with Food Banks, warehouses, etc.
- Dynamic tokens (using KPIs in paragraphs)
- Food type / source / destination matrix
Pilot Group contributions

Paula Capodistrias, Pedro Castaños, Lena Malkin, Dimitris Nentas, Vincenzo Palumbo, Giuseppe Parma, Etienne Rubens, Katalin Újhelyi, Emma Walsh
1. For you and your organization, what are the lessons learned at the end of year 1 of the project?

2. For you and your organization, what are your expectations for the future of this project?
1.5

Q&A
Conclusion & final remarks

Angela Frigo, Laura Gavinelli, Fabio Fraticelli & Chiara Grassi
Do you want to jump on board?

The campaign to collect 2020 data will start soon!
the journey continues...

www.eurofoodbank.org
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