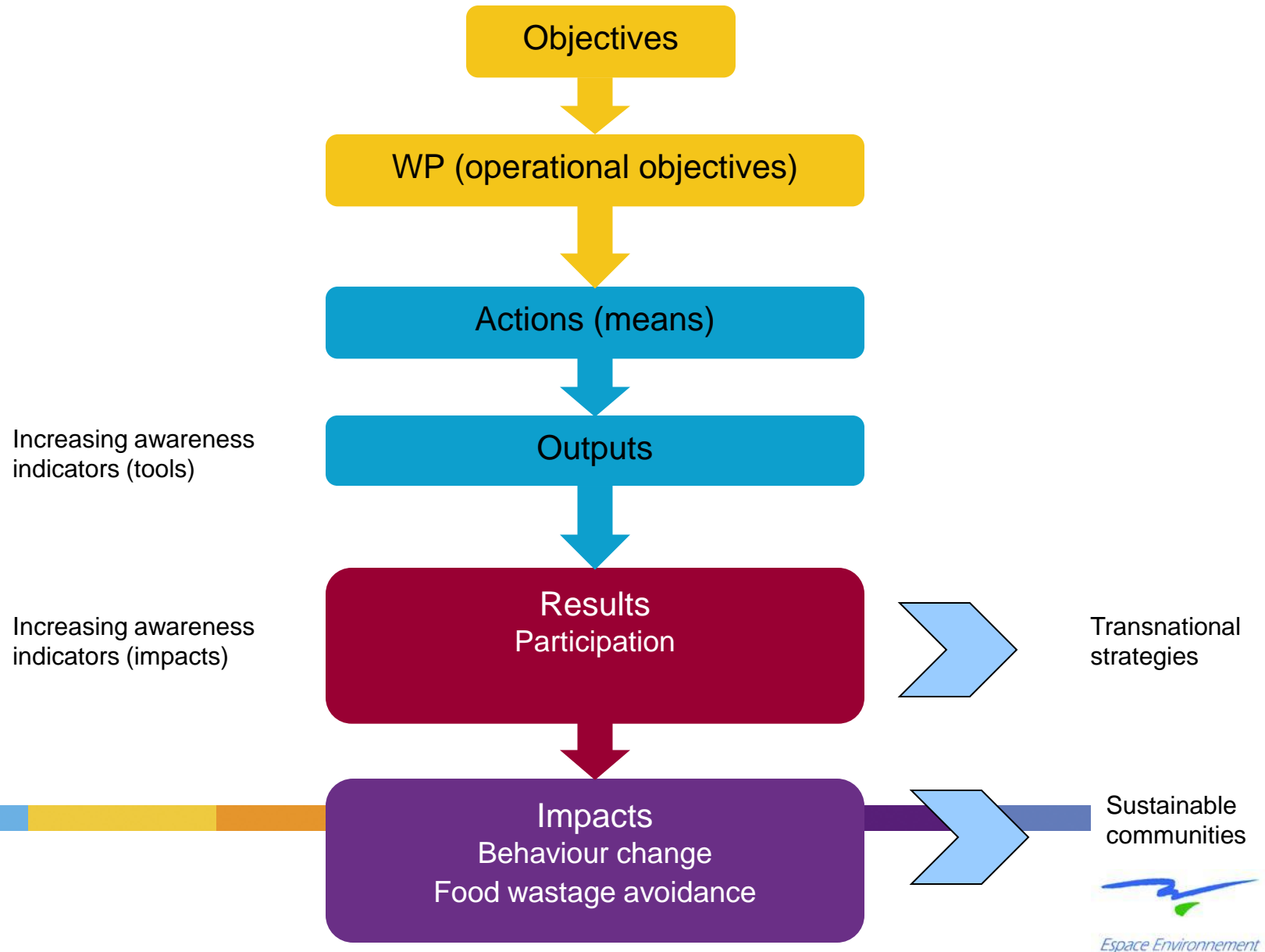


I4B-GreenCook – Transnational strategy for global sustainable food management

Objectives

- ◆ Aim : to **reduce food wastage and to make the NWE a model of sustainable food management, by in-depth work on the consumer / food relationship thanks to a multisectoral partnership**
- ◆ Fighting against food wastage requires to combine **work on consumer behaviour** and **optimisation of the food offer**.
- ◆ **4 work directions**, corresponding to 4 emblematic places of consumption, themselves connected to 4 groups of key players:
 - > At home, in the kitchen: precarious households and audiences, waste-managing local authorities
 - > In the restaurant, in the company canteen: catering professionals
 - > In the school canteen: teachers and pupils (education); cooks (management)
 - > At the supermarket: producers, retailers; food banks
- ◆ By developing innovative strategies to influence the consumer and cook relationship to food, both among out-of-home food professionals, and among households.

Interreg IVB Framework



I4B-GreenCook – Transnational strategy for global sustainable food management

Workpackages

- ◆ 4 workpackages that will be developed in parallel, to converge towards achieving the overall aim of the project :
 - > **WP1 Enable** : Producing facts & figures, relevant methods & tools or individuals, out-of-home food professionals, packaging designers, social workers & household coaches to avoid food wastage
 - > **WP2 Exemplify** : Testing innovative sectoral approaches and lobbying to validate European models of sustainable management of food
 - > **WP3 Engage** : Embedding good practices for food wastage avoidance by mobilising GreenCook Ambassadors and networking at a large scale
 - > **WP4 Encourage** : Assessing results to determine GreenCook standards for food wastage avoidance strategies & to reward good practices of professionals and households

WP1 ENABLE

Producing facts & figures, relevant methods & tools or individuals, out-of-home food professionals, packaging designers, social workers & household coaches to avoid food wastage

ACTIONS

- ◆ **WP1.A1** :Identifying barriers and opportunities to behaviour change in favour of the avoidance of food wastage through capitalisation of good practices and desk research
- ◆ **WP1.A2** :Brainstorming to design awareness-raising messages and information material tailored to target groups (out-of-home food professionals, retailers, packaging designers, teachers, students, social workers, households)
- ◆ **WP1.A3** :Providing households and professionals with adapted pilot smart management and decision-making tools favouring food wastage avoidance
- ◆ **WP1.A4** :Compiling original and unpublished best food saving smart menus from well-known chefs and house cooks
- ◆ **WP1.A5** :Adapting methodological handbooks and training programmes dedicated to out-of-home food professionals, packaging designers, social workers and household coaches
- ◆ **WP1.A6** :Validating educational material dedicated to teachers and students

WP1 ENABLE

Producing facts & figures, relevant methods & tools or individuals, out-of-home food professionals, packaging designers, social workers & household coaches to avoid food wastage

- ◆ **WP1A1 1 scoping reports** on consumption dynamics and profiles
- ◆ **WP1A1 2** scoping reports on drivers of behaviour change in favour of the environment
- ◆ **WP1A1 3** study report on fruits in bulk vs wrapped fruits
- ◆ **WP1A1 4** index cards on **good practices** and success stories

- ◆ **WP1A2 1 terms of reference** for messages, decision-making and smart tools to be tested
- ◆ **WP1A2 2 information publications** for households / consumers, students, canteen staff, cooks, chefs and caterers (leaflets, web pages, posters, in-season calendars)

WP1 ENABLE

Producing facts & figures, relevant methods & tools or individuals, out-of-home food professionals, packaging designers, social workers & household coaches to avoid food wastage

- ◆ **WP1A3 1** census of existing tools fostering food wastage avoidance
- ◆ **WP1A3 2 practical toolkits** for **households** (in-season calendar, pasta measure, smart shopping notebook, parlour game...)
- ◆ **I2 Smart food saving Portal 2.0** (online coaching for food wastage reduction at home)
- ◆ **WP1A3 3** smart supply chain management and consumer interaction tools for **retailers**

- ◆ **WP1A4 1** transnational **cookbook** compiling best food saving recipes in NEW

- ◆ **WP1A5 1 practical handbooks** for canteen cooks, caterers and restaurant cooks, social workers, packaging designers)
- ◆ **WP1A5 2 training programmes** for cooking coaches, social workers, packaging designers, cooks

- ◆ **WP1A6 1 teaching kits** for primary and high schools & educational activity cards

WP1 ENABLE

Producing facts & figures, relevant methods & tools or individuals, out-of-home food professionals, packaging designers, social workers & household coaches to avoid food wastage

- ◆ Communication : Tomorrow 23/04/2010
- ◆ Steps to be taken :
 - > **CRIOC = leader of Community of Practice 1**
 - > CRIOC + WUR F&BR : knowledge (psycho, socio, behaviour / food innovation)
 - > Initial inputs from each partner & Capitalisation of good practices (CRIOC + EE)
 - > Terms of reference for WP2
 - > Draft tools
 - > *Use tools / give feedbacks (WP2, WP4)*
 - > Finalise tools
 - > *Disseminate tools (WP3)*
- ◆ ***Each partner : list of detailed outputs + schedule***

WP2 – EXEMPLIFY

Testing innovative sectoral approaches
& lobbying to validate European models
of sustainable management of food

ACTIONS

- ◆ **WP2.A7** :Designing and preparing targeted pilot projects in 4 living labs: selected pilot homes, schools and school canteens, restaurants and company canteens, supermarkets and social groceries.
- ◆ **WP2.A8** :Co-creating and experimenting innovative approaches in pilot schools and school canteens
- ◆ **WP2.A9** :Co-creating and experimenting innovative approaches in pilot restaurants and company caterers
- ◆ **WP2.A10** :Co-creating and experimenting innovative approaches in pilot supermarkets and social groceries
- ◆ **WP2.A11** : Co-creating and experimenting innovative approaches in pilot homes and Ecoles de consommateurs (for disadvantaged consumers)
- ◆ **WP2.A12** :Exchanging with external sectors to overcome contradictions about food wastage avoidance
- ◆ **WP2.A13** :Achieving consistency in policy through a relevant and integrated lobby process
- ◆ **WP2.I1** : Cradle to Cradle Canteen
- ◆ **WP2.I2** : Smart food saving Portal 2.0

WP2 – EXEMPLIFY

Testing innovative sectoral approaches
& lobbying to validate European models
of sustainable management of food

OUTPUTS

- ◆ **WP2A7 1 terms of reference designing** for food wastage avoidance living labs in school canteens, restaurants and company canteens, supermarkets, food stores and social groceries, and at home

- ◆ **WP2A8 1** Living Lab in 39 schools canteens
- ◆ **WP2A8 2 co-designed demonstration action plan** for schools
- ◆ **WP2A8 3 education biomechanical composting system (I1)**
- ◆ **WP2A8 4 recommendations** on food wastage avoidance in schools

- ◆ **WP2A9 1** Living lab in 65 restaurants and company restaurants
- ◆ **WP2A9 2 co-designed demonstration action plan** for restaurants
- ◆ **WP2A9 3 recommendations** on food wastage avoidance in restaurants

- ◆ **WP2A10 1** Living Lab in 34 supermarkets, food stores and social groceries
- ◆ **WP2A10 2 co-designed demonstration action plan** for food stores
- ◆ **WP2A10 3 recommendations** on food wastage avoidance in food stores

WP2 – EXEMPLIFY

Testing innovative sectoral approaches
& lobbying to validate European models
of sustainable management of food

- ◆ **WP2A11 1** Living Lab in 55 homes (and 10 consumers' schools)
- ◆ **WP2A11 2 co-designed demonstration action plan** for households
- ◆ **WP2A11 3 recommendations** on food wastage avoidance at home

- ◆ **WP2A12 1** preparatory reports and **memoranda** from Dialogue Platforms
- ◆ **WP2A12 2 Dialogue Platforms meetings**

- ◆ **WP2A13 1** leaflet with **rational for political lobby**
- ◆ **WP2A13 2 Strategic Steering Committee** meetings
- ◆ **WP2A13 3 Expert Committee** meetings and site visits in living labs

WP2 – EXEMPLIFY

Testing innovative sectoral approaches
& lobbying to validate European models
of sustainable management of food

◆ Communication : Tomorrow 23/04/2010

◆ Steps to be taken :

- > **WUR Food & Biobased Research = leader of Community of Practice 2**
- > Terms of reference for WP2 to design Living Labs (pilotes)
- > *Recrutement of pioneer GreenCook Ambassadors (WP3)*
- > *Use tools (WP1)*
- > Advice of Expert Committee
- > *Evaluation & adjustment (WP4)*
- > « second round » in Living Labs
- > Identification of barriers / limits => platforms
- > Recommendations & political lobby

◆ *Each partner : list of detailed outputs + schedule*

WP3 – ENGAGE

Embedding good practices
for food wastage avoidance
by mobilising GreenCook Ambassadors
and networking at a large scale

ACTIONS

- ◆ **WP3A14** : Creating and vitalising a transnational GreenCook Ambassadors network
- ◆ **WP3A15** :Implementing community actions on territories to disseminate the project's results among the target groups
- ◆ **WP3A16** :Engaging Ambassadors for bearing witness to recruit peers & train them in an on-going, spider net process
- ◆ **WP3A17** :Producing a series of video clips starring GreenCook Ambassadors to foster good practices as regards food wastage avoidance
- ◆ **WP3A18** :Encouraging discussion and debate to mobilise enlarged audiences and feed a participative, bottom-up approach
- ◆ **WP3A19** :Activating partners- and observers' professional networks to disseminate messages and good practices at a European level

WP3 – ENGAGE

Embedding good practices
for food wastage avoidance
by mobilising GreenCook Ambassadors
and networking at a large scale

- ◆ **WP3A14 1** transnational **engaging communication strategy**
- ◆ **WP3A14 2** transnational **GreenCook Ambassadors dedicated networks** (restaurants & caterers, school canteen cooks, households, retailers, social workers)
- ◆ **WP3A14 3** transnational and regional **trans-sectoral networks** (e.g. RaBAd in Brussels)
- ◆ **WP3A14 4** **exchange study visits** for GreenCook Ambassadors (e.g. disadvantaged from Artois Comm and CRNPDC)

- ◆ **WP3A15 1** **cooking lessons** for households, with well-known chefs or house coaches
- ◆ **WP3A15 2** **touring Waste-free Restaurant events** in several locations

- ◆ **WP3A16 1** **partnership agreements** with catering management schools, well-known chefs, supermarkets... to become new GreenCook Ambassadors
- ◆ **WP3A16 2** **practical training sessions** for new GreenCook Ambassadors (house coaches, cooks, caterers)
- ◆ **WP3A16 3** **information workshops and awareness-raising events** for cooks and student cooks

WP3 – ENGAGE

Embedding good practices
for food wastage avoidance
by mobilising GreenCook Ambassadors
and networking at a large scale

OUTPUTS

- ◆ **WP3A16 4 training sessions** on role of packaging in avoiding food wastage for student packaging designers
- ◆ **WP3A17 1 short video clips** with testimonies of ambassadors and presentation of pilot experiences
- ◆ **WP3A18 1 organisation of public debates** (forum for underprivileged and social workers to exchange practical tools for food wastage avoidance, citizens' parliament to propose community amendments to local policy.)
- ◆ **WP3A19 1 conferences** with presentation of GreenCook methods and tools for professionals or the general public

WP3 – ENGAGE

Embedding good practices
for food wastage avoidance
by mobilising GreenCook Ambassadors
and networking at a large scale

- ◆ Communication : Tomorrow 23/04/2010
- ◆ Steps to be taken :
 - > **Espace Environnement = leader of Community of Practice 3**
 - > Recrutement of pioneer GreenCook Ambassadors (WP3)
 - > *Use methods, messages, tools (WP1)*
 - > Community actions
 - > *Evaluation & ajustement (WP4)*
 - > Recommandations of Living Labs (WP2)
 - > Adjustment of tools (WP1)
 - > Upscaling & embedment of good practices
- ◆ *Each partner : list of detailed outputs + schedule*

WP4 ENCOURAGE

ACTIONS

Assessing results to determine GreenCook standards for food wastage avoidance strategies & to reward good practices of professionals and households

- ◆ **WP4.A20** : Designing an evaluation methodology for the project
- ◆ **WP4.A21** : Measuring results of living labs and impacts of the activities on the ground
- ◆ **WP4.A22** : Singling out good practices among target groups through a GreenCook transnational challenge
- ◆ **WP4.A23** : Integrating the avoidance of food wastage in the existing label and reward schemes

WP4 ENCOURAGE

OUTPUTS

Assessing results to determine GreenCook standards for food wastage avoidance strategies & to reward good practices of professionals and households

- ◆ **WP4A20 1** Set of **validated indicators** for actions & **specific assessment** programmes for **actions** of the project
- ◆ **WP4A20 2** Set of **validated indicators** & validated **global assessment** programme for the project **management** and **communication strategy**

- ◆ **WP4A21 1** Databases on **food wastage quantities** at local, regional and transnational levels
- ◆ **WP4A21 2** Ex ante and ex post **behaviour surveys** analysis reports
- ◆ **WP4A21 3** **Waste audit** reports
- ◆ **WP4A21 4** **Evaluation reports of pilot projects** in schools, restaurants,
- ◆ **WP4A21 5** **Evaluation reports of pilot projects** in supermarkets, food stores and social groceries
- ◆ **WP4A21 6** **Evaluation reports of pilot actions** with households and underprivileged
- ◆ **WP4A21 7** **Illustrative facts and figures** to feed communication messages

WP4 ENCOURAGE

Assessing results to determine **GreenCook standards** for food wastage avoidance strategies & to reward good practices of professionals and households

- ◆ **WP4A22 1** Transnational **GreenCook challenge** with prizes for households, disadvantaged, chefs, caterers, packaging designers
- ◆ **WP4A22 2 GreenCook trophy**
- ◆ **WP4A23 1** Relevant **criteria** on food wastage avoidance, to **update labels or reward schemes** for restaurants, company restaurants, schools & school canteens
- ◆ **WP4A23 2** Relevant criteria on food wastage avoidance, to integrate in a **high quality label for supermarkets**
- ◆ **WP4A23 3 Commitment charters** for cooks, chefs, supermarket managers, food banks

WP4 ENCOURAGE

Assessing results to determine GreenCook standards for food wastage avoidance strategies & to reward good practices of professionals and households

- ◆ Communication : Tomorrow 23/04/2010
- ◆ Steps to be taken :
 - > **Universität Stuttgart ISWA = leader of Community of Practice 4**
 - > Evaluation plan
 - > Complementary studies and surveys (WP1)
 - > Indicators / actions (WP1, WP2, WP3)
 - > Adjustment
 - > Distinguishing good practices – support GreenCook Ambassadors (WP3)
 - > GreenCook label (lobby / WP2)
- ◆ *Each partner : list of detailed outputs + schedule*