REFRESH external outreach report

D7.6 Dissemination of the Framework for Action ("Blueprint") and work with Standardisation Bodies

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With thanks to:

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Acknowledgments & Disclaimer

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CoE	Community of Experts
FA	Framework of Action
FLW	EU Platform on Food Losses and Food Waste
PWP	Pilot Working Platfom
VA	Volantary Agreements
WP	Work Package

1 Executive summary

This report analyses two specific activities within REFRESH: First, the dissemination of the Framework for Action ("Blueprint") [1] that helps national governments to build Voluntary Agreements with the relevant stakeholders in the sector to reduce food loss and waste and second work with Standardisation Bodies[2], specifically barcode standards used by retailers.

The main evaluation of REFRESH's outreach activities is summarized in the 80 pages report "Final report on dissemination and exploitation of REFRESH results" (Wunder et al. 2019)[3] that analyses the reach and impact of all communication tools used by REFRESH (events, publications, contest, quiz, website, Community of Experts, newsletter, social media activities on Twitter and Facebook, videos, press releases etc.).

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[1] Task 7.3.4 of the REFRESH project
[2] Task 7.3.2 of the REFRESH project
[3] Wunder, Stephanie; Kemper, Melanie; Pätzke, Franka; Bygrave, Kate (2019): "Final report on dissemination and exploitation of REFRESH results.", September 2019, Deliverable 7.2

2 Dissemination for wider adoption of the Framework for Action Report ("Blueprint")

The Framework for Action approach, piloted in four countries through the REFRESH project was informed by **research conducted at the beginning** of the project. The report "Inventory and Evaluation of Effectiveness of Existing Approaches to Voluntary Alliances" **reviewed successful Voluntary Agreements (VA)** and summarised the common factors that led to their success. From this research, five steps were identified as being key to include in the establishment and management:

1. Initiation and Set-Up
2. Ambitions, Goals and Targets
3. Governance and Funding
4. Establishing Actions
5. Measurement and Evaluation

Figure 1: Voluntary Agreement Blueprint – 5 key steps

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The REFRESH Voluntary Agreement Blueprint is based on these five success factors which have been evidenced and followed throughout the project by the four pilot countries. The key steps (Figure 1) allow different countries to be flexible in their approach, catering towards their own socio-economic and political situations.

The **Blueprint was designed as an interactive PDF document** and can be found in the following locations online;

- Sits on the WRAP website at http://www.wrap.org.uk/content/building-partnerships-driving-change-voluntary-approach-cutting-food-waste
- Posted on the REFRESH website at https://eu-refresh.org/VAblueprint
- Posted on the Community of Experts at http://www.refreshcoe.eu/resources/voluntary-approach-to-cutting-food-waste/

Between 9 April and 2 May 2019, the Refresh Community of Experts (CoE) hosted a **webinar** series on 'Tackling Food Waste Across the Supply Chain'. The webinars were organised by Anthesis Group with oversight and input from WRAP.

The series aimed to demonstrate how policy makers, manufacturers, retailers, distributors, municipalities and many more organisations involved in the food supply chain can effectively address food waste. One in particular was focused on Voluntary Agreements, and featured the VA Blueprint approach. It was viewed 99 times (39 people attending the seminar, 60 additional views of the online video). Recordings of each webinar are available as a resource (alongside a PDF copy of the presentation slides) on both the REFRESH CoE and REFRESH websites.

The draft Blueprint was presented to delegates from EU Member States at a Policy **workshop on Voluntary Agreements** in June 2018. As part of this session, the REFRESH team were able to offer a free VA Workshop to up to five Member States, who were seriously considering taking this approach to address food waste within their country. Interest was received from;
- Croatia
- Italy
- Belgium (Flanders)
- Sweden
- Denmark
- Slovenia
- Germany
- Greece

As of June 2019 four VA Workshops had been successfully held with the following Member States
- Sweden (December 2018)
- Germany (February 2019)
- Belgium (June 2019)
- Denmark (June 2019)

The other interested MS were either unable to commit resources to host a workshop prior to the end of the REFRESH project, or were still mid-discussions about the food waste strategy and whether the VA approach was right for them.

3 Work with standardization bodies

As part of the four national Pilot Working Platforms (PWP) in Germany, the Netherlands, Spain and Hungary, members of each PWP were encouraged to participate in innovative projects (so called "pilots") to support the aims of their Voluntary Agreements. Ideas were pitched to members of the PWP through the National Coordinators; one being to reduce food loss and waste in the fresh foods category using GS1 barcodes[4] containing expiry date information that can be used by retailers and consumers.

The Pilot Objectives included three dimensions:

1. To run practical pilot demonstrations which will show how expiry data can minimise the waste of fresh foods in retail outlets

2. To improve retailers' re-order processes for fresh foods so as to enable a better balance between demand and supply, with consequential reductions in upstream fresh food waste at supplier and producer levels.

3. To show how intelligent barcodes, containing expiry information, can assist consumers in managing their stock of fresh foods in order to reduce loss and waste.

Currently most food retail outlets are using 1D (red laser) scanning technology which means that they can only scan EAN/UPC barcodes. However, they do have the capability to scan GS1 DataBar 1D barcodes containing variable data such as – expiry date, batch/lot data, serial numbers etc. This means that it is possible for retailers to capture expiry data on items scanned at the point of sale (POS) which enables:

•   More accurate information on the expiry date profiles of fresh foods, which in turn can provide the following benefits:

  •   Optimisation of fresh foods stocks including more accurate forecasting/ordering from suppliers

  •   Ability to block the sale of near-expired product

  •   Ability to sell-out near-expired products at attractive markdowns for consumers

  •   Significant reductions of in-store loss and waste

•   Significant cost savings through the elimination of current manual fresh foods stock management, i.e. physical inspection by retailers staff of human readable expiry dates of fresh foods, markdown labelling etc.

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[4] The company GS1 is part of the project consortium and manages the barcode standard used by retailers, manufacturers and suppliers.

- Elimination of reverse supply chain logistics processes of fresh foods delivered through online sales, i.e. pickers for home delivery will be able to scan as they pick home-delivery orders and ensure fresh foods are well dated.

While there are retailers in the following countries, Germany, Poland, Austria and Italy already utilising GS1 DataBar scanning on fresh foods, a key challenge which is slowing up widespread adoption is the lack of published data on the benefits and learnings from the GS1 DataBar implementations to date.

Given that food loss and waste is a common problem for retailers and suppliers everywhere, it makes sense to share experiences on a pre-competitive basis.

Retailer leadership is also seen as key to success, achieving this would be a lot easier if the business case was made more public.

Unfortunately, although this project idea was received well by the members of each PWP, there was no uptake from any of the involved retailers to trial this project idea.