



Overview

on project's objectives, life and achievements

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Espace Environnement (Lead Partner)





Transnational strategy for global sustainable food management



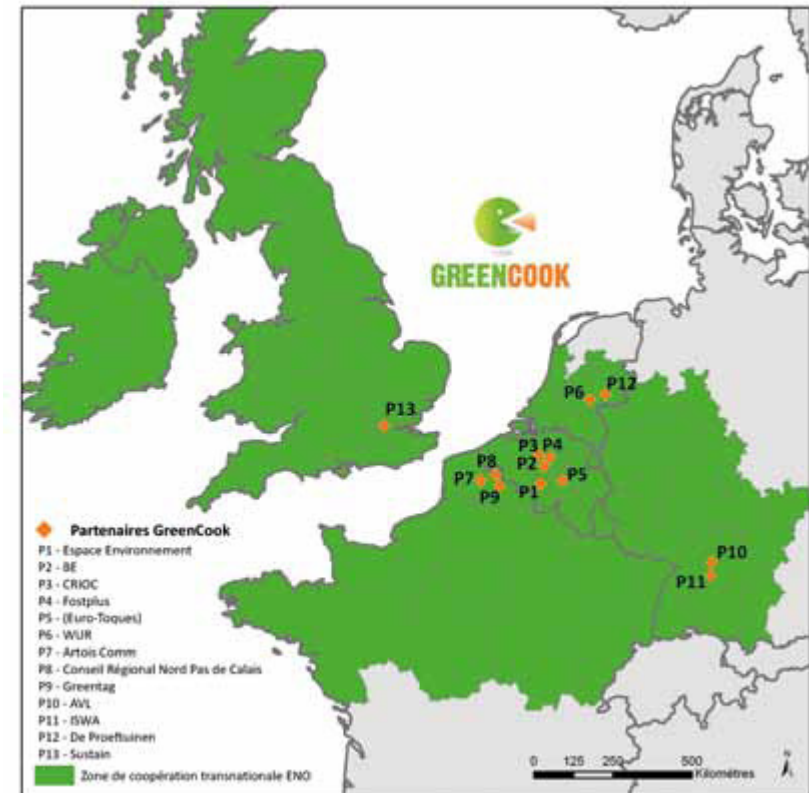
2010 – 2014

What did we achieved ?



GreenCook

- ◆ Interreg IVB project
- ◆ Priority 4 – Strong & prosperous communities
- ◆ 2010-2014
- ◆ 12 partners
- ◆ 5 North-West European countries
- ◆ 1 common goal



GREENCOOK aims

- ◆ **To reduce food wastage in NWE**
- ◆ **To make the NWE a model of sustainable food management**
- by the work both on **consumer behaviour** and the **optimisation of the food offer**
- by the development of innovative **strategies to influence the consumer and cook relationship to food**
- by the **involvement of all stakeholders** in the food supply and consumption chain (multi-sectoral partnership)
- by coming-up with **show-cases to inspire others**

4 work directions to influence in-home and out-of-home consumption

- ◆ At home, in the kitchen
- ◆ At the restaurant
- ◆ At the school canteen
- ◆ At the supermarket



A multi-sectoral, transnational partnership

- ◆ Public local and regional waste authorities :

Brussels Environnement, Artois Comm., AV Ludwigsburg



- ◆ Public authorities with competencies related to high schools and underprivileged

Conseil Régional Nord-Pas de Calais



- ◆ Packaging producers and users

Fost Plus



- ◆ Supermarkets

GREENTAG – E. Leclerc



- ◆ Research Institutes

CRIOC, Univ. Stuttgart, Univ. Wageningen



- ◆ Restaurants

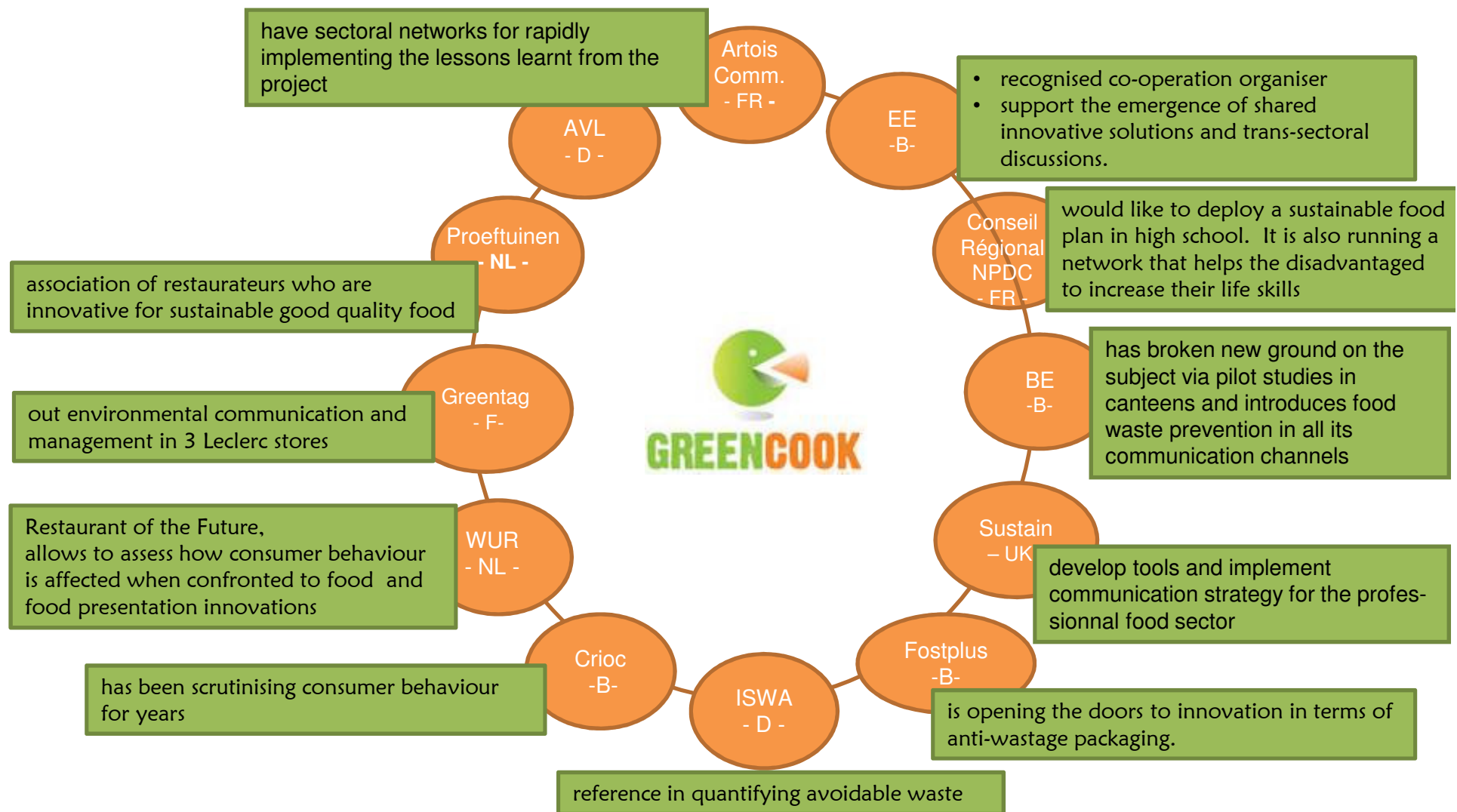
[Euro-Toques] De Proeftuinen, Sustain



- ◆ Multi-stakeholder participation organiser

Espace Environnement (Lead Partner)





An exclusive and pathbreaking combination of partners



Action plan based on 4 Communities of Practice

CoP1 Enable

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

CoP4 Encourage

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

***Food
wastage
avoidance***

CoP3 Engage

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

CoP2 Exemplify

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



Action plan based on 4 Communities of Practice

WP1 Enable

- Information publications, practical smart toolkits (Smart food saving Portal 2.0 =Investment)
- Transnational cookbook compiling best food saving recipies
- Practical handbooks and training programmes + teaching kits

WP4 Encourage

- Specific and global assessment programmes (+ indicators); facts & figures
- Transnational GreenCook challenge ; GreenCook trophy
- Relevant criteria on food wastage avoidance, to update labels or reward schemes

Food wastage avoidance

WP3 Engage

- Community actions : (cooking lessons, practical training sessions, events)
- Short video clips with testimonies of ambassadors
- Organisation of public debates

WP2 Exemplify

- Living Labs Households, Canteens + Educational biomechanical composting system (Investment), Restaurants, Supermarkets
- Dialogue Platforms meetings and memoranda
- Strategic Steering Committee meetings + Expert Committee meetings (lobby)



Results : Enable

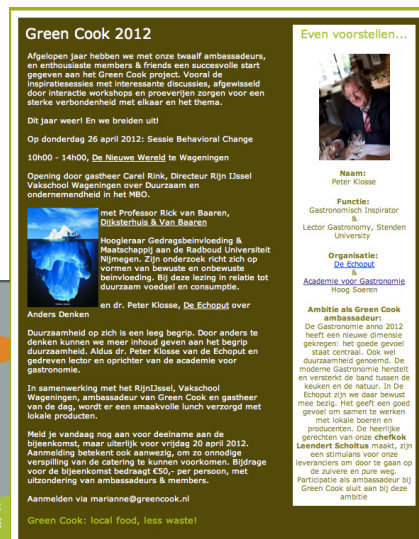
- ◆ Studies on behaviour and food wastage
 - > Study on retail practices
 - > Study on bulk vs packed Fruit & Veg



Enable : messages and information publications

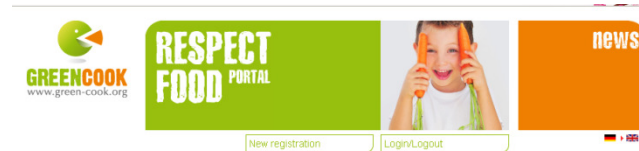
◆ Messages and Information publications for target groups

- > Brochures
- > Posters
- > internet sites
- > Journals, postcards
- > Newsletters



GREENCOOK

Enable : practical toolkits for households



- Start
- Guide
- Diary
- Statistics
- Links
- Contact
- Recipes
- Video Clips

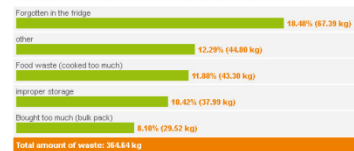
Food deserves Respect

The tomatoes are bruised, the yoghurt expired two days ago and the bread no longer tastes like it did on the first day. It only takes few little spots for food to end up in the bin. Several tons of fruit, vegetables, bread or other food items are thrown away every year even if they are still edible. We would like to change this. This portal aims to help strengthen the respect and appreciation of food.

Do you also throw away more than you are aware of? With this portal www.respect-food.eu we would like to help you examine your own behaviour regarding food. The throw-away diary supports you in this (This diary will only be available to you after login).

You will also find useful tips and creative ideas here each month for avoiding food wastage.

The most common reasons for food waste (live-animation)



Kitchen scene



to video



Enable : practical handbooks

Exemple Carrefour Témoignage

- Des produits plus proches des souhaits des consommateurs
- Un même produit, plusieurs formats
- Adaptations de la production

Le distributeur Carrefour propose de plus en plus de produits alimentaires en portions de différentes tailles. C'est le cas notamment du jambon-cuit et des légumes. Ce positionnement répond au souhait du consommateur d'adapter ses achats à ses besoins tout en variant ses aliments. Il aide en outre à réduire le gaspillage alimentaire.

Delivox d'offrir le plus large assortiment de produits possible tout en répondant aux besoins des différents types de ménages. Carrefour distribue un nombre croissant d'aliments en différentes portions. Ainsi, le groupe propose le jambon-cuit en portions de 500g ou 1kg, les légumes en portions individuelles de 100g ou 200g, les légumes en portions de 400g ou 800g, les légumes en portions de 1,25kg ou 2,5kg, les légumes en portions de 5kg ou 10kg, les légumes en portions de 15kg ou 20kg, les légumes en portions de 25kg ou 30kg, les légumes en portions de 35kg ou 40kg, les légumes en portions de 45kg ou 50kg, les légumes en portions de 55kg ou 60kg, les légumes en portions de 65kg ou 70kg, les légumes en portions de 75kg ou 80kg, les légumes en portions de 85kg ou 90kg, les légumes en portions de 95kg ou 100kg.

Carrefour Belgique, en diminuant les déchets alimentaires, nous répondons à une nécessité tant écologique qu'économique, et nous adressons ainsi à notre communauté.

Les portions plus petites requièrent souvent davantage de manipulations, ce qui n'est pas sans effet sur la production. Tout nouvel emballage implique des modifications du processus de production et, par conséquent, un investissement technique.

Votre entreprise aussi a réalisé avec succès un projet de prévention des emballages ?
Faites-le nous savoir par e-mail à prevention@forplus.be



Manuel d'utilisation
Du calculateur « Alimentation Durable »
pour évaluer la durabilité du système alimentaire d'un restaurant de collectivité.



GUIDE DE BONNES PRATIQUES

Pour lutter contre le gaspillage alimentaire en restauration lycéenne

Cracking Community Cafés Money matters!

More than just a place to eat, a community café is a place where people can come together to share their stories, their experiences, and their resources. It's a place where people can learn from each other, support each other, and build a stronger community.

Red velvet cupcakes €2.50
Mocha cupcakes €2.50
Vanilla cupcakes €2.50

la! bo hallo!

Récupération de denrées alimentaires fraîches en collaboration avec des supermarchés

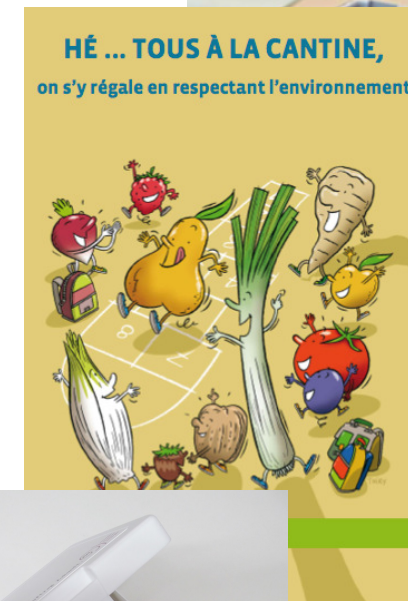
Méthode par étapes pour les restaurants sociaux



Enable : Training programmes & Teaching kits

◆ Training programmes

- > For packaging designers and students
- > For cooks and intendants
- > For restaurants : e-learning
- > For municipalitites



Plaisir
à la
Cantine



Cookbooks

- ◆ Recipes
- ◆ GreenBook & La Samaritaine
- ◆ Transnational cookbook : the testimony

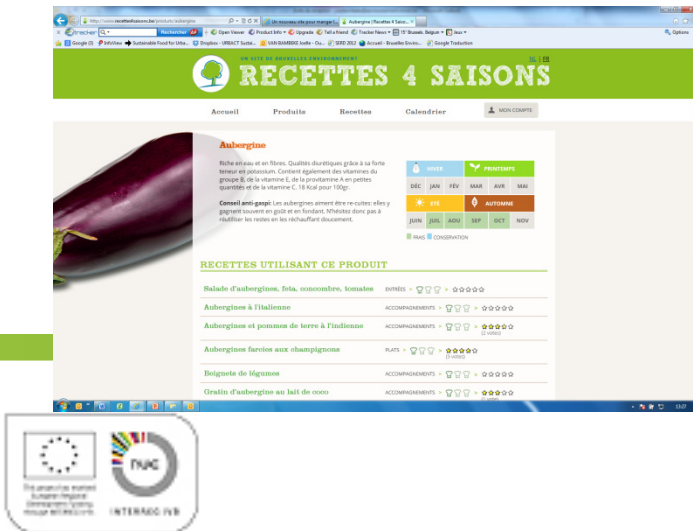


AVEC DES FRUITS

Claoutis aux fruits

Ingédients
 300 ml de lait
 4 œufs
 60 g de sucre
 70 g de farine
 500 g de restes de fruits mûrs
 Sel

Préparation
 Préchauffer le four à 180°C.
 Mélanger la farine avec les œufs entiers, ajouter le sucre et une pincée de sel.
 Verser le lait progressivement en remuant au fouet.
 Disposer les fruits découpés en dés dans un plat beurré et verser la pâte dessus.
 Cuisson 35 min.
 avant de déguster.



SOUPE DU SAMEDI
(le vendredi, c'est jour du poisson)

Pour 4 personnes

- 1 reste de filet de poisson blanc cuit (colin, cabillaud, pangasus, etc.)
- 2 oignons émincés
- 1 carotte découpée en petites lamelles
- facultatif : 1 courgette et/ou 1 branche de céleri
- 1 noix de beurre
- 1 bouillon de poisson délayé dans 1 l d'eau
- 1 c.à.s. de concentré de tomates
- 1 c.à.c. de curcuma, 1 pincée de thym
- poivre de Cayenne selon goût
- 10 cl de crème 30% MG

Faire suer les légumes dans une noix de beurre.
 Mouiller avec le bouillon, ajouter le thym, le curcuma, le concentré de tomates et le poivre de Cayenne.
 Porter à ébullition puis laisser cuire doucement 30 minutes à couvert.
 Ajouter la crème et le poisson émietté 2 minutes avant de servir.



Results : exemplify

Sustainable retail and consumption

Sustainable canteens and restaurants

Exemplify in 19 schools

- ◆ At school :
 - > educational approach
 - > management approach
- ◆ Around 35% food wastage reduction

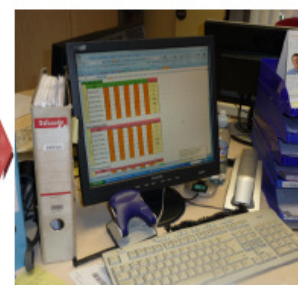
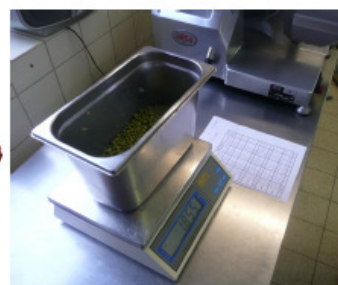
Institut Sainte-Marie, Schaerbeek



Ecole Ferdinand Buisson de Béthune

Exemplify in 45 canteens

- ◆ Measure in 250 sites (4 restaurants)
- ◆ Implement actions in 45 canteens
- ◆ Good practices & recommendations
- ◆ Common monitoring methodology



Exemplify in supermarkets

- ◆ Communication campaign
- ◆ Partnership with local producers



Producteur : **Alexandre GRAVEZ**
La Ferme du Pont des Loups
Produit : **Maroilles et pavé fermier**
Lieu de production : **Saint Aubin**

Pour le buffet, ce produit a été utilisé pour
l'effeuillé de bœuf au fromage
le gratin de céleri au fromage
l'assortiment de bruschettas

Exemplify in supermarkets

◆ Reprocessing food



Kit Légumes

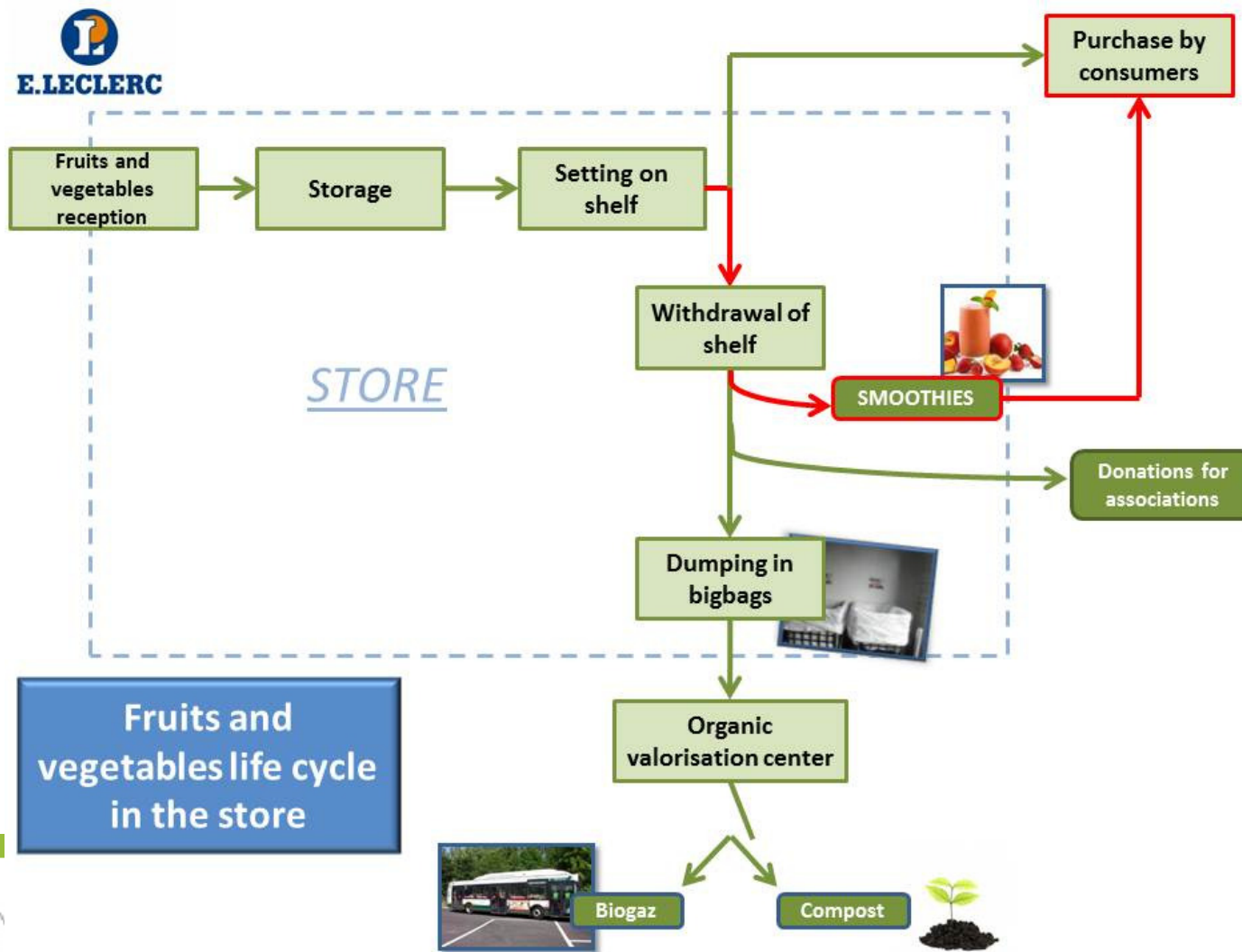


Exemplify in supermarkets

◆ Mobilising employees



Measuring food wastage in supermarket



Exemplify : optimising donation

- ◆ Organise donation to 13 associations
- ◆ Reprocessing food for Salvation Army
- ◆ Collect food for social restaurant



Exemplify Underprivileged

- ◆ 8 charities in Artois Comm.
- ◆ Social restaurant La Samaritaine in Brussels



Results exemplify households

◆ Foyers témoins www.respect-food.eu



**RESPECT
FOOD** PORTAL

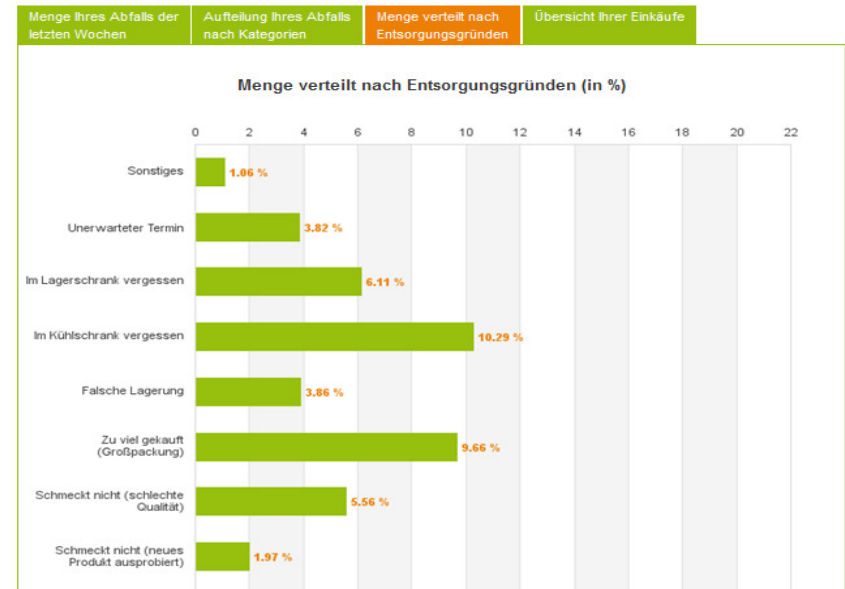


Login/Logout

Start
Dialog
Tagebuch
Statistik
Blog
Links
Kontakt
Tipp des Monats
Daten Export

Statistik

Die Statistiken beziehen sich nur auf die Daten die Sie in Ihrem Tagebuch angegeben haben.



GREENCOOK

Results exemplify households

- ◆ Food Battle
- ◆ Coach Carbon
- ◆ Construction des outils des Ecoles de Consommateurs



Results : exemplify

◆ Recommendations

- > for canteens and restaurants
- > for the retail sector
- > for consumers

To be further discussed
in the afternoon workshops !

Transnational dialogue platform – Lille, 20 November 2012

- ◆ **Food chain safety and fight against food wastage: turning constraints into opportunities**
 - ◆ 90 registered participants
 - ◆ 3 topical roundtables :
 - > relaxing supplier's responsibility in order to favour donations
 - > enhancing the perception and interpretation of regulations governing food safety so as to avoid unnecessary waste in the catering sector
 - > optimizing the labelling of food products to limit waste
 - ◆ Conclusion & perspective by French Ministry of Agriculture and Food
-



Joint Steering Committee

- ◆ To validate and disseminate the GreenCook results at the North West Europe level
- ◆ Made of :
 - Technical experts and academics in the field of food wastage, waste prevention, protection of the environment and sustainable food;
 - Representatives from regional and/or national governments;
 - Major EU level stakeholders.

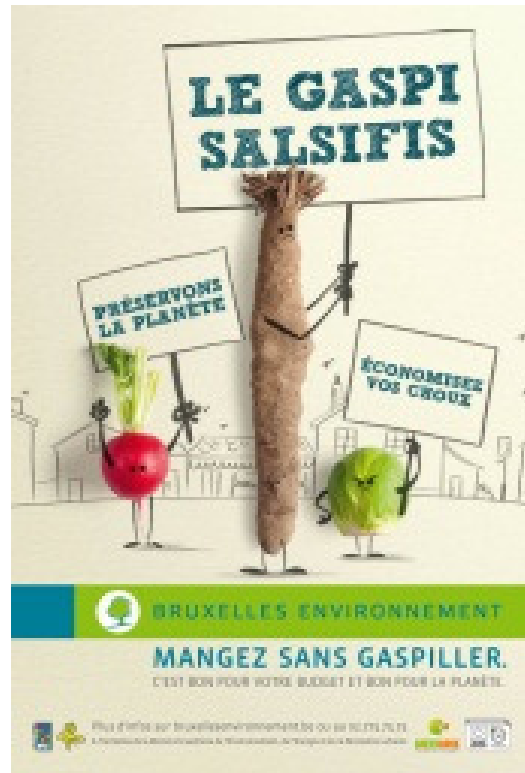


- Wageningen – Nov. 2011
- Lille – April 2012
- London – May 2013

Stéphanie BUDEWIG	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety – Germany
Fabienne COP	Walloon Public Service – DG Agriculture, Natural Resources and Environment – Walloon Waste Agency – Belgium
Jean-Jacques DOHOGNE	Associations of Cities and Regions for recycling and sustainable resource management (ACR+)
Anne-Catherine LAHAYE	Federation of local authorities dealing with waste management and prevention (COPIDEC) – Belgium
Corné VAN DOOREN	Netherland Nutrition Center – the Netherlands
Perrine PRIGENT	Ministry of the Ecology, Energy, Sustainable Development and the Sea - France
Antoine VERNIER	Environment and Energy Management Agency (ADEME) – France
Silvia GAIANI	Department of Economics and Agricultural Engineering – University of Bologna - Italy
Minette KITS NIEUWENKAMP	Ministry of Economic Affairs, Agriculture and Innovation – the Netherlands
Joke VAN CUYCK	Public Waste Agency of Flanders (OVAM) – Belgium
Bernard CINO	Ministry of Infrastructure and the Environment – DG International Affairs – the Netherlands
Catherine ROUSSEAU	Ministry for the Environment, Energy and Urban Renovation – Brussels Region – Belgium
Timothy LANG	Centre for Food Policy, City University London – United Kingdom
Liesje DE SCHAMPHELAIRE	Federation of Food Industry (FEVIA) - Belgium
Laurence LAMBERT	Walloon Ministry for the Environment, Land Planning and Mobility - Belgium
Birgit VAN TONGELEN	European Commission - DG Health and Consumers - Unit E6 Innovation and Sustainability
Perrine COULOMB	Ministry of Agriculture, Food and Forest – DG Food - France



Communication campaigns



Auftrag Zukunft.



Community actions

- ◆ Cooking lessons, workshops, demonstrations for households
- ◆ Information stands
- ◆ Exhibition



Public debates

- > Forum Ecoles de consommateurs
- > Citizens Parliament
- > Food Night



Results : Engage

- ◆ Press releases & articles
- ◆ TV reports : F2, M6, ZDF...
- ◆ Prix Chloro'Ville for Artois Comm.
- ◆ Intermedia Globe Silver for AVL video clips
- ◆ Film de Essenreter



Results : Engage

◆ Transnational Networks

- > Cooking workshops and training sessions
- > Communication and Public Relations
- > Fieldtrips

◆ Exchange of Ambassadors

◆ Training sessions for packaging designers



Transnational seminars

- ◆ **Launching event**
 - > in Wageningen, November 2010
 - > 80 participants
- ◆ **Mid-Term event**
 - > in Lille, November 2012
 - > 190 participants
- ◆ **Closing event**
 - > in Brussels, February 2014
 - > 225 participants



Transnational communication

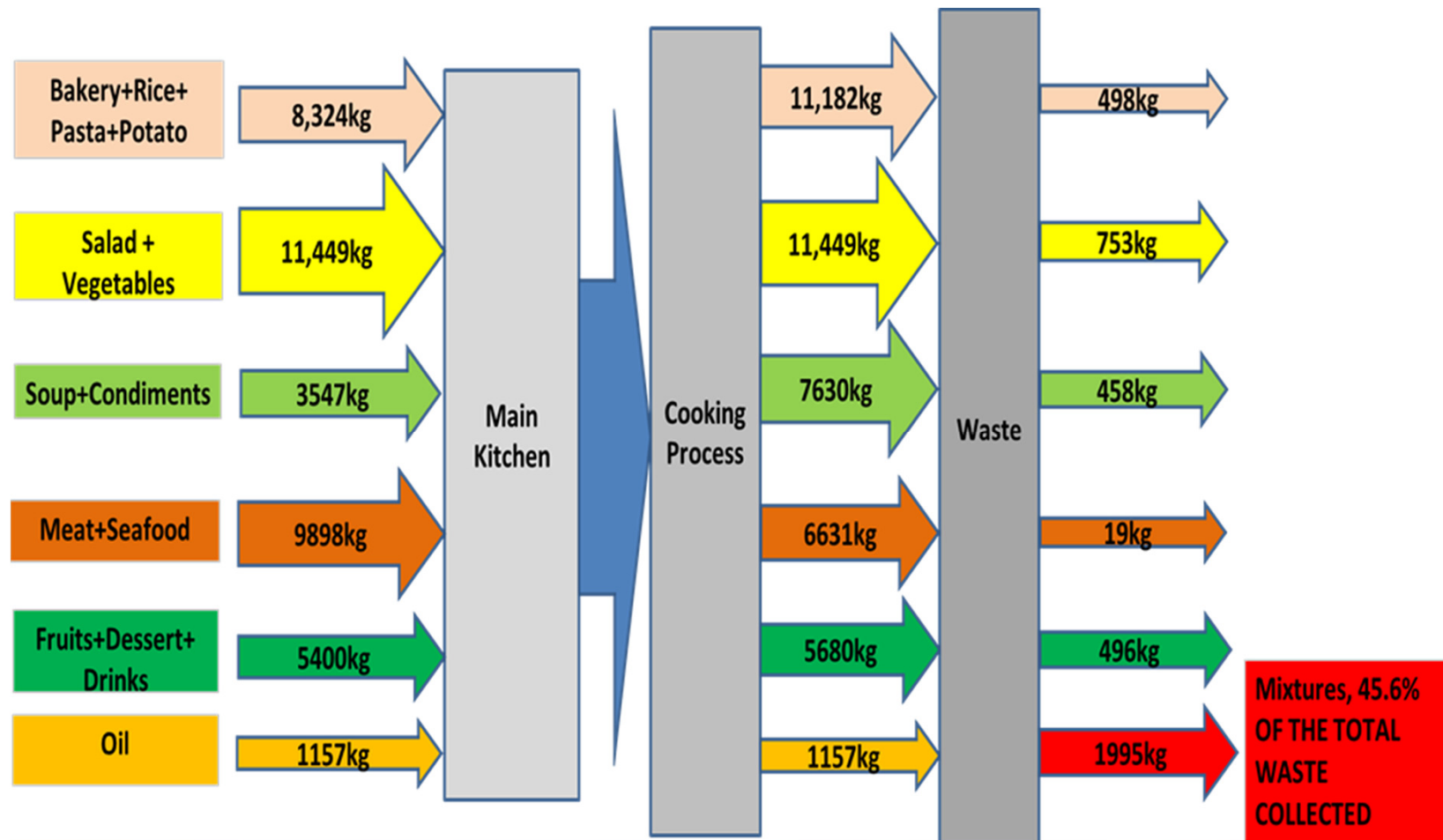
- ◆ Website www.green-cook.org
- ◆ Webtv on YouTube Channel
- ◆ Facebook pages
 - > <http://www.facebook.com/GreenCook.english>
 - > <http://www.facebook.com/GreenCook.francais>
- ◆ Twitter : @GreenCook_org
- ◆ Presentation in seminars
 - > INTERREG IVB Annual event
 - > ORDIF, Paris, November 2011
 - > ADEME, Journées Techniques, June 2012
 - > Banquet des 5000 – Paris – October 2012 – Amsterdam – June 2013
 - > ...
- ◆ Networking
 - > Eating Cities project
 - > Urbact Sustainable food in urban communities



Results : Encourage

- ◆ Measuring food wastage :
 - > Common monitoring methodology for canteens and restaurants
 - > Monitoring methodology for supermarkets
 - > Waste analysis of household waste
 - > Waste analysis in the hospitality sector
 - > Waste analysis of supermarkets

Mass balance , categorized



Results : Encourage

◆ Trophées and Prizes

- > Greener Packaging Award (B - 2 editions)
- > GreenCook trophée @ Baron Pierre Romeyer trophée (B - 3 editions)
- > Integration of GreenCook criterion in existing prices (UK)



Results : Encourage

- ◆ Rewarding schemes
 - > recognition of participating organisations (canteens BE)
 - > under development in Bxl and UK

And now ?

- ◆ Share results
- ◆ Disseminate GreenCook recommendations available
- ◆ Embed know-how
- ◆ Upscale
- ◆ Expand the networks





Thank you for your attention !

For more information
www.green-cook.org

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