



## **EFFECT: a new European project to fight food waste**

### **What is EFFECT?**

**EFFECT (Europe Fights Food waste through Effective Consumer Training) is a two year European project, made possible through an Erasmus + grant awarded by the National Office in Poland. The aim of EFFECT is to develop an innovative multifunctional platform, hosting informative and educational content to raise awareness of food waste and encouraging citizens to actively reduce their food waste footprint.**

### **OUR FIRST MEETING:**

EFFECT's kick-off meeting in Warsaw in November 2015 was a great opportunity for the partner organisations to meet in person and establish the project's priorities, responsibilities and timelines. We discussed how we could maximise the impact of the project, establish our key audience and the best ways to approach this, in addition to sharing some ideas for the visual identity of the project. We developed a survey about food waste which will be the first opportunity to engage with our key audiences. We hope this survey will give us an original pool of interested citizens who will stay engaged throughout the project, whilst also illuminating keys areas of focus for the project.

### **OUR PLANS:**

-Our general objective is to improve the offer of high quality learning related to food management and sustainability, tailored to individual adult learners and delivered through a completely innovative way of outreach.

We will do this by creating a **multifunctional and interactive platform to educate citizens to value and reduce food waste. It will include**

1. **Training materials (e-learning contents links, check-lists, tips, etc.)**
2. **Web-TV, hosting interesting short videos about food waste and solutions to reduce food waste footprint**
3. **A board game, available as an online game and also for download and "do-it yourself construction" at home**
4. **Events to spread the word**

Some areas of focus include:

- Household behaviour (shopping, eating, and food preparation habits) and their influence on the generation of food waste
- Awareness of food production processes and consequences of food waste
- Attitudes and perceptions about the value of food resources
- Interest in being engaged and taking action to reduce personal food waste footprints
- Best ways to reach, involve and motivate citizens

### **PROJECT PARTNERS:**





### Federation of Polish Food Banks (FPFB-PL)

Federation of Polish Food Banks (FPFB) is a non-profit organization, a voluntary association jointly created by different Food Banks in Poland. The mission of the FPFB is to fight food waste and to reduce the extent of malnutrition in Poland through its own activity and by supporting its members. The FPFB came into being in June 1997 in Cracow with representatives from the Food Banks in Warsaw, Jawor, Cracow and Konin participating in the founding meeting. Today, the Federation embraces 31 Food Banks. It distributes help systematically to approximately 3500 organisations and institutions, through which around 1 ml people are supported. In 2011, the Food Banks distributed over 60 000 tons of food products. FPFB is a member of the European Federation of Food Banks.

### Food Bank in Olsztyn Olsztynie (FBO-PL)

Food Bank in Olsztyn (FBO) is a non-profit organization, member of the Federation of Polish Food Banks. The mission of the FBO is to fight food waste and to reduce the extent of malnutrition in Province of Warmia and Mazury through its actions and projects. The FBO was created in 2000 by 3 organisations: The Association "Dzieciom Wiejskim" in Jonkowo, Association of Social Support from Olsztyn and Pasłęk's Center for Economic Development (the association occurred in 2007).

### Eurocrea Marchant (IT)

Eurocrea Merchant is a consulting and training company based in Italy, with two offices located in Milan and Naples. Our main aim is to improve the competitiveness of the Italian society, through business development, training and creation of transnational partnerships.

Our core business is focused on three main lines of expertise: 1. Consulting and Advising 2. Education and Training 3. European projects

### Feedback (UK)

Feedback is an environmental organisation that campaigns to end food waste at every level of the food system. We believe that tackling food waste is a massive and immediate opportunity to reduce the environmental impact and improve the social value of our food system. Food waste campaigning also offers a unique and accessible platform from which to communicate the wider issues of food sustainability to the public. We catalyse action on food waste elimination in the UK and globally, working with governments, international institutions, businesses, NGOs, grassroots organisations and the public to change society's attitude toward wasting food. With a track record of changing the policies of some of the UK's biggest food companies and reaching out to millions of people through our projects, our innovative campaigning style has helped to elevate food waste from a non-issue several years ago to one now recognised as an urgent national and international priority.

### Avaca (GR)

Avaca Technologies S.A. (AT) is an independent consultancy based in Athens Greece, which provides consulting, informatics and engineering services. AT, established in 2001, is a fast growing company which has developed a significant list of clients across many industries and market sectors. AT has



considerable experience in the management and implementation of complex software application using open source technologies and tools.

### Universitat Autònoma De Barcelona (SP)

The Universitat Autònoma de Barcelona (UAB) is a generalist campus-based University, hosting 37.771 students. The UAB plays a leading role in scientific research and the wide range of disciplines represented promotes a multidisciplinary approach. UAB holds a leading position in the most prestigious and influence international university rankings. This progress has been decisive in going forward to leading positions, according to the 2014/2015 QS World University Ranking, Second - ranked university in Spain, located at position 173th in the world ranking and 76th in Europe. The UAB's commitment to internationalisation is reflected in its satellite office in Shanghai as well as agreements with many international universities facilitating exchanges and joint projects for students and researchers. Specific programs for international cooperation and study include Erasmus + and former Alfa, ERASMUS, ERASMUS IPs, Tempus, Asia Link, Erasmus-Mundus, Comenius, Leonardo da Vinci, and Erasmus Curriculum-Development.



(From left to Right) Paco- Universitat Autònoma De Barcelona (SP), Dominika- Feedback (UK), Silvia- Eurocrea Marchant (IT), Pascale- Feedback (UK), Nikos- Avaca (GR), Marek- Federation of Polish Food Banks (PL), Maria- Federation of Polish Food Banks (FPFB-PL), Alina- Food Bank in Olsztyn (FBO-PL), Piotr- Food Bank in Olsztyn (PL)



The first kick-off event will take place in the spring time in London. Look out for more information about the project in the coming months. In the meantime, please follow EFFECT on social media and share this newsletter.

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