Policy options to stimulate social innovation initiatives addressing food waste prevention and reduction

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1. Contribute to policy making at both the European and Member State levels

2. Identify policy tools to stimulate socially innovative solutions to address food waste

3. Draft recommendations for a Common Food Waste Policy in the EU28 with focus on social innovation
FUSIONS’s policy work: Background

• **Policy** is a course or principle of action, proposed or adopted by a government, party, business or individual, intended to influence and determine coherent decisions, actions, and other matters; usually with a common long-term purpose(s).

Through social innovation

• **SI** has socially recognised goals (in this case, reducing food waste).
• **SI** is grounded in deep reflection on the problem & direct action from those involved in it. It represents co-creation and learning.
• **SI** is people-focused, both in terms of its delivery & its beneficiaries. This aids its diffusion or institutionalisation.
• **SI** is delivered through, and builds capacity for, relationships and collaboration – often through a multi-stakeholder approach. It affects the process of social interactions.
• **SI** is a new combination of activities and / or delivered into a new setting.

SOURCE: «How can social innovation help reduce food waste?”
FUSIONS WP4

Why social innovation in policies?

- Promoting social innovation within Europe entails combining skills/backgrounds, cultures/business and public services to offer innovative responses.
- In the current context of budgetary constraints, a way of progress consists in enhancing the role of effective policies.
- Policies may establish supportive foundations for businesses and behaviour change.
- Setting clear ambitions around FW prevention helps to justify investment and effort in piloting disruptive approaches.
Social innovation ➔ key priority for the EC due to its potential to tackle social challenges, identify alternative solutions to meet social needs, redefine social structures.

EC’s Communication “Europe 2020 Flagship Initiative Innovation Union” emphasizes that innovation should encompass not only new or improved products and processes, but also services, new marketing, branding and design methods and new forms of business organisation and collaborative arrangements. Innovation is increasingly understood as an open system where different actors collaborate and interact.
Performance groups for the “EU Innovation Union Scoreboard” 2014

Innovation leaders
Denmark, Finland, Germany and Sweden

Innovation followers
Austria, Belgium, Cyprus, Estonia, France, Ireland, Luxembourg, Netherlands, Slovenia and the United Kingdom

Moderate innovators
Croatia, Czech Republic, Greece, Hungary, Italy, Lithuania, Malta, Poland, Portugal, Slovakia and Spain

Modest innovators
Bulgaria, Latvia and Romania

Source: EU Innovation Union Scoreboard 2014

Reducing food waste through social innovation
D3.3 Market based instrument and other policy options challenging food waste through social innovation

**Obj 1. (T3.1.2)** Exploring the potential of market based instruments and socio-economic incentives as specific policy measures for stimulating food supply-chain operators, retailers, food services, and households to food waste prevention and reduction

**Obj 2. (T3.2.3)** To identify a set of measures to design policy strategies stimulating social innovation initiatives addressing food waste
T 3.2.3 Methodology I: overall approach – SI + policies

How: position paper + FUSIONS partners «expert opinions»

1. 6 sectors
   - Environment
   - Health
   - Workplace innovation
   - Regional strategies
   - Social economy
   - Food waste

2. Literature review
   + Experts interviews
   + Consultation sessions at RPMs and EPMs
   + Data analysis

3. Short list of the most promising options for preventing and reducing food waste identified

Reducing food waste through social innovation
The creation of an enabling policy environment through the design and implementation of national food waste prevention strategies, the simplification of food waste legislation & the introduction of clear labelling.

The promotion of specific measures and tools as the introduction of food waste voluntary reporting for retailers.

The provision of specific socio-economic incentives to create new business models for collaboration between regular and social economy.

The stimulation of intra-sectoral private-private partnerships.
The introduction of responsible practices by including FW prevention/reduction requirements in GPP procedures or CSR.

The promotion of public dialogue among communities/entrepreneurs.

Investments in research and innovation.

The support to innovators at the local level.

The development of networking activities through projects.

The promotion of awareness and education.

The identification and set up of indicators to measure and innovation outcomes.
Creating an enabling environment

Promoting specific measures and tools supporting and stimulating new ideas

Providing specific socio-economic incentives

Stimulating inter-sectoral and intra-sectoral private-private partnerships and dialogue

Stimulating social and environmental responsible practices

Promoting public dialogue

Supporting research

Providing support at the local level

Connecting people and fostering networking

Sharing information, ideas

Promoting awareness and education

Setting up indicators and tools to measure and identify innovation outcomes

How policy can stimulate social innovation
Guidelines consist of recommended, non-mandatory advices to be applied at EU 28 level - bearing also relevant implications at national level.

Why do we need a EU Common Food Waste Policy?

• European policies impact the lives of 500 million inhabitants and many companies.

• A pan-European strategy could provide clear and consistent guidelines for all 28 EU countries and improve the coordination among different policy levels (national vs European) to reduce and prevent food waste.

So...what should be the objectives of the EU Common Food Waste Policy?
A broad range of possible policy interventions....
Thank you!
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