

## Actions and outputs to enable, exemplify, engage and encourage

The Action Plan is based on 4 communities of practice, whose operational objectives are: to enable, to exemplify, to engage and to encourage. These should be mutually reinforcing, so that all of the conducted actions converge towards the expected result, i.e. food wastage avoidance.

The co-operation catalysed by GreenCook within the communities of practice gives the partners the keys for understanding and the tools for acting.



This mutual learning is built gradually through the deliberations at the time of the transnational work groups, with the Steering Committee's support, by the means of the living laboratories (which embody the pooling of the partners' knowledge and know-how) and thanks to in situ visits of noteworthy good practices.

GreenCook gives rise to many outputs, tailored to the targeted audiences : practical handbooks and training modules, food audit tools, stock management software, smart decision-making and planning

tools, cookbooks, awareness-raising video testimonials, etc.

A permanent network of GreenCook ambassadors will also emerge, which masters the results in order to better disseminate them, and which lays the basis for a strong communication strategy.

A "food wastage avoidance" criterion will be incorporated into the existing environmental certification or labelling procedures.

Emulation and exemplarity are encouraged by the creation of a transnational trophy for packaging designers and chefs.

These results, cross-referenced with the lessons learnt from the dialogue platforms with sectoral actors external but influencing the project (e.g. food safety), will serve as a basis for the development of a truly transnational strategy. They will support a rationale for political lobby to foster food wastage avoidance and the promotion of sustainable food management.



## 12 partners, one common objective

Food wastage is emerging as a still-to-be-concretized political priority in North-West Europe, GreenCook gathers a pathbreaking combination of partners, each with a unique, targeted expertise and legitimacy, and directly usable know-how.

Espace Environnement, a recognised co-operation organiser, is ready to support the emergence of shared innovative solutions, and recurrent trans-sectoral discussions.

The CRIOC has been scrutinising consumer behaviour for years.

Bruxelles Environnement has broken new ground on the subject via pilot studies in canteens but is struggling to adapt the dynamic to a broader scale.

The Nord-Pas de Calais Region would like to deploy a sustainable food plan in its high school canteens. It is also running a network that helps the disadvantaged to increase their life skills.

Artois Comm. and Ludwigsburg have sectoral networks for rapidly implementing the lessons learnt from the project.

Eurotoques and De Proeftuinen are associations of restaurateurs who are innovative for sustainable, good quality food.

ISWA (University of Stuttgart) is a reference in quantifying avoidable waste.



Agrotechnology and Food Innovations (A&F-University of Wageningen) manages the Restaurant of the Future, which allows to assess how consumer behaviour is affected when confronted to food and food presentation innovations.

GreenTag is trying out environmental communication and management in three Leclerc stores.

Fost Plus is opening the doors to innovation in terms of anti-wastage packaging.

The United Kingdom, pioneer in the fight against food wastage, offers a great deal of advice via some well-informed observers.

The pooling of this knowledge, experience and skills will enable the partners to accelerate the trend towards common sectoral standards and to overcome current impediments, while passing harmoniously from the experimentation stage to that of generalised strategy.



## GreenCook – A transnational strategy for global sustainable food management

### Interreg IVB project 2010-2013

**Because ¼ of the food produced in the world each year ends up in the dustbin, without having been consumed... which is just unacceptable !**



## GreenCook, what for ?

GreenCook is aimed at reducing food wastage and to make the North-West Europe a model of sustainable food management, by in-depth work on the consumer / food relationship thanks to a multisectoral partnership.

Food wastage is a challenging problem, directly linked with the question of waste, consumption and climate change. A quarter of the food produced in the world each year ends up in the dustbin, without having been consumed! As a reflection of our overconsumption society, food wastage also reinforces social inequalities and is ethically unacceptable.



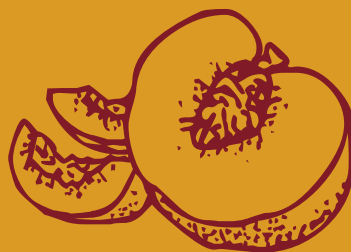
The negative impacts of this wastage are real: for households (useless expenditure), for local authorities (overproduction of waste to be treated, increased costs), for the environment (pointless use of resources and pollution), and for the economy (falling prices).

There is a pressing need, for consumers to respect food and food producers again, to

enjoy the pleasure of healthy and tasty eating again, to rediscover culinary know-how, and to optimise food presentation, storage and conservation.

Lately, tools and methods are under experimentation to help consumers to improve their food management while controlling their purchasing power. They aim at changing behaviour or altering the offer (at the supermarket, in the restaurant or in the canteen). It is also hard for them to be generalised, because of the complexity of the levers that have to be activated.

GreenCook's ambition is to create this lever effect, by generating a dynamic that motivates all of the food players and by throwing pathbreaking bridges with the fields of health, welfare and economic development. Its diversified partnership intends to show the added value of united, transversal action, and to influence EU policies, in order to get a new European sustainable food model to emerge.



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

Fighting against food wastage requires to combine work on consumer behaviour and optimisation of the food offer.

For this purpose, the GreenCook partnership has identified 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

The partners will develop innovative strategies to influence the consumer and cook relationship to food, both among out-of-home food professionals, and among households. Procedures, tools and training will be designed to improve the adjustment to real food needs, the stock control, the food choice (packaging) and conservation, the meal planning, the menu composition (in terms of taste and nutrition), the final use of unconsumed food, etc.

In school canteens, a teaching approach will supplement these aspects, to induce an

overall, recurrent consideration on the living environment, health, well-being, and the acquisition of new knowledge.

At the point of sale, the interaction between customers and retailers will be intensified in order to guide the consumers in their choices and to enable the retailers to optimise their ordering and replenishment processes, in direct association with the producers, and especially with the local producers. In this context, the "product/packaging" duo and its optimisation in the light of the waste avoidance will be highlighted.

Finally, special attention will be paid to the disadvantaged public and to food banks, for which any efficiency gain is vital.



## More information ?

### Please contact GreenCook's Lead Partner :

**Espace Environnement**  
Sophie MARGULIEW, Project Manager  
29, rue de Montigny  
6000 CHARLEROI  
Belgium

Tél : 00 32 71 300 300  
Fax : 00 32 71 509 678  
E-mail : [smarguliew@espace-environnement.be](mailto:smarguliew@espace-environnement.be)

You may also have a look at our website :

[www.green-cook.org](http://www.green-cook.org)

and react on our Facebook page :

<http://www.facebook.com/GreenCook.english>