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Life FOODprint: Awareness–raising campaign to prevent and manage food waste among consumers and the Food and Hospitality Industries.

Consultation Report

Friends of the Earth Cyprus

January 2023



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I. EXECUTIVE SUMMARY

Food Waste Stakeholders Summit was organized on October 27th, 2022, in Limassol, Cyprus.

Initially, the project LIFE FOODprint was presented by Maria Takka to the audience. All stakeholders had the chance to get familiar with the project team, the background and objectives, the groups targeted, and the actions and impact.

The event consisted of four parts, in the **first part** experts on food waste and donation on EU Level were invited to present to the audience EU actions to prevent food loss and to facilitate food donation.

Then Angeliki Stamatelou, the Communication Officer of the NGO named “BOROUME”, in Greece, presented “The Food saving warriors teams fighting for food waste reduction in Greece, followed by Cristina Lisetchi, Policy Officer, Food Waste Farm to Fork Strategy unit Directorate, General for Health and Food Safety (European Union) who presented the EU Actions to prevent food loss and waste and to facilitate food donation.

In the **second part** we invited experts of national level to present actions at the member-state level beginning with George Elia, Health Officer, Public Health Services, Ministry of Health of the Republic of Cyprus, who presented the Official Controls on the Food Hygiene and Safety, as a part of the actions taken on behalf of the government towards the proper food donation as well as the reduction of food waste.

Elias Moustakas gave the following presentation, Food & Beverage Manager at IKEA Cyprus, indicating the Digital food Waste recordings at IKEA, a company operating 422 stores in 50 markets worldwide, including two in Cyprus.

The **third part** consists of the Food Waste Interactive Compost Workshop, presented by the Environmental Health Officer of the Municipality of Yermasoyia, Timotheos Misseris.

The **final part** of the event was the local stakeholder’s workshop entitled «Taking the next step to reduce food waste,» facilitated by Natasa Ioannou on behalf of Friends of Earth, Cyprus. The participants had the opportunity through an interactive workshop,



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to discuss freely and give their opinions on the constraints and perspectives in reducing food waste.

II. BACKGROUND

The project FOODprint - “Awareness–raising campaign to prevent and manage food waste among consumers, the food and hospitality industries,” co-funded by the Life Programme of the European Union (LIFE19 GIE/CY/001166) aims to reduce food waste in Cyprus through awareness campaigns, educational activities and the creation of tools to combat food waste. The project’s duration is from September 2020 to April 2023.

As part of the project, Friends of the Earth Cyprus, partners of the project are responsible for the creation of a collaboration platform that aims to work as a hub for stakeholders related to food waste in Cyprus. To map the current situation in Cyprus, get feedback from stakeholders and learn from countries that already implement food donation, a Food Waste Stakeholders Summit was held in Limassol on October 27th 2022.

An estimated 1.3 billion tons of food are discarded annually while over 2 billion people worldwide are experiencing hunger or lack access to nutritious and sufficient food. Food waste refers to safe and suitable material for human and animal consumption, yet not consumed. The food waste and loss problems reveal inefficiencies in the food system that have consequential, permanent environmental impacts.

Reducing food waste becomes even more imperative when considering global food demand is expected to rise by 60 per cent shortly, which makes it a huge social and ethical issue. Transitioning to sustainable food systems is part of the New Green Deal and one of the 27 objectives of the EU’s Farm to Fork Strategy, whose main aim is to halve per capita food waste by 2030.

Cyprus, an EU member country, has one of the highest ecological footprint consumption rates as opposed to production (Galli et al., 2017) and a high wastage rate with considerable environmental, health and socioeconomic impacts. Given Cyprus's current consumption and wastage status, it was identified as a country of interest in which to conduct this research. Food waste is unethical, not only because



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it means that food that could have been redirected/provided to people needing food is needlessly thrown in a landfill, but also because it has profound environmental implications (Foley et al., 2011; Halloran et al., 2014; Radwan et al., 2012). The breakup of the waste within the EU is as follows: 5% from retail/wholesale, 11% from primary production, 12% from food service/catering, 19% from food processing and 53% from households. According to the Statistical Services of the Republic of Cyprus, in 2017 the waste generation reached 636 kg per capita.

The Republic of Cyprus is a country whose economy mainly relies on offering services in hospitality and tourism. Therefore, the hospitality and tourism sectors are important stakeholders to be considered. Food loss and waste must be reduced for greater food security and environmental sustainability. Behavioural change is the key to reducing food loss and destruction, especially redistributing food to feed people. Manufacturers, supermarkets, sellers and farmers should be able to donate food while restaurants, caterers, hotels, and other food establishments should promptly distribute prepared foods to hungry people within their communities.

We as individuals can do much to tackle food waste at home, and each action matters. But the systemic problems behind the large volumes of food waste also need rectifying.

III. METHODS & FINDINGS

[Presentations by invited speakers](#)

1) LIFE FOODprint project by Maria Takka, PSC

Life FOODprint, is an awareness-raising campaign to prevent and manage food waste among consumers, the food and hospitality industries in Cyprus, running from September 2020 to April 2023. The project has a total of 1.018.869€, out of which the EU funds 54.25% (552.736€). The contributing partners are Dias Publishing House Ltd (Lead), Department of Environment, Ministry of Agriculture, Rural Development & Environment, Friends of the Earth, Cyprus Opinion & Action Services Ltd, Federation of Employers and Industrialists, and Parpounas Sustainability Consultants. The project



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aims to minimise food waste by raising awareness about food waste prevention and encouraging responsible behaviour among targeted audiences, as well as to support the process of achieving the national targets of Circular Economy (10% reduction of the total municipal waste going to landfills by 2035).

Furthermore the project targets the contribution to the EU effort of meeting the Sustainable Development Goal (SDG) 12.3 (adopted in September 2015), which aims to halve per capita food waste at the retail and consumer level by 2030 and reduce food losses along the food production and supply chains. In addition, it is also important to enhance social consciousness on how to Reduce instead of Recycle as part of the EU's Circular Economy Strategy while supporting the Government and local authorities to create enabling policy environments that stimulate food waste prevention and reduction initiatives. The collaboration between all stakeholders of the food supply chain which is crucial in achieving more sustainable food systems shall be strengthened. Last but not least, we must undertake initiatives to promote industrial symbiosis between businesses and transform food waste into resources for the receiving businesses.

The groups targeted are the general public, which includes consumers and young people, businesses and professionals in hospitality and catering, national, local and other bodies / organisations and the public sector, policymakers (Cyprus & EU). According to the statistics goals set 500,000 citizens will be informed, 100,000 people will change behaviour (businesses, professionals, groups of civil society), 10% reduction of waste generated from food waste by target groups (eg businesses, individual consumers, local authorities). In addition more than 1,000 children will be informed and 275 professionals and students of catering and hospitality sectors will be trained to inform at least 5,000 catering and hospitality companies. At the same time, it is expected to meet a percentage of 15% reduction in food loss in the production-processing-supply chain.

All the above set goals are gained by certain communication campaigns, which include internet, leaflet and tv, research on the current situation, seminars for primary school children, consultation with companies, professionals and organised groups. Furthermore, there will be cooperation networks for food supply and environmental



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actions, awards for good environmental practices and network development with programs abroad.

The Research on Food Waste in Cyprus was conducted in two parts.

Part A included Quantitative Market research, its 1st wave during November 2020 & its 2nd wave during May 2022 regarding Household organic waste, and the habits of buying and managing food in Cypriot households. The CAWI (Computer Aided Web Interviewing) methodology was used to conduct the interviews. Each survey covered 550 people aged 18 and over, who are either responsible for household shopping or food preparation. The geographical distribution of the sample was proportional to the actual population distribution, while the data was not weighted during processing.

The Part B of the research was a Quantitative research through web polls, where online surveys were conducted through popular websites. Samples ranged from 700-1500 respondents, some of whom do not live in Cyprus.

The conclusions of the Research on Food Waste in Cyprus were the following:-

- 6 out of 10 prefer to prepare more food than needed when having guests at home or order more when out in restaurants so that they don't run out of food. Less than half take surplus food with them while out in restaurants. Adopting this habit is essential because of the tendency to order more than necessary.
- Gross underestimation of the scale of the food waste problem. 8 out of 10 believe their food waste is less than the Cypriot average.
- Even though 8 out of 10 Cypriot consumers understand that reducing food waste is important for the environment, the most important incentives to reduce food waste are saving money and good moral sense.

During the Training and Workshops with the Stakeholders consultations with businesses from the F&H sector, local authorities, NGOs were carried out, workshops/training for professionals, university students and business representatives of the F&H sector were organised as well as workshops for school children were conducted.



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Within the program's framework, the Waste Calculator was created, an online calculator that gives indicative results that help us raise awareness and take action to reduce food waste. It enables you to measure each time the amount you throw away for the last 24 hours based on the food list we give you. The list includes the most important foods we usually consume. It calculates the cost in your pocket and the measurement is translated into euros. It estimates how many euros you could save per day and how many euros you can save in a year. In addition the Waste Calculator social costs, a measurement based on the calories of the food you waste and then converted into food portions per day and the number of people who could be fed in a year. Last but not least, the Waste Calculator also measures the Environmental Cost. This measurement translates into the number of mobile phones you could charge on a given day and the number of cars that could be taken off the road in a year.

The Waste Calculator works simple. Select the foods you have thrown away in the last 24 hours. Then you enter in the Waste Calculator the quantities of food you throw away (vegetables, fruit, meat, bread, etc.) The program runs the calculation of the waste. Then you see your waste footprint. So you will know and think differently. We will remind you in your email to do the measurement again at specific intervals.

2) The Food saving warriors teams fighting for food waste reduction Greece by Angeliki Stamatelou, Communication Officer, BOROUME (Greece)

Boroume (in Greek, “we can”) is a non-profit organization dedicated to reducing food waste and fighting food insecurity. They work as a team of food-saving warriors and have a holistic approach based on the reverse food waste pyramid. They are working on a national network of collaborations, until now they have achieved saving and donate more than 30.000 portions of food.

According to their studies, households in Greece produce 89 Kg food waste p.a. In terms of environmental consequences, food waste produces 10% of the global greenhouse gas emissions. The economic impact of the food waste per Greek family p.a. is a total of 1.000 Euro worth. In contrast, the impact on the society measures up



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to **12.1%** of residents facing food insecurity in Greece. Finally, the level of ignorance on the environmental impact is **1 in 2** Greek people.

Actions taken by Boroume against food waste, include the following:

- Boroume at the Farmers' Market, saving leftover produce from farmers' markets & directly donating to local charities in Athens and Thessaloniki
- Boroume Gleaning, saving & offering leftover agricultural production which would never leave the fields, supporting local vulnerable social groups with nutritious produce.
- We Are Family, creating "families" of support from those who wish to support & those who need to be supported, with transparent & direct procedures of converting financial donations into supermarket food vouchers and respecting beneficiaries' dignity.
- Awareness program, presenting in various events in Greece and abroad, organizing dedicated awareness-raising events, regularly raising awareness about food waste in traditional & social media, participating in international networks regarding the reduction of food waste.
- Boroume at School, educating & inspiring students regarding food waste & volunteering, a program dedicated mainly towards elementary schools and kindergarten, voluntary activities for high school students
- Ambassador of Boroume, spreading their motto: "Every Meal Matters", promoting their organizations' innovative saving & offering model to food companies to families, companies, farmers and potential recipient charities.

Achievement of Boroume against food waste

- 30.000 food portions /per day
- > 63.000.000 food portions since 2012
- 1 Euro operational cost = 60 food portions
- >2.500 volunteers
- Hundreds of active donation "bridges" nationwide
- > 3.000 food donors
- > 650 recipient welfare organisations



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- > 27.000 participating students since 2015
- > 800t of fresh produce from farmers' markets since 2015
- Member of EU Platform on Food Waste & Loss since 2016
- European Citizenship Award 2017

3) EU Actions to prevent food loss and waste and to facilitate food donation – Farm to Fork Strategy by Cristina Lisetchi, Policy Officer, Food Waste Farm to Fork Strategy unit Directorate -General for Health and Food Safety (European Union)

EU aims by 2030, to halve per capita global food waste at the retail and consumer levels and reduce food waste losses along production and supply chains, including post-harvest losses, according to Sustainable Development Goals (12.3).

4) Food Hygiene and Safety – Official Controls by George Elia, Health Officer, Public Health Services, Ministry of Health, Republic of Cyprus

Lately the consumers are expressing their concerns about the food we consume, especially due to the rising educational level, the food availability, the intensive food production, the change in food habits, the high level of control mechanisms and the globalisation.

Potential Food Hazards were indicated mainly based on their nature, such as Natural (pieces of other objects), Chemical (pesticide residues), Biological (bacteria) and Allergenic.

The expert mentioned the Food-Borne Diseases such as food poisoning, allergic reactions with immediate symptoms and other diseases such as cancer, cardiovascular diseases, and diabetes with long-term symptoms.

Particular reference was made to the food contamination, which is the transfer of risk from a contaminated source to the food, directly when raw food touches cooked food and with cross-contamination when using an intermediate carrier i.e., with the same knife. Both types of contamination can occur at all stages of a business's process, during processing, at the point of sale, or at home. Also, insufficient processing and poor maintenance may also cause food contamination. Food with a high-risk of



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contamination includes meat, fish, shellfish, milk and dairy, salads and sandwiches, eggs and egg products, rice and pasta.

Preventive measures to be taken are the proper management of raw materials (FIFO), the use of drinking water, the regular waste removal and last but not least cleanliness and disinfection.

According to the US Centers for Disease Control (CDC), 50% of foodborne illnesses are caused by dirty hands. A survey of 3749 people found that 50% of men and 22% of women washed their hands without soap. Also, the average wash was only 6 seconds instead of 20 which is the minimum acceptable.

Food Safety is a non-negotiable goal. Facilitating food donation is a priority of the EU Circular Economy Action Plan to reduce food waste and promote food security in line with the United Nations Sustainable Development Goals. This goal may, in some cases, be challenging from a food safety perspective, given the involvement of additional actors (e.g. food banks and other charities) and given that the food being redistributed may be nearing the end of its shelf life when considering their donation.

To support retailers in the risk analysis they are required to carry out, the European Food Safety Authority (EFSA) issued two opinions:

- In 2017 with the title "Hazard analysis approaches for certain small retail establishments given the application of their food safety management systems" and
- In 2018 entitled "Second scientific opinion on hazard analysis approaches for certain small retail establishments and food donations"

Also, in 2020 the European Commission issued a Communication to provide guidance on food safety management systems for food retail activities, including food donations (2020/C 199/01). The Communication clarifies relevant provisions of EU law to facilitate the compliance of donors and recipients of surplus food with the requirements set out in the EU regulatory framework (e.g. food safety, food hygiene, provision of information on nutrition, traceability, liability, etc.).



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According to the above the following conditions are to be met :

Reliability of Suppliers – Partners, Conditions of Preparation, Appropriate Protection, Retention, Transfer and Offer, Record Keeping, Providing information on food (Allergens, etc.), Traceability, Food Contact Materials, Personnel training, Responsibility.

At a national level, the official control for health and food safety is the responsibility of the Health Services of the Ministry of Health, the Veterinary Services, and the Health Services of the municipalities, having different powers.

In cases where food is found off limits, urgent measures are taken, such as product recall, press release, iterative sampling, written warning, judicial measures, and declaration to the Rapid Information Exchange System for Food and Feed (RASFF) of the EU.

During inspections at food businesses, authorities check several aspects such as the condition of the building, the level of cleanliness, the needs of the food storage, doing marking checks, sampling, issuing health certificates, controlling HACCP systems, and proceeding with re-inspections. Measures taken by the authorities include verbal warning, written notice, withdrawal and ceasing of products, judicial measures, up to the suspension of the business's license accompanied a relevant press release issuance.

5) Digital food Waste recordings at IKEA by Elias Moustakas, Food & Beverage Manager at IKEA Cyprus

It is now proven that about a third of the food intended for human consumption each year is wasted or lost. In developing countries this is due to challenges in transporting food to the store and in developed countries from household waste. It is estimated that by 2050, the world population will reach 9 billion people. By then, food production must increase by 70% to meet demand. If food waste were a country, it would be the third largest emitter of greenhouse gases. 25% of the world's freshwater is used to produce food that is never consumed. If we harnessed 25% of the food lost or wasted worldwide, we could feed 870 million people.



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IKEA, as a business, always try to reduce the negative impact on the environment and a lot has been done in recent years in this sector such as the development of products to save energy and water (bathroom faucets, LED lamps), offering wide selection of rechargeable batteries, the development of new products with sustainable materials promoting the responsible fishing and many more. There is always room for improvement.

IKEA has set 2 goals that will help them reduce food waste. First is the 100% recording of all quantities, of all products that end up in the trash, including the reason for their disposal and second the reduction in food spoilage by 50%. In order to meet those goals IKEA empowers users through on the job and theoretical training, communication and culture cultivation and they provide easy to use equipment such as the Waste Watcher, which is a type of scale with AI camera, touch screen, computer connected via IP address to a scale. On the other side there is a tablet connected via IP address to the scale, which is used to scan the products from a selection of food products, using the photo taken for predictions. Also, there are six preset reasons: Inventory Spoilage, trim waste, handling & cooking issues, prepared/expired, prepared/edible excess, and sampling.

Based on the finding of IKEA, several actions were taken such as the improved forecast and ordering procedures, preparation of a more detailed production planning, replacement old equipment, removal of slow moving articles or added in other recipes as well as the offering the unsold article that remain at the service line at the end of day to an NGO.

6) Food Waste Interactive Compost workshop by Timotheos Misseris, Senior Environmental Health Officer, Municipality of Yermasoyia.

During the Food Waste Interactive workshop, all participants had the opportunity to learn about the concept of composting, its process, and results, and the opportunity to see this whole process in practice. Composting is a natural, biological process that turns organic waste into compost, which resembles soil humus, improves soil, and helps plant growth. It can be done collectively or domestically while the time required for the process provided the right conditions are met is 3-6 months. There is an urgent need for us to compost. Firstly, our organic waste makes up 30-50% of our total waste.



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Secondly we can reduce the amount of garbage that ends up in landfills with environmental and economic benefits. Thirdly, by composting we help raise awareness among people, especially children, about protecting the environment. Last but not least we benefit by producing a useful material for our garden.

The requirements of the process of composting are few. Initially we need a soil surface which ensures the presence of microorganisms and earthworms. Of course, we shall stir frequently to give oxygen to those microorganisms. The composter must maintain a certain temperature of 55-65 Celsius and the correct ratio of brown and green materials, bringing carbon to nitrogen at a ratio of 30/1. The humidity must be between 40-60%, so a shadow place with proper weather conditions is required.

The main categories of organics that are composted are the Greens, fruit and vegetable scraps, grass, greens, green leaves, coffee and tea grounds and manure (of herbivorous animals) and the Browns which includes the wood chips, straw, dry leaves, thin branches, cardboard (shredded), kitchen roll, eggshells (crushed) and ashes.

Several types of Composters were presented individually during the workshop, as well as the types of shredders located outdoors in the fields or in the backyard of townhouses.

Key findings from the presentations

- Educational programs in schools & inspiring students regarding food waste & volunteering, programs dedicated mainly towards elementary schools and kindergarten.
- Revise EU rules for date marking. Be reminded that “Use By” refers to food safety whereas “Best Before” informs you about the food quality. EU by a COM proposal aims to revise EU date marking rules in order to avoid food waste linked to misunderstanding /misuse of these dates.
- Investigate food losses at the production stage and explore ways of preventing them.
- Scale up action to mobilise key players across the EU: the EU Platform on Food Losses and Food Waste brings together all the actors involved and



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facilitates their work to prevent food waste and support the paradigm shift towards a circular economy and more sustainable food systems.

- Use technology to reduce food waste and promote food donation - could be using food waste tracking management systems, food expiration tracking apps, supply chain optimisation software, community sharing platforms and food donation platforms like the one developed by FOODprint project.
- Saving leftover produce from farmers' markets & directly donating to local charities
- Introducing ambassador programme to spread the word about actions taken

Local Stakeholders workshop 'Taking the next step to reduce food waste'

After these presentations, the participants discussed the constraints and perspectives in an interactive workshop whose conceptions will be included in a policy and action report. More specifically, the participants were divided in two groups and were asked to indicate the opportunities, the barriers and actions to be taken with regards to both reduction of food waste and food donation. The results of the discussion are presented accordingly hereunder.

The methodology used in the workshop included an interactive mind map listing of the barriers and opportunities the participants see in terms of food donations and decreasing food waste. The participants were divided into two groups. One group discussed barriers and the second group discussed opportunities. Both groups interchanged roles and discussed both obstacles and opportunities. In the end of the workshop the groups saw that some barriers and opportunities could be linked and some solutions to those barriers are existing opportunities. At the end of the workshop the group discussed actions to be taken forward to address the issue of promoting food donation in Cyprus.



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Key findings from the workshop

Reduction of Food Waste

Opportunities

- Decrease of operational costs
- Decrease of raw materials
- Live cooking
- Self-sufficiency (botanic garden, compost)
- Increase of plant based (salads) - decrease of meat (not directly relevant)

Barriers

- Lack of incentives (tax reduction)
- Lack of monitoring
- Business strategies (KPIs - they always want to have enough food for their customers)
- No implementation of separate waste collection
- Culture/ Mindset (buying habits, organisation, eating outside habits)
- Fear of people not having enough food in stock
- Difficulty in identifying who is responsible for food waste

Food donation

Opportunities

- Support minorities (everyone needs to have access to healthy food)
- Reduction of poverty
- Opportunity for grants (EU and local)
- Supporting the community
- Local authorities (their role is to support the facilitation of food donations)
- Status/image
- The feeling of accomplishment (positive for employees)

Barriers

- Volunteers (priorities, culture/mindset, boredom/time management)
- Allergies
- Expiration date (labelling)
- Afraid to take responsibility
- Health and Safety issues
- Logistics (time management)



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- **Lack of incentives (tax reduction, corporate social responsibility)**
- **Culture/Mindset (feel ashamed of receiving education/lack of awareness)**

IV. RECOMMENDATIONS

Suggestions for policymakers and other stakeholders on how to address food waste on the consultation results and good practices, developed by the Food Waste Stakeholders Summit, October 27th 2022.

During the Local Stakeholders workshop 'Taking the next step to reduce food waste' the two groups of stakeholders were allowed to discuss further the actions proposed by their groups on both Reduction of Food Waste and Food Donations, as well as the applicability of their solutions, eliminating some of them. After analysing the above and considering all prior presentations, both groups of stakeholders concluded and agreed to be applicable in Cyprus. The following section of the recommendations is listed from the easiest to do to the one that needs the most resources - complicated.

Reduction of Food Waste

- Awareness-raising campaigns / workshops

Campaigns shall continue to run and more workshops shall be organised to communicate to the public, both to consumers and stakeholders about the need for collective responsibility and action on food waste and loss reduction and showcase local and regional success stories and activities implemented to combat food waste and loss.

- Awareness through social media on how to reduce food waste

Social media can provide simple messages to help locals save money by giving them tips and tricks to reduce food waste. Social media campaigns potentially gain significant public traffic, and their influence on people's perceptions of, knowledge about, and behaviour toward food waste shall not be underestimated.

- Choose plates instead of meze type of food /buffet



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Although a part of the food culture of most mediterranean countries, most of the time consists of many dishes that are not consumed, due to the large amount of food presented during the feast, or many dishes are served beside the fact that are not of the customer's choice. In such cases there is a decent amount of food which will be wasted. The customers shall choose the food of their preference as well as its quantity for the avoidance of the waste. Buffets are just one of many reasons large quantities of unconsumed food are wasted in the Cypriot hotel industry. The objective is to prevent food wastage from taking place.

- Smaller plates

In cases the food is offered in restaurants as meze style, there should be a limitation of the quantity of the food in plates offered, so to meet the normal amount the people can eat. This way the food waste will be minimised. Though providing large food portions, customers generally report higher levels of satisfaction than with à la carte service, those tend to increase food consumption and waste .

- Hiring qualified staff (employees and managers)

Education is always the key for improvement and stakeholders believe that educated staff are trained to work within the catering industry taking into consideration regulations and recommendations on reducing food waste within their business and positions. Overstocking of food and overproduction of meals are typical results of inaccurate demand forecasting in hotels. Thus, establishing a good relationship with suppliers may facilitate food waste minimisation. This would help hotel managers order optimum quantities of food when and if needed.

- Training of staff (how to use equipment efficiently - staff to know how big the portions are / advise customers)

Hiring qualified staff is not the solution. The staff shall continually be trained on how to use their equipment, their products efficiently and bearing in mind the need of reduction of the food waste to communicate to their customers important information regarding the size of their portions, the plates offered. Customers will surely appreciate the consultation, no one likes to pay for food which will be wasted, while many are struggling to pay their bills.



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- Incentives in all stakeholders

All businesses have their profit targets to meet and might consider those efforts made to reduce food waste against them , therefore the government shall provide them with some kind of

Incentives to all stakeholders, so to be able to make all adjustments in the business required to reduce food waste to the minimum.

- Advocacy in public authorities to implement directives and laws

During the development of the rules and regulations regarding the reduction of food waste, stakeholders need to cooperate strongly with the authorities to inform or influence this process. Advocates can influence authorities to either revise previous laws and practices. Stakeholders can engage in regulatory matters by submitting public comments directly to the government or other sources.

- Avoid meze and buffet

It's all about making the right choices. We now need, more than ever, to make the right choice for our planet . We can and we will choose the right thing to do. We choose to waste food, by ordering the food and quantity we will consume, we will not waste food. Avoid these two types of catering.

Food donation

- Ambassador system (word of mouth)

Word of mouth endorsement is one of the most credible forms of promotion of the cause, because the ambassadors have nothing personal to gain from their recommendations. Ambassadors can help the promotion of food donation to their family and friends, social network, at fairs, speaking engagements, festivals, concerts, and other events.

- Responsibility / Accountability

Accountability is the requirement to explain and accept responsibility for carrying out an assigned mandate, such as the Food Donation, in light of agreed upon expectations. There are many aspects of the responsibility, some of them are externally imposed



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either by the relevant legislation, others are self-regulated, and the donors' expectations set others. In all cases, the food donation process bears the responsibility of the mission, the finances and the compliance to several legal requirements (fundraising, reporting, health).

- Education/ Awareness

Food Donation education programs and awareness campaigns may increase the efficiency and capacity of food relief organisations and groups to collect and redistribute more good quality surplus food, rather than being sent to landfills.

- Incentives

The government could provide various tax incentives to businesses (e.g., restaurants, bakeries, grocery stores, and farms) that donate surplus food to charities. The incentives could be in the form of a new or expanded tax credit or tax deduction. Both types of incentives reduce business tax liability, but in different ways. Tax credits directly reduce the amount of taxes a business owes, while tax deductions reduce the amount of the income subject to tax.

- Advocacy on changing the strategies of hotels for food donation

While sustainability in hospitality offers clear advantages, professionals in this industry must still overcome challenges to build sustainable strategies. For one, they must correct misconceptions that sustainability costs more money and that consumers do not care about it, when in fact becoming more energy-efficient saves money and developing a brand known as sustainable attracts more patrons.

- Support from authorities

Policies designed to prevent food loss and waste and promote food donation are critical for our country's responding to the simultaneous burdens of poverty, malnutrition, and food insecurity. The proper legislation that uniformly shall direct food waste prevention, recovery, and redistribution efforts across the island . Government support can help ensure that the necessary resources and infrastructure are in place to make food donation a reality.

- Donate common / mainstreaming



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In order to make food donation common within the society we need to communicate further the accomplishments of the best practices, both locally and in other countries, to connect donors with persons receiving donations and connect the cause to current local events. Encouraging widespread adoption of food donation as a regular practice can help normalize the behavior and reduce the stigma around it.

- Simplify the process

A simple food safety management approach to make it simpler for small retailers to donate food would mean that retailers are not required to be aware of the biological, chemical, and physical hazards or allergens that may be present. Making the process of food donation as simple and efficient as possible can encourage more stakeholders to participate.

- Focus on the positive / celebrate

It is focusing on the positive impacts of the food donation by its celebration, as in all cases, serves to increase and enhance social responsibility across the country, increasing the support for food donation and bringing everyone together in solidarity.

For policymakers

Based on the actions identified in your workshop, some concrete recommendations for policymakers to reduce food waste and promote food donation in Cyprus could include:

1. Developing a comprehensive education and awareness campaign: This could include public service announcements, school programs, and other outreach initiatives to educate the public about the importance of reducing food waste and food donation benefits.
2. Providing financial incentives for food donation: Policymakers could offer tax breaks, grants, or other financial incentives to encourage organisations to donate surplus food.
3. They are providing incentives to technology companies to develop new ideas to support food donation like food waste tracking management systems, food expiration tracking apps, supply chain optimisation softwares, community



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sharing platforms and food donation platforms like the one developed by the FOODprint project.

4. Establishing a streamlined and efficient food donation infrastructure: This could involve working with organisations such as food banks and hunger relief organisations to develop a system for collecting and distributing surplus food.
5. Encouraging collaboration between businesses, government, and non-profit organisations: Policymakers could facilitate partnerships between organisations in the private and public sectors to increase the scale and impact of food donation initiatives.
6. Revising regulations and policies to make food donation easier: Policymakers could review existing rules and policies to remove any barriers that make it difficult for organisations to donate surplus food.

By implementing these recommendations, policymakers can help to reduce food waste, promote food donation, and support efforts to address hunger and food insecurity in Cyprus.

V .Conclusion

As much as one-third of all food produced globally is lost or wasted. Rather than reaching the people who face hunger is thrown away and decomposed, contributing to around 10 % of global greenhouse gas emissions. Food waste occurs throughout the food supply chain, on farms because of surplus or imperfection and at a later stage



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due to inadequate storage infrastructure, consumer confusion or inefficient behavior. Further to the above there needs to be more Policies and Laws that support safe and nutritious surplus food to be redistributed to those in need.

Several barriers were raised such as the liability concerns about food donation because of the potential health and safety issues, the lack of tax incentives which could make those donations cheaper than the simple disposal of the food. Consumers are often confused when reading date labels, whether they refer to food safety or ideal freshness.

In conclusion, reducing food waste and promoting food donation are important steps towards addressing hunger and food insecurity in Cyprus. The findings from the consultation process highlight the need for education and awareness campaigns, support from authorities, streamlined food donation processes, and wider adoption of food donation as a common practice. The recommendations for policy makers include developing financial incentives for food donation, establishing a comprehensive food donation infrastructure, and revising regulations and policies to make food donation easier. Additionally, the use of technology can play a crucial role in supporting food donation and reducing food waste. By implementing these recommendations, policy makers can help to make a meaningful impact in addressing food waste and food insecurity in Cyprus.



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VI ANNEXES

ANNEX 1- EVENT INVITATION AGENDA

A networking event for food waste stakeholders

Food Waste Stakeholders Summit

Oct. 27, 2022
9 AM to 4 PM
Crowne Plaza Hotel Limassol




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09:00-09:15 **Welcome**
09:15-09:30 **FOODprint project**

Consortium of the project
Representative of the project

09:30-10:15	<i>Actions on food waste and food donation on EU Level</i>	
	<i>The food saving warriors teams fighting for food waste reduction in Greece</i>	Angeliki Stamelou, Communication Officer, BOROUME (Greece)
	<i>EU actions to prevent food loss and waste and to facilitate food donation</i>	Cristina Lisetchi, Policy Officer for the EU Food Waste Prevention Hub (European Commission)
10:15-11:15	<i>Actions at the member-state level</i>	
	<i>Food hygiene and safety – official controls</i>	Giorgos Elia, Officer, Public Health Services of the Ministry of Health, Republic of Cyprus
	<i>Digital food waste recording at IKEA</i>	Elias Moustakas, Food and Beverage Manager at IKEA Cyprus
11:15-11:30	<i>Coffee Break</i>	
11:30-13:00	<i>Food Waste Interactive Compost Workshop</i>	Timotheos Misseris, Senior Environmental Health Officer, Municipality of Yermasoyia
13:00-14:00	<i>Lunch</i>	
14:00-15:45	<i>Local stakeholders' workshop "Taking the next step to reduce food waste"</i>	
15:45-16:00	<i>Coffee break and networking</i>	



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ANNEX 2 - ORGANISATIONS PARTICIPATED

The following organisations participated in the networking event.

- Cyprus Employers & Industrialists Federation (OEB)
- Era Hermes Department stores
- Cyprus University of Technology
- IKEA Cyprus
- Center for Social Innovation CSI
- Department of Environment, Republic of Cyprus
- Public Health Service , Ministry of Health, Republic of Cyprus
- Cyprus Sustainable Tourism Initiative (CSTI)
- Opinion and Action
- Parpounas Sustainability Consultants (PSC)
- Evita.One
- Cyprus Greens
- Municipality of Yermasoyia
- RESET Cyprus
- Cyprus Federation of Environmental Organizations
- Friends of Earth Cyprus
- CARDET (Center for the Advancement of Research & Development in Educational Technology)



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ANNEX 3 – WORKSHOP OUTCOMES

A) Reduction of Food Waste

- **Opportunities**
 - Decrease of operational costs
 - Decrease of raw materials
 - Live cooking
 - Self-sufficiency (botanic garden, compost)
 - Increase of plant-based (salads) – a decrease in meat (not directly relevant)
- **Barriers**
 - Lack of incentives (tax reduction)
 - Lack of monitoring
 - Business strategies (KPIs - they always want to have enough food for their customers)
 - No implementation of separate waste collection
 - Culture/ Mindset (buying habits, organisation, eating outside habits)
 - Fear of people not having enough food in stock
 - Difficulty in identifying who is responsible for food waste
- **Actions**
 - Choose plates instead of meze type of food /buffet
 - Smaller plates
 - Hiring qualified staff (employees and managers)
 - Training of staff (how to use equipment efficiently - staff to know how significant the portions are / advise customers)
 - Incentives for all stakeholders
 - Awareness-raising campaigns/workshops
 - Awareness through social media on how to reduce food waste
 - Advocacy in public authorities to implement directives and laws
 - Avoid meze and buffet

B) Food donation



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- **Opportunities**

- Support minorities (everyone needs to have access to healthy food)
- Reduction of poverty
- Opportunity for grants (EU and local)
- Supporting the community
- Local authorities (their role is to support the facilitation of food donations)
- Status/image
- The feeling of accomplishment (positive for employees)

- **Barriers**

- Volunteers (priorities, culture/mindset, boredom/time management)
- Allergies
- Expiration date (labeling)
- Afraid to take responsibility
- Health and Safety issues
- Logistics (time management)
- Lack of incentives (tax reduction, corporate social responsibility)
- Culture/Mindset (feel ashamed of receiving education/lack of awareness)

- **Actions**

- Ambassador system (word of mouth)
- Responsibility / Accountability
- Education/ Awareness
- Incentives
- Advocacy on changing the strategies of hotels for food donation
- Support from authorities
- Make donations common / mainstreaming
- Simplify the process
- Focus on the positive / celebrate



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ANNEX 4 - WORKSHOP & EVENT PHOTOS



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