



Food waste prevention and re-use

Joint meeting of the WG Food & WG Waste

Amsterdam, 4 April 2018

This short form is to facilitate the exchange of information among participants during the speed networking session. In small groups, each participant will present **one best practice from their cities on food donation and redistribution and food waste separation, collection and treatment.**

Title of project / initiative	Agreement on reduction of food waste in 's-Hertogenbosch
City & population	City of 's-Hertogenbosch, pop.152.500
Briefly describe the project considering: main goal and activities, target group(s), actors involved	<p>12 organisations in 's-Hertogenbosch and its region have signed an agreement on reducing foodwaste for the next 3 years. They are 3 Super markets, 2 schools, a caterer, the Grow Campus (intermediairy) and the company NoFoodWasted. The city of 's-Hertogenbosch supports the initiative</p> <p>NoFoodWasted has develop an app "marked down" that shows customers in which supermarket they can buy goods at a lower price because they are close to their date of expiry. This leads to less throwing away of products. Already over 40000 people actively use the app and their number is growing day by day</p> <p>With the restaurants and other partners 's-Hertogenbosch will become a living lab for 3 years in experimenting with new options in the app. A.o. offering meals with discounts for visitors and students at the participating schools.</p>
What is the timeline for development and implementation?	Project started 1 March 2018 and will run for 3 years
What are the costs/funding?	Appr. 20.000€, budget is given by the city of 's-Hertogenbosch to persuade parties to start participating; each party that signs the agreement agrees to invest at least 5 hrs per week to make sure they actively use the app
What are the main successes/expected outcomes?	Already 40000 people actively use the app to buy goods at the supermarkets. In 3 years time we hope to at least triple the number of supermarkets and restaurants that participate
Which challenges did you face during implementation?	It is a new application
Who should be contact for more information?	Piet Jan den Dikken, Senior advisor on Economic Affairs Tel. +31 (0) 6 206 049 93