



European
Commission

Horizon 2020
European Union funding
for Research & Innovation



SavingFood

*an innovative solution to reduce food waste
and fight hunger*



Our main goal is:

To offer a socially and environmentally responsible solution to the food waste challenge by developing an online networked community of various stakeholders who through collective awareness, knowledge sharing, motivations and incentives, will facilitate the redistribution of surplus food and leftover crops for the benefit of vulnerable groups in our society.

Our Objectives:

- ✓ Develop a bottom up solution for reducing food waste by harnessing the collaborative powers of ICT networks.
- ✓ Improve awareness and engagement across multiple stakeholders.
- ✓ Create a more effective operational model for food redistribution that will increase current levels of engagement.
- ✓ Drive behaviour change towards food waste reduction.
- ✓ Understand the processes of collective awareness, collective intelligence and online networks.
- ✓ Offer a Europe-wide social innovation solution to food waste.

Every year 1.3 billion tons of food is wasted while nearly a billion people are unable to cover their daily needs in food.

To fight food waste SavingFood activates the collective intelligence of people and leads to highly cooperative behaviours and enhanced lifestyles

SavingFood is a CAPS project, starting in January 2016 and finishing in December 2017.

SavingFood facilitates the redistribution of surplus food

between food businesses of all sizes and welfare organisations. Join SavingFood, indicate your location and offer your surplus food to welfare organisations who would collect and offer it to those in need.



I use SavingFood to offer my
unsold bread at the end of the day!
In that way, leftover goods go to
people who will eat them
instead of a bin!



SavingFood facilitates gleaning activities,

and the rescue of fresh fruit and vegetables that would have been wasted. If you are a farmer with surplus produce, or you want to volunteer for a fun day out in the field, join SavingFood and help save your unsold fruit and veg for charity!



I had 500kg of
leftover carrots which
were too small by
supermarket standards...
SavingFood helped me
rescue them!



Speak to your friends about SavingFood,

and self-organise to rescue food from retail outlets in your neighbourhood! SavingFood is not only about food waste reduction. It brings people together, strengthens neighbourhood ties and fosters collective action.



JANUARY

New Year's Day Holiday (New Zealand, Scotland)

3

Thursday

JANUARY

Although I don't have surplus food to offer I wanted to help! I became a SavingFood ambassador!

SavingFood Partners



- Project Coordinator -
Private Company offering research
and innovation services



IT Applied Research Centre,
part of the University of
Southampton, leading the
SavingFood platform development



Research institute specialized in
social research in relation to ICT,
leading the overall conceptual
framework of the project



Future Internet
Living Lab Association,
coordinating the pilot
implementation work

SavingFood will be tested in 4 countries: Greece, Hungary, UK and Belgium.
Partners leading the pilots are:



The pilot implementation of
Saving Food in Greece will be
led by Boroume, the only
organisation in Greece
dedicated to saving food



The pilot deployment of SavingFood in the UK will
be led by Feedback, a charity that campaigns to end
waste at every level of the food system by catalysing
food waste movements around the world
Feedback and its Gleaning Network in Belgium
will led the pilot deployment of SavingFood
platform in Belgium



The pilot implementation of
SavingFood in Hungary will
be led by the Hungarian Food
Bank Association, the major
food redistribution actor
in the country



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