

Marche Food Bank ONLUS



1. Summary

Country/Geographical Area	Italy -Marche region
Level implementation	National - Regional
Scale	Roll out
Waste fraction / Specific Waste Type	Food and food products
Target Audience	Onlus (charitable institution) that provide the recovery and the distribution of food to needy people.
Objective	Prevention of waste production and recovery of food exceeds and products that will be distributed again to Associations and bodies that assist needy people.
Initiator/coordinator	Food Bank Marche (Fondazione Banco Alimentare Marche - Onlus)
Other key actors involved	Agricultural-food enterprises and agricultural enterprises. Charitable institution (Onlus) Organized large-scale retail trade
Duration	From 2008- today (in progress)
Number in PW Mapping	44
Name of partner(s) having contributed to factsheet & date	Marche food bank
Contacts	http://www.bancoalimentare.it/it/marche Ste.castagna@gmail.com

2. Context

The “Food Bank” in Italy works since 1989. Today it is a network of 21 non profit Organizations that operate in all the regions, led by Food Bank Foundation ONLUS (adherent to European Federation of Food Banks based in Paris), that has its own offices in Milan (Italy). Its mission includes the recovery of the surplus from agriculture-food chain (industry, retail - GDO i.e. large-scale distribution, organized catering - more than 500 companies are cooperating) and the redistribution of the surplus to organizations and initiatives that help the needy and socially excluded people.

Marche Food Bank operates in Marche Region to recover the food surplus and support needy people. The project is active in Marche Region and includes the redistribution of food all over the Region, and the implementation of three pilot experiences in the three territorial areas of Marche Region (Pesaro, Ascoli Piceno and San Benedetto del Tronto), that deal with the recovery activity of fresh food. These experiences will be progressively extended to the whole region.

The experience, led in a shopping center in Pesaro, enabled the recovery of 14 tonnes of food per year (experience from 2005 up to now).

The 2010 data about Marche Food Bank are the following:

- 26.000 people have been helped;
- over 2000 tonnes of food have been distributed with a strong increase compared to 2009.

Implemented and planned activities, at regional level, are enbeded in the wider National and European context.

The activity aims to intercept “food before it becomes waste”, and it has a threefold value;

- **Social:** as support for needy people.
- **Economic:** giving away the surplus, the actors of the agricultural-food chain gain economic value and, if they cut down on spending for storage and disposal and they offer a considerable contribution in food.. In addition, very good products, that are no longer marketable, are saved and donot become waste, finding their original destination and aim (feeding people) in charity organizations that receive, for free, these foodstuffs and can use the saved resources to improve the quality of the offered services.
- **Environmental:** benefits from a decrease in storage and landfilled waste, lowering of CO2 emissions, lessens environmental impacts in accordance with the European, national and regional laws that put as top priority the “Prevention of waste”.

3. Strategy

It foresees the passage from a vicious cycle (Retail, Disposal, Landfill) to the creation of a virtuous circle (Retail, Food Bank, Associations, Poor), so that the products in surplus, that are still good, are provided to poor and needy people .

The food products, that would be destined to destruction become really precious goods for needy people. The virtuous circle involves all the stakeholders: from the donor companies to the receiving bodies; from volunteers to needy people; through public authorities to individual citizens. Its production of “value” is not only a benefit for some actors but it is produced by everyone for everyone (WIN-WIN).

Objectives

Synthetically the objectives are:

- **reduction of waste** resulting in reduction of costs and environmental impacts due the management of waste.
- **help to social organizations** that develop an activity of food support to needy people.
- dissemination and awareness raising of citizens and enterprises about environmental sustainability, recovery and prevention.

Preconditions

The activation of the project has used experiences, pre-existing in other Italian regions, and it included an initial experimentation progressively extended in the whole regional territory.

The organizational availability and the awareness about prevention and environmental sustainability issues by the companies, citizens and Public Authorities, are positive conditions.

Regulatory aspects are important and can establish the positive conditions for the activation of the initiative.

Procedure

The project is implemented through the following steps:

- Experimentation
- Promotion, information, awareness campaign;
- Survey and territorial sources mapping;
- Creation of the network and empowering of the experimentation/project.

Administrative procedures and practical activities are coordinated by the Food Bank.

The **logistics** of the collection procedure include:

- the involvement of the charity organization that recovers products;
- the temporary storage activity (stores and cold stores);
- the redistribution by Marche Food Bank (using trucks).

Instruments

Organizational instruments: activation of a network of cooperation between enterprises and voluntary associations, use of instruments and procedures in respect with the laws in force, care for the coordination of activities and for the logistic organization.

Legal instruments of reference:

- The “Good Samaritan Law” in Italy refers to law No. 155/03 published in the Official Gazette No. 150 from July 1, 2003 that deals with the distribution of foodstuffs that can no longer be sold but that are still eatable for purposes of social solidarity, i.e. foodstuffs from supermarkets, cantines, the food industry or restaurants. It permits the distribution of surplus food to non-profit institutions.;
- Program agreement or memorandum of understanding;
- Economic incentive;

Timeframe

Experimentation for a 2 years period and then followed by the potential enlargement of the activities based on the available resources and of the opportunities and availability from private companies to cooperate and to adhere the project.

4 .Resources

Financial Resources

Initial budget	
Staff/ consulting	5.000,00 €
Administration	1.200,00 €
Volunteer fees	2.400,00 €
Insurance costs	1.200,00 €
Fuel	1.400,00 €
Purchase of a car (new)	18.000,00 €
Informative material	1.000,00 €

Human Resources

Staff for the project:

- Volunteers for store = n. 12
- Volunteers for the collection = 10
- Odd partners = n.3
- Dependents = n. 1 part-time
- Cooperators = n.1

Human resources that are available from the Food Bank, human and instrumental resources of the partner network, private enterprises, social private associations and charity organizations of the territory are committed.

Equipment

Synthetically, the used instruments are: means of transportation for the distribution, specific containers for food, stores and cold stores for the temporary storage, movement tools.

Means of transportation and resources of farms and haulage contractors are involved for the redistribution and transport of foods, thanks, also, to the Ancona Prefecture involvement.

Communication Tools

- meetings / seminars
- brochures
- press release / radio
- internet

Allocation of resources over time

The project is implemented with limited human resources and is supported through the involvement of volunteers and the involvement and cooperation of the partners themselves and of the final receiver.

The economic resources are necessary and are planned, at first, for the initial step and for the purchase of equipment.

The support can be given by the awareness, training and involvement activity of new private partners, involvement of the citizens and of Public Authorities.

5. Evaluation

Results

- - Participation

In short, the interested actors are:

- 2 supermarket chains and about 10 agri-foodstuffs enterprises. During 2011 the project was to be extended to 15 trade centers.
- 198 charitable institutions, for about 23.000 persons that are foreseen to receive food, that are progressively increased.

The number of aware and active people was initially estimated referring to data from the charity organizations and to a small number of enterprises.

During the implementation of the project, the target was extended towards young and local agri-foodstuffs enterprises.

At first, the quantity objective was foreseen an increase by 5% of recovered food.

The quantities of recovered food are measured and monitored through accounting and administrative documents.

Participants and beneficiaries are quantified.

The dissemination and promotion activity is measured through the press release and the number of participants at meetings (at first in schools).

The participation can be increased through:

- information and dissemination activities
- support for the initial instrumental equipment
- exchange of experiences.

- - Avoided waste quantities (or toxicity)

In brief, the recovered products, avoiding becoming waste, are:

Year 2009 , distributed food in Marche: 1.795,00 tonnes (1.795.000 kg)

Year 2010, distributed food in Marche: 2.209,00 tonnes

Impacts

- Avoided Costs

The recovery of food allowed a strong decrease of waste production at first, from agri-foodstuff enterprises and trade centers and retailers involved in the project.

- Social Benefits

The Social benefit are due to the help given to people, to families in economic difficulties, and to charitable institutions, in regional territory, who assist the needy. In 2010, 26.000 persons were helped.

- Continuation over time

The action is long term and its effects are long lasting, because they modify the organizational model and the cultural awareness of enterprises and involved actors. The development and the widening of networks and partnership is slow but it seems constant, even if it is not homogeneous within the territory. So, the increase is discontinuous but progressive

Difficulties encountered

Difficulties are, above all, encountered at managerial and logistic organization level of food recovery of fresh and frozen food products for which the distribution in accordance with the law, has to happen within a short time and with strict coordination of the operations.

Other problems are:

- Limited availability and disinterest of enterprises and, above all, small shops;
- Lack of regulatory knowledge and administrative difficulties;
- Need of supply specific instruments for the management and the transport of food; it is necessary to have, or to involve, organisations that have the adequate means for the transport and the conservation of perishable products, with a great number of final users, or to activate a network between bodies, for a fast and efficient distribution to families;
- Necessity to create a network and a link with associations and organizations;
- Necessity of volunteers for collection and distribution activities;
- Difficulty in the planning of the quantity of recovered goods

Monitoring System

Monitoring is monthly. The evaluation is trimestrial and ends with an annual evaluation. The monitoring is mainly about quantity.

The coordination of the activities is daily.

It is important to adopt a model of monitoring and control that is shared according to the model of the participative evaluation.

It is important to foresee moments of comparison with the final users, and instruments of monitoring of quality.

6. Comparison with similar action

In different location/contexts

Italy

The action of recovering fresh food from retailers has been imported from another region and from other experiences at National level. The recovery experience of fruit and other frozen products was extended and transferred to other regions (Abruzzo and Emilia Romagna).

At national level there are other experiences that have been inserted in guidelines on waste prevention of Federambiente (Italian Federation of public services of environmental hygiene).

Europe

Food Banks operate across Europe and are grouped in a European Federation of Food Banks



See: www.eurofoodbank.eu

7. Lesson learnt & recommendations

Opportunities & Challenges

The economic crisis and a greater care about environmental sustainability are both challenges and opportunities; the enterprises and the public authorities are more receptive to the possibility of cost reductions through waste reduction and there is also a greater care to avoid wastage. From a cultural point of view, there is a change. Above all, the retail chains at European level, at national and local level show more care about the problems of the reduction of waste due the food surpluses. The future laws about waste management are opportunities.

Key factors of success

- Care for the educational and cultural value of the project;
- Care for the social factor;
- Care for the economic value of the initiative.

The adopted system limits the use of logistical additional structures (storage, means of transport...), reducing to the minimum the management costs and the impacts on the environment. This system offers goods and services and while spreading ethic values.

Recommended improvements/adaptation

In view of a strengthening and/or of transferring the action, it is really important to foresee:

- Campaigns of information and communication to spread the initiative and enhance the social and environmental context;
- Incentives or reduction in tax/rate for the activities that adhere to the initiative

Recommended indicators and monitoring

Quality and quantity indicators that measure the benefits in economic and socio-environmental terms.