

(Projects funded under the Call 2014 onwards must use this format)



LIFE Project Number
< LIFE15 GIE/IT/000887 >

Final Report
Covering the project activities from 07/07/2016¹ to 30/09/2019

Reporting Date²
31.12.2019
(postponed to 14.02.2020)

LIFE PROJECT NAME or Acronym
<LIFE-Food.Waste.StandUp>

Data Project

Project location:	Italy
Project start date:	<07/07/2016>
Project end date:	<30/06/2019> Extension date: <30/09/2019>
Total budget:	€ 1.571.100
EU contribution:	€ 942.660
(%) of eligible costs:	60%

Data Beneficiary

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¹ Project start date

² Include the reporting date as foreseen in part C2 of Annex II of the Grant Agreement

Instructions:

Please refer to the General Conditions annexed to your grant agreement for the contractual requirements concerning a Mid-term/Final Report.

Both Mid-term and Final Reports shall report on progress from the project start-date. The Final Report must be submitted to the EASME no later than 3 months after the project end date.

Please follow the reporting instructions concerning your technical report, deliverables and financial report that are described in the document “Guidance on how to report on your LIFE 2014-2020 project”, available on the LIFE website at: http://ec.europa.eu/environment/life/toolkit/pmtools/life2014_2020/documents/how_to_report_on_your_lifeproject.pdf. Please check if you have the latest version of the guidance as it is regularly updated. Additional guidance concerning deliverables, including the layman’s report and after-LIFE plan, are given at the end of this reporting template.

Regarding the length of your report, try to adhere to the suggested number of pages while providing all the required information as described in the guidance per section within this template.

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2. List of key-words and abbreviations

FedServ: Federalimentare Servizi Srl

FBAO: Fondazione Banco Alimentare Onlus

FD: Federdistribuzione

UNC: Unione Nazionale Consumatori

PP : project partners meaning project beneficiaries

3. Executive Summary

LIFE-FOOD.WASTE.STANDUP (2016-2019) project was perfectly in line with the Italian National Food Waste Prevention Programme (PNPR), the Italian National Food Waste Prevention Plan (PINPAS) and the “Working Group on Food Waste and Losses”. Through communication and information activities, conceived taking into consideration selected targets, the project contributed and favourably influenced an already ongoing process, enhanced by the adoption on September 14th, 2016 of the Italian Law 166/2016 on Food waste.

Information and awareness campaigns were the focus of the project: they were conducted by Federalimentare Servizi, Federdistribuzione and Unione Nazionale Consumatori (UNC) starting from January 2017.

With the precious contribution of Banco Alimentare Onlus Foundation (FBAO), which collaborated to the design and development of contents, target strategies and ad hoc tools were implemented, pursuing the ambitious aim of achieving all targets in the best possible way. To do so, alongside traditional media (flyers, articles, newsletter, etc.), they also used the most innovative channels as websites, social media and video infographics.

The Project developed a web platform from which it is possible to download and check material produced, but also to ask questions and request for clarifications on procedures, regulations and operations.

Amid various common actions carried out by Partners, the following are worth mentioning:

- Interdisciplinary cross-cutting discussion meetings among all stakeholders (institutions, scientific and technological community, industry, large-scale distribution/retailers (GDO), consumers, etc.) with the establishment of working tables;
- Organization of multiple moments of joint disclosure, with planned initiatives during some of the most important events held by the Partners such as: CIBUS 2018, the third edition of the Sector Sustainability Report (BSS) of the Modern Organized Distribution and the events "Things not to believe" and "Dona Award";
- Launch of a competition for the best idea of food waste prevention for agrifood companies, retailers and consumers, aiming at stimulating reflection on the challenge of preventing and reducing food waste, while encouraging the commitment for virtuous practices and behaviours.
- Organization of a Roadshow throughout Italy, which stopped in 10 Italian Regions. It aimed at creating partnership among institutions and private stakeholders for the fight against food waste. It almost reached 70% of the population, involving companies of Federdistribuzione, Regions, municipalities, charities, Universities and Associations. Each conference was an opportunity to propose concrete initiatives, providing virtuous stakeholders with the reduction of the waste tax. At each stage of the Roadshow, the regional Federdistribuzione representatives, the municipal representatives and

Presidents of Regional Food Banks signed a Memorandum of Understanding to forward a declaration of intent regarding the opportunity of reducing Ta.Ri Tax for companies donating foodstuff surplus.

The Project in numbers:

- **10.000 agrofood companies** informed and involved, **200 of which were trained** on the procedure for managing food surpluses;
- **65 retail companies**, operating through 12.000 sales points, trained on the procedures for the management of food surplus;
- **1.500.000 consumers** reached by awareness raising campaigns, 500.000 of which involved in the awareness campaign against food waste;
- **62 InfoPoint** for consumers set up in 58 cities of 18 Italian regions, to provide information about food waste prevention practices;
- **50.000 Save Bags** created in collaboration with Cuki and 1 pilot campaign carried out in Umbria region for the dissemination of Save Bags;
- **15 videos** for consumers distributed;
- **+38% food surplus** for Federdistribuzione companies (from 4.373 tons to 6.050 tons);
- **+27% sales points** of Federdistribuzione active in donations (from 737 to 933);
- **+10% of new food companies** engaged in food donation;
- **1 App developed**, named “Spesa Facile” (Easy shopping) with 3824 download

Results and milestones of the Project will always continue to be widely spread, through the participation of Project partners into networks, so as to ease the exchange of information and best practices. Information materials used and designed during the Project, such as video, app and technical guidelines will still be used to enhance the awareness raising action of LIFE-Food.Waste.StandUp.

Even after the end of LIFE-Food.Waste.StandUp, UNC will keep on with its engagement for the promotion of a culture based on the reduction of food waste. Specifically, it will conceive activities and campaigns to spread among consumers a deeper culture on issues related to the reduction of food waste at home and the implementation of strategies for food recovery through donations. In particular, the already available App will be implemented with further information material, awareness activities and collaborations will be carried out in Italy, especially in schools.

Federdistribuzione, along with retailers, do not intend to stop their commitment. During the Project, the Federation contributed to the creation and strengthening of relationships easing collaborations with Regions and Municipalities which Federdistribuzione would like to consolidate. Indeed, the mission of Federdistribuzione is to continue to play its role, within a project shared by all its companies, for spreading an environment and human being-oriented culture. Thus, the final purpose would be the progressive reduction of waste and the incentive of donations to the needy, keeping on following the claim of the Project: “if zero waste is a utopia, reducing surpluses and increasing donations is a conceivable achievement”.

Last but not least, it has to be underlined the launch of the Award “Call for best ideas: Oscar of LIFE Food.Waste.Startup”, dedicated to the collection of the best innovative ideas on food waste and donations. Contacts gathered in this occasion will also serve as possible future collaborations to implement the so-called Project phase “After-Life”. Federalimentare Servizi collected many dossiers and some participants were invited to submit their ideas during the final conference (Rome, September 20th 2019). But the Federation's commitment will continue beyond the end of the project thus LIFE Food.Waste.StandUp "brand" will be

promoted on the occasion of the 2019 and 2020 edition of Ecomondo Fair in Rimini (participation in the EASME stand 6th November 2019). Still on the subject during CIBUS 2020 (Parma 11-14 May), the whole project materials will be made available to visitors at the Federalimentare Servizi stand.

From a political point of view, the project strategy and its results will continue to be taken into consideration in the “Permanent Working Group for the fight against waste and food assistance” chaired by the MIPAAF (Italian Ministry of Agriculture), on the occasion of the national day of food waste on February 5, 2020 and through a special training protocol with FAO (a joint international event on food donations is expected to be organized in November 2020).

FBAO will keep on running the website and the whole technical and dissemination material realized for LIFE.Food.Waste.Standup project. The network of Banco Alimentare will also carry on its fight against waste, through food recovery and surpluses redistribution, but also thanks to raise-awareness and training activities.

4. Introduction

According to FAO, each year about 1.3 billion tonnes of food is lost or wasted. That is the 1/3 of all food produced for human consumption. This inevitably means that significant amounts of resources (as water, soil, etc.) used in food production are also wasted. Food waste is a concept referred to the waste of edible food at the level of retailers and consumers, mainly in high-income countries, due to consumer behaviour and lack of communication between the supply chain actors. These food waste is a missed opportunity to improve global food safety and have a strong environmental price.

In Italy, where energy consumption of the food industry in 2010 amounted to 3.1 Mtoe (Aeneas 2011) and whose waste was equal to about 2.6% of the final product (Segre, Falasconi 2011), the cost energy food waste is estimated at about 178 Ktoe .Throw away food still consumable means not only using unnecessary resources in production processes, but also waste the chemical energy contained in food.

The reduction and recovery of food waste can contribute to a more sustainable food and agriculture system; it can also contribute to reduce the need of an intensive agriculture and environmental impact, and to tackle food insecurity. Food consumption and waste are also opportunities for the agri-food sector to be producer of renewable energy.

LIFE-Food.Waste.StandUp brought to the attention of targeted groups the major problems arising from food waste and to stimulate changes to more sustainable behaviour and in perception of food waste. The project activities offered alternatives to simple food dismissal in landfill, as surplus food donation-recovery to most deprived, but also encouraged cross-cutting discussions and cooperation among all quadruple helix actors, as policy makers – government, science and technology community, agro-food, retail industry, and consumers–civil society, on the food waste prevention themes.

The project awareness campaigns have been carried out at national level, with focused educative events and capacity building seminars organized territorially in each Italian region, with massive support from media (both online, paper and audio channels) and national and local policy makers.

Several project stakeholders at national and EU level, were involved in project communication and replication activities, as quadruple helix panels and knowledge transfer and exchange.

The project constantly monitored the socio-economic impact of its actions, assessing the annual change and the expected growth of recovered food products (tons) from the two target groups (agro-food companies, retailers) and the related social benefit for the most deprived

through the redistribution of food products (quantities of food in kgs and number of meals). The monitoring also quantified the economic benefits generated in terms of saving and reallocation of economic resources for the improvement of additional services offered by charitable organizations.

The implementation of the LIFE project successfully contributed to decrease the levels of food waste in the food chain phases as consumption, production and distribution. In addition, in order to comply with current Italian regulation and anticipating future policy developments, the companies managed to obtain some socio-economic benefits, such as tax deductions and improved Corporate Social Responsibility Reputation. All committed actors have been strongly responsive to societal expectations in relation to food waste and were mindful of preserving or improving its reputation. At the same time, the consortium has always been aware of the importance of contributing to shaping the policy debate at international, national and regional levels.

In conclusion the project has been able to influence wide range of consumers, by raising awareness and promoting the acquisition of good consumption practices, information on the correct way to understand the labelling and data on the food waste phenomenon, on enterprises and retailers providing clear and accurate information about existing normative and liability issues, procedures for food waste donation and fiscal benefits related.

5. Administrative part

The project management was carried out as described in the project application form and no major deviations from the working plans were encountered:

The **project manager** was officially appointed two months before the project started (as foreseen in the AF) in order to control and carry out administrative obligations, overall monitoring (technical and financial) of project implementation and future actions planning.

During the meeting held in Rome, the 20th July 2016 at Federalimentare premises, the project team and the steering committee was established.

Project team was composed, for each PP, by a project, a financial/administrative and a communication responsible. Each PPs communicated responsible names to coordinating beneficiary that are currently listed in Project Management Manual.

Steering Committee: composed by a member of each beneficiary. Its main task was to take the most important decision regarding the project on behalf of the partnership and to coordinate the internal beneficiary team. Steering committee meetings formally took place three time during the project.

Project management has also been ruled by the **project management manual**, drafted by the coordinated beneficiary and agreed with all beneficiaries. The project management manual is attached to this report as project deliverable and contains the agreed procedures to monitor the expenses and prepare further payment requests. A schedule for monitoring project activities and expensed was drafted and included also in the partnership agreement.

Beneficiaries had no major problems in providing technical and financial data including copies of their monthly timesheets to the coordinating beneficiary as well as copies of other expenses (such as invoices, purchase orders, proof of payments, and the documents used for the calculation and presentation of costs). All administrative and technical documents are stored in a cloud system and are visible to partners (sensible data are visible all to coordinating beneficiary and beneficiary itself). As stated in the partnership agreement, original documents will be provided by the beneficiaries only during external auditing and

upon request of the EC. All invoices include a clear reference to the project, linking them to the analytical accounting system.

Formal agreements:

- **Steering committee regulation** to set out rules and members of the **committee**. Regulation is signed by each PP member.
- **Partnership agreement:** the Partnership Agreement was signed between the Beneficiaries, using the template proposed by the EC, the 13th October 2016 by FedServ, UNC, FBAO and 20th October 2016 by FD. The Partnership Agreement determines the role and obligations of each beneficiary, the respective financial contributions and a specific payment scheme for the instalments (see more details in chapter 8.3 of the report).
- Communication received from EASME of 20.06.2019 concerning the project extension to 30.09.2019 and related revision of form A1, C2, C3, that followed the requested by the coordinator sent on 26.03.2019.

Partnership meetings

The meetings were organized in order to involve all the ABs and in order to have the time, at each institutional seat, to discuss and solve any technical or administrative problem eventually encountered. Since the project start the following meetings have been organized:

- Rome, 20 July 2016: **first operative partnership meeting** to plan preliminary project implementation, main administrative and communication aspects.
- Rome, 16th November 2016 (Meeting minutes attached to this report): **1st Steering Committee** in coincidence with the Kick off meeting, during which:
 - Steering Committee regulation was approved
 - All project actions were planned
- Milan, 27th February 2017 (Meeting minutes attached to this report): **2nd Steering Committee** during which:
 - Technical and financial monitoring was performed
 - Dissemination actions were discussed
 - C.3 Green Project Strategy was approved by PPs
- Rome, 7th October 2018 (Meeting minutes attached to this report): **3rd Steering Committee** during which:
 - Change of project manager from the Coordinator
 - Technical and financial information were updated
 - Focus on C3 and D2 actions

Communication with the Commission and Monitoring team

CB provided monthly, technical updates about the project to the Monitor. All PPs collaborated with the CB to provide information. Some administrative documents were requested by the project monitor during its visits (21st March 2017). No major comments were requested by the monitor to the documents.

EASME was contacted by CB in following occasions:

10-02-2017: Coordinator beneficiary communicated the change of legal representative of partner Unione Nazionale Consumatori.

Letter of Amendment n.1 initiated by EASME (letter of 27th September 2018) regarding the modification of the definition of conditions for natural persons, submission of VAT certificate and threshold for submission of the certificate on the financial statement.

Letter of Amendment n. 2 (letter from EASME of 18th June 2019) regarding the extension of project duration until 30.9.2019

Monitoring visits

- Rome, 21st March 2017: visit of the monitor
- Rome, 19th March 2018: second monitoring visit
- Rome, 18th June 2019: third monitoring visit

6. Technical part (maximum 25 pages)

6.1. Technical progress, per Action

A1. Analysis of the state of the art of the current anti-food waste initiatives and normative framework		
Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	December 2016	March 2017

A.1.1 Analysis of the state of the art of current initiatives and actions meant to prevent and reduce food waste among agro-food companies, retailers and consumers

Description: The objective of Action 1.1 was the elaboration of a report collecting the main topics, projects, initiatives about food waste and food surplus management in order to obtain a current state of the art useful for the implementation of the informative campaigns.

The final deliverable “*State of the art and capitalization of other initiatives and projects results*” is the product of a complex and structured work coordinated by Fedserv and carried out by all partners.

First of all official statistics and private data provided by beneficiaries’ databases on food waste causes in the world and in Italy have been collected and studied. The core information has been gathered from authoritative sources³.

The analysis also included an in-depth examination of analytical data, reports and most interesting websites (i.e. FAO, WFP, ISTAT, National Observatory on the food waste, Waste Watcher, etc). This study allowed the consortium to have an objective and updated overview of food waste in Italy, including its causes and consequences.

Moreover, the report contained an introduction on food donation activity and a description of applicable processes for food surplus management with the addition of some best practises examples and the study of relevant case studies.

The report included also a summary of the current and past initiatives in term of cooperation, research and innovation projects financed by the EU Programmes in order to have an updated list of project useful for collaboration and exchange of information.

³ - Surplus food management against food waste. Il recupero delle eccedenze alimentari. Dalle parole ai fatti (Politecnico of Milan)

- Food Wastage Toolkit, Maximising Food Resources: A toolkit for food manufacturers on avoiding food wastage and Preventing food wastage in the food and drink sector (FoodDrinkEurope)

- Global food losses and food waste (FAO)

- Stop food waste (EC)

- Dar da mangiare agli affamati. Le eccedenze alimentari come opportunità (Fondazione per la Sussidiarietà e Politecnico di Milano in cooperation with Nielsen Italia)

After the above-described general part, the report contains an analysis focused on each target of the project and the relative economic factors that generate food waste in the different phases of the supply chain and an evaluation of barriers and hurdles that can affect the donation capacity of a food manufacturer/retailers and their ability to manage food surplus. These parts have been developed independently by each partner that applied the most effective strategy to achieve the target. The main tools have been interviews with target groups, surveys and visits meant to identify and analyse successful experiences and best practices.

Comparison with planned out and deviations: the report was released with a little delay because the project started during the summer period and it was difficult to find enterprises for interviews.

Indicators used: Not applicable

Modification to action: None of relevant, no over-spending budget.

Major problems: No major problems encountered

Mention any complementary action outside Not applicable

Outline the perspectives for continuing the action after the end of the project: if needed, the Consortium could integrate the report with eventual relevant information.

Include tables, photographs etc. to illustrate the actions Not applicable

A.1.2 Study on normative and policy framework related to food waste and surplus food management:

Description: in order to perform the activity and produce “1 Report collecting current regulation and analysis of normative barriers” (project deliverable), three main activities were carried out by **FBAO** in cooperation with external consultant Areté Srl, an Italian agency specialized in food sector analysis.

- a) Drawing from different sources in the widest specialized literature, all information were collected related to:
 - definitions of food waste and surplus food
 - list of the causes of surplus food and food waste
 - impacts of food waste on the environment, the economy and the wealth.
 - official figures of the food waste in the world, in Europe and in Italy.
- b) Collection of legislative tests and political frame in the European Union, distinguishing Italy from other EU countries, in collaboration with our Liason Officer in Brussels and thanks to FBAO connection with European Food Bank Federation (FEBA).
- c) Selection of the best and more effective initiatives to reduce waste and recover surplus food carried out in EU and in Italy.

About the methodology utilized, the report provided is mainly based on researches of specialised literature including publications by private and public research bodies, official regulations, papers and articles as well as websites and news as far as specific projects or initiatives are concerned. Indeed, for 2014 the cultural wage of “EXPO Milan 2015” had been making available a huge quantity of information about the background situations of food waste prevention and surplus food management; many surveys were issued and data collected from different stakeholders (universities, public bodies, private foundations etc.) interested in giving their own contribution to anti-food waste debates solicited by EXPO. That’s why the major efforts were addressed to select the best sources and analysing the most reliable information, rather than in making interviews and organizing on spot visits.

With respect to figures related to the situation of food waste in Italy and the EU, an attempt was made to compare and somehow harmonize each figure provided by different sources, which were very often based on different methodological criteria.

Comparison with planned out and deviations: the foreseen report was released on time respect to the established plan. FBAO decided to include some annexes in order to better detail the normative framework of Italian law regulations of food waste prevention and surplus food management. Indeed, the enter into force of the law n. 166 in August 2016, had to be included because of its unique framework, that specifically disciplines activities of food waste prevention and surplus food management. Afterwards the established deadline, some information related to specific Italian cases of tax relief and fiscal facilitation were added, in coincidence with activation in some Italian municipalities, for food savers.

Indicators used: Not applicable

Modification to action: None of relevant, no over-spending budget.

Major problems: At the beginning, FBAO had to cope the matter of different official figures related to food waste phenomenon in Italy, both in a global perspective and detailed per agri-food sectors. Analysing the sources and comparing with study of Politecnico di Milano, FBAO selected the most appropriated figures in terms of applied methodology.

Mention any complementary action outside Not applicable

Outline the perspectives for continuing the action after the end of the project: if needed, FBAO will integrate the report with eventual relevant information.

Include tables, photographs etc. to illustrate the actions Not applicable

A.2. Definition of the strategy for anti-food waste information and awareness –raising project’s campaigns		
Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	December 2016	March 2017

A.2.1 Definition of target groups and individuation of their knowledge gaps regarding food waste mitigation (to steer awareness raising campaigns and set up final objectives)

Description: Due to objectives and typology of pursued actions, the project LIFE-Food.Waste.StandUp foresaw an active involvement and commitment of different typologies of target groups and stakeholders. In the project we distinguished between direct target groups, to whom the informative campaigns were addressed and stakeholders who were involved in some project actions to multiply impacts and results, and to ensure replicability of the project achievements.

The main project target groups have been food and drink industry, food retailers and consumers.

The activity A2.1 aimed at identifying, within the pre-defined target groups and stakeholders, the specific target to build the perfect information strategy about the decreasing of food waste and correct management of food surplus. Each partner carried out a strategy for the identification of the target related to its own sector. The tools involved a set of light surveys tackling food waste prevention and surplus food management and donation forwarded to target groups through the beneficiary’s networks, direct focus consultations with sample group of targeted agro-food and retail companies and consumers, desk analysis of the sector, etc. For each category it was described the specifications, the economics statistics, gaps and

difficulties. Then, a detailed description of the food waste causes and proposals of strategy for food recovery. The final part of the deliverable is completely dedicated to the identification of the targets by each beneficiary.

Comparison with planned out and deviations: the report was released with a little delay because the project started during the summer period and it was difficult to find enterprises for interviews.

Indicators used: Not applicable

Modification to action: None of relevant, no over-spending budget.

Major problems: None.

Mention any complementary action outside Not applicable

Outline the perspectives for continuing the action after the end of the project: if needed, the Consortium could integrate the report with eventual relevant information.

Include tables, photographs etc. to illustrate the actions Not applicable

A.2.2 Definition of information/communication messages and tools/channels/actions tailored for target group

Description: this action was addressed to the definition of the strategic approaches to be applied to each target group, to ensure balance between promotion and prevention type of communication process.

For this purpose, in addition to the awareness messages definition for each campaign, the consortium prepared a “*Report on communication channels*” in which it has been individuated and selected the most suitable communication channels for their dissemination.

The project envisaged a diversified communication approach, targeting different tools based on identified targets, and using languages and messages tailored to the needs of different target groups. To this end, some tools and actions have been identified to achieve the goals and maximize their results.

The use of various tools allowed to implement a continuous communication strategy over time, with a multiplier and massive effect, as it managed to reach a large number of consumers.

The communication strategy involved the use of different channels to design the tools appropriate to any target type involved. In particular 4 communication channels have been defined:

- digital communication channel;
- traditional communication channel;
- communication channel on paper;
- channel of verbal communication.

The definition of target groups, related customized communication messages and channels as well as state-of-the art and normative background constitute crucial building blocks of the strategy for information and awareness-raising project’s campaigns tackling food waste prevention and promoting surplus food management. The strategies have been specifically detailed by each partner in a document tailored ad hoc for each target of the informative campaigns. Three main documents coming out from this work:

- Strategy for anti-food waste awareness-raising campaign addressed to agro-food companies
- Strategy for anti-food waste awareness-raising campaign addressed to food retail companies
- Strategy for anti-food waste awareness-raising campaign addressed to consumers

The *Report on communication channels* and each strategy also included the following elements: (i) strengths and limitations of existing communications tools; (ii) audience monitoring and feedback channels, and (iii) a contingency plan.

Comparison with planned out and deviations: the report was released with a little delay because the project started during the summer period and it was difficult to carry out several WPs with same deadline.

Indicators used: Not applicable

Modification to action: None of relevant, no over-spending budget.

Major problems: None.

Mention any complementary action outside Not applicable

Outline the perspectives for continuing the action after the end of the project: if needed, the Consortium could integrate the report with eventual relevant information.

Include tables, photographs etc. to illustrate the actions Not applicable

B1. Implementation of the information and awareness-raising campaign on food waste prevention addressed to agro-food companies		
Status	Completed	
	Foreseen	Effective
Start date	November 2016	November 2016
End date	June 2019	September 2019

Description:

B.1.1 Customized information materials on food waste prevention addressed to agro-food enterprises:

A *campaign leaflet* containing synthetic information and highlighting main benefits of surplus food management (and donation) to food companies has been elaborated in order to disseminate information on the campaign and main data about food waste.

The leaflets are available in Italian and English language and downloadable on Federalimentare dedicated webpage.

In total 8 *articles and thematic releases on the agro-food campaign* have been published on Federation newsletter INFORMALIMENTARE, spread in its network and associates (including 7800 addressees) to keep them updated on campaign actions, on the organization of events and the related proceedings. Releases are available on Federalimentare webpage and the number of issues was two per year (2016, 2017, 2018 and 2019).

The “*Guideline for Food and Drink enterprise*” was defined together with FBAO. At first the guideline structure was thought to take the form of several handbooks. For each of them a specific table of contents were identified:

- the LIFE-Food.Waste.StandUp project in a nutshell;
- Introduction to the sector;
- Legal and normative aspects;
- Sectors (canning industry, frozen food sector, Dairy products, processed meat and derivatives, pasta);
- Procedures for food donation;
- Advantages and hotspot;
- Best practices;
- Ideal standard of corporate organization for donation.

But after a consultation with FBAO, responsible for the technical part of the guideline, it has been decided not to divide it in handbooks. The reason is that each handbook had to be sector oriented and it was clear that no relevant differences can be detected at sectoral level. So the document includes several information (the LIFE FOOD WASTE STAND UP project, Introduction to the sector and food waste issues, Legal and normative aspects, Procedures for food donation (with sectoral information if relevant), Advantages, Best practices. In order to improve the guideline, as suggested by Project Officer, in April 2018 it has been organized a round table during one of the meeting of the Federation. The scope was to collect the availability to present a best practice to be included in a section of the guideline as example of food waste reduction during manufacturing phases (even if it is not an objective of the project). A new section including a collection of industry case-studies was integrated in the final version of the document which has been completed on June 2019

As foreseen 3 *campaign video* clips to raise awareness and educate enterprises on food waste prevention and food surplus management have been designed and edited after the elaboration of the guidelines for SMEs. At this regard an external supplier with long experience in creativity and video post production, Deste Produzioni, was selected. According to the comments received after the Mid-term report each videoclip has been released with English subtitles too.

The content of videoclips has been defined to be in line with the developed guidelines. A delay in the development of this activity was due initially to a postponement in the drafting of the guidelines (due to a change of personnel during the project and the consultation with local branches of Confindustria for a punctual indication of the mail point to be faced in the documents). The topics of the three videoclips are:

- 1) Food industry, food waste prevention and food surplus management, available at <https://youtu.be/z60Wt9lCvX8>;
- 2) Law n. 166/16 (so-called Gadda Law) – Law 166/16 intervenes on the issue of food surplus and food waste, harmonizing the entire regulatory framework by interviewing Ms. Maria Chiara Gadda (member of the Italian Parliament) <https://www.youtube.com/watch?v=EgkvBT4I7r8> ;
- 3) An interview with the Coordinator, the President of Federalimentare Servizi, Mr. Ivano Vacondio speaking about the project and its contribution to the general topic of food waste at national level, <https://www.youtube.com/watch?v=-mMwZVKKTZw> .

FBAO has supported Federalimentare in the finalisation of the first video clip.

B.1.2 Campaign webpage on the Federalimentare website with Q&A online help desk:

A dedicated section to the LIFE Project was created on the home page of the Federalimentare institutional website (www.federalimentare.it/new2016/AreeOperative/Progetti%20Europei/LifeFoodWasteStandup/Home.asp) and is online since July 2016 (Deliverable). The page contains a description of the project, partners and main objectives. Digital available material (i.e. video, brochures, press releases, etc) is free to download. During the duration of the project the website has been constantly improved and updated with the addition of all relevant downloadable dissemination and information materials.

A thematic Q&A online help desk for agro-food companies has been implemented in July 2017. At the end of the project roughly 100 questions were received via the help desk, mainly related to the fiscal benefit of the donation and procedures and to get the proceedings from the Final conference. The FaQ section was updated accordingly in the webpage and grouped per type of question.

B.1.3 Capacity building of Federalimentare territorial branches personnel:

This task was devoted to the training of the main territorial referents of the enterprises but not only. During these meetings an additional focus was given to the “change management” topic which is connected to the industrial strategies chosen at company level.

A series of preparatory actions (3 meetings, 2 on line conference calls and periodical communications) have been implemented. Federalimentare launched at the end of May 2017 the call for participation at the training courses on line to all its network and to the local branches of Confindustria. Federalimentare involved in this activity also the sectoral Association of Federalimentare.

An e-guideline for trainers: the on line platform for the implementation of the on line training sessions (webinar) has been selected and the core of the contents individuated in accordance with beneficiary FBAO. The first version was ready in October 2017. Available on website <http://www.lifefoodwastestandup.eu/it/media-corner>, the e-guideline has been tailored on the main topics of the webinar: 1) the LIFE project and the LIFE programme, 2) motivation and origin of food waste, 3) legal framework, 4) operative procedures for donations

Series of online knowledge building seminars –webinars

The first training course cycle has been already organised on **12th of September 2017** in Confindustria. We involved 56 delegates of different Italian Regions and replaced the first cycle of LIFE training sessions.

The second training was performed, face-to-face, on **19th July 2018** in Naples at Confindustria branch office, and targeted both officers working in the Agrifood and Environment offices of Confindustria Naples and food companies associated to that local branch. The delegates present were 5 while the companies were 15 (see below in the section B1.4).

The third and last capacity building took place only in the form of online webinar and was organised on **3rd October 2019**. It was exclusively dedicated to the local branches of Confindustria and some research centres interested on this topic. A total number of 13 delegates representing 9 different territories attended to the webinar (slides and registration was carried out).

Training material:

<https://www.dropbox.com/sh/sym7dfjee4e8vhz/AAAtcZFEGTiH61HgcS4ea43Va?dl=0>

FBAO supported the definition of the subject covered by seminars.

Seminars include both a general and a technical part. The general part focuses on the food waste prevention and the food surplus management, also by presenting the best practices and the results achieved by FBAO in dealing with these themes.

The special part instead, focuses on:

- The operational procedures for the management of food surplus;
- Law 166/16 and its implication for the food sector;
- Description of Life.Food.Waste.Standup Project, and dissemination of its results.

During the training course and the webinar there was also the participation of FD which gave a presentation on the role and rules to be applied in the relationships with retailers for the food donation.

At this regard an online Platform GoToWebinar has been purchased to run capacity building to territorial branches personnel and also to associated companies.

B.1.4 Awareness-raising seminars addressed to agro-food companies (ongoing):

Originally, the informative campaigns included also the organization of at least 20 training seminars for target food enterprises. The main objective was the introduction of the project and the enhancing of awareness on issues related to food waste. The meetings were designed in order to introduce and inform the enterprises about procedures and opportunities for food waste reduction, redistribution of surplus food and to activate collaborations between FBAO

and food enterprises. During the project implementation it was decided to mainly concentrate the awareness raising seminars in three big events targeting the Young Entrepreneurs Group of Federalimentare in combination with their annual committee and on-site visits. This strategy led to reach and overcome the initial threshold of 200 trained companies.

- *The first event* was on 15/12/2017 in Milan in occasion of the annual committee of the Young Entrepreneurs Group which was dedicated to innovation, start up and sustainability. 60 enterprises participated and it was a bigger event than foreseen and very successfully. An expression of interest to be contacted by FBAO has been distributed to all enterprises to try to create a link between Industries and Banco Alimentare, while Maurizio Notarfonso gave the full presentation of the project and the Guidelines.
- *The 2nd event* was organized in Naples on the 19th July 2018 in combination with the seminar held with local branches of Confindustria where 15 companies attended.
- *The 3rd event* was held on 12/12/2018 in Milan in occasion of the annual committee of the Young Entrepreneurs Group which was dedicated to the Corporate Social Responsibility. In this context the paper version of the survey on socio economic impact (action C) were distributed to collect a follow-up. More than 80 entrepreneurs attended the meeting and listen to the presentation of Maurizio Notarfonso.
- *The 4th event* was organised in Trento on 3/3/2019 in occasion of the on-site visit in a famous winery and Maurizio Notarfonso updated the participants with the presentation of the project and the new version of the Guidelines. More than 50 entrepreneurs attended the meeting.

Comparison with planned out and deviations: under B1.1 the Guidelines were released with a little delay because the project started during the summer period and it was difficult to carry out several WPs with same deadline. Under B1.2 the number and flow of questions was lower than expected and on a quantitative level they were grouped per type of argument since they were similar. Under B1.3 the cycle of webinars were concentrated at the last part of the project lifetime and after its end. Under the action B1.4 the approach and number and of the seminars was changed, keeping the target of 200 enterprises informed on the project.

These delays did not affect the general objective of the work package.

About webinars, the original project idea was to deliver three set of 5 webinars for a total of 15 capacity building events for at least fifteen local branches of Confindustria. In concrete it was decided to deviate from the original idea thus a reduced number of webinars were organized in order to group the same number of local branches in a set of “three rounds”.

Indicators used (updated 2019): training to 14 Regional Representations of FedServ branches, 70 Local Associations, Sector Federations, 98 Trade Associations, and 13 Associated members.

Modification to action: None of relevant, no over-spending budget.

Major problems: Difficulties in the organisation of the trainings due to initial problems in involving regional representatives of food and drink sector and moreover a very long political instability due to elections period. Lack of participation to the scheduled training and capacity building and then the need to reschedule several times.

Mention any complementary action outside Not applicable

Outline the perspectives for continuing the action after the end of the project: not applicable.

Include tables, photographs etc. to illustrate the actions Not applicable

B2. Implementation of the information and awareness-raising campaign on food waste prevention addressed to food retailers

Status	Completed	
	Foreseen	Effective
Start date	November 2016	November 2016
End date	June 2019	September 2019

Description:

B.2.1. Tailored information materials on food waste prevention addressed to food retail companies:

The action was composed of a series of information and communication materials addressed to food retail companies including:

- 1) **Technical Guidelines to Retailers** on recovery of food surplus and anti-waste procedure (Deliverable);
- 2) **A storytelling video** on food surplus management in the retail sector and FD's activities within the Life Project
- 3) **An awareness anti-food waste kit** targeted at co-workers within food retail companies (Deliverable);
- 4) **A radio advertising spot** broadcasted in food retail stores;
- 5) **A series of campaign circulars** on the FD campaign activities.

All the contents were shared and discussed at the occasion of three working group meetings (December, 13th 2016, March, 24th 2017 and May, 3rd 2017) with FD's member companies, gathering CSR/ Communication/CSR Directors and FD's Territorial Delegates.

Technical Guidelines

With respect to the Technical Guidelines, the macro-contents have been defined together with member companies in occasion of an ad hoc working group (Milan, December, 13th 2016) and one-to-one consultations (via email or conference call). For the elaboration of the technical contents, FD has requested GS1 Indicod | ECR Italia, a services and dialogue platform that support supply chain operators (production and retail companies) in their business, to have access to the recent work carried out by *Politecnico di Milano* within the framework of the GS1 Indicod | ECR Italia ad hoc working group on food surplus management.

Based on this fruitful collaboration, FD has then requested to the *Politecnico di Milano* to elaborate a document defining technical guidelines, i.e. the various procedures to be adopted within a retail company and/or in the store to monitor, measure, reduce food surplus and increase food donations, putting together all the information coming from the work carried out internally in FD and within the GS1 Indicod | ECR Italia ad hoc working group.

As foreseen in the Project and to further improve the document, FD has asked FBAO to contribute through a description of the opportunities and procedures for food donations. FBAO has integrated the document providing detailed information of the non-profit organizations "landscape" active on food redistribution and technical aspects about how to manage correctly and concretely food donations to non-profit organizations.

The final document (Deliverable) was completed in April 2017. In order to disseminate it to FD's food retail member companies and to facilitate its comprehension, the document is going to be "translated" into an **animated infographic**. The animated infographic has been designed as a video training with an avatar that explains the issue, supported by illustrations and images to visualize data and side information. Moreover, in order to strengthen the

dissemination at the European level, an additional version of the infographic with English subtitles has published.

The final Technical Guidelines have been disclosed at the Capacity Building of FD territorial delegates event in Rome (B.2.3) and for a wider dissemination the final document has been published on both the LIFE Project website and FD websites, on the 23rd June 2017 and shared via Twitter (LIFE Project account and FD account) on 23rd June 2017.

Storytelling video

FD had identified **4 themes** that would correspond eventually to 4 episodes of the **storytelling video**.

The themes individuated were:

1. **The LIFE-Food.Waste.StandUp Project and the commitment of the retail sector:** a video overview of the main features of the LIFE Project and of the FD communication campaign. Released on the LIFE Project website, on FD's institutional website, on FD's sustainability platform and via both Twitter accounts (LIFE Project and FD) on the 20th of July 2017. <https://bit.ly/34xdCrH>
2. **Technical Guidelines addressed retailers to set up a structured process to reduce food waste and increase food donations:** a video overview of the main aspects of the technical guidelines, presentation of retail companies' best practices / successful cases. Released on the LIFE Project website, on FD's institutional website, on FD's sustainability platform and via both Twitter accounts (LIFE Project and FD) <https://bit.ly/2Sijhjd>
3. **First outcome of the territorial events (Roadshow LIFE-Food.Waste.StandUp):** a video overview of some of the first territorial events already organized focusing on the results achieved at this stage. Released on the LIFE Project website, on FD's institutional website, on FD's sustainability platform and via both Twitter accounts (LIFE Project and FD) <https://bit.ly/2sE4Riy>
4. **Awareness-raising and final results:** a sum up video telling our path during these three years. An overview of all the raising awareness activities and the main achievements. Released on the LIFE Project website, on FD's institutional website, on FD's sustainability platform and via both Twitter accounts (LIFE Project and FD) <https://youtu.be/z6bCzydTi88>

The topics to broadcast in the videos were discussed by working groups of the Communication Directors of member companies from which emerged ideas and messages for each episode. All the videos have been released on FD's institutional website, on FD's sustainability platform and via FD Twitter account. Member companies were also requested to share the videos on their social media channel.

Awareness radio spot

Regarding the definition of the awareness radio spot (Deliverable), FD organized an ad hoc working group with member companies to propose them the concept of a simple, clear radio message to be broadcasted in as many stores as possible. To do so, the message had to be defined in a neutral since not all stores are committed with the same intensity with regard to food waste management and donation activities.

Due to the very short time that radio messages should last to be effective, it has been designed to immediately draw the attention of the food store visitors, giving them a quick message regarding the issue of food waste, informing about the retail sector commitment in the LIFE-Food.Waste.StandUp Project and eventually referring to the retail company website for additional information.

FD has outsourced the production of the radio spot to the same communication agency of the storytelling video and animated infographic.

The radio spot was completed late May 2017, disclosed at the Capacity Building of FD territorial delegates event in Rome (B.2.3) and was sent via email to FD's food retail member companies distribution lists on the 23rd of June. The radio spot was broadcasted in some of our member companies stores (Aspiag). We keep on promoting the use of this tool as it can reach a large number of people.

Anti-food waste kit

The starting point of the definition of the **anti-food waste kit (Deliverable)**, aimed at raising the awareness of **coworkers of food retail companies**, has been one of the outcomes of the work conducted within GS1 Indicod | ECR Italia on the Technical Guidelines. It came out quite clearly that the awareness level of coworkers on the dimension of the food waste issue was rather low and that no specific or innovative solution were being proposed not only to increase it but also to involve directly coworkers in activities aimed at preventing, reducing and managing more efficiently food surplus.

From that "diagnosis", the most efficient way to improve the awareness of coworkers was to provide food retail companies with a "kit" of activities, initiatives, communication tools to be developed within the company (stores, headquarter, logistics platforms) specifically addressed to coworkers.

To define the content of this "anti-food waste kit", Federdistribuzione has outsourced the work to an external consultant with a proven knowledge and experience in CSR communication and Product Safety / Quality Control in the retail industry. Several meetings took place with the external consultant to align the contents with the objective.

The contents of the "kit" have been finalized in April, followed by the graphical set up.

The final version of the kit (Deliverable) was completed on the 23rd of June 2017 and sent via email to FD's food retail member companies on 28th June 2017. The kit has been internally shared from the companies with their employees.

Campaign circulars on the retail food anti-waste practices

FD has been using its monthly digital newsletter to disseminate news, updates and relevant messages about the developments of the LIFE-Food.Waste.StandUp. Project.

The FD newsletter is sent to all FD retail member companies (food and non food retailers) via email, reaching more or less 12.000 food stores spread over the national territory. From the beginning of the Project 12 issues of the FD leaflet have been released containing updates on the project. (See attached)

B.2.2. Campaign dedicated webpage on the FD institutional website:

A dedicated section to the LIFE Project (<http://www.federdistribuzione.it/progetto-life.php>) was created on the home page of the current FD's institutional website (www.federdistribuzione.it) and is online since December 2016 (Deliverable). FD has also set up a dedicated section to the LIFE Project in its website.

The section on the current website was studied as a "window" to inform all the users about the LIFE-Food.Waste.StandUp project and to show FD direct involvement as Partner and the main features of its communication campaign. In this section are also available and downloadable all the documents related to the project, press releases and digital contents (e.g. video of the kickoff event in Rome in the main webpage and LIFE dedicated webpage).

Additionally, a specific section on the LIFE Project has been created on FD's online platforms dedicated to CRS and sustainability issues (www.federdistribuzionexasostenibilita.it). To create traffic on the LIFE section, FD has presented to its member companies an editorial plan in order to feed the CRS platforms with facts&figures, news, best practices, events, video etc.

on food waste management and donations to exchange between retailers, to keep their attention level on the issue constantly high and further raise awareness on a wider base.

Both websites (FD's institutional website and FD's sustainability online platforms) are interlinked and coordinated with the official LIFE Project website. Having 2 website where to upload information follows the idea to reach the widest audience.

The online pages implementation has been carried out by an external web communication agency with the constant support of FD staff involved in the LIFE Project.

B.2.3 Capacity building of FD territorial delegates (representatives of member companies)

Originally structured around **5 audio-video sessions (Deliverable)**, each gathering 8 FD's territorial Delegates, the action related to Capacity building of FD territorial Delegates has been transformed into a **one-day training workshop addressed to all FD territorial Delegates at once to be organized in Rome**. The reasons behind the format change were:

- **first**, when presenting and promoting the LIFE Project to FD's member companies during internal meetings, we have figured out that the interest from retailers was very high, willing to learn more from the issue and its consequences and to investigate the best way to participate and contribute to the project (e.g. sharing information/figures, company's experiences, best practices on food waste management). Hence, it became clear that **a more efficient tool was needed** to not only better raise awareness among members companies but also improve their knowledge and capacity to tackle the issue within their own organization. An all-day training event involving all FD territorial Delegates at once has appeared to be a more productive and cost-effective way to engage retail companies through a major interaction between them and with the other PPs invited to intervene;

- **second**, to better prepare the "Roadshow" in the Italian Regions, i.e. Action B.2.4 aimed not only at raising awareness among food retailers but also at promoting the LIFE Project towards local Institutions and Stakeholders, the Rapporteur of the recently adopted Italian law on food waste, **Maria Chiara Gadda MP** has been invited to present the law and to interact with the retail companies. FD have then built upon this **early engagement** from On. Maria Chiara Gadda at this event to get the regional institutions involved in the awareness-raising and communication campaign in the Italian Regions through the Roadshow;

- **third**, a one-day event gathering 1. representatives from the major food retail players, 2. all PPs and 3. the national rapporteur of the Italian law on food waste represents a significant opportunity to promote the LIFE Project to the media and on the social networks.

On the organization side, a structured agenda has been defined together with member companies and other PPs. A "Save the Date" was sent to all FD Territorial Delegates on May, 9th 2017 and the draft programme on May, 22nd 2017. The invitation with the final programme has been sent on May 31st 2017. The workshop took place on June 6th in Rome in an hotel in the city centre which was easily accessible to all FD territorial Delegates. At the event there has been the active participation of **Maria Chiara Gadda MP and one representative for all the PPs**. Territorial delegates that have participated were 30.

Due to the transformation of the deliverable from 5 audio/video training sessions to a meeting in Rome (to be attended in person), a drop in the number of participants was expected. However, the target has been reached because the attendance was high, with almost all the Regions present (all the main Regions participated), in addition the training material has been sent to all regional delegates. At the workshop, LIFE-Food.Waste.StandUp project was presented, it has been described the context of food waste in Italy and disclosed and explained for the first time the Technical Guidelines document. All training material is available attached to this report (Folder B.2.3 One-day training FD Delegates).

B.2.4 Information and awareness-raising seminars addressed to food retailers

Key pillar of FD's campaign in the LIFE Project, the action B.2.4 so called "Roadshow in the Italian Regions", has been defined internally and together with the member companies during a dedicated working group meeting and one-to-one consultations.

To build up the Roadshow project, **several aspects were to be taken into consideration** in the first place:

- **the duration**, i.e. 1 year and a half to cover as many Regions as possible;
- **the political context**, i.e. all Regions will go through elections over the next two year meaning that some interlocutors could change;
- **the level of "awareness"** on the food waste issue, i.e. some Regions together with local Stakeholders have been more active than others (local projects, pilot tests, cut on waste tax, Memorandum of Understandings between Stakeholders, etc);
- **the type and number of retailers** operating in the various Regions;
- **external factors**, e.g. the very unpredictable situation in Abruzzo Region hit by several earthquakes over the last year, hence the necessity to wait until the emergency management phase is over.

Four outputs were produced during this preparatory phase:

- the **first output** is a **draft calendar** where for each single month from September 2017 till February 2019 a single Region has been allocated in which a territorial event will be organized;
- the **second output** is a **standard format** of the territorial event;
- the **third output** is a draft **Memorandum of Understandings between the Region and the PPs** to be possibly signed in occasion of each territorial event.
- the **fourth output** is a **letter sent to each President of Region** to propose them a meeting to present the LIFE Project and prepare the territorial event.

Following the preparatory phase (completion of information material and training activities), FD have been mainly engaged in the **territorial Roadshow**, From October 2017 until September 2019, 10 awareness-raising seminars have been completed: Veneto, Lombardia, Lazio, Emilia Romagna, Piemonte, Toscana, Abruzzo, Sicilia e Friuli Venezia Giulia + Roma. The format included active participation and contribution of all the Life partners (Federalimentare, Unione Nazionale Consumatori and Fondazione Banco Alimentare Onlus). Each stage was the result of meetings and relations with institutions and local authorities. Roadshow has been a great experience and it requested a complex and important organization in order to achieve the goals set and make important commitments for the future.;

Roadshow follow up:

Lombardia: The results of the discussion table on the topic (06/2018) were included within the Regional Observatory for the circular economy and the energy transaction, calling it "Thematic table" fight against food waste "The region has repeatedly expressed the willingness to reach the drafting of a document of guidelines and guidelines for the Lombardy Municipalities regarding the fight against waste, donations and reduction of waste tariffs for those who donate their inventories. The Lombardy region has shown maximum interest and availability in implementing or continuing with projects and initiatives that go exactly in the wake of the provisions of the protocol and desired by the European Community in the context of the LIFE project.

Lazio: On 15 October 2019, Federdistribuzione, ANCD Conad and ANCC Coop signed a further protocol of understanding with the Lazio Region, aimed at reducing waste production and combating food waste. Following the regional stage in 2018, relations with the Municipality of Rome continued, which proved to be very interested in organizing a stage of

the roadshow also in the city of Roma Capitale to raise awareness and promote messages related to the Life project.

Comparison with planned out and deviations: Previously scheduled in Spring 2017, the presentation event of the 3rd edition of FD's Sustainability Report had to be postponed to Autumn 2017 due to change in FD's internal activity planning.

As a consequence, the action foreseen in B.4.2. (Meeting moments of 3 anti-food waste campaigns). i.e. **a dedicated roundtable on the LIFE Project in occasion of the national presentation event of the 3rd edition of FD's Sustainability Report (Deliverable)** has to be postponed as well.

FBAO had a hand in the "Roadshow Project" of Federdistribuzione attending every event planned in the various Italian regions.

FBAO's local and national responsible for Communication activities were always involved as a speaker during the events, in order to give the opportunity to FBAO to present both the themes of food waste prevention and importance of recovery, and to deepen the aspects related to Life.Food.Waste.StandUP with the aim of increasing the awareness about the project. At each stage of the Roadshow, the presidents of each regional Italian food banks signed mutual agreements with local councils and representatives of Federdistribuzione. Through such agreements, the local councils committed to reducing Tari (Tax on Waste), with the aim of incentivising food donations.

Indicators used: Not applicable.

Modification to action: Not applicable.

Major problems Being the first EU Project FD participates to, quite a significant part of the time has been dedicated to the setting up of the actions and to project management activities, in particular for the reporting of costs, to make sure that all procedures followed and documents produced are conformed to EU requirements.

Regarding the actions, and in particular the **graphical set up** of the developed communication materials within Action B.2.1. (animated infographic of the Technical Guidelines, 1st episode of the storytelling video and anti-food waste kit), the deadlines imposed by the external agency were longer than expected, causing delays in the publication of the final output, without having though an impact on the communication campaign itself.

Mention any complementary action outside In parallel to the LIFE Project, FD has kept on being proactive on awareness-raising activities on how to create a clear, positive context to incentive retail companies to reduce food waste and increase food donations.

For each of the expected result of the action, indicate whether you estimate you will

Despite several unexpected events occurred to regional elections and bureaucratic hitches, FD has reached the dissemination goal and has completed all the communication deliverables within the scheduled time: the 10 roadshow completed allowed us to inform a large number of stakeholders (70%) of Italian population. Moreover, from December 2016 to December 2018 we registered an increase of 38% in the amount of donated food surpluses from Federdistribuzione associated companies to Fondazione Banco Alimentare Onlus and 27% increase in Federdistribuzione points of sale active in donations to the Fondazione Banco Alimentare.

Outline the perspectives for continuing the action after the end of the project

See attached (FollowUp Roadshow)

Include tables, photographs etc. to illustrate the actions

See attached

B.3 Implementation of the information and awareness-raising campaign on food waste prevention addressed to consumers

Status	Completed	
	Foreseen	Effective
Start date	November 2016	November 2016
End date	June 2019	September 2019

B.3.1. Custom-made information and communication materials on food waste prevention addressed to consumers:

In order to prepare this action, with the aim of creating a tailor made information campaign (during the target group “research phase”), UNC started a consultation phase with experts and consumers, with the aim of highlighting information gaps and content for the campaign.

To this purpose, UNC realized:

- 300 phone calls to consumers, stakeholders and experts, with the goal of identifying information needs.
- 2 meetings with UNC experts, with the aim of identifying specific needs and information gaps in the regions of origin.

With the aim of disseminating to consumers oriented information on food waste mitigation solutions, and in particular to inform consumers about behaviors that may be an obstacle to the prevention of food waste, the following materials were produced and distributed:

- **3 print leaflets:** The *three leaflets* were printed in 120,000 hard copies (40,000 each), and distributed at UNC info desks. The three leaflets, deepen with simple concepts and advice, the following three arguments (1) know the durability of the products; (2) learn to preserve food; (3) how to make food shopping. The three topics were chosen to promote better consumer awareness and encourage positive behavior for the reduction of home food waste. They can also be downloaded in electronic format and translated in English, from the dedicated web page (B.3.3).

- **1 print information and educative guide.** The guide printed and distributed in 150.000 hard copies, deepens the following topics: what is domestic food waste and what consumers can do; How to buy the products; Conservation of the products; Portions and residue management; glossary. The texts of information materials have been written and reviewed by the UNC experts on nutrition and food safety Prof. Agostino Macrì. The guide is entitled "we work together to reduce waste - a guide to controlling and reducing domestic food waste". It can be downloaded online:

<https://www.consumatori.it/wp-content/uploads/2017/03/GuidaLIFE-collabora-ridurre-sprechi.pdf>

The 18-page information guide (IT), contains also an insert that can be detached and for example, attached to the refrigerator, to help the consumer do the shopping and remember the most useful tips to avoid food waste.

- **Flagship brochure of the project.** The brochures were printed twice: first print 1000 hard copies, second reprint 2450 copies for a total of **3450 hard copies**. The flagship brochure of the project has been used as a folder for participants in the events and courses carried out by UNC, and distributed to all meetings and to consumers through the UNC info points with

the other communication materials. The reprint of the flagship brochures was made with the available budget.

- To better identify the info point, UNC has created 300 **posters** to hang in the info point desk and offices, with the goal of giving more visibility to the service.

In order to support Federalimentare Services information campaign at industrial stakeholders at the national level, the UNC has been commissioned to print 115,000 hard copies of a flyer on the main topics of the project.

The three leaflets, the guide and the flagship brochure of the project were used as informative and educational material during the project event at the info points, and also during meetings, courses and activities organized as part of other projects carried out by UNC and by the territorial info points.

In particular, information materials were distributed during a series of dissemination events (the list of events, the programs or letters of participation, or registers and photos of the events have been attached in folder “ Events in which information materials were distributed” inside folder “B.3”):

All the communication materials and the save-bag (see action B.3.1) were also made available to the partners for their events and courses.

8 newsletters: UNC has been using its digital newsletter to disseminate news, updates and relevant messages about the developments of the LIFE-Food.Waste.StandUp. Project. From the official launch of the LIFE project until the end of the project, **14 issues** of the UNC newsletter have been released containing updates on the project (**6 more than planned**). The UNC newsletter is sent to more than 200.000 consumers registered with the association, journalists, opinion makers, companies, public administrations etc. In addition, we have also **published news** regarding the project and the events carried out **on the UNC website** www.consumatori.it which has more than 20,000 monthly accesses. For the complete newsletter list, articles and online news please refer to attached folder “B.3.9_Articles Le scelte del consumatore - UNC Institutional Newsletter”.

6 articles: During the project **7 informative and educational articles** dedicated to the themes of the project were published (**one more article than planned**) in the UNC hard magazine "Le scelte del consumatore" which is printed and distributed to more than 5300 consumers, stakeholders, associations, decision makers, journalists etc. For the complete newsletter list, articles and online news please refer to attached folder “B.3.9_Articles Le scelte del consumatore - UNC Institutional Newsletter”.

Video clips Campaign:

15 video clip developed. Each video is dedicated to a specific theme, with the aim of informing and sensitizing consumers. The videos are "pills" or "tips", in which experts answered questions about food waste.

The videos were prepared and disseminated throughout the project (not all together as originally planned), with the aim of maintaining the interest of the consumer on the project topic, even in months when project events are not scheduled.

Videos were uploaded to the UNC youtube channel (743 subscribers)

<https://www.youtube.com/user/unioneconsumatori/videos> , disseminated through UNC social network channels (FB 42236 followers; twitter 9630 followers) and the Project youtube channels:

https://www.youtube.com/channel/UCNIAYYYIddKMkcDEPWe6nfg/videos?view_as=subscriber, and on the web page dedicated to the project. They were disseminated through social networking channels and UNC web page dedicated to the project.

The 15 videos were launched with a social campaign started in March 2018, and at the end of the project, they were viewed for a total of **875 times** .

In addition to the 15 scheduled videos, **4 anti-waste video recipes** were produced in collaboration with the students and teachers of the IPSEOA Vincenzo Gioberti school in Rome.

The Institute's teachers introduced the topic of food waste management in the restaurants and hotel restaurants, and using the information materials of the project involved the students in the realization of three video recipes.

The videos were produced with a dual purpose:

- produce information content for consumers that provides easy-to-make anti-waste recipes
- raise awareness and involve schools in the information campaign, in particular schools that take care of training personnel who will work in the food service industry (restaurants, hotels, etc.).

- to respond to the request that emerged during the panel with stakeholders (implemented on 09/22/17), to involve schools in the information and awareness campaign dedicated to consumers, with the aim of introducing the theme of food waste prevention, in the school planning.

The video recipes were uploaded to UNC's youtube channel and distributed via social media.

The videos were used by the school itself to introduce the topic of food waste management to school students and the importance of raising awareness among consumers who eat at the restaurant, to ask for leftovers to limit food waste, and were presented by the students, during training seminars organized by UNC for info point operators.

https://www.youtube.com/watch?v=vTQaJgLQh_

<https://www.youtube.com/watch?v=7Sc2BYavTCE>

<https://www.youtube.com/watch?v=top7AfjPFaI>

<https://www.youtube.com/watch?v=1YOoeRmAJt0>

The 4 anti-waste video recipes, were viewed **6089** times, for a total of almost 7000 consumers reached.

Social campaign for events and informational materials dissemination.

All project events and consumer information materials have been widely disseminated via a social campaign on UNC Facebook and Twitter profiles.

During the project, more than 290 tweets and posts were posted, with the aim of reaching a large number of consumers and giving maximum dissemination to the project's topics.

Twitter UNC profile reaches 9630 followers, and FB profile 42236.

Save Bag

In order to promote proactive changes in consumer behavior regarding food surpluses and food waste, and to make consumers and the catering and restaurant world, aware of the use of the doggy bag, UNC in collaboration with Cuki cofresco spa, and with the active participation and contribution of all Life partners, has decided to carry out an information campaign in a Italian target region. To this end, 50,000 "Save Bags" were produced with the project and Life logos. The Save Bag, have been distributed along with the information materials produced by

UNC in the Umbria region. To this end, the Perugia Info Point, has obtained letters of support from some institutions and bodies of the Umbria region, to promote and distribute information and awareness-raising materials among consumers and restaurateurs on the regional territory. The initiative have received letters of support from:

- Umbra Acque,
- Felcos Umbria (Local Authorities Fund for decentralized cooperation and sustainable human development)
- Confcommercio Umbria
- Province of Perugia
- Aiab Umbria
- Saponi University (National Center for Education and food Culture)
- Ali Italian Legal Association
- The Sagrantino road association.

For the realization of the save bag, UNC and FA has drawing up an agreement with the company Cuki Cofresco Spa (leader in the sector of aluminum kitchen products, which has already realized save bags with the aim of reducing food waste in homes and restaurants with FBAO).

The Save Bag distribution campaign to the municipalities and restaurants was made in collaboration by the Perugia UNC info Point and Fondazione Banco Alimentare onlus Umbria, and launched with an event held in Perugia on January 25, 2019 at the municipal hall and during the save bag delivery events organized by the Municipalities: Comune di Paciano (April 1, 2019), Comune di Panicale (March 7, 2019).

The save bags have been distributed by UNC:

- 5300 save bags required by the municipalities of Panicale, Piegaro, Paciano and Città della Pieve for the following restaurants: Masolino, Il gallo nel pozzo, Modus bibendi, Dolci e tradizioni, Saltimbocca, Oca Bruciata, Locanda Manfredi, Il casale il Poderaccio
- 2000 save bags for the municipalities of Assisi and Castel del Piano, which distributed the save bags to local restaurants
- 600 boxes of save bags (15,000 pieces) for the event Do the right thing.
- 5000 save bags for the municipality of Orvieto which distributed the save bags to local restaurants
- 1000 used during Life events (Things to believe, Dona Award, Cibus, trainings seminars and other post-project events).
- 2000 to the Fondazione Orvieto, which distributed the save bags to local restaurants.
- 34.000 have been managed by Fondazione Banco Alimentare Onlus Umbria, which distributed the save bags to 185 local restaurants, canteens, foundations, of the Umbrian territory (a list of the structures that received the save bags is attached)

Based on the number of save bags distributed, it is estimated that no. 50,000 portions of food. Considering an average of 100 grams per portion, it is possible to estimate 5000 tons of food recovered in the Umbria region and during the events in which the save bags were distributed. The positive pilot experience carried out in the Umbria region, will be replicated in other Italian regions by UNC starting from 2020. New save bags will be produced in collaboration with other Consumer Associations (U.Di.Con in particular). The new save bags will be promoted also thanks to a social campaign and an Instagram competition.

B.3.2 Self-evaluation APPLication for consumers to support them in assessing and improving their knowledge on food waste issues

The App, dedicated to a young target, contains practical tips and also deliver content and tools that help reduce food waste in homes through the use of gaming content.

The “Spesa Facile App” has been created (available on the stores for iOS and Android) and it’s continuously updated. It was launched in November 2017 (during the Premio Dona 2017 event). The concept was tested after the release from November to February.

The app allows you to create a shopping list, in which to insert the products to be bought and the quantities. A substantial list of products has been provided to the consumer, products not on the list can be added manually by the consumer.

The purchased products are in the "pantry" section. By opening the product icon it is possible to enter the deadline, read the expert's advice regarding the conservation and / or consumption of the product.

For products with an expire date, the app reminds the consumer when the product is nearing its end, with the aim of avoiding waste.

Since the launch of the app have been made 3824 downloads.

B.3.3. Campaign webpage on the UNC website with the online service “expert answers”

With the aim of helping consumers to find information on the activities and services activated, a web page was created dedicated to the information campaign dedicated to consumers.

At the beginning of the project, this web page was on the site www.consumatori.it. The UNC site, however, did not allow the creation of some tools necessary to insert the "expert's answer" service and connect the web page to the platforms to download the app.

To answer this problem, the web page has been implemented and a page dedicated to the project has been created (landing-page connected to the UNC site): <http://foodwaste.consumatori.it> .

On the landing page, the consumer can easily find information on project activities, consult and download information content, download the "easy shopping App" app, consult the map and contact details of the info points on the territory where you can request paper materials and consultancy, write to " expert answer "service, consult the FAQ. The page is linked to the official website of the project.

With “expert answer” service, consumers have the opportunity to write directly to UNC food and safety expert prof. Agostino Macrì, who in addition to responding directly to consumers, has collected the most common questions and has created a FAQ that can be consulted from the web page, 25 FAQ are currently available.

The service "The expert answers" was disseminated and presented during the events organized, via social networks and in some articles and newsletters.

B.3.4 Territorial information and awareness-raising desks addressed to consumers

62 awareness raising desks (info-point) were activated on 18 regions (3 info points more than 59 planned, and 3 regions more than the 15 planned).

A complete list of regions and info point with contact details and addresses has been attached – folder “B.3.5_Awareness raising desks - info point”). The info points were opened at the UNC territorial offices, with the aim of distributing the project information materials in the territories of belonging, and spreading the theme of food waste prevention among consumers.

The info point operators participated in the roadshow events organized by FD (in the regions where the road show arrived); they distributed information materials during events and conferences organized also in other projects by UNC (a list of events during which consumer information materials were distributed, is included in the description of action B 3.1.); have organized conferences dedicated to the theme of food waste etc. For the detailed list of events please refer to attached folder “Events in which information materials were distributed”.

Info desks operators have been provided with a “starter-kit” containing some materials: leaflets, posters, flagship brochures, books for operators, project reports etc.

The flagship brochures, the 3 leaflets and guides for consumers were delivered as an information kit to all consumers who went to the info points and UNC offices to request information and advice. In this way it was possible to inform all the consumers who went to the UNC offices even if they were not directly interested in food waste issues.

The activities of the info points will continue even at the end of the project, also with regard to the fact that in many regions where the Roadshows have been set up, collaboration networks have been set up with the local authorities and the Fondazione Banco Alimentare Onlus locals headquarters, to promote the culture of food waste prevention in the territory. The information and distribution activities of the materials were monitored with telephone calls and emails. Info point activities will continue even after the end of the project and the opening of other info points will be promoted also thanks to the new production of save-bags in 2020.

2 training seminars for info-point operator.

With the aim of providing an accurate information to consumers and training the UNC info points operators, **3 trainings seminars** were organized (1 more than the 2 planned), to deepen the project topics and anti-food waste practices. The 3 training courses included an active participation and the contribution of all the Life partners (Federalimentare, Federdistribuzione and Fondazione Banco Alimentare Onlus).

To respond to the suggestions that emerged during the stakeholder table, which emphasized the importance of involving the world of education (schools and universities) in the project, it was decided to open training courses also to students of schools and university courses in Rome and Lazio. In particular, students and teachers from schools for chefs and operators in food sectors were invited.

The possibility of involving schools students has produced several positive effects: In the schools invited to the courses (IPSEOA Gioberti of Rome, IIS San Benedetto of Cassino), the theme of the prevention and management of food waste produced in the catering and food sector has become an integral part of the topics discussed during the lessons in the years 2017, 2018, 2019. In particular, the Gioberti Institute has introduced specific lessons on the reduction of food waste in its courses, the institute has carried out in-depth studies with the students on the theme of the recovery of food surpluses. These arguments were then extended to the other classes of the Institutes. Gioberti's commitment was also awarded during the final event of the project, with the “Oscar Life” for their commitment as a model of excellence for initiatives and ideas implemented for the reduction of food surpluses and the fight against food waste.

The **first training seminar** was carried out, involving 123 people. The course was held in Rome (on 28 April 2017), and was dedicated to UNC info desks operators, students of schools for tourism, students of the Master in Languages and Tourism of the University of Rome 3, and has involved 48 info desks operators covering 35 info desks and 18 regions (3 more than expected); 75 students and faculty members of the university and tourism schools.

2017 was the 'International Year of Sustainable Tourism for Development. From a preliminary study carried out by Master of Language of Tourism and Intercultural Communication (University of Roma3), showed that there is a growing international scientific literature on sustainable tourism practices (e.g. minimizing the impact on the environment, protecting and preserving cultural and natural heritage, social and economic benefits for local

people), but there is a scarce international scientific literature on the topic of food waste and food surpluses in tourism⁴.

During the training course, the lunch offered to the participants, included some dishes made with waste food, such as old bread, and was made a demonstration of how it is possible to make the bread using scraps of other industrial productions. The demonstration was widespread with the live Facebook service (and was viewable live from the UNC's Facebook account). In order to give maximum importance to the event, a press release was launched and the contents of the course were published on the UNC Facebook and tweet page, with #lifeproject and @LIFE_programme tags.

The **second training seminar** was held in Rome (on April 12, 2018), and was dedicated to UNC info desks operators, students of schools for tourism, and has involved 150 participants including 53 info desks operators and 87 school students in the food sector.

Numerous experts took part in the course, including BCFN researchers (Barilla Center for Food and Nutrition Foundation), University of Rome 3, Gustolab international for food Studies etc.

In addition, the "save bag" created with the collaboration of Cuki Cofresco spa, the objectives of the roadshow created by Federdistribuzione as part of the project were presented. Finally, some awareness-raising and education activities carried out by some information points were presented to participants.

During the course, the printed informative materials were also distributed. In order to raise awareness to the issue of food waste, a "Save Bag" (a doggy bag) was offered by Cuki, (leading company in the aluminium cooking materials sector) with the aim of recovering the leftovers from lunch. In order to give maximum diffusion to the event, a press release was launched; tweets and post were made on the UNC profile regarding the topics discussed by the speakers using #lifeproject and the tag @LIFE_programme.

The **third training seminar**. The budget for the realization of the third training course was obtained thanks to budget savings. The modification to the deliverable has been discussed with the Monitor and PP who released a positive opinion.

The course was held in Rome (on May 20, 2019), and has involved 91 participants including 85 school students in the food and catering sector.

The third training course was dedicated entirely to schools, with the aim of providing specific insights related to the role of the school in promoting the culture of recovery and waste prevention. In particular, Chef Massimo Malantruccio was invited to explain to the students how surpluses can be managed and food waste recovered in hotel and restaurant kitchens.

A photographic exhibition entitled "Globesity" was also set up to explain to students the world food paradoxes (obesity towards world hunger; food waste towards hunger, etc.). Globesity is a photographic reportage that has won numerous international awards such as the Food Sustainability media award by Thomson Reuters Foundation and Barilla Center for food and nutrition, and has been published in numerous magazines worldwide. Students had the opportunity to talk with the author of the exhibition and discuss reasons behind the fight

⁴ In Italy, e.g. there is no consumer awareness towards the themes of food waste that occurs in hotels and restaurants. Also, there is weak "doggy bag" culture, a useful tool to reduce food waste when people eat outside home. With this goal, the course was opened to other secondary target (professions and students working in tourism, food and hospitality). The aim was to bring to the project, stakeholder and other subjects sensitive and/or active in the area of tourism, and able to sensitize the consumer who goes on vacation or eating in restaurants, on food waste issues.

against food waste, the environmental and social impact of food waste and the importance of implementing a circular economy.

Comparison with planned out and deviations:

The objectives were achieved and released on time and the deviations from the expected timelines and actions concerned were:

- The printing of the three leaflets and the guide. The delay in printing materials has made it possible to save on printing costs. The delay had no impact on the other actions.
- The implementation of the web page. At first, UNC website allowed to enter content in a rigid way (limited use of images, videos, etc.). For this purpose, UNC is built a web platform (to support the web page of the project) with the aim of creating a dynamic page that could support all content (videos, texts, pdf, online services, etc.).
- The 15 videos were disseminated throughout the project (not all together as originally planned), with the aim of maintaining the interest of the consumer on the project topic, even in months when project events were not scheduled. In addition to the 15 videos provided, 4 anti-waste video recipes were also produced. This choice had no impact on the other actions of the project.
- Implementation of actions agreed with the partners and approved by the Monitor, for the realization of 1 more seminar training, and the production of Save Bags distributed in the Umbria region. Training courses have been received positive feedback from the participants, and the involvement of other target, of the world of tourism and food, has allowed to expand the project, creating new collaborations that have given more visibility to the project contents.
- The save bag distribution campaign was carried out in collaboration with FBAO Umbria and received positive participation from local institutions.
- In order to support Federalimentare Services information campaign at industrial stakeholders at the national level, the UNC has been commissioned to print 115,000 hard copies of a flyer on the main topics of the project.

Indicators used: B.3.4: Territorial information and awareness-raising desks addressed to consumers: organization of the first seminar for info desks operators: the goal was 59 information desks in 15 regions, to be activated within 6/2018. The goal achieved was 62 info-desks, in 18 regions (3 more than expected).

Modification to action: no major modifications.

Major problems: no major problems encountered.

Mention any complementary action outside: Participation in conferences, with the aim of sharing and disseminating the materials of the project (see action description above)

Outline the perspectives for continuing the action after the end of the project:

The positive pilot experience carried out in the Umbria region, will be replicated in other Italian regions by UNC starting from 2020. New save bags will be produced in collaboration with other Consumer Associations (U.Di.Con in particular).

The dedicated web page created by UNC and the "expert answer" service to inform consumers will be active even after the end of the project.

The info points will remain active even beyond the end of the project with the aim to distribute the information materials and raise awareness of the local institutions on the topics of the project and promote collaborations with local FBAO offices.

Include tables, photographs etc. to illustrate the actions

- photographs, time sheets of the courses and events organized by UNC have been attached,

- materials (programs / photos or other) of the events to which UNC distributed the information materials were attached.
- A review of the social campaign created by UNC has been attached.
- Copies of the articles on “le scelte del consumatore” have been attached, links to the newsletters have been provided.

B.4 Multi-trigger joint actions to underpin awareness-raising campaigns and ensure follow-up initiatives

Status	Completed	
	Foreseen	Effective
Start date	April 2017	March 2017
End date	September 2019	March 2019

B.4.1 Quadruple helix cooperation panels to foster interdisciplinary discussion and steer follow up actions

Description: FEDERALIMENTARE carried out preparatory activities from 20/03/2017. In particular emails were sent to some particularly representative firms of the agro-industry in order to inform them about the project and interdisciplinary working tables to be organized within this action and involve them in planning.

Firms firstly addressed are co-leaders of CL.uster A.grifood N.azionale CL.A.N. (Italian National cluster for agrofood) development trajectories.

Cluster is promoted by Federalimentare and its co-leaders are representative of Italian agrofood (i.e.: Soremartec – Ferrero Spa, Sadam, Granarolo, Barilla G. e R. Fratelli, Sidel, BioResult). Then Federalimentare proposed topics of interdisciplinary working tables to both coleaders and other project partners.

22/09/2017: 1st stakeholder panel organized by UNC in Rome. The meeting aimed to bring together different actors and raise awareness on anti-food waste prevention and involved representatives of the education sector (university and school), of the world of consumer associations, associations, institutions and stakeholders. The meeting aimed to present the project, to find points of collaboration with the participants, to focus information tools dedicated to consumers etc. The participants were about 20.

30/11/2017: 2nd stakeholder panel organized by FEDERDISTRIBUZIONE during the presentation of FD sustainability report. Involvement of the food distribution sector and stakeholders to bring together different actors and raise awareness among Italian key policy makers and regulators on the anti-food waste prevention. The participants were about 160.

14/12/2017: A 3rd stakeholder panel organized by FEDERALIMENTARE during the assembly of the Agrifood Cluster in Rome. It was dedicated to food waste in the food industry and involved food enterprises, research centres, trade associations. Around 30 persons were reached.

8/5/2018: A 4th stakeholder panel organized by FEDERALIMENTARE during the International food fair CIBUS and was dedicated to the principles of circular economy. It was dedicated to circulation of food waste in sector different from food for the production of different goods/services and involved food enterprises, research centres, trade associations- Around 50 persons were reached.

14/2/2019: a 5th panel meeting was organised by FEDERALIMENTARE at their premises with Mr. Stefano Toffanin from EURIS, Ms. Silvia Landi from UNC and Mr. Giuseppe Palma the General Secretary of ASSOITTICA (National Association for Seafood processing industry). The objective of the core team meeting was to define axes and priorities to share a

future proposal to develop together targeting the seafood industry which was not investigated in LIFE Food.Waste.StandUp. Along the seafood supply chain there is still space to reduce the food waste and to commit the consumers better.

B.4.2 Meeting moments of 3 anti-food waste campaigns:

Description:

FEDSERV at the CIBUS-International Food Exhibition in Parma on 8/5/2018: it was a public full day event where each beneficiary was actively involved in the organization. There was a wide presentation of each campaign objectives and results and direct interactions with the public. Participation was high level and qualified (also Italian MEP Ms. Bonafé) and external stakeholders from other supply chain such as paper and fashion industries took part to share best practice and to know more about the LIFE Food.Waste.StandUp strategy. Media coverage was fine (video and articles).

At the Isola della Sostenibilità Forum in 2018 Massimiliano Boccardelli from Federalimentare announced the LIFE Food.Waste.StandUp results by discussing with Ministry of Environment, ENEA and CREA institutions. The objective was to bring the results from the project and to valorized them at public recommendation level.

FD - presentation event of the 3rd edition of FD's Sustainability Report: the event took place in Rome on November the 30th. The format of the event provided 4 thematic roundtable to stimulate the debate: digital transformation and technological innovation; the impact of the fourth industrial revolution on the world of work; the fight against waste and the importance of donations (Life Project); efficient use of resources for a better environment. The event ended with a plenary meeting in the presence of all the stakeholders and the press. All beneficiaries have been actively involved in the action.

UNC With the aim of providing an accurate information to stakeholders and general public and promote and present the consumers campaigns, UNC organized 2 anti-food waste campaigns and project roundtable during two annual events: "Cose da non Crede" and "Vincenzo Dona Award" (1 event more than planned).

Vincenzo Dona Awards (November 24, 2017): during the event a thematic "round table" entitled "how much waste" on the topics of the project was held. The partners took part in the round table in which the project campaigns and the "SpesaFacile" App were presented to the public, in order to increase the sensitivity of a heterogeneous audience, which includes consumers, students, institutions, journalists, stakeholders, companies etc. to the problem of food waste and promote a culture of food recovery. All beneficiaries have been actively involved in the action. Information materials were distributed to the participants, and during the lunch the Save Bags were distributed to recover food waste, and the leftovers were donated to the Banco Alimentare of Lazio. About 500 people attended the event.

"Cose da non credere" event (Rome 24/05/2018): the aim of the event was to encourage cross-cutting dialogues on the subject of advertising and influence over consumers in different areas. Among the various discussion panels, one was dedicated to the role that advertising (and new forms of advertising as food influencers, social network etc.) can have in promoting among consumers, wrong or right behaviors on the topic of food waste and food surpluses. About 142 people (institutions, companies, media etc.) attended the event. Information materials were distributed to the participants.

FBAO: at the CIBUS-International Food Exhibition in Parma on 8/5/2018: on this occasion 43 FBAO's volunteers have contributed to the recovery of 17 tons of food from more than 150 agri-food companies. During the event, FBAO's employees promoted the LIFE Project in

order to increase the sensitivity of the food sector stakeholders to the problem of food waste and the progressive establishment of a food recovery culture, for the benefit of all.

Comparison with planned out and deviations:

In order to give maximum coverage to project contents, UNC decided to include, among the events realized and in addition to "Cose da non credere" 2018 edition, also “Vincenzo Dona Award” Edition 2017. The modification to the action has been discussed with the Monitor and PP who released a positive opinion. No budget increases were necessary for the implementation of the action.

The Consortium also agreed on the launch of a **project contest** for the best idea about food waste. The best food waste prevention proposal idea would be awarded and spread to raise awareness on this critical issue. Organised by Federalimentare Servizi srl, together with other Partners, through an ad hoc call promoted on Project website, media channels and specific communications sent via email to relevant stakeholders. In order to evaluate the best idea, the Consortium set up a jury, composed by partners and thematic experts from industry, consumers and academia.

The contest was organized by Federalimentare Servizi srl together with other Partners with name of “**OSCAR LIFEFood. Waste.START.UP**”, during the final conference of the Project held in Rome on 20th September 2019. It was addressed to all activities having impact on food waste prevention and food surplus management in the food processing industry, retailers, collective caterings and charities. Five ideas got awarded as best innovative projects: Bella Dentro, Food For Good, BringTheFood, Myfoody.

Indicators used: not applicable

Modification to action: No overspending. No major modifications.

Major problems: B.4.1: Federalimentare involved from the very beginning the table participants in order to avoid major problems in the future.

Mention any complementary action outside: Federalimentare carried out several actions in the context of food waste and food surplus management. In particular Federalimentare is member of the Permanent working Group for the distribution of food to needy organised by Italian Ministry of Agriculture where the results from C2 survey (the interim) were presented and inserted in a Report released from this Group. and is an active member of the EU platform on food waste organised by FOODDRINKEUROPE (Maurizio Notarfonso and Massimiliano Boccardelli liaised with the Food Waste Platform by contributing to the Stakeholder consultations, see annex in the folder B4.1). These strategic round tables can be a very effective link between LIFE FOOD WASTE STAND UP cooperation panels, institutions and stakeholders.

Outline the perspectives for continuing the action after the end of the project: to ensure concrete follow up actions, identified actions by interdisciplinary working tables will be considered for future financing.

Include tables, photographs etc. to illustrate the actions: not applicable

C.1 Monitoring the LIFE project performance indicators		
Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	June 2019	September 2019

C.1.1 Monitoring of the project key indicators and parameters according to LIFE requirements (manca spiegazione e numeri Governance, Information e Capacity building)

Project impact has been positive and the project reached all its target. The more relevant are explained here below:

Waste

- In line with the 2017 increase, in 2018, the Italian Food Banks Network collected 90.411 Tons of food surpluses, whilst in 2019 the results are in line with the 2018 (90411 tons vs 91235). Hence, compared to the baseline, the project implementation impacted by 121%.

Numbers	Key indicators and parameters	Descriptors	Impact units	State-of-play at the beginning of the project period at project level	30/06/2017 - MID-TERM REPORT	30/06/2018 - PROGRESS REPORT	30/09/2019 FINAL REPORT
2 Waste							
2.1	Waste management	Recovered tons of food waste by food donors (state of the art from 2016)	tons	40.767,00 (2016)	66.478,00 (2017)	91.235,00 (2018)	90.411,00 (2019)

Governance:

- About the public bodies - governors and policy makers directly affected by the project, the final achievement is 89. It considers the public bodies - governors and policy makers have been involved thanks to the roadshow in all Italian regions. Moreover several meetings were organised with Ministry and public stakeholders. Increase registered in coincidence with the last Roadshows and Final conference: Government (1), Italian Parliament (1), ENEA (1), CREA (1) City of Rome (1), Representatives of regions Umbria, Abruzzo, Friuli Venezia Giulia and Sicilia (4)
- About the territorial information and awareness-raising desks addressed to consumers, the final achievement is 62. This number consists in the awareness raising desk on 59 cities of 18 regions activated (more than 15 foresaw), with roughly 561.298 consumers informed at info points.
- About the running cost/operating costs during the project and expected in case of continuation/replication/transfer after the project period, the project expenditures estimated in the after-LIFE plan are 40.000 € per year (considering the 25% of the working time of one member per each of the 4 beneficiaries) to keep on the main communication channels)

Further data related to the information awareness is given below:

Website (mandatory) raise awareness on food waste prevention issues	no. of individuals: about 20.000 valued
Other tools for reaching/raising awareness of the general public campaigns informative and educative materials (leaflets, guidelines, brochures, newsletters)	no. of individuals: 1.150.000 All people reached by the awareness raising campaigns. Dissemination increased is also due to wide media coverage following the last two press release about the national day against food waste and the Final conference (web, radio and TV).

	Additionally, LIFE FOOD WASTE was broadcasted in the national radio (RadioDJ), that is listened daily by 34 million of persons. Hence, we have considered the average number of listeners per quarter/hour, which is 457.000. So the total number is about 1.150.000
Q&A online help desks, "experts answers" online service	no. of individuals: 85 (70 related to FedServ service + 25 related to UNC service)
Territorial information and awareness-raising desks addressed to consumers - 59 info points	561.298 consumers informed at info points
Surveys carried out regarding awareness of the environmental/climate problem addressed (only obligatory for information and awareness projects)	
"3 surveys to agro-food companies, retailers and consumers (target group) to identify and analyze successful experiences and best practices (A.1) and to assess the awareness and knowledge level of the project topic among identified target groups (1 survey per target group)"	no. of survey: 1.060
evaluation survey of the capacity building and training sessions organised within the project to agro-food and retail companies (survey after each training session)	70
Capacity building	
Networking (mandatory) and other professional training or education	No. of individuals trained 190

C.2 Monitoring of the socio-economic benefits and impacts

Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	June 2019	September 2019

C.2.1 Monitoring of the social benefits and impacts of the project's actions on the population and C.2.2. Monitoring of the economic benefits and impacts

FBAO implemented this deliverable with the support of an Italian agency, Areté Srl, specialized in social surveys to investigate impacts of agri-food activities on population and specially on deprived people. The decision taken was to adopt an approach combining bibliographic researches and deep interviews to privileged witnesses, being known charities which help needy people.

Both two **survey questionnaires** (for food companies/retailers and for consumers) are enclosed to the project deliverable of methodology of monitoring of economic impacts.

It is worth precisising that impacts were evaluated on the basis of a comparison among the situations observed at three different moments during the project development. The baseline situation is represented by the one observed at the beginning of the project (starting point), when the first one of the three were launched among food companies, retailers and consumers.

The Activities for the survey of **Agri-food sector companies (food production companies & distribution companies)** were carried out upon 50-60 companies of different sizes (small, medium and large), belonging to different levels of the supply chain (food production - 35/40 companies - and distribution - 15/20 companies) and, for food production companies, to different sectors. The interviews covered 46 enterprises.

The monitoring activities of the economic and social benefits and impacts of the anti-waste awareness campaigns provided for by the project began at stage prior to the development of the campaigns themselves. In fact, the first dimension to analyse was the situation before the start of the project, the c.d. ex ante situation. In the future monitoring activities, the ex-ante situation will be compared with the situation in itinere and the ex post situation. This comparison is aimed at examine the economic and social impacts of the project on the targets. In order to gather the quantitative elements necessary, the main method of data collection applied is the direct survey through questionnaires, and a certain number of interviews, with privileged witnesses, with the aim of detailing and analysing some aspects emerged from the results of the questionnaire.

The Activities for the survey of Agri-food sector companies (food production companies & distribution companies) was done through the elaboration of the questionnaire for companies, the draft of the questionnaire addressed to companies, the collection of feedbacks on the questionnaire from the other project partners, the draft of the questionnaire addressed to production companies shared for a test phase with a small number of companies to also collect comments on the availability of quantitative data requested, Identification of the sample of companies (May – August 2017) and administration of questionnaire and the analysis of the results.

As per methodology, the **final target was formed by 50-60 companies of different sizes (small, medium and large), belonging to different levels of the supply chain (production - 35/40 companies - and distribution - 15/20 companies) and, for production companies, in different sectors. The interviews covered 46 enterprises. The survey was closed at the end of February 2018 and in March 2018.**

Results: From what emerged from the comparison between the ex-post and ex-ante investigation, the production companies have considerably reduced the percentage of surpluses that have been so far disposed of as waste, while the portion of surpluses that is donated to charities has increased as well as that conferred or sold to processing companies for the production of renewable energy and / or animal feed. More generally, the number of production companies that adhere to donation / devolution / transfer of food surpluses (e.g. to the Food Bank or other similar associations) have increase (roughly +10% of new food companies engaged in food donation)

As for distribution companies - as emerged from the comparison of the results of the online questionnaires (ex-post and ex-ante surveys) and from the interviews conducted - the situation relating to initiatives to prevent and reduce food waste and to manage surpluses has remained almost unchanged in the past two years, as most of the companies already declaring in the ex-ante survey that they had joined the Banco Alimentare initiatives. The interviews made it possible to identify the main critical issues relating to the management of surpluses through donation to the Food Bank: in addition to the problems of a logistical nature, the territorial coverage by the charitable associations, sometimes uneven, is also a problem.

In general, the investigations conducted revealed an increased sensitivity among the production and distribution companies towards the issue of food waste, which in most cases leads them to turn to charities for the management of their surpluses.

The Activities for the survey of **Consumers** was done as described below: The first ex ante survey covered 849 consumers (from a generic pool). The second survey was closed in April 2019; the report illustrating the survey results was elaborated in June 2019. The third and last monitoring round was launched in September 2019, following the same dissemination procedure used for the previous rounds.

The monitoring activities of the economic and social benefits and impacts of the anti-waste awareness campaigns provided for by the project began at stage prior to the development of the campaigns themselves. In fact, the first dimension to analyse was the situation before the start of the project, the c.d. ex ante situation. In the future monitoring activities, the ex-ante situation will be compared with the situation in itinere and the ex post situation. This comparison is aimed at examine the economic and social impacts of the project on the targets. In order to gather the quantitative elements necessary, the main method of data collection applied is the direct survey through questionnaires, and a certain number of interviews, with privileged witnesses, with the aim of detailing and analysing some aspects emerged from the results of the questionnaire.

The Activities for the survey of Consumers was done in collaboration with UNC and the other project partners, starting from the identification of the questionnaire using a participatory method, in order to implement a tool customized for consumers, in the Italian context.

The response and participation of consumers was high; this is the results of a good attitude of Italian population and consumers to be interested on the topics. At the same time, project activities are needed in order to give technical information about food waste reduction to all the targeted population

The final target is made up of 500 to 1,000 completed questionnaires. A restricted sample of 40-50 consumers is also asked to participate in all three administrations. The interviews covered 849 consumers. The survey was closed at the end of February 2018 and in March 2018.

Results: The monitoring of the economic and social impacts on consumers was based on the comparison of the results of the pool of respondents at the initial and final moment of the project. For each aspect related to the quantification, motivation and perception of food waste, graphs have been used to show the variation between the ex-ante and the ex-post monitoring, in order to also facilitate the comparison. With regard to the variation of attitudes of consumers, universal trends are not possible to detects, as they variate upon geographical areas, educations and age.. However, to test the propensity to change habits, consumers were asked to comment on the possibility of bringing home what is left over to the restaurant so that it does not go to waste (doggy bag): only 7% of participants would not be willing to use this service if offered

From the analysis carried out it emerges that there were no particularly significant variations between the 2 pools of responders, neither for the generic consumer sample nor for the constant one. Consumer habits related to food waste and the practices they adopt to reduce it seem not to have changed significantly in the ex-post survey compared to the ex-ante one. In the case of the constant sample of consumers, however, there was a slight increase in the percentage of uneaten food that is donated. A further positive aspect regarding the constant sample is the increase in consumers who are aware of the correct meaning of food labels.

Further information on the outcomes are provided into the LIFE KPI Indicators.

Comparison with planned out and deviations:

C.2.1 Everything was compliant with the plan foreseen.

C.2.2 Companies had to be in a position to provide recent data and the initially planned schedule was unworkable due to lack of time. Because of this reason the interim survey was lacking data and it has been decided to merge it with final survey.

Indicators used: Not applicable

Modification to action: Not applicable

Major problems The interim survey under C2 was merged with the final survey because of lack of response and short time between the first survey and the interim. Issue of sensitive data was raised by the companies even if the survey completion was anonymous.

Mention any complementary action outside None

Outline the perspectives for continuing the action after the end of the project C.2.1 and C.2.2 the methodology foresees the technical possibility to carry on with the monitoring of social and economic impacts also afterwards the end of project activities.

Include tables, photographs etc. to illustrate the actions

C.3 Monitoring of the environmental benefits of the raising-awareness campaigns and the project carbon footprint		
Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	June 2019	September 2019

C3.1 Monitoring of the environmental benefits of the raising-awareness campaigns

Description: Following activities were carried out.

1. Templates for data collection: the document was preliminary shared with FBAO and its consultant Areté as responsible for the socio-economic monitoring actions. It contains questions to be proposed to a panel of stakeholders for each partner. Results of questionnaire showed if a behavioral change took place after the campaign in selected stakeholders, also in terms of environmental benefits of food waste prevention.
2. Due to the fact the questions proposed were similar, it was decided to prepare only 1 questionnaire that will contain both socio-economic and environmental questions.

Following the definition of the data collection template, Federalimentare with the support of an external consultant prepared and shared with the PPs the “1 technical report on the identification of the strategies to be analyzed for each target group”. The document contains:

- LCA methodological approach with specific reference to data collection and calculation indicators for 3 PPs associations (Federalimentare, Federdistribuzione, Unione Consumatori) and their associates
- Definition of methodology among the associates to attest to the representativeness of the collected data and the socio-economic criteria available
- general part and specific part for the three target groups
- Calculation Model

C3.2 Monitoring the project carbon footprint

Description: 1 project carbon footprint manual was drafted by Federalimentare with the support of an external consultant and approved by all PPs during the 2nd Steering Committee meeting. The manual is also called Green Project Strategy. In order to “certify their commitment on adopting green practises during project implementation, all PPs signed the LIFE-Food.Waste.StandUp environmental commitment – Annex of the Green Project Strategy. Furthermore they selected a Green Project coordinator and team personnel to coordinate the implementation of GPS and related initiatives (1 per partner). Name of the persons are included in the Green Project Strategy.

The strategy identifies the significant environmental topics (environmental aspects/impacts) which are:

- Sustainable and green supplies and procurement
- Reducing the consumption of natural resources and consumable materials
- Printed Paper
- Sustainable transport and mobility
- Sustainable organization of conferences, meetings and events

In order to implement the strategy, each partner committed to follow its principles and will complete an implementation checklist for:

- each good purchased – a specific checklist will be used for paper
- each project travels (fill out during each project meeting)
- each project event/meeting/conference

In order to monitor performances, the environmental performance indicators will be fill in by each partner before the 3 following periods

- 31/12/2017
- 31/12/2018
- 30/09/2019

Results: all beneficiaries demonstrate a sounding environmental responsibility and the attitude to reduce as much as possible their own environmental footprint. With regard to the % of product/service procured in accordance with at least 2 principles of Sustainable purchase and green procurement, this affects from 90% to 100% of the purchased items for the project. In line with this aspect, all beneficiaries used close to 100% of eco-labelled and recycled paper for the project – documents with LIFE logo and project logo Finally, with reference to the mobility, all beneficiaries have demonstrated a special attention in the use of public transportations, as demonstrated by the table below:

Performance	2017	2018	2019
Tot Km gained in the project	60.697	51.029	48.695
Tot Km gained in the project with the use of public transportation / smart mobility	59.810	42.536	47.187
%	99%	83%	97%

Comparison with planned out and deviations:

No major problems.

Indicators used: not pertinent.

Modification to action: we report technical difficulties to implement the Organisation Environmental Footprint based on LCA EC (2013/179/EU) since the need to collect data for

15 environmental indicators was too complex, time consuming and too costly. Hence, it was decided to focus only on the environmental footprint based on day-by-day management, that is reported in C3 environmental joint report in attachment.

Major problems: no major problems.

Mention any complementary action outside: not pertinent.

Outline the perspectives for continuing the action after the end of the project: not pertinent. Eventual further environmental monitoring activities are included in the After-LIFE plan

Include tables, photographs etc. to illustrate the actions: not pertinent

D.1 Project Communication and Dissemination Actions		
Status	Completed	
	Foreseen	Effective
Start date	July 2016	July 2016
End date	June 2019	September 2019

D.1.1 Project dissemination plan and tools

Description: a dissemination plan has been drafted by FedServ, in order to ensure an adequate dissemination strategy to communicate the right information, to the right audience, at the right time and using the right method.

FBAO together with a creative agency, defined the corporate image of the project, including templates for logo, headed paper, power point presentation, gadgets and notice boards.

The kick off meeting was held at the Italian Ministry of Agricultural, in Rome, at the middle of November 2016; for this event specific dissemination material was prepared: a dedicated roll up, a first draft of brochure and a press kit folder containing documents and information related to the partnership and project activities.

To complete the communication items, partners shared with the creative agency texts, images and pictures to produce the flagship brochure and the definitive roll up. Also the graphic layout of the project website it was asked to be drawn by the creative agency, in order to keep as the same graphic concept as the other communication tools.

In the meanwhile it was selected a web agency and agreed all site technicalities, according to the project and LIFE programme requirements; with the same company it was agreed hosting and maintenance services during the whole project period.

All partners had at their disposal the following communication tools specifically for CIBUS expo or other events: 1.500 flagship brochures (in Italian), headed papers, image templates for newsletters and folders, n.2 printed roll-ups for each partner (with same layout) and the web site according to project requirements. The brochures were printed twice: first print 1000 hard copies, second reprint 2450 copies for a total of 3450 hard copies. The flagship brochure of the project has been used as a folder for participants in the events and courses carried out by UNC, and distributed to all meetings and to consumers through the UNC info points with the other communication materials. With the aim of sharing and disseminating the projects' activities and results, 1000 Layman's reports were printed. In order to produce the report, each project partner was asked to produce their own Layman's Summary Report that outlined their role, including the main actions implemented and the main results of such actions. FBAO has then brought the information together in one single report.

Press releases: a first joint press release was issued immediately after project start (8/07/2016) and has been sent to 350 newspapers/journalists/media. All partners shared it through their communication channels. Another press release was issued in occasion of the kick off meeting on 16 of November 2016 and has been sent to 50 newspapers/journalists/media. All partners shared it through their communication channels. In occasion of the national day against food waste on 5/2/2018 and 5/2/2019 the partners, as a whole, released two press releases. All partners shared them via their communication channels, including the newsletters. In occasion of the final conference on 20.9.2019 the partners, as a whole, released a press release.

N. 420 T-shirts with the project logo and the Life logo were printed and distributed during the events organized by UNC.

D.1.2 Networking with other projects

Description: Best practices related to food on food waste prevention were identified in report A.1.1 Awareness-raising campaign for food waste prevention and surplus food management among agro-food SMEs, retailers & consumers and in report A.1.2 Analysis of the state of the art of the current anti-food waste initiatives and normative framework. Project identified in 2 reports allowed to define well-tailored and efficient strategies for communication and raising-awareness campaigns planned in the project.

Also, FBAO, as responsible of the communication package, and the other partners, took informal contacts with the following projects with whom they have direct ongoing contacts.

- H2020 REFRESH (link [here](#))
- Erasmus+ - EFFECT (Europe Fights Food waste through Effective Consumer Training) (end date 31-10-2017)
- Horizon 2020 - SHARECITY: Assessing the practice and sustainability potential of city-based food sharing economies End date: 30-09-2020
- Horizon 2020 - NANOPACK - End date: 31-12-2019
- Interreg Central Europe – STREFOWA Strategies to Reduce Food Waste in Central Europe - End date: 31-07-2019
- Food waste prevention in the food chain to support the implementation of the 7th Environment Action Programme (LIFE15 GIE/HU/001048)
- LIFE TRiFOCAL London - TRiFOCAL London - Transforming City FOod hAbits for LIFE (LIFE15 GIE/UK/000867)
- EcoLife - Ecological Lifestyles for CO2 Reduction (LIFE12 INF/IT/00046)
- LIFE FOODPRINT “Development of an integrated strategy for reducing the carbon footprint in the food industry sector” (LIFE13 ENV/GR/000958)
- LIFECITRUS “Recycling of citrus industry scrap into natural additives for food industries” (LIFE14 ENV/ES/000326)
- LIFE PREFER “PRoduct Environmental Footprint Enhanced by Regions” (LIFE12 ENV/IT/000393)
- LIFE I-REXFO “Increase in the REDuction and REcovery of EXpired Food” (LIFE16 ENV/IT/000547)

A permanent networking activity with these projects has been carried out from September 2017 with the organisation of meetings with referents of the projects in order to try to organise joint initiatives and share useful information and documents. Representatives of the projects have also been invited to join the cooperation panel organised by LIFE – Food.Waste.StandUp project especially the ones focused on circular economy.

During CIBUS, for example, a session of the LIFE FOOD WASTE STAND UP project was dedicated to the carbon foot print by means of the involvement of the LIFE PREFER partner (POLIMI Eng. Mr. Carlo Proserpio and Jacopo Famiglietti) (8/5/2018). Knowledge Exchange during the workshop organised by project CIRCE2020 – Situazioni di Economia Circolare nella filiera del cibo: prevenzione dello spreco alimentare e recupero dello scarto organico (Circular Economy in food chain: prevention of food waste and recovery of organic waste).

The results of CIRCE project were also shared with LIFE FOOD WASTE Project for the integration of information on foodwaste prevention before donation (17/05/2018)

A formal agreement was ratified with i-REXFO LIFE project (coordinated by Prof. Fantozzi from University of Perugia) in order to increase the impact of both project results to the Italian agrofood stakeholders, establish mutual communication strategy, to keep alive, the results of both projects even beyond the duration of the grant agreements, to avoid superposition of activities. Both projects agreed upon to establish an ambitious networking actions between the two projects on the topic of the prevention and reduction of avoidable food losses and food waste (FLW) across the full supply chain, contributing to the delivery of SDG 12.3 for the EU, halving FLW by 2030; to collaborate and contribute to the success of both projects by actively participating in the dialogues and discussion, platforms and working group meetings organised within the projects such as the final Conferences, establishing a growing community committed to this Programme by initiating additional initiatives and contribute actively in dissemination activities, to avoid overlapping between the following actions both to happen in Umbria region such as the distribution of “save bags” action kicked off by LIFE15 GIE/IT/000887 although not explicitly foreseen in the technical annex to its Grant Agreement and the distribution of “thermoboxes” action explicitly foreseen in LIFE16 ENV/IT/000547 technical annex to the Grant Agreement. The pilot was expanded, thanks to the collaboration with the LIFE I-REXFO project “Increase in the REduction and REcovery of EXpired Food” (LIFE16 ENV/IT/000547), to the whole territory of Umbria region (both restaurants and agritourist destinations) and in Lazio bordering region during the organization of public events. With regard to the impact, Based on the number of save bags distributed, it is estimated that no. 50,000 portions of food portion and 5 tons of food recovered in the Umbria region and during the events in which the save bags were distributed.

D.1.3 Setting up media relations

Description: In the deliverable "Media relations and coverage plan" the consortium set a commonly structured strategy shared by all partners, that required constant and timely commitment and collaboration to carry out common concrete actions throughout the Project lifetime.

One of the initiatives that helped the Consortium to establish the preliminary relation with Italian media was the Kick off meeting. Italian media resumed and followed with attention the start of project activities, particularly press agencies and some newspapers. This allowed LIFE – Food.Waste.StandUp to enhance relations with the media from the beginning. More than 15 articles have been published in newspapers, on line reviews and agencies in occasion of kick off meeting. Two of the most important newscasts (TG1 and TG5) transmitted the event and information about LIFE-FOOD.WASTE.STANDUP project.

PPs promoted the project through following media channels:

FedServ	Project was promoted in: <ul style="list-style-type: none"> • Social network (by managing official Twitter and Youtube accounts) • RAI (TV broadcast) • MEDIASET (TV broadcast) • Newspapers
FBAO	FBAO with the contribution of the Italian media gave regular media updates about Life.Food.Waste.StandUp implementation. There were two publications by the two major Italian press agencies (ANSA, Adnkronos) regarding the presence of Project Partners at Cibus, the International Food Fair held in Parma in May 2018.
FD	To ensure media coverage of the roadshow we decided to contact a media agency Adnkronos (for main regions) or freelance journalists.
UNC	UNC, with the contribution of national and local media, is regularly

	providing updates on the activities and materials realized within the project. Press releases have been published by press agencies, local and national newspapers, etc. A social review and a press review are updated weekly and have been attached to the report.
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Also they implemented following actions:

Press releases (2/year)	Prepared by following partners in progress period: FBAO: 2 press releases related to events involving all the project partners; press release (20 th Septmber 2019) in occasion of the end of the project UNC: 10 press releases related to events involving all the project partners FD: 10 press releases, one for each roadshow
thematic articles (n°3) in specialized journals as Largo Consumo, Food, Gdo Week, Fatto Alimentare etc.	UNC: The project activities and the materials realized have been published on many specialized media as: Help Consumatori, Largoconsumo , Efa news, Silhouettedonna, Businessvox, Ansa, sportfair, green report, Italia fruit news etc. Also the project activities and the materials realized have been published on many local and national media as: Toscanamedianews, newtuscia, Sassuolo2000, Gazzetta di Parma, Roma notizie, Trieste Prima, Padova Oggi, Venezia today, Meteo Web, Distribuzione moderna, K4biz, Corriere Pievese, Ideeprogetti, Siamo Noi, TG regionale Umbria, Il Colibri, Io non spreco perchè, Min. dell'Ambiente, Redattore Sociale, ADN kronos, informacibo, Enea, Green Planned, Agrisole, CSR oggi, Moondo Mangiare, chef Malantrucco Website etc. The UNC expert also participated in the "Siamo Noi" broadcast on SAT 2000. A social review and a press review are updated weekly. [see deliverables] FBAO: The project activities and results have been published on many local and national media such as: Lanuovaecologia, horecanews, Olbianotizie, Itempo, TvSette, etc. A social review and a press review were updates weekly FD: a dedicated thematic article was published by MarkUp, a retail specialized magazine. The articles included the contribution of all the partners (see deliverables) FEDSERV: 8 <i>articles and thematic releases on the agro-food campaign</i> have been published on Federation newsletter INFORMALIMENTARE, spread in its network and associates (including 7800 addressees) to keep them updated on campaign actions, on the organisation of events and the related proceedings. Releases are available on Federalimentare webpage and the number of issues was two per year (2016, 2017, 2018 and 2019)
Organization of press conferences beside project public events.	A press stage was organised in occasion of the Final Conference in Rome.
Local/national radio, TV appearances, social networks (Twitter, Facebook etc.) will be considered to raise awareness on the project challenge among target groups & wide public and keep vivid the dialogue)	The project has: <ul style="list-style-type: none"> • a Facebook page https://www.facebook.com/pg/lifefoodwastestandup/about/?ref=page_internal • a twitter account https://twitter.com/foodwaststandup • and a youtube page https://www.youtube.com/channel/UCNIAYYYIddKMkcDEPW6nfg/videos?disable_polymer=1 Videos and TV appearance: <ul style="list-style-type: none"> • Veneto TV (6 Oct 2017) https://www.youtube.com/channel/UCNIAYYYIddKMkcDEPW6nfg/videos?disable_polymer=1 • RAI news (6 Oct 2017) http://www.rainews.it/dl/rainews/TGR/media/ven-Veneto-in-prim-linea-contro-lo-spreco-di-cibo-e-recupero-eccedenze-della-grande-distribuzione-768f6b64-be83-462c-a3fa-509374fd05ea.html • Lettera 24 (10 nov 2017) https://www.lettera43.it/it/video/lotta-agli-sprechi-alimentari-campagna-

	life-food-waste-stand-up/6163/ <ul style="list-style-type: none"> Regione Lombardia (10 nov 2017) https://www.youtube.com/watch?v=bx6W0aWZv7M UNC: All project events and consumer information materials have been widely disseminated via a social campaign on UNC Facebook and Twitter profiles. During the project, more than 290 tweets and posts were posted, with the aim of reaching a large number of consumers and giving maximum dissemination to the project's topics. Twitter UNC profile reaches 9630 followers, and FB profile 42236. FD: see press review attached
An encyclopaedic article about the LIFE-ood.Waste.StandUp will be entered in Wikipedia (www.wikipedia.org)	Wikipedia refused several times to publish the project description.
Project Newsletter	6 projects newsletters were prepared by FBAO, sent to about 84.000 FBAO members

Comparison with planned out and deviations D.1.1 – D.1.2 – D.1.3 Outcomes according to time schedule. D.1.1 – D.1.2 The objective was overreached. D.1.3 Indeed, every time the Italian Minister of Agriculture or other ministerial officers are guested in events where is attending one of the partners of this project, they don't miss occasion to cite LIFE project and our partnership (and to take pictures with).

Indicators used Not applicable

Modification to action None

Major problems None

Mention any complementary action outside Please see list of events during which the project was promoted.

Outline the perspectives for continuing the action after the end of the project The effort of an experienced joint communication among partners could carry on during also the after LIFE period, in order to collect more food for needy people.

Include tables, photographs etc. to illustrate the actions Not applicable.

D.2 Project Replicability and transferability actions		
Status	Completed	
	Foreseen	Effective
Start date	December 2016	December 2016
End date	June 2019	September 2019

D.2.1 Knowledge transfer and exchange to national and European key sectoral policy and decision makers

The LIFE-Food.Waste.StandUp consortium aimed at establishing a knowledge exchange and transfer process with the national and European key sectoral policy stakeholders.

In the deliverable "Knowledge transfer and exchange plan with defined decision makers" the Consortium defined a strategy for achieving the relevant objective of disseminating information and outcomes developed within the project food waste prevention raising campaigns to the right audience. The ambitious targets were mainly the policy-makers and the possibility to establish a permanent communication channel to exchange project findings directly to them in a timely, accessible and useful manner. The consortium tried to involve any relevant and strategic stakeholders in the project awareness-raising campaigns and objectives.

In the first phase of the project different informative news have been sent to the members of European Economic Interest Groupings (SPES GEIE) involving 11 EU national food & drink Federations (France ANIA, Belgium FEVIA, Czech Republic FFDI, Hungary FHFI, Swiss FIAL, Austria LVA, Spain FIAB, Portugal FIPA, Turkey SETBIR, Greece SEVT, Slovenia CCIS-CAFE) . CCIS CAFÉ and GREECE actively contributed also to the FEBA European Tour organised by FBAO.

The CL.USTER A.GRIFOOD N.AZIONALE CL.A.N. has been informed about this project since the preparation phase. Within the cluster the major national stakeholders in the food industry, scientific and industrial research, productive activities, and local institutions are involved and in the context of LIFE project it is an important channel to reach industrial stakeholders. The cluster has been informed about the start of the project and the activities carried out up to now. Some indications from LIFE were used to design the 3-years-basis strategic plan of the CLUSTER, with special regard to address new framework initiatives in the fields of food saving, food rationalization and circular economy. .

Federalimentare participates in the FoodDrinkEurope task force working group “Prevention of the wastes along the supply chain – Intervention area, actions and operative proposal of the FOOD WASTAGE TOOLKIT OF FOODDRINKEUROPE”. In this context a member of FedServ informed colleagues about the starting of LIFE – Food.Waste.StandUp, shared dissemination materials (i.e.: press releases, brochures) and provide some news if available (I.e. website online, kick off meeting, etc.) at EU level.

As tangible output following the end of the project 8 “agreements”, declarations of alliance were ratified to consent to FEDSERV to continue promoting the LIFE Food.Waste.StandUp strategy in other countries where, potentially, similar project idea could be valorised at national level to stimulate the agrifood operators following the same approach of “supply chain”.For more info, see below.

Also at national level ENEA institution launched a national platform ICESP on circular economy where a specific agreement was ratified with LIFE Food.Waste.StandUp..

Through the last year and a half of the project, FBAO organised a tour around other fellow European Food Banks, including Slovenia, Greece, Malta and Ireland. The aim of the tour was that of promoting the type of partnership created through the project, that is, a partnership that brought together relevant stakeholders at different levels of agri-food systems. This aspect of the project was of great interest to the food banks involved in the tour. The activity also involved FEBA (Federation of European Food Banks), which attended most of the events of the tour and represented the link between FBAO and the other food banks involved.

The decision-makers addressed by the consortium:

Decision-makers listed in the project		
Decision-makers	FIRST APPROACH (2018)	FOLLOW-UP (2019+)
European Technology Platform (ETP) ‘Food for Life’	First contacts with Rebecca Fernandes (ETP Secretariat)	Vertical strategy to tackle the national food federations (see below)
European Economic Interest Groupings – a KTE dialogue will be establish with the SPES GEIE Grouping -	First contacts with French Food and Drink Association (ANIA) and Belgian Food And Drink Association FEVIA	
CL.USTER A.GRIFOOD N.AZIONALE CL.A.N.	Currently the CL.USTER is preparing its action plan for the next 3 years. FedServ is responsible for coordinating the CL.USTER. Projects progress is constantly share with FedServ staff	Amendment to roadmap 2030 (letter attached to the deliverable D2.1 knowledge transfer)

	participating to the CL.USTER and project will be listed in the annex of the plan.	
FOODDRINKEUR OPE	Not yet	Federservizi answered to a survey online where life food waste was recognized as Italian best practices (see annex in the folder B4.1)
European Federation of Food Banks (FEBA)	Planning of EU tour – supported by FEBA – to promote the best practices at a wide scale	EU tour – supported by FEBA in disseminating best practices in terms of developing effective partnerships within the agri-food sector, which engaged the following stakeholders: -SIBAHE -Malta Food Bank Foundation -FoodCloud -EPA Ireland -Irish Ministry for Communications, Climate Action and the Environment -Zero Waste Scotland -Slovenian Chamber of Agricultural and Food Enterprises (CAFÉ) -WWF Greece -Greek Ministry for Agriculture-Food Waste Division -Together for Children -Local charities -Food Industry and food retail businesses
EuroCommerce	On March, 8 th 2018 the project has been presented to EuroCommerce Food Waste working group; (Attached: Ppt, invitation mail, photo and signatures sheet). The working table on food waste in which Federdistribuzione participated has dedicated a session for the presentation of LIFE-Food.Waste.StandUp. The members of the assembly are representatives of the companies associated with Eurocommerce working on environmental issues, the fight against waste and the circular economy (see attendance report and all related event document attached to this report: folder D2\Meeting EuroCommerce	After the presentation, the material was uploaded on the EuroCommerce platform. FD continues to participate in the working tables on waste, but there have been no particular "follow up". At this link you will find the material used for the presentation and confirmation of the upload of the project brochure on the EuroCommerce platform if it were to serve https://drive.google.com/open?id=1Lpg0G7IjGwOmt6Qr6AVY4vtac_1LZNr3
Italian members of parliament	In occasion of their 30 th Anniversary, the Italian Food Banks Network organised, in Campania, a dinner (28/06/2019) that involved local food production and distribution companies. On. Chiara Gadda, member of the Italian Parliament and advocate of the Gadda Law (166/2016) aimed at reducing food waste, participated to this dinner. Additionally, during CIBUS there was a wide presentation of each campaign objectives and results and direct interactions with the public. Participation was high level and qualified (also Italian MEP Ms. Bonafé) and external stakeholders from other supply chain such as paper and fashion industries took part to share best practice and to know more about the LIF Food.Waste.StandUp strategy. Media coverage was fine (video and articles).	
ENEA ICESP Circular Economy Platform	Letter of common intent	See agreements in deliverable 2.1: report on project replicability and transfer The main achievement under this frame is to have brought forward the LIFE-
ENEA ICESP	Letter of networking	

Circular Economy Platform		Food.Waste.StandUp project to update the Strategic Research Agenda of each national Platforms concerned by including the “prevention of food waste” and the “food donation” in the next years. Official commitment to liaise with the project manager of Federalimentare Servizi Mr. Maurizio Notarfonso has been ratified by several countries such as Slovenia, Austria, Portugal, Spain,
Federation of Hellenic Food Industries	Letter of networking	
CCIS CAFÉ Chamer of Agricultural and food enterprise of Slovenia	Letter of networking	
Food For Life Austria	Letter of networking	
Food For Life Portugal	Letter of networking	
Food For Life Spain	Letter of networking	
Food For Life Czech Republic	Letter of networking	
SETBIR Turkish Association of Dairy and Meat	Letter of networking	

D.2.2 Participation to thematic exhibitions and conferences, consistent with the project topic, to mainstream and network the project mission and results

LIFE-Food.Waste.StandUp was promoted in occasion of seminars organized by various stakeholders on the issue of food waste management and food donations.

Events listed in the project:	
International food and drink fair ANUGA (Germany)	FedServ took part to the event for promoting the project in October 2017. Pictures are available
International food and drink fair SIAL (France)	FEDERV participated on October 2018
Annual meeting of European Federation of Food Banks (EU)	FBAO participated to the Annual Convention of the European Federation of Food Banks, which was held in Rome on the 15 th -18 th May 2019. On this occasion, FBAO also participated to the opening event that took place at the FAO (Food and Agriculture Organisation) headquarters in Rome. The event, which involved over 160 participants, was an occasion to hear and share best practices for food surpluses donations from other countries, both within and outside Europe. During the convention, FBAO presented and shared the Italian experience of the LIFE project, which caught the interest of the participants.
Forums of Young entrepreneurs of Federalimentare (Italy)	The forum were no longer be organized so this event was be replaced by the participation to ECOMONDO (6-9 November 2018) and Isola della Sostenibilità (December 2018)
MARCA in Bologna Fiere, 2018 (Italy)	MARCA 2018 (Bologna – the 17th and 18th of January 2018) For the participation in Marca as a project activity, Federdistribuzione has made available a boot free of charge within one of the main pavilions of the fair (with greater transit of visitors). With the collaboration of the Partners, the graphics for the set-up were identified and created, and ad-hoc material was prepared for the dissemination of the project.
CIBUS 2018	FEDSERV at the CIBUS-International Food Exhibition in Parma on 8/5/2018: it was a public full day event where each beneficiary was actively involved in the organization. There was a wide presentation of each campaign objectives and results and direct interactions with the public. Participation was high level and qualified (also Italian MEP Ms. Bonafé) and external stakeholders from other supply chain such as paper and fashion industries took part to share best practice and to know more about the LIFE Food.Waste.StandUp strategy. Media coverage was fine (video and articles).

FINAL CONFERENCE ROME	The final conference of the project LIFE-Food.Waste.StandUp took place in Rome on 20th September 2019, organised by Federalimentare Servizi srl. The conference registered a great success: it had an audience of more than 65 attendees - without taking into account journalists - from Universities, Italian Institutions, Charity centers, Embassies, companies etc. (please see Annex 2 – Signature Sheet). It is important to underline that Mr. Maria Chiara Gadda, Member of the Italian Parliament and first signatory of the Italian law 166/2016 against food waste, participated in the debate who welcomed this kind of Projects and agreed with all the Consortium: LIFE-Food.Waste.StandUp must be considered as a started point from which the whole food chain must continue to work hard.
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Each partner provided a very good promotion of the project on the main relevant event. Promotion of the Life.Food.Waste.Standup Project was also held in occasion of food waste management and donation related events, meetings and conventions. During these initiatives, it was possible to share information about the LIFE.Food.Waste.StandUp project, to a various group of stakeholders, in order to disseminate the results achieved and to present the actions that the partners implemented. In particular:

- Bergamo, 28/10/2016: Stefano Crippa, Project Manager and FD's Communication and Research Director has made a speech at the seminar organized by SIMeVP (Società Italiana di Medicina Veterinaria Preventiva) on food waste. The video is available on YouTube: www.youtube.com/watch?v=ZFGb72l-0FU
- Rome, 27/04/2017: Stefano Crippa, Project Manager and FD's Communication and Research Director made a speech at the seminar organized by OTAN (Consiglio dell'Ordine Nazionale dei Tecnologi Alimentari) on food waste: "Evitare lo spreco alimentare e favorire l'economia: proposte e buone pratiche a confronto".
- Parma, 12-13 April 2017 light ppt presentation, information and brochure distribution at CIBUS Connect by Federalimentare
- 4-5 May 2017, presentation of the project at Forum Urbanitas – Forum per una città sostenibile
- 27-28 March 2017– Forum for the Future of Agriculture organized by Syngenta and ILO in Brussels (FBAO attendance at the meeting as guest)
- 20-22 April 2017 – Annual Convention FEBA (European Federation of Food Banks) in Rotterdam (FBAO attendance at the meeting as partner)
- 14 June 2017 – EU Platform on Food Losses and Waste (DG Health and Food Safety, European Commission) in Brussels (FBAO attendance at the meeting as guest)
- 12-15/04/2017 CIBUS CONNECT The exhibition of the Italian food and beverage industry (Parma)
- 30/11/2017 presentation of the project at "Agroalimentare sostenibile" Università di Roma Tre
- 12/12/2017 Presentation of the project to CYPRIOT LIFE TEAM at Ministry of Environment
- 23/02/2018 Presentation of the project at Festival Internazionale del giornalismo alimentare (Torino) (FD)
- 19/03/2018 Milan Event in Banco Alimentare – Speech at round table against food waste
- 23/03/2018 – UNC expert prof. Agostino Macri has made a speech and a Presentation of the project at 45^a Fiera del Perdono, 48^o Seminar of information "Il sostegno alimentare, il pane della solidarietà" City of Melegnano.
- 10/05/2018, Life-Food.Waste.StandUp presentation at Seeds&Chips - The Global Food Innovation Summit is the top Food Innovation event worldwide 10th Milano Food City 2018 (FD)
- 10/05/2018 In occasion of the recovery of 17 tons of food from more than 150 agri-food companies, LIFE food waste stand up project was promoted in order to increase the sensitivity of the food sector stakeholders to the problem of food waste and the progressive establishment of a culture of food recovery, for the benefit of all.
- 22/05/2018 participation at the meeting organised by the Italian MEP Patrizia Toia on the Italian example on combating food waste. LIFE food waste stand up was presented at European parliament (FD)
- 26/05/2018 Promotion of the project at the FEBA General Assembly in Budapest. FBAO' Secretary General Marco Lucchini has made a speech to the audience;
- 7/6/2018 Fair Research Bologna - R2B – Speech about Life Food Waste stand up project and circular economy
- 8/5/2018 Sech at the Feltrinelli on Food Waste event at the Milano Food Week.
- 19/06/2018 Working (regional) table – in particular discussing reduction of the municipal waste tax, for companies that donate their surpluses (FD)
- 19/01/2018 participation at working table of Food Waste at Mipaaf (Ministry of Agriculture, Food and Forestry) in Rome (FD)

- 13/09/2019 Third Meeting of the Working Group on Food Loss and Waste Law - Throughout the Value Chain ,
FAO (FD)

Comparison with planned out and deviations: no deviations. Partners carried out more activities not foreseen in the project but they did not report the costs in the project.

Indicators used: not applicable

Modification to action: no modifications.

Major problems: no problems.

Mention any complementary action outside: Other complementary actions were constantly carried out thanks to personal relations of partners and different exchange of project information; this meant that thanks to the following initiatives the beneficiaries were able to establish a continuous flows of information towards institutions, policy makers and stakeholders without any cost for the project, just exploiting pre-existing institutional channels. In particular:

- *European Food Sustainable Consumption and Production Round Table funded by FOODDRINKEUROPE (FEDSERV)*
- *Working group "Prevention of the wastes along the supply chain – Intervention area, actions and operative proposal of the FOOD WASTAGE TOOLKIT OF FOODDRINKEUROPE" (FedServ)*
- *EU Platform on Food Losses and Waste (DG Health and Food Safety, European Commission) in Brussel (FedServ)*
- *Permanent EuroCommerce working Group "Food Waste", part of Sustainability and Environmental Committee (FD)*
- *Italian Food Loss and Waste (FLW) Reduction Committee, working Group organised by Italian Ministry of Agriculture, Food and Forestry (FD)*
- *Working group on communication and sustainability of FD companies (FD)*
- *Permanent working Group for the distribution of food to needy organised by Italian Ministry of Agriculture. (FedServ)*
- *Working group on sustainability of Confindustria (FEDSERV)*
- *Working group on circular economy of Confindustria (FEDSERV)*
- *Awareness raising activity to On. Simona Bonafè, of the European Parliament for "Circular Economy Pack". (FBAO internal meeting)*
- *Awareness raising activity to Marco Valletta, member of the Cabinet of the Commissioner Andriukaitis (DG Health and Food Safety, European Commission), delegated to food waste matters. (FBAO internal meeting)*
- *Awareness raising activity to "Rappresentanza Permanente dell'Italia presso l'UE" (FBAO internal meeting)*
- *17/06/2019 Promotion of the project, its results and its activities at the Event "Una strada mille incontri", organised by the Italian Food Banks Network in Occasion of their 30th Anniversary – The event took place at FBAO's Warehouse in Parma and was attended by around 60 people (representatives of companies and other stakeholders of the Food Banks Network)*
- *10/09/2019 FBAO hosted in Parma the board of "Italia del Gusto", a union that gathers some of the main Italian agri-food companies – LIFE activities and results were shared*

Outline the perspectives for continuing the action after the end of the project: Partners will continue to promote the project even after its end during thematic seminars, events and fairs that are listed in the After-LIFE report.

Include tables, photographs etc. to illustrate the actions Please see AFTERLIFE plan.

6.2. Main deviations, problems and corrective actions implemented

Please refer directly to each technical activity.

6.3. Evaluation of Project Implementation

An estimation of the quantitative expected results and impacts after the project end:

Impact foreseen	Impact so far obtained and expected
involvement of at least 20.000 Italian agro-food enterprises in the anti-food waste awareness campaign	Target has been reached and passed (88.356 F&D enterprises). The campaign will continue because it was retained an important topic for the for the sector in line with CSR strategies and also in view of Green New Deal approach (in particular according to the new Farm to Fork strategy).
dissemination of best practices and models for surplus food management and donation to about 200.000 food&drink enterprises at EU level	Target has been reached by means of different communications to 13 F&D Federation at European level. During the last year of the project and in line with the after-life plan 9 European Food and Drink Federations have ratified a specific agreement to share the project media outputs and to invite Maurizio Notarfonso to inform about the feasibility of such project at their national level.
200 agro-food companies and 65 retail companies trained on surplus food donation/recovery procedures	FEDSERV trained face-to-face 200 companies members of the Federation thanks to Ms. Antonietta Branni (former project manager), Mr. Massimiliano Boccardelli (Head of Environment area) and Mr. Maurizio Notarfonso (current project manager)
12.000 food retail stores (both direct and in franchising) with improved knowledge on anti-food waste practices	FD reached all the food retail stores through its associated companies, sending them all the materials available (guideline, video, anti-food waste kit, radio spot) and involving them directly in the organization of roadshow (16 best practices from FD companies were presented throughout the roadshow). Moreover, associated companies have always been kept updated through the circulars, twitter account, news on FD's website and dedicated working group
190 federations territorial branches personnel/delegates (150xFedServ, 40xFD) trained on food waste prevention methods	FedServ trained face-to-face and via webinar 71 delegates. All the others received the training materials and the dissemination materials at their premises all over Italy. FD has already trained 30 territorial delegates. They actively collaborate for roadshow organization.
500.000 consumers directly reached by campaigns (considering the statistics that say that 60 million consumers every week enter and buy in Modern Retail stores)	<p>1.514.528,00 consumers:</p> <ul style="list-style-type: none"> - 120.000 leaflet distributed via info points and events to consumers. - 150 educative guides distributed via info points and events to consumers. - 3450 flagship brochure distributed via info points and events to consumers. - 561.298 consumers informed at info points - 200.000 (at issue) consumers reached with articles published on UNC newsletters - 5.300 consumers reached for each issue with articles published on "Le Scelte del Consumatore" - 6973 video views (social campaign) - 9630 followers on twitter UNC profile - 42236 followers on FB UNC profile (social campaign) - 50.000 save bag distributed. - 3824 Spesa Facile App download - 364 participants in the 3 training seminars - 142 participants in "cose da non credere" event - 500 participants in "Vincenzo Dona Awards" - 20 participants at 1st stakeholder panel - Approximately 360.000 consumers with the dedicated web page and the articles and press

	releases published on the UNC website -Approximately 800 consumers and stakeholder reached through the dissemination of the project during events organized by third parties.
59 info-points for consumers activated in 59 cities of 15 Italian regions to provide information on antfood waste practices	The 59 information points have been set up in 18 regions.
increase up to max 10% of recovered tons of food in project years for each target group of agro-food enterprises and retailers	In line with the 2017 increase, in 2018, the Italian Food Banks Network collected 90.411 Tons of food surpluses,whilts in 2019 the results are in line with the 2018 (90411 tons vs 91235). Hence, compared to the baseline, the project implementation impacted by 121%. With regard to retailers, from December 2016 to December 2018 (the last full implementation year) FD registered an increase of 38% in the amount of donated food surpluses from Federdistribuzione associated companies to Fondazione Banco Alimentare Onlus.
increase up to max 10% of number of new food donors in each target group of agro-food enterprises and retailers	Based on the number of save bags (50.000) distributed, it is possible to estimate 5000 tons of food recovered in the Umbria region and during the events in which the save bags were distributed. FD: From December 2016 to December 2018 we registered an increase of 27% in Federdistribuzione points of sale active in donations to the Fondazione Banco Alimentare.
increase of 30% respect the period 2012-2014 of the number of events to raise awareness in companies (e.g. food collections in companies).	The number of events to raise awareness in companies is increased of 70%

The above results are being achieved thanks to the very strong and target-tailored communication and awareness raising activities coordinated and planned in Italy, and realized through the national and European beneficiaries networks.

- Indicate which project results have been immediately visible and which results will only become apparent after a certain time period.

Indirect impact. The LIFE Food.Waste.StandUp project has had an echo of great importance. In Italy, for each initiative, articles and news are broadcasted and disseminated. Apart from the activities and initiatives from the workplan, the project has developed many partnerships in an indirect way. In particular, progress has been made in the catering industry with the involvement of a number of restaurants in the initiative of adopting save bag or at school with the spread of project themes in the classes of students. Also the participation in the National Day against Food Waste, held on 05/02/2018, when the Consortium has planned and organized a series of popular initiatives - tests, videos, competitions - has been an indirect effect of the actions of the project that has proliferated its informative effects.

Also the LIFE project is impacting on the involvement of regional Food Bank, more and more interested on the project methods and approach; at the same time, the communication to the European Food Bank is focusing the attention of other international partners that will ask information about the project contents and methods. The LIFE project is helping to focus more on collection and food waste reduction, disseminating the message to Italian citizens that are supporting Food Bank action

Finally, in the Umbria region, various subjects and local authorities have been involved in the creation of an information campaign dedicated to consumers and operators in the local catering sector, for the distribution of informative materials and Save Bags (the Save Bags, made with the support of Cuki, are doggy bags made for engage consumers in anti-food waste behaviours).

Policy implications: The implications on the project policy are very significant, above all thanks to the B2 actions. The Consortium has memorandum of understanding in all the regions where a roadshow has been organized with the consequent possibility of being at the table with the Region and jointly develop initiatives and promote incentives against food waste. The Lombardy Region in particular, following the signature of the protocol, recently called all the stakeholders to the table and officially started the process. Finally, all partners tried to reach policy makers by inviting them to main events organized. In particular it was important for the project the reach policy makers during those events: EU green week in Bruxelles; meeting organised in the European Parliament by the Italian MEP Patrizia Toia on the Italian example on combating food waste (during the event FD presented the project); Convention on Circular Economy in Naxos – Italy and to the FEBA (eurofoodbank) General Assembly in Budapest.

Furthermore the Coordinator contributed, during the approval of the Budget Law of 2018, to provide with some amendments to the 166/2016 Law, including the extension of the list of products that can be donated along with further simplifications in the procedures of donations. Indeed the food supplements were added to the categories of products allowed for the donation(<https://www.secondowelfare.it/povert-e-inclusione/legge-gadda-per-il-fronte-antispreco-novita-dalla-legge-di-bilancio-2018.html>).

- If relevant, clearly indicate how a project amendment led to the results achieved and what would have been different if the amendment had not been agreed upon.

N/A

- Describe the results of the replication efforts.

B.4	All stakeholders will be involved in interdisciplinary dialogue to develop new projects (at least 3) aimed to valorize food waste usage through innovative solutions and methodologies able to prevent food waste and improving the resource efficiency in different food sectors and production chain (action B.4.1).	Efforts deployed under this topic achieved three new ideas: 1) Food waste task force with seafood industry 2) Food waste task force with primary production 3) Food waste task force with education, gastronomy and machinery for kitchen logic
D.2	Purpose of the action is to transfer project project findings into the hands of key decision-makers in a timely, accessible and useful manner. Also project is disseminated during thematic exhibitions and conferences to enhance project replicability among other stakeholders not specifically targeted by the project.	See events listed in <i>D.2.1 Knowledge transfer and exchange to national and European key sectoral policy and decision makers</i>

(Projects funded under the Call 2014 onwards must use this format)

- Indicate the effectiveness of the dissemination activities and comment on any major drawbacks.

Due to objectives and typology of pursued actions, the project directed its dissemination actions to different typologies of target groups and stakeholders, immediately from the project start, during its whole duration and also after its conclusion. The main project target groups and the effectiveness of the related dissemination activities are:

Partner responsible	Target group	Effectiveness of dissemination
Federalimentare	Food Companies	<p>The main message of the communication campaign has been how to minimize food losses and improving the management of surpluses:</p> <ul style="list-style-type: none"> • Around 10.000 Italian agri-food companies have been reached by the anti-food waste awareness campaign and received technical informations and models for managing food surpluses; • Through the participation to the major international sector fairs such as Anuga, Sial and Alimentaria the project brand has spread to around 75.000 European food companies.
Federdistribuzione	Retailers	<p>The communication campaign was focused on the importance of training and the involvement of territories:</p> <ul style="list-style-type: none"> • A radio spot, shared and broadcasted in many retailers throughout Italy; • A storytelling video in 4 episodes broadcast via Youtube, social media and on institutional platforms. It deals with the evolution of activities carried out by FD from the presentation of the Project and Roadshow sessions up to the end of the journey.
UNC	Consumers	<p>The communication campaign addressed to the consumers, aimed at reducing their domestic waste, has been carried out throughout the following tools:</p> <ul style="list-style-type: none"> • 3 brochures about how to reduce domestic food waste and 1 information guide; • 6 information articles in the House Organ of UNC “Le Scelte” and newsletters, to deepen the issues of food waste and to spread Project activities for all stakeholders; • 15 videos, spread through UNC social networks, by which experts of different sectors answered to consumers’ common doubts about issues as preservation of the products; • “SpesaFacile App”, a free app helping consumers to go grocery shopping and to monitor products’ expiration dates; the aim is to reduce food waste due to the lack of management of the perishable nature of food stored in our fridges; • 3 videos of recipes against food waste spread through YouTube and other UNC social channels;

		<ul style="list-style-type: none"> • A web page dedicated to the Project, in which consumers can download and check free all information materials http://foodwaste.consumatori.it. Moreover, “The Expert Replies” service was set up, allowing consumers to get in contact, if needed, with an expert on Food Safety. Answers were then structured in a FAQ available online; • 3 training courses for info-point operators, stakeholders, students from schools of hotel management and university courses specialising in tourism. During courses, participants had the chance of being confronted with experts, academicians and stakeholders about issues on food waste and its prevention. • At the event ‘‘Cose da non credere’’ (Things not to believe), held in Rome at the MAXXI museum and attended by more than 140 people, issues related to food waste were covered, with particular attention to the role of advertising messages and sector influencers. During the annual event “Premio Vincenzo Dona” (“Vincenzo Dona Award”) dealing with the theme of “home smart home”, a round table on “How do I waste?” was set. The journalist Armando Garosci moderated the session, which was attended by more than 600 people, among students, policy makers, companies, stakeholders, journalist and wide public etc.
FBAO	General dissemination	<ul style="list-style-type: none"> • Banco Alimentare Tour at their EU counterparts’ premises: FBAO organized a European dissemination tour at other Food Banks, during which it described the Project, focusing not only on results but also on activities carried out and the type of partnership drawn. Through the tour, FBAO wanted to show the ability to draw all the stakeholder of the food supply chain together: this aspect is also what the majority of EU Food Banks appreciated the most. The cities visited are the following: November 19th, 2018 –Food Bank Slovenia March 06th, 2019 – Food Bank Greece May 08th,2019 – Food Bank Malta July 10th, 2019 – Food Bank Ireland The tour was organised by FEBA (European Food Banks Federation), which represented the link among Italian and foreign Food Banks. The presence of an international body as FEBA and the fact that the Project was funded by the European Union also allowed the involvement of other important agrifood stakeholders as food donors, industries and retailers. Involved Banks had the opportunity to hire new foodstuffdonors and get in contact with companies they had never collaborated before with. The interest aroused by the Tour within the FEBA network led Banco Alimentare to be invited to the event “Measuring what matters – Insights from measurement and working together towards SDG 1”, in the context of the Forum on Food Waste 2019, which is the most important Irish event on food

		<p>waste. In Ireland, the event differed from the other stages of the Tour, because it was set by the Irish Environmental Protection Agency (EPA).</p> <ul style="list-style-type: none">• General dissemination via press & media. To highlight the Project and disseminate info and relevant material, FBAO designed a website. Solutions related to corporate identity were implemented, including the creation of a Project logo and gadgets. Furthermore, all materials and events held for consumers were the focus of a massive social campaign launched on UNC and Project channels. Project progress and implemented activities were also published via several newsletter by FBAO. Thanks to the participation of Federdistribuzione in EuroCommerce - the main EU Organisation representing retail sector, which 31 EU countries adhere to - the Project was also disseminated. The presentation of the activities of LIFE-Food.Waste.StandUp specifically occurred within the Food Waste working group: in fact, it showed great interest towards eorts put in place by Italian Retailers, sharing some Project material through a platform available to countries belonging to the Organisation. The event “Una strada, mille Incontri” (One way, thousands of meetings), part of the celebration of the 30th anniversary of Banco Alimentare, was held at the FBAO logistic centre in Parma and it represented a further opportunity to share LIFE experience. It was thought for companies and stakeholders supporting in various ways Banco Alimentare and five speakers witnessed the value of the partnership with Banco Alimentare. For each speaker, the initiative turned into a chance for thanking volunteers who daily give their contribution in warehouse or charitable structures.
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(Projects funded under the Call 2014 onwards must use this format)

– Policy impact

- Describe project achievements which supported legislation (regional, national, EU)
- Indicate the main barriers identified and the action(s) undertaken to overcome them
- Describe any policy developments that resulted from your project activities
- Describe how the project delivered the results foreseen in the Grant Agreement form B3 “EU ADDED VALUE OF THE PROJECT AND ITS ACTIONS”. In addition, if in the Grant Agreement Form B1, the project has been labelled as significantly climate related and/or biodiversity related, cover these elements as well.

The implications on the project policy are very significant, above all thanks to the B2 actions. The Consortium has memorandum of understanding in all the regions where a roadshow has been organized with the consequent possibility of being at the table with the Region and jointly develop initiatives and promote incentives against food waste. The Lombardy Region in particular, following the signature of the protocol, recently called all the stakeholders to the table and officially started the process. Finally, all partners tried to reach policy makers by inviting them to main events organized. In particular it was important for the project the reach policy makers during those events: EU green week in Bruxelles; meeting organised in the European Parliament by the Italian MEP Patrizia Toia on the Italian example on combating food waste (during the event FD presented the project); Convention on Circular Economy in Naxos – Italy and to the FEBA (eurofoodbank) General Assembly in Budapest.

After the stage of LIFE-Food.Waste.StandUp Roadshow organised by Federdistribuzione in Rome in October 2018, the Municipality of Rome, working synergistically with partners and using research nconducted by Federdistribuzione, provided “non-domestic users carrying out commercial activities with a reduction coe_cient, up to a maximum of 20% of the variable portion of the Ta.Ri”. This process was developed following granting modes defined by specific, forthcoming implementing measure issued by the Administration of Rome itself.

At national level the project, currently highly valued by Italian government that participated in several project events including the kick off meeting (Ministry Martina of Ministry of Agricultural, Food and Forestry Policies), will disseminate awareness and will contribute to the implementation of :

- 2014 National Prevention Plan of Food waste. Part of the more general waste policy, the plan envisages ten measures to wreak waste in Italy.
- Law 166/2016 on food donations (the so-called anti-waste law) was approved the 14th September 2016 – after project final approval. One of the most noteworthy novelties is the possibility for public bodies, including school meals and hospitals, to donate food directly. There is also the possibility of redistributing confiscated foodstuffs, which previously occurred only with the permission of a magistrate, and the opportunity for voluntary associations to collect the surpluses left by farmers when authorized by themselves. Finally, for donors, a discount on waste tax is directly proportional to the amount of donations. On the other hand, a fund of 3 million euros (for the years 2016-2018), is run by the Ministry of Agriculture, for investments in packaging and wastes packaging to increase the life of a given product by slowing down its decomposition process.

At European level, there is no coordination between European policies that should be concerned with waste, such as agriculture, fisheries and the environment. European legislation now includes 53 food waste legislation: 29 are regulatory instruments, 10 are directives, 3 decisions, 10 communications and a parliamentary resolution. Nevertheless, the process to uniform legislation is ongoing (see European Parliament resolution of 16 May 2017 on initiative on resource efficiency), also by taking into consideration the Italian recently approved Law 166/2016. PPs are engaged in this process by formal and informal contacts with national and EU policy makers. Overall the project represents a best practices itself and has a concrete possibility to take part in this process thanks to project communication and dissemination materials and strategies (developed in act.B1, B2, B3 and D.1) as well as socio-economic and environmental assumptions to stimulate improvement of policies and procedures regarding the food waste prevention and surplus food management. 1 coordinated position paper on project results will be forwarded to relevant policy makers.

Furthermore the Coordinator contributed, during the approval of the Budget Law of 2018, to provide with some amendments to the 166/2016 Law, including the extension of the list of products that can be donated along with further simplifications in the procedures of donations. Indeed the food supplements were added to the categories of products allowed for the donation(<https://www.secondowelfare.it/povert-e-inclusione/legge-gadda-per-il-fronte-antispreco-novita-dalla-legge-di-bilancio-2018.html>).

Several meetings with policy makers at different levels were carried out with:

EU level

- European Food Sustainable Consumption and Production Round Table funded by FOODDRINKEUROPE
- Working group “Prevention of the wastes along the supply chain – Intervention area, actions and operative proposal of the FOOD WASTAGE TOOLKIT OF FOODDRINKEUROPE” (FedServ)
- EU Platform on Food Losses and Waste (DG Health and Food Safety, European Commission) in Brussel (FedServ)

National level

- Permanent working Group for the distribution of food to needy organised by Italian Ministry of Agriculture (FedServ)
- Working group on sustainability of Confindustria
- Working group on circular economy of Confindustria
- Awareness raising activity to On. Simona Bonafè, of the European Parliament for “Circular Economy Pack” (FBAO internal meeting)
- Awareness raising activity to Marco Valletta, member of the Cabinet of the Commissioner Andriukaitis (DG Health and Food Safety, European Commission), delegated to food waste matters (FBAO internal meeting)
- Awareness raising activity to “Rappresentanza Permanente dell’Italia presso l’UE” (FBAO internal meeting)

Indicate the main barriers identified and the action(s) undertaken to overcome them: each partner identified main barriers in the deliverable “A.2.1. Target groups identified and their knowledge gaps analysis”. By referring to policy barriers, main findings are:

- Poor clarity of regulations. The donation is regulated by law and requires a number of administrative requirements. Some aspects of the process appear unclear within companies

- Standards / regulations. The chain companies complain of excessive bureaucracy in the process. In a context in which donations become more and more frequent and fast, the current system is perceived as binding.

Those barriers was partly overcome by national law 166/2016 on food donations (the so-called anti-waste law) which is applicable, however, only to the Italian context. Project partners, thanks to project actions, are committing to encourage new regulatory framework adoption at Italian regional level and among partners stakeholders (including agro-food and retails companies).

By referring to transferability issues, please note that:

- Since there is no coordination between European policies that should be concerned with waste, there might arise issues to transfer project practices in other countries.
- Each country has a food value chain organized in a different way (including chain representative associations)

Hence, project results should be adapted to different countries context during transferability actions. On this regard, please replicability section.

Describe any policy developments that resulted from your project activities: so far no policy developments resulted from project activities. Projects will stimulate improvement of policies and procedures regarding the food waste prevention and surplus food management thanks to communication and dissemination materials and strategies (developed in act.B1, B2, B3 and D.1) as well as socio-economic and environmental assumptions. 1 coordinated position paper on project results will be forwarded to relevant policy makers.

Describe how the project delivered the results foreseen in the Grant Agreement form B3 “EU added value of the project and its actions”: chapter referred to project contribution to national and EU policies on food waste. Please see previous chapter “Describe project achievements which supported legislation (regional, national, EU)”.

6.4. Analysis of benefits

In this section please discuss the project’s progress focusing on the results achieved. Justify any anticipated significant deviations from the targets set initially, and comment on targets already met or exceeded. In the case of the Final report, where relevant, refer to the final actual values of the Key Project-level Indicators(KPIs):

1. Environmental benefits
 - a. Direct / quantitative environmental benefits:

LIFE Environmental Governance & Information: e.g. reductions of the use of pesticides within a group of targeted stakeholders, measured changes of attitude of important stakeholders: project is stimulating a more sustainable behavior and perception of food waste among key stakeholders. By doing this, the project will ultimately contribute to prevent waste of amounts of resources (as water, soil, etc.) used in food production in Italy, through concrete changes in companies and consumers practices and habits, obtaining contribution to environmental impacts that can be quantified as follows:

- 3.5 Gt (3 billion tonnes) of CO₂ eq of carbon dioxide emissions of food waste in the food chain at global level (according to FAO initiative Food Wastage Footprint)
- 2.5 tonnes of CO₂ equivalent per capita/year with the estimated overall impact of food waste at 170 mln tons CO₂ eq./year, i.e. 3% of total EU 27 emissions in 2008 (SEC(2011)1067)
- 250 km³ of water footprint (consumption of water surface and underground resources)
- 1.4 billion hectares of land taken by food produced but not consumed
- impact generated in the phases of processing, transport and cooking added to the production phase

In Italy:

- According to calculations conducted by the Department of Food Science and Technology of the University of Bologna in 2011, every ton of food waste generates 4.2 tonnes of CO₂, so each year only in Italy are released more than 8 million tons of CO₂ in the atmosphere, as a direct consequence of the waste of about 20 million tons of food. On the basis of current consumption, Italy has an ecological footprint of 4.2 hectares per capita, but its bio-capacity is only one hectare, so there is an ecological deficit of 3.2 hectares per capita globally (the 'Global hectare or gha is the unit of measure of ecological footprint).
- In Italy, the disposal of food waste generates 105 million cubic meters of water per year.

Commitment to improve those data is also coming from national legislation - law n. 166/16 which set the commitment of Italian food chain to reduce food waste and to move from 500 thousand to 1 million tons of unsold food recovered in Italy. Law came into force after project approval (14th September 2016).

b. Qualitative environmental benefits

LIFE Environmental Governance & Information: e.g. the continued effect of the strategy followed on key stakeholders, expected transfer of the methodology implemented to other countries or policy areas, future impact on EU environmental policy and legislation.

Each partner defined a proper strategy to address key stakeholders in the deliverables:

- “Strategy for anti-food waste awareness-raising campaign addressed to **agro-food** companies”
- “Strategy for anti-food waste awareness-raising campaign addressed to **food retail** companies”
- “Strategy for anti-food waste awareness-raising campaign addressed to **consumers**”

Each campaign aims to boost lasting and continued effects on stakeholders:

- implement procedures for recovering surplus food in a more structured way (unsold, defective, close to expiration) to poor people in close collaboration with Banco Alimentare and to other charities.
- intense capacity building activity to lay the foundations for future project sustainability.
- Make stakeholders including consumers aware of their choices and behaviors (positive and negative) in order to promote the adoption of good behavioral practices in the daily life and business
- Make stakeholders pro-active and aware of their role and what he they can do to reduce the problem of food waste between the home wall

All stakeholders will be involved in interdisciplinary dialogue to develop new projects aimed to valorise food waste usage through innovative solutions and methodologies able to prevent food waste and improving the resource efficiency in different food sectors and production chain (action B.4.1)

2. Economic benefits

The project is stimulating a more sustainable behavior and perception of food waste among key stakeholders. By doing this, the project will ultimately contribute to prevent waste of amounts of resources (as water, soil, etc.) used in food production in Italy and reduce the economic impacts related to food waste. According to FAO data, economic value of world waste is estimated at \$ 1 trillion a year, so distributed: 68% (\$ 680 million) in industrialized countries and 32% (\$ 320 million) in developing countries. The economic impact of waste in Italy is estimated between 12 and 30 billion euros for a quantity between 10 and 20 million Tons of wasted food. By nutritional impact is meant the amount of food-borne nutrients that are lost with the waste of food.

3. Social benefits

One of main project contribution will be the increased donation of food to charities such as project partner FBAO by:

- Promotion and dissemination of up-to-date and reliable information on opportunities to donate unsold food (sustainable food surplus management through specialized organizations such as food banks, tax and economic benefits, protocols, liability and Internal operating procedures);
- Increased awareness of the availability of points for food donations
- Awareness of national and local institutions in order to obtain incentives for food redistribution such as tax breaks, simplification procedures, etc., and make food donation cheaper than dispatching food surpluses

4. Replicability, transferability, cooperation

Replicability	All stakeholders were involved in interdisciplinary dialogue to develop new projects about project topics aimed to valorise food waste usage through innovative solutions and methodologies that can solve emerging issues of agro food supply chain companies able to prevent food waste and improving the resource efficiency in different food sectors and production chain (action B.4.1). Also all beneficiaries exploited EU connections for the dissemination of main initiatives at Italian level especially with SPES GEIE members and European Federation of Food Banks (FEBA), FoodDrinkEurope and EuroCommerce in order to make their European partners aware of the methodology applied in Italy through the project LIFE-Food.Waste.StandUp and potentially help them to apply it.
Transferability	National awareness seminars, for agro-food and retail companies, were organized in all Italian regions to clarify all queries on food waste prevention and surplus food recovery procedures, and to reinforce their commitment through Memorandums of Understanding. National awareness seminars were organized also to order to transfer knowledge on specific project tools and to ensure the future

	<p>sustainability of undertaken actions. UNC established 59 physical info points on food waste prevention in 18 IT regions.</p> <p>At European level, all relevant organizations representing the food and retailers companies, as well as consumers, are constantly informed by project advancement since Italian project partners are organizations relevant members.</p>
Cooperation	<p>Action B.4.1 adopts multi-actor approach in order to favour the networking among private and public bodies acting at several levels:</p> <ul style="list-style-type: none"> - Single companies - Business associations. - Regional and national competence public authorities <p>The relevance of the policy inputs will be assured by the involvement of national research bodies.</p> <p>New networking and cooperation initiatives can be designed thanks to the collaboration among actors involved.</p> <p>A permanent networking activity with projects listed in action D.1.2 will be carried out from September 2017 with the organisation of meetings with referents of the projects in order to try to organise joint initiatives and share useful information and documents. Representatives of the projects will be also invited to join the cooperation panel organised by LIFE – Food.Waste.StandUp project especially the ones focused on circular economy.</p>

5. Best Practice lessons

Best practices related to projects on food waste prevention were identified in A.1.1 Awareness-raising campaign for food waste prevention and surplus food management among agro-food SMEs, retailers & consumers and A.1.2 Analysis of the state of the art of the current anti-food waste initiatives and normative framework. Project identified will allow to define well-tailored and efficient strategies for communication and raising-awareness campaigns planned in the project.

6. Innovation and demonstration value

Project will apply same methodology described in project to 3 different type of targets. Project will stimulate an organizational change in companies in order to stimulate food donations. To do so, organizational changes will be boosted by awareness raising campaigns and capacity buildings actions including:

- 200 agro-food companies and 65 retail companies trained on surplus food donation/recovery procedures
- 190 federations territorial branches personnel/delegates (150xFedServ, 40xFD) trained on food waste prevention methods
- 59 info-points for consumers activated in 59 cities of 18 Italian regions to provide information on antfood waste practices

7. Policy implications

Food.Waste.StandUp project, being perfectly aligned to National Program for the prevention of waste (PNPR), the National Plan for the Prevention of Food Waste (PINPAS) and DG Health and Food Safety “Food Losses and Food Waste” at European level, directly supports

a process that is already underway, thanks to national law 166/2016 on food waste, by communication and information activities, designed in an extremely timely manner on the selected targets.

The implications on the project policy are very significant, above all thanks to the B2 actions. The Consortium has memorandum of understanding in all the regions where a roadshow has been organized with the consequent possibility of being at the table with the Region and jointly develop initiatives and promote incentives against food waste. The Lombardy Region in particular, following the signature of the protocol, recently called all the stakeholders to the table and officially started the process. Finally, all partners tried to reach policy makers by inviting them to main events organized. In particular it was important for the project the reach policy makers during those events: EU green week in Bruxelles; meeting organised in the European Parliament by the Italian MEP Patrizia Toia on the Italian example on combating food waste (during the event FD presented the project); Convention on Circular Economy in Naxos – Italy and to the FEBA (eurofoodbank) General Assembly in Budapest.

7. Key Project-level Indicators

Assess the project’s progress towards achieving the Key Project-level Indicator (KPI) targets. If this report is the first report prepared during the project implementation, please ensure that you have finalised the inclusion of data into the KPI database webtool <https://webgate.ec.europa.eu/eproposalWeb/kpi/module>.

In the case of the Mid-term report, justify any anticipated significant deviations from the targets set initially, and comment on targets already met or exceeded.

In the case of the Final report, please enter the final actual values of the KPIs for your project in the online KPI database (<https://webgate.ec.europa.eu/eproposalWeb/kpi>) making sure that values reported are justified and consistent with the environmental, economic and social benefits reported in the preceding section. In this section please provide an analytical comparison with the targets at the beginning of the project.

See LIFE KPI in attachment

8. Comments on the financial report

8.1. Summary of Costs Incurred

PROJECT COSTS INCURRED			
Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €	% **
1. Personnel	969.473,00	1.077.644,56	111%
2. Travel and subsistence	54.260,00	42.930,29	79%
3. External assistance	339.021,00	351.864,54	104%
4. Durables goods: total <u>non-depreciated</u> cost			

- Infrastructure sub-tot.			
- Equipment sub-tot.			
- Prototype sub-tot.			
5. Consumables	2.650,00	0,00	0%
6. Other costs	102.916,00	109.829,32	107%
7. Overheads	102.780,00	110.756,00	108%
TOTAL	1.571.100,00	1.693.024,71	108%

*) If the EASME has officially approved a budget modification through an amendment, indicate the breakdown of the revised budget. Otherwise this should be the budget in the original grant agreement.

***) Calculate the percentages by budget lines: e.g. the % of the budgeted personnel costs that were actually incurred

As general comment, all figures reported in the individual financial statements are based on real costs and are supported by the necessary proof of payments.

With regard to the hourly rate of the personnel for the year 2019, the beneficiaries used the latest certified value (which is referred to the year 2018).

Although the total cost fits with budget approved, there are small modifications in individuals cost per categories in the following beneficiaries.

▪ **Federalimentare Servizi**

The total costs reported are 539.336,31 against the foreseen budget of 516.253,00, with an over budget of roughly 23.000.

Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €
1. Personnel	411.500	382.379,40
2. Travel and subsistence	9.730	12.009,74
3. External assistance	59.250	90.656,05
5. Consumables	0	0
6. Other costs	2000	19.008,12
7. Overheads	33.773	35.283,00
TOTAL	516.253	539.336,31

The reason of the over-budget in travel costs is due to the participation in the roadshow events organized by FD across Italy. Additionally, the participation in the capacity building seminars (B1.4) required more travels than expected.

The reason of the over-budget in external expertise costs is due to:

- Need to increase the external support for some specialized activities such as the support to the quadruple helix (C3) monitoring and evaluation (C3) and project

management (E1) and PR assistance from the estimated budget of 36.000 € to 49.600 €, due to the complexity of the work and the extension of project duration.

- Need to increase the intensity of the MEDIA strategy to better cope with the requirements of large diffusion of the awareness related to waste food prevention. This was a crucial element of the project, also considering the current sensitivity of consumers and companies and the Legge Gadda ruling from 2016 to prevent food waste. In this sense, +11.000 were spend for MEDIA management (resulting in a very large number of articles, TV broadcast, as reported in the action D1) and 9.000 euro to produce videos elicitation for companies (not originally foreseen).

The reason of the over-budget in other costs is due to:

- The need to print promo materials to be distributed across agrofood companies during the numerous public events and meetings, as well the need to cover some catering costs. In specific:
 - 100 brochure printing costs for kick off meeting
 - Other materials for kick off meeting (including 15 table tent cards, 2 press releases payed to the communication agency (before and after the kick off meeting), 100 folders for documents, etc.)
 - Dissemination material printing costs for kick off meeting (Printing of 100 documents for press kit: paper documents to present the project)
 - 1 Audio video rental and realisation for kick off meeting (this cost was originally foreseen under the cost category “External assistance”. Nevertheless, as stated in Annex X to the Model LIFE Grant Agreement - Financial and Administrative Guidelines, **other costs include**: costs of organising seminars, workshops, conferences (unless a subcontract has been concluded with a service provider, in which case these costs should be charged under “Subcontracting”). Due to the fact that the cost was not subcontracted with an external expert, it was decided to consider and move this cost under the cost category “other costs”).
 - Catering during the monitoring visit (E.1) (Rome, 21/03/2017)
 - Catering during the Steering Committee meeting (E.1) (Milano, 27.02.2017).
 - Printing of 100 brochure for dissemination at CIBUS CONNECT
- The need to cover some costs of travel and accommodation for external key-speakers to participate in thematic conferences, costs that were not initially foreseen.

However, the major deviation consists in the opportunity to produce (as part of D1) several “Save Bags” promo material, that represents a really sharp initiative to prevent food waste. This new initiative was carried on for a total costs of 12.006,21 €. This initiative was previously authorized by the MONITORING TEAM. The development of “Save Bags” was carried out in collaboration with FBAO Umbria and received positive participation from local institutions.

Further specifications about personnel costs.

No very relevant deviations are detected compared to the type of staff and daily rate included in the approved application form. Nevertheless, some point have to be emphasised:

- The project coordinator Antonietta Branni is responsible for all FedServ project activities. Hence she does not act only as project coordinator but also as primary **responsible** of communication, administrative and financial management, with the direct support of communication manager (presently Mr. Giovanni Delle Donne) and administrative and financial officer (Mrs Alessandra Luzi). Mrs Branni role as project coordinator, **responsible** of communication, administrative and financial management

is also included in Project Management Manual (E.1.1). Antonietta Branni resigned on 30/09/2018, and she was replaced by Maurizio Notarfonso.

- Mrs. Alessandra Luzi is the only FedServ administrative personnel. Mrs. Luzi hourly cost is determined by the actual calculation of her working hours, annual gross salary and annual obligatory social charges & other eligible statutory costs. Due to fact that she has been working in FedServ for 25 years her costs is higher than foreseen due to eligible statutory costs (“seniority pay increase” – i.e.: scatto di anzianità - gained and established by collective labor agreement).

▪ **Federazione Banco Alimentare**

The total costs reported are 344.994,31 against the foreseen budget of 368.178,00.

Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €
1. Personnel	229.100	225.024,14
2. Travel and subsistence	18.520	7.212,80
3. External assistance	69.144	63.051,60
5. Consumables	0	0
6. Other costs	27.328	27.136,77
7. Overheads	24.086	22.569,00
TOTAL	368.178	344.994,31

External expertise: spent 70.39% compared to the expenditure forecast, in particular lower costs were incurred for the actions B.1 and D.2 (External assistance for organization catering of 4 events around EU - External assistance for organization of 4 events around EU), whilst for D.1 (External assistance for Layman's report development and graphic design - External assistance of IT expert for project corporate identity development - External assistance for project brochure development and graphic design) the related costs have been optimized.

Other costs: reached 75.75% with respect to the expenditure forecast, in particular the costs relating to actions D.2 (Costs for renting conference room and costs for printing of project other dissemination materials and gadgets production for 4 events around EU), B1 (the related material was not created) and D.1 (Costs for sending out via digital platform of project periodic newsletters to stakeholders) were optimized.

Travel: in particular, activity B.1, B.2 was very limited, while costs for travels related to activity B.4 were not incurred

▪ **Federdistribuzione**

The total costs reported are 424.979,32 euro against the foreseen budget of 332.273,00 euro with an over-budget of roughly 92.000 €.

Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €
1. Personnel	192.575	304.558,32
2. Travel and subsistence	23.740	23.638,75
3. External assistance	77.883	64.989,97
5. Consumables	0	0
6. Other costs	16.338	3.990,28
7. Overheads	21.737	27.802,00
TOTAL	332.273	424.979,32

The major deviation is about the reported staff costs (302.732,04) which is significantly higher than the budget planned in the application form.

This is mainly due to the fact that the real daily rate of some members of the staff are significantly higher than the estimated value foreseen in the project. In particular, Mr Stefano Crippa has a daily rate of 1117 € against the estimated daily rate of the project manager of 350 €. Additionally, it must be noticed that, due to numerous changeovers into the FD staff, Mr Stefano Crippa had to perform a load of activities much higher of what predicted (120 days vs 90).

Although this not caused any deviation between budget lines, it must be noticed that FD has adjusted the budget, investing more in digital media than in printing materials in order to reach the target in a more sustainable way.

FD preferred to update the website with all materials downloadable or sending them by email, instead of using printed materials.

The budget allocated for the items “Cost for printing materials” was partly used to cover the costs of the items “External assistance of media & advertising expert for elaboration of storytelling and radio clip” and “External assistance of online graphic expert translating tech guidelines into infographic for retailers”.

Here below the main adjustments made by FD: the estimated budget for the two items External assistance of media & advertising expert for elaboration of storytelling and radio clip and External assistance of online graphic expert translating tech guidelines into infographic for retailers was €10.000 (€8.000 + €2.000).

The final cost for completing the deliverables is € 26.137

The difference of € 16.137 has been covered by using:

- € 8.540 (External assistance of IT expert for dedicated webpage set up and update)
- € 6.100 (Cost for printing of project dissemination material and gadgets)
- € 1.497 of € 2.658 (Cost for printing of training materials for 20 regional awareness raising seminars for food retail companies).

▪ **Unione Nazionale Consumatori**

The total costs reported are 383.714,77 against the foreseen budget of 354.396,00 with an overbudget of roughly 29.000.

Cost category	Budget according to the grant agreement in €*	Costs incurred within the reporting period in €
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1.	Personnel	136.298	165.682,70
2.	Travel and subsistence	2.270	69,00
3.	External assistance	132.744	133.166,92
5.	Consumables	2.650	0
6.	Other costs	57.250	59.694,15
7.	Overheads	23.184	25.102,00
TOTAL		354.396	383.714,77

The reason of the over-budget in travel personnel costs is due to the three-month extension of the project activities and the implementation of the following actions not foreseen by the project and agreed with the partners and Monitor::

- realization of a training course more than the two foreseen
- realization of the roundtable beside the "Vincenzo Dona" prize. An event more than the one foreseen in the event "Cose da non Credere",
- 4 more video recipes created in collaboration with schools.
- realization of a distribution campaign for 50,000 Save Bags in the Umbria region.
- realization of an event to present the Save Bag distribution campaign in Umbria.

The actions listed above have increased the number of monthly hours that UNC staff dedicated to the project, based on their roles and skills, with the aim of carrying out all the agreed actions.

Some further specifications.

UNC had to add one person (administrative) to the internal staff from the beginning of the project because the administrative burden deriving from the participation in the first Life project by UNC was not adequately estimated in the drafting phase of the project.

UNC increase of 1 member staff has been possible, recalculating on the basis of the actual staff costs and redistributing the work hours on the project between the internal staff. In this way the budget planned and approved by the Commission for internal staff has not been modified and UNC has the necessary personnel to carry out the project with adequate competences according to project activity: (i.e.: payroll and hourly costs calculus vs general administration etc.). The modification has been discussed with the Monitor and PP who released a positive opinion. Also, to covered the personnel costs, € 1983.88 were reallocated from the travel cost category to the Personnel Employee category.

Other issues:

- Mrs. Romina Righi, holds the role of communications manager for the National Consumer Union. The difference between Mrs Righi's daily rate and those expected in the initial budget, is due to the fact that Mrs. Righi has replaced a colleague who is currently no longer working with UNC. In any case, Mrs Righi's cost did not lead to an increase in the budget for UNC's Direct Personnel Cost.
- Mr. Dino Cimaglia, had an increase in gross monthly salary from 01/01/2017. Moreover, from 2019 the tax benefits that had been used up until 2018 have ended. The increase in remuneration and the end of the benefits, have led to an increase in Mr. Cimaglia's hourly costs.

Please note that the supervisor who signed the Timesheets of UNC staff is Mr. Dino Cimaglia, Secretary General of UNC, member of the steering committee and administrative / financial manager for UNC. Mr. Cimaglia's timesheets were signed as a supervisor by Mrs. Silvia Landi, member of the steering committee and UNC project manager.

About the external assistance, only minor and internal modifications have been applied:

- The cost for the translation from Italian to English of consumer information materials has been entrusted to prof. Barbara Antonucci. The impact on the budget has been managed through a reallocation inside the same budgeted and 84,32 euro from the category Travel to External assistance costs.
- A professional photographer was also hired to carry out the photographic report of the second training course. The costs has been covered by budget surpluses saved in the category.
- The cost of the videomaker for videos and video-recipes costs has been allocated in this way: The impact on the budget has been managed through a reallocation inside the same budgeted category.
- The company "Consumago" was selected for the organization of the third training course. The impact on the budget has been managed through a reallocation inside the same budgeted costs, thanks to savings achieved in the organization of the first two courses and in others actions.
- In order to give maximum coverage to project contents, UNC decided to include, among the events realized and in addition to "Cose da non credere" 2018 edition, also "Vincenzo Dona Award" Edition 2017. The modification to the action has been discussed with the Monitor and PP who released a positive opinion. No budget increases were necessary for the implementation of the action, the realization of both events was entrusted to Consumago.
- Save Bag launch event costs held in Perugia on 25 January 2019, has been managed through a reallocation inside the budgeted costs category.
- External assistance – "Hotel Holiday Inn Rome. Action B.3.4." – It includes the cost of the accommodation, meals, meeting room and audio equipment, coffee breaks etc. for participants in first and second training course for "info point", organized by UNC. The cost was initially considered as a single cost item, allocated to "external assistance costs", because it was planned to entrust the total organization of the two training courses to an external body. But for a better management, UNC has decided to organize the two courses directly. This has resulted in a saving, which allowed the participation of a larger number of people, and an involve of more stakeholders.
- The travel costs for the project manager Mrs. Silvia Landi, for the participation at the steering committee meetings have been included in external assistance costs.
- Travel and accommodation cost for the expert prof. Agostino Macrì, for the participation at the event "fiera del perdono" (Melegnano. March 23, 2018), have been included in the "external assistance" category.

The impact of the travel costs for the subcontractors on the budget, has been managed through a reallocation of fund from the category "Consumables" to "external assistance costs".

Note that the following budget shifts have been made to cover unforeseen expenses: from the consumables category € 2015.80, and from the Travel cost category € 217.12 to the external assistance costs category.

Please note, for good budget and actions management, it was decided to entrust a series of services for the various UNC project actions to a single professional, in particular, the professional that has been chosen, Mrs. Silvia Landi, has a long experience in managing

national and European projects, and also she was entrusted with the role of project manager for UNC on this project.

Mrs. Silvia Landi has been selected on the basis of her experience and her economic offer after a market survey. The contract for UNC project manager Mrs. Silvia Landi, foresees a cost of Euro 46,800.00 all included, in the category "external assistance costs". Please note that due to the reduction in the budget made by the Commission, Euro 37,800.00 was charged to the project. UNC will pay the remaining amount of 9,000.00 euros independently.

Since the budget allocated to the project was less than 40,000.00 euros, 3 multiple bids were requested for the assignment. Contracts were assigned according to the procedures established in project manual and agreed by all partners (see accounting system chapter for more details). Attached as documentation: contract, costs breakdown, the CV of Mrs. Landi.

Finally, about Other costs, a very small over-budget is reported (+1600 €). Beside, some internal budget re-arrangements are to be reported:

- The shipping service cost for consumers information materials to the info point. The impact on the budget will be managed through a reallocation between budgeted category costs: Euro 2650,00 from "Consumables" to "other direct costs".
- The renting cost for the collective buses for the schools participation in the 3 training courses, and the reimbursement expenses for speaker travel Euro 96.70, has been covered by budget surpluses saved in the same cost category.
- the travel reimbursement expenses for the second training seminar speaker has been covered by budget surpluses saved in the same cost category.
- The lunch cost for the 1st stakeholder round table panel organized by UNC in Rome, was included in the "other direct cost" category.
- In order to manage the reporting in collaboration with the partners, UNC has subscribed to a Dropbox premium subscription, the amount of Euro 439.20 was included in the "other direct cost" category.
- The travel and accommodation costs for the project manager Silvia Landi and UNC President Massimiliano Dona, for the participation at the event organized by FederAlimentare during Cibus (Parma, May 8, 2018), have been included in the "other direct cost" cost category. The cost is Euro 791,80 all inclusive. The impact on the budget has been managed through a reallocation of fund from the category "Consumables" to "external assistance costs". Please note that the travel costs include one person whose costs are not charged under personnel costs but whose travels are linked to the project (UNC President Massimiliano Dona invited for Cibus conference speakers), and the costs of a subcontractors participation (Silvia Landi, project manager). Not being able to split the costs between external assistance and other direct costs categories, to simplify, all were entered under the 'other cost' category.

▪ **Focus on some (minor) financial deviations per action**

B.2.1. Tailored information materials on food waste prevention addressed to food retail companies: increase of budget allocated for the external agency specifically for the 4 video releases. The cost for "External assistance of media&advertising expert for elaboration of the storytelling video and radio spot" and "External assistance of online graphic expert translating tech guidelines into infographic for retailers" has been estimated to 10.000€ all included. During the project, unforeseen changes were made to the budget allocated for these two deliverables due mainly to the acquisition of graphic materials necessary for the production of video.

B.2.3 Capacity building of FD territorial delegates (representatives of member companies): The modification to the deliverable format was discussed with the Monitor on March 21st 2017 who released a positive opinion. The cost of the one-day event was estimated to 6.000€ all included and managed through a reallocation between budgeted costs: 2.000 allocated in “Travel and accommodation referred to FD personnel that took part to the event & 3.792,00 allocated in “Other costs” referred to catering costs and gadgets.

B.3.1 Information materials are shipped to the 59 info point offices. The shipping service cost for all materials was estimated at € 2.654.00 all inclusive. The impact on the budget will be managed through a reallocation between budgeted category costs: Euro 2650,00 from "Consumables" to "other direct costs", and Euro 4,55 from “ Travel” to “Other direct costs”. The modification of the budget has been discussed with FA and PP who released a positive opinion.

The travel and accommodation cost for the project manager Silvia Landi and UNC President Massimiliano Dona, for the participation at the event organized by FederAlimentare during Cibus (Parma, May 8, 2018), have been included in the "Other direct costs" cost category. The cost is Euro 791,80 all inclusive. The impact on the budget has been managed through a reallocation inside the budgeted costs in the same category. The travel and accommodation cost for the expert prof. Agostino Macri, for the participation at the event “fiera del perdono” (Melegnano. March 23, 2018), is Euro 206,80, and have been included in the "Other direct costs" category.

The cost for the translation from Italian to English of consumer information materials has been entrusted to prof. Barbara Antonucci, the cost is euro 250.00 all inclusive. The impact on the budget has been managed through a reallocation inside the budgeted costs in the “external assistance cost” category.

B.3.1 The 4 video recipes and the 15 video clips, were shot and edited by a professional videomaker (Massimiliano Blasini), The modification to the deliverable format has been discussed with the Monitor and PP who released a positive opinion. The cost of the external assistance costs has been 1.198,00€ all included. Considering that non budget was foreseen for the video sessions, the costs has been allocated in this way: The impact on the budget has been managed through a reallocation inside the same budgeted category “external assistance cost”, thanks to savings achieved on the costs of some actions (eg App and the landig page implementation).

B.3.1 The realization of the save bag, has been discussed with the Monitor and PP who released a positive opinion. The cost of the Save Bag was covered by Federalimentare Servizi, the costs for the realization of the Save Bag launch event held in Perugia on 25 January 2019, and the distribution on the territory was covered by UNC. The impact on the budget for the Save Bag launch event, Euro 1.200,00 all inclusive, has been managed through a reallocation inside the same budgeted costs "external assistance cost".

B.3.3 The web page dedicated to the project was created by App To You, also in charge of realize the APP, the assignment to the same company has allowed to achieve a cost saving of 4700 euros that were used to implement other actions. The possibility of reallocating the extra budget into other actions in the same cost category was discussed with the Monitor and the partners, who gave a positive opinion.

B.3.4 - In order to allow students to participate in training courses (especially for under-18s as required by the school regulations), it was necessary to provide a private collective transport.

For this purpose, private buses for the transport of students and teachers were booked on the way from the school building (Rome and Cassino) to the place where the course was held and back.

Transport costs were also reimbursed to the speakers of the second training to arrive at the place where the training course took place.

The costs, which had not been foreseen, was discussed with the Monitor and PP, who gave a positive opinion. The cost for renting the buses for participation in the 3 training courses is € 1863.60 all inclusive, and the reimbursement expenses for speaker travel Euro 96.70. The costs has been covered by budget surpluses saved in the same cost category.

A professional photographer was also hired to carry out the photographic report of the second training course. The unforeseen cost is Euro 314.00 all inclusive. The costs has been covered by budget surpluses saved in the same cost category.

The company "Consumago" was selected for the organization of the third training course. The cost of the event is Euro 14.091,00 all included. The impact on the budget has been managed through a reallocation inside the same budgeted costs, thanks to savings achieved in the organization of the first two courses and in others actions.

The deliverables or actions modification/implementation has been discussed with the Monitor and PP who released a positive opinion.

B.3.1.

- The shipping service cost for all the information materials (guides, 3 leaflets, flagship brochure, info point poster) was estimated at € 2.654.00 all inclusive. The impact on the budget will be managed through a reallocation between budgeted category costs: Euro 2650,00 from "Consumables" to "other direct costs", and Euro 4,55 from "Travel" to "Other direct costs".
- The travel and accommodation cost for the project manager Silvia Landi and UNC President Massimiliano Dona, for the participation at the event organized by Feder Alimentare during Cibus (Parma, May 8, 2018), have been included in the "Other direct costs" cost category. The cost is Euro 791,80 all inclusive. The impact on the budget has been managed through a reallocation inside the budgeted costs in the same category.
- The cost for the translation from Italian to English of consumer information materials has been entrusted to prof. Barbara Antonucci, the cost is Euro 250.00 all inclusive. The impact on the budget has been managed through a reallocation inside the budgeted costs in the "external assistance cost" category
- The travel and accommodation cost for the expert prof. Agostino Macrì, for the participation at the event "fiera del perdono" (Melegnano, March 23, 2018), is Euro 206,80, and have been included in the "Other direct costs" category.
- The cost of the external assistance for videos and video-recipes costs has been 1.198,00€ all included. Considering that non budget was foreseen for the video sessions, the costs has been allocated in this way: The impact on the budget has been managed through a reallocation inside the same budgeted category "external assistance cost", thanks to savings achieved on the costs of some actions (eg App and the landing web page implementation).
- the costs for the realization of the Save Bag launch event held in Perugia on 25 January 2019, was covered by UNC. The impact on the budget Euro 1.200,00 all inclusive, has been managed through a reallocation inside the same budgeted costs "external assistance cost".

- Poster printing costs Euro 197,60, were covered with the available budget in “Other Costs” category act. B.3.

B.3.4.

- The renting cost for the collective buses for the schools participation in the 3 training courses are € 1863.60 all inclusive, and the reimbursement expenses for speaker travel Euro 96.70. The costs has been covered by budget surpluses saved in the same cost category.
- A professional photographer was also hired to carry out the photographic report of the second training course. The unforeseen cost is Euro 314.00 all inclusive. The costs has been covered by budget surpluses saved in the same cost category.
- The company "Consumago" was selected for the organization of the third training course. The cost of the event are Euro 14.091,00 all included. The impact on the budget has been managed through a reallocation inside the same budgeted costs, thanks to savings achieved in the organization of the first two courses and in others actions.

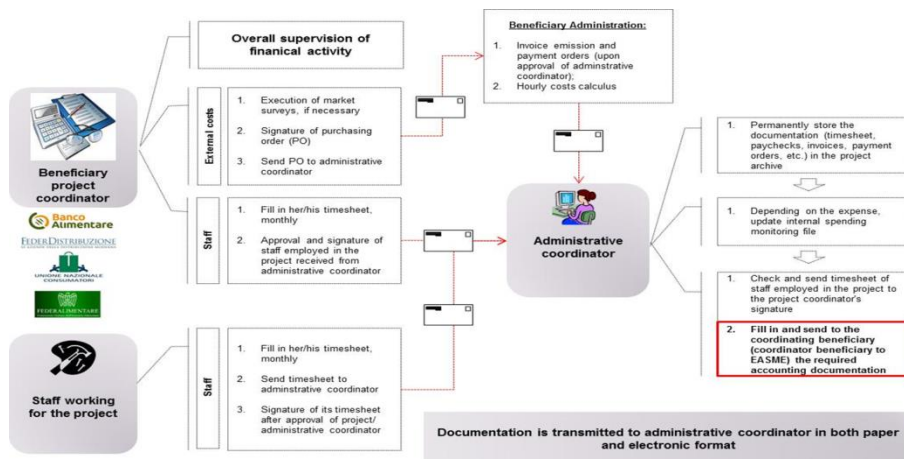
Also:

- The travel cost for the technical manager and UNC General Secretary dott. Dino Cimaglia, for the participation at the Road Show event organized by Federdistribuzione in Emilia Romagna, are Euro 69,00, and have been included in the "Travel" category.

B.4.1 - The cost of lunch for the participants at the 1st stakeholder panel organized by UNC in Rome was € 69.80. The impact on the budget has been managed through a reallocation inside the same budgeted category “other direct cost”.

8.2. Accounting system

Procedure of approving costs: the procedure is represented by the following scheme (also provided in the project management manual_see annexes). Please note that timesheet are



completed manually and monthly by each resource and it is responsibility of the administrative coordinator of the project to ensure that the that invoices contain a clear reference to the LIFE project before being considered as eligible costs. All PPs are also

sharing project documents in a e-platform (DropBox) divided in two main areas: a public area with all the official project documents and communication material, and technical material for exchanging information related to project implementation activities; a private area with all administrative documents with sensitive data visible only to the partner itself and the LP to collect data for financial monitoring and financial reporting.

Each person working for the project has the following responsibility in order to guarantee a sound management flow and the correct registration of all project expenses in the accounting system:

Beneficiary project coordinator: Supervision of the financial activity	Staff costs	<ol style="list-style-type: none"> 1. Fill in and sign its timesheet 2. Approve and sign the staff timesheet as received by the administrative coordinator
	External assistance costs	<ol style="list-style-type: none"> 1. Responsible of market surveys and tender procedures.(*Market surveys and tender procedures are necessities according to the following thresholds) 2. Sign the purchase orders (check that project reference number is properly mentioned) 3. Send the purchase orders to administration (administrative responsible always in carbon copy)

***LIFE-Food.Waste.StandUp Grant agreement - ARTICLE II.9 – AWARD OF CONTRACTS NECESSARY FOR THE IMPLEMENTATION OF THE PROJECT :** where the implementation of the project requires the procurement of goods, works or services, the beneficiaries shall award the contract to the tender offering best value for money or, as appropriate, to the tender offering the lowest price. [...] Where the value of a contract exceeds EUR 130,000, all beneficiaries shall use an open tendering procedure, including a publication of the call for tender(s) in the relevant media. To establish the relevant threshold, the beneficiary shall consider together the value of all linked items.

COMMISSION DELEGATED REGULATION (EU) No 1268/2012– art. 265 contracts of value equal to or less than EUR 20,000 may be awarded on a single tender. In the negotiated procedure referred to in paragraph 1 (b), the contracting authority shall make a list of at least three tenderers of its choice. This procedure, which includes a limited competitive tender, without publication of the notice, is called a competitive negotiated procedure

Italian Procurement Code (D. Lgs. 18 aprile 2016 n. 50) – Art. 36. Contracts under threshold: for grants of a value equal to or greater than EUR 40,000 and less than EUR 150,000 for works, or at the thresholds referred to in Article 35 for supplies and services, by negotiated procedure after consultation, where there are at least ten economic operators for works , and, for services and supplies; of at least five economic operators identified on the basis of market surveys or lists of economic operators, in accordance with a criterion of rotation of invitations.

Requested bids	Services	Supply/Works
3 bids	≥20.000	≥20.000
	<40.000	<40.000
5 bids	≥40.000	≥40.000
	≥200.000 (130.000- LIFE threshold) Open international procedure	

Staff working for the project	<ol style="list-style-type: none"> 1. Fill in monthly its timesheet 2. Send its timesheet or the administrative coordinator 3. Sign its timesheet after the approval of the project and administrative coordinators
Beneficiary administration	Invoice emission and payment order (administrative responsible always in carbon copy); staff hourly cost calculation. Check that project reference number is properly mentioned. Registration of the expenses in the beneficiary accounting system:

Federalimentare Servizi	Project code: 9169
Fondazione Banco Alimentare	Project code: 300152 LIFE
Federdistribuzione	Project code: 14.785 LIFE
Unione Consumatori	Project code: LIFE FOOD WASTE. Accountability system does not allow a unique code. FE FOOD WASTE is associated to each project cost registered in the system
Administrative coordinator	<ol style="list-style-type: none"> 1. Responsible for documents archiving (timesheet, pay slip, invoices, purchase orders, etc.) in project archive 2. According to expenses sustained, s/he updates project monitoring sheets 3. Verify and send project staff timesheet to the coordinator for signature 4. Draft and send the reporting documents to project coordinating beneficiary and to the European Commission (LIFE programme) in case of coordinating beneficiary

8.3. Partnership arrangements (if relevant)

Please briefly explain how financial transactions between the coordinating beneficiary and the associated beneficiaries have taken place. How is financial reporting implemented by each beneficiary and how is the consolidated cost statement prepared?

No shuffles in the partnership to be reported.

With regard to the financial transactions, the coordinator transferred the beneficiaries' share of EU contribution as indicated in the table below.

Participant's short name	Pre-Financing n°1		Pre-Financing n°2		
	Amount distributed	Date of distribution	TOTAL Costs incurred (including overheads)	Amount distributed	Date of distribution
Federalimentare Servizi srl	92.925,60	05/08/2016	103.183,24	123.900,80	14/11/2017
Federazione Banco Alimentare	66.272,10	05/08/2016	114.445,34	88.362,80	14/11/2017
Federdistribuzione	59.809,20	05/08/2016	95.287,74	79.745,60	14/11/2017
Unione Nazionale Consumatori	63.791,40	05/08/2016	88.650,21	85.055,20	14/11/2017

8.4. Certificate on the financial statement

In Accordance with Art. II.24.2, the official registration number, organisation, full name and address of the approved auditor or competent and independent public officer who are to establish the certificate for the payment of the balance, shall be included in the signed

payment request. The auditor's report (to be included with the final financial report) must follow the format of the standard audit report form available on the LIFE website.

Not relevant

8.5. Estimation of person-days used per action

In order to have an overview of the use of budgeted person-days by group of actions, it is **recommended to fill in the following additional table**. Please provide estimates of % of person-days spent compared to the budgeted numbers⁵. This table will allow you and the EASME to monitor the actual absorption of budgeted time and will highlight any major deviations that should then be explained. When compiling the information you may refer to the number of days referred to into Form R2 of the proposal:

Action type	Budgeted person-days	Estimated % of person-days spent
All projects when applicable Action A: Preparatory actions	199,00	108%
NAT and CLIMA projects Action B: Purchase/lease of land and/or compensation payment for payment rights		
ENV projects Action B: Implementation actions		
GIE projects Action B: Core actions	2139,00	97%
NAT projects Action C – Concrete conservation actions		
CLIMA projects Action C: Implementation actions		
ENV and GIE projects Action C: Monitoring of the impact of the project action	390,00	69%
NAT and CLIMA projects Action D: Monitoring and impact assessment		
ENV and GIE projects Action D: Public awareness/74ommunication and dissemination of results	752,00	104%
NAT and CLIMA projects Action E: Communication and Dissemination of results		
ENV and GIE projects Action E: Project management	606,00	111%
NAT and CLIMA projects Action F: Project management (and progress)		
TOTAL	4.086	98%

9. Envisaged progress until next report (this section should be included only for the Mid-term report)

Not relevant

⁵ As we are only requesting estimations, those figures are not meant to be used for the financial reporting.