



# **OUR GLOBAL ANTI-FOOD WASTE CAMPAIGN TOOLKIT**

**[www.thinkeatsave.org](http://www.thinkeatsave.org)**

*Reduce your foodprint*

# WHAT DO THESE TERMS MEAN?

## **FOOD WASTE**

refers to intentional discards of food fit for consumption. It typically takes place at the retail and consumption stages in the food supply chain through the behaviour of organizations and individuals.

## **FOOD LOSS**

is the unintended reduction in food available for human consumption that results from inefficiencies in supply chains. It occurs mainly at the production, post-harvest and processing stages, for example when food is damaged during transport and disposed of.

**"FOOD WASTE AND  
FOOD LOSS ARE TODAY  
AT INCOMPREHENSIBLE  
LEVELS. SOMEWHERE  
BETWEEN 30% AND  
40% OF EVERYTHING WE  
GROW ON THIS PLANET  
IS LOST BETWEEN  
THE FIELD AND THE  
CONSUMER."**

**ACHIM STEINER**  
EXECUTIVE DIRECTOR  
UN ENVIRONMENT PROGRAMME





**Welcome to the  
Think.Eat.Save Campaign Toolkit.  
Here's what you'll find inside.**

<b>FOOD WASTE: A GLOBAL ISSUE</b>	<b>1</b>
<b>WHAT'S THINK.EAT.SAVE ALL ABOUT?</b>	<b>3</b>
<b>ACTION GUIDE</b>	<b>5</b>
<b>THINK TIPS</b>	<b>6</b>
<b>EAT TIPS</b>	<b>9</b>
<b>SAVE TIPS</b>	<b>11</b>
<b>SOCIAL MEDIA GUIDE</b>	<b>14</b>
<b>CAMPAIGN TOOLS</b>	<b>16</b>
<b>LINKS TO REFERENCES</b>	<b>17</b>
<b>LINKING UP WITH PARTNERS AND SUPPORTERS</b>	<b>19</b>
<b>BECOMING AN OFFICIAL SUPPORTER</b>	<b>24</b>

# FOOD WASTE: A GLOBAL ISSUE

**Did you know at least one third of all food produced worldwide is either lost or wasted each year?**

**That is over 1.3 billion tonnes of food – worth around US\$1 trillion. It could feed the estimated 870 million people who are going hungry each day.**

Instead, edible food is squandered. Families throw away food because they've prepared meals that are too big. Retailers discard food because it doesn't meet aesthetic standards.

Per person, food waste by consumers is between 95 and 115 kgs per year in Europe, North America and Oceania, while consumers in sub-Saharan Africa, south and south-eastern Asia each throw away 6 to 11 kg of food a year.

Apart from the economic cost, every catch of fish, basket of fruit or loaf of bread thrown

away is a loss of soils, energy, water, fertilizer and labour for food that is never eaten – let alone the loss of forests and biodiversity cleared to make way for farmland.

The global food system has profound implications for the environment, and producing more food than is consumed only exacerbates the pressures. Consider the energy needed to process, transport and store food that is ultimately thrown away and the greenhouse gas emissions generated by excess food decomposing at landfills.

Everything that contributes to the scarcity of resources ultimately makes food more expensive. The overuse of farmland takes its toll on the very foundation of agriculture.

**Preventing food waste is a key strategy in reducing the environmental impacts of the food supply chain and ensuring the world's food security in the coming decades.**

## FAST FACTS



Incredibly, 1.4 billion hectares of land – 28 per cent percent of the world's agricultural area – is used annually to produce food that's never eaten.



Food waste ranks as a top emitter of greenhouses gases estimated at 3.3 billion tonnes of carbon dioxide (CO<sub>2</sub>) equivalent released into the atmosphere each year.

To bring about the vision of a truly sustainable world, we need to transform the way we produce and consume our natural resources. There is much that can, and should, be done.

Are you ready to cut your food waste and reduce your *"foodprint"*?

**It adds up to needless waste and environmental damage – all for food that's never eaten.**

**"THE WORLD NEEDS URGENT SOLUTIONS TO FEED ITS GROWING POPULATION AND REDUCING LOSS AND WASTE IS A CRITICAL PIECE TOWARD A MORE SUSTAINABLE FOOD FUTURE."**

**CRAIG HANSON**  
WORLD RESOURCES INSTITUTE

# WHAT'S THINK.EAT.SAVE ALL ABOUT?

**Think.Eat.Save. Reduce Your Foodprint** is a global anti-food waste campaign.

The campaign draws attention to the serious issues resulting from the high volume of perfectly edible food that is wasted, and seeks to change attitudes and behaviours so that food waste can be significantly reduced around the world.

At the heart of this challenge is how to grow economies and generate employment in a way that keeps humanity's footprint within planetary boundaries.

It is led by the United Nations Environment Programme (UNEP), the Food and Agricultural Organization of the United Nations (FAO) and the United Nations Secretary General's Zero Hunger Challenge, in conjunction with a growing list of partners and supporters.

## **A big campaign with big ideas**

The campaign aims to provide a global vision for reducing food waste and to accelerate action. The campaign draws attention to the serious issues resulting from the high volume of perfectly edible produce that never makes it from the farm to the fork.

The **Think.Eat.Save** campaign seeks to add its authority and voice to broader efforts in order to galvanize widespread global, regional and national actions to reduce food waste.

It has a significant public awareness drive which serves to create greater understanding of food waste issues and how they can be overcome, and provides practical tips for individuals and organizations to reduce their "*foodprint*".

Together, we can reverse the unacceptable trend whereby US\$1 trillion worth of food is wasted each year, and achieve profound and lasting changes to the way we consume food.

We are targeting relevant policies, programmes, actions and behavioural changes by governments, businesses, civil society organizations, households and individuals.

So this is a big campaign with big ideas and huge potential impact. It needs as many people as possible to be involved — and that means you!





## **WE NEED YOU TO JOIN US!**

**You're urged to become a  
Think.Eat.Save campaigner!  
We need your help to catalyze  
more sectors of society to become  
aware of food waste and take action  
to reduce it.**

**This toolkit contains inspirational  
ideas and prepares you to reduce your  
"foodprint" and encourage others to do  
the same.**

**It's easy to become  
a food saver!**

# ACTION GUIDE

With every morsel of food that is discarded, we are not only wasting valuable nourishment, we are also wasting the resources needed to produce the food in the first place.

The global **Think.Eat.Save** campaign can make a huge difference if everybody gets involved.

## **Help change the culture of food waste!**

The wide-ranging causes of food waste call for the widest variety of problem solving approaches. We all need to **THINK** about and be mindful of our food consumption patterns, we all need to **EAT**, and we all need to **SAVE** food and resources.

If we can **'Reduce our Foodprint'**, we can reduce humanity's impact on our planet.

These tips are intended to empower you to take action and inspire others. Why not start with your own actions at home and then extend your influence to others in your community and beyond – such as fellow consumers, schools, social clubs, your city mayor, food producers, supermarkets, restaurants and corporations?

Select the tips which best suit your circumstances.

Whether you can spare 10 minutes or 10 months, here's how you can contribute.

**“THIS IS A GREAT INITIATIVE TO GET CONSUMERS AND BUSINESSES TO THINK MORE ABOUT THE FOOD WE THROW AWAY. NOBODY LIKES TO WASTE FOOD, SO WE NEED TO DO ALL WE CAN TO MAKE IT EASIER TO BUY, CONSUME AND THROW AWAY ONLY WHAT WE ABSOLUTELY NEED TO.”**

**LUKE UPCHURCH**  
**HEAD OF COMMUNICATIONS AND**  
**EXTERNAL AFFAIRS, CONSUMERS**  
**INTERNATIONAL**

## THINK TIPS

- Stay informed – Keep an eye on the [Think.Eat.Save website](#) and on social media for new ideas and updates on what others are doing to support the campaign.
- Join forces – Set up a Think.Eat.Save campaign committee. Please join us in organizing an event to trigger action and raise awareness. Together with others in your community, you can explore options and decide on suitable actions.
- Food Waste Challenge – Sign up your household, school, local community or organization to take part. Visit the [campaign website](#) to learn more. If you celebrate Thanksgiving, why not use this occasion as an opportunity to spread the word?
- View [video](#).
- Compete to save – Organize a Think.Eat.Save competition. For example, in the UK, schools have been competing to reduce food waste in their canteens. If you have an idea worthy of potential joint collaboration, send them to the campaign team at [<campaign email address>](#).

## Going trayless at USA universities

DINING  SERVICES

### We're going trayless... and saving the planet

-  **Conserve water**  
Each tray needs 1/3 to 1/2 gallon of heated water to clean.
-  **Save energy**  
Not washing trays, reduces dependence on nonrenewable fossil fuels.
-  **Reduce the use of cleaning chemicals**  
Cleaning agents can pollute the water supply.
-  **Decrease food waste**  
Removing trays reduces food waste by 25-30 percent per person.

*Reduce UD's carbon footprint (and yours!)*





Universities in Delaware and New Hampshire decided to remove trays in their cafeterias to make students more conscious of the quantity

of food they were taking and how much was left over at the end of their meals. After going “trayless,” the University of New Hampshire reduced food waste by almost 13 metric tonnes than in previous years, and saved over 100,000 litres of water annually. Financial savings amounted to US \$79,000 per year (Tilton 2010, FAO 2013).

- **New innovations** – Share inspirational examples and why not develop one of your own? In Nigeria, a teacher developed the “zeer” evaporative cooler system which costs less than US\$2 and holds up to 12 kilograms of produce. Tomatoes and guavas, which would normally last around two days without storage, last up to 20 days in a zeer.

**Understand expiry dates:** “Best-before” dates are generally manufacturer suggestions for peak quality. Most foods can be safely consumed well after these dates. The important date is “use by” – eat food by that date or check if you can freeze it. Why not encourage your favourite supermarket or cafeteria to have a discount section for foods that are coming up to their expiry dates.



- **Strengthen government policies** – Research the government policies which apply in your area, such as expiry dates, food quality standards, food donor liability and food storage requirements for retailers. If you can see room for improvements, approach your local Member of Parliament or write to the relevant government minister.

- **Spread the word** – Write a blog for the **Think. Eat.Save** campaign website. See examples *here*.
- **Share** – Use your social media pages to post messages about the campaign and to mobilize your friends and their friends to support **Think.Eat.Save**. See also p.X.
- **Convince** – Fruit and vegetables don't have to be perfectly formed to be tasty and nutritious. Talk your favourite supermarket into accepting and selling 'funny' fruit and 'wonky' vegetables from farms.
- **Serve up new attitudes** – Urge your favourite restaurants to offer serving size options and to encourage customers to take leftovers home.

In China, marketers Zhang Ye and Xia Xue helped organize China's "*Clean your plate*" campaign. Why not create a similar campaign in your country?

- **No-waste dining** – Organize a mini campaign among family and friends to waste no food at meal-times. Be inspired by the hugely popular '*Clean your plate*' campaign in China that encourages everyone to finish the food on their plates.



## EAT TIPS

By letting less food go to waste, we regain productive farmland needed to feed the growing world population.

- **Think local** – Check out and support relevant campaigns in your area. Join OzHarvest's *CEO Cook-off* if you're in Australia or any *Feeding the 5000* events worldwide.
- **Get everyone talking** – Talk to the food waste experts and organize talks or webinars with them in your school, office and community events.

Consumers tend to throw away edible food because they've bought too much or prepared meals that are too large. It's simple to reduce your 'foodprint' by cutting your food waste. Consider some of these ideas.

At Granel stores in Spain (pictured above), customers can choose if they want to buy 20 g, 200 g or 2 kg of food, according to what

they plan to cook and what they can afford. By allowing people to buy only what they need, this system avoids a lot of food wastage, considering that 60 percent of food waste is caused by bad planning when shopping. (FAO, 2013) *NB: taken from p.36 their toolkit*

- **Shop smart** – Buying only the food you really need is the simplest way to reduce your foodprint. Plan meals, use shopping lists, avoid impulse buys and don't succumb to marketing tricks that lead you to buy more food than you need.
- **Request smaller portions** – Ordering only the food you really need when dining out is another easy way to reduce your 'foodprint'. To reduce portion sizes and therefore the amount of food thrown away

in their cafeterias, some universities have discontinued the use of trays and introduced “pay by weight” schemes and other incentives.

- **Buy ‘funny’ food:** Many fruits and vegetables are thrown out because their size, shape, or colour are deemed not “right”. Buying these perfectly good fruit and vegetables, at the farmer’s market or elsewhere, utilizes food that might otherwise go to waste.

- **Store food if you don’t eat it all** – Freeze meals or leftovers that you don’t want to eat immediately.
- **Love leftovers** – Tonight’s leftover chicken roast can be part of tomorrow’s sandwich. Diced older bread can become croutons. Be creative! Ask your restaurant to pack up your extras so you can eat them later. Few of us take leftovers home from restaurants. Don’t be embarrassed to do so!
- **Make it from leftovers** – Websites such as WRAP’s [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com) can help you get creative with recipes to use up any food that might go bad soon.
- **Introduce Think.Eat.Save signage** - based on campaign infographics – at your university cafeteria and other places on campus where food is being sold to make others stop and think before they waste food.
- **Enjoy meat in moderation** – If meat is something often thrown out at your home or business, consider ways of reducing this protein-rich waste. Livestock currently produce more climate-relevant gases than the transport sector worldwide.

**ACCORDING TO WRAP,  
THE AVERAGE UK FAMILY  
COULD SAVE**

**£680 (US\$1,090)  
PER YEAR BY REDUCING**



**WASTE**

- **Research the age-old traditions** – Many countries and communities have been re-discovering their traditional ways and knowledge of preserving food and in doing so are making their unique contribution to the campaign. Why not hold a market and sell these goods locally?

- **Grow it from scraps** – Why not start a garden where vegetables and fruit are grown from kitchen scraps? See articles on the campaign website such as:

*16 Foods That'll Re-Grow From Kitchen Scraps*

*How to Grow Vegetables and Fruits From Kitchen Scraps*



## SAVE TIPS

**By wasting food we are wasting money in a big way, both at the household level and in businesses throughout the supply chain.**

### **Become a food saver: volunteer like Ben!**

Australia food rescue charity OzHarvest is supported by many volunteers, like Ben Witcome (pictured). On average, every kilogram of food that OzHarvest rescues will avoid 2 kg of greenhouse (kg CO<sub>2</sub>-equivalent) emissions, and avoid the consumption of 143 litres of water. Why not volunteer for a similar organization in your area!





**Agri Gaia System**

- **Donate** – Instead of discarding surplus food, safe unspoiled products can be donated to local food banks, soup kitchens and shelters. Why not work with local caterers and retailers to find organizations in your area which collect excess food and distribute it to people in need? If you need help in setting up one, contact [Find a FoodBank](#), [Feeding the 5000](#), [OzHarvest](#), [SecondBite](#) or similar organizations in your area.
- **Influence policy** – Donating surplus food makes sense, especially when you consider the amount of food which can be thrown out after major events and banquets. However, in the USA, a good Samaritan law can prevent you from being sued in such circumstances.

Japan's largest maker of recycled animal feed, Agri Gaia System, turns rice balls, sandwiches and milk discarded by 7-Eleven stores into dry and liquid animal feed for pigs and chickens. Materials not suitable for animal feed are composted or processed into methane gas to be used as supplementary fuel for the company's mill (FAO).

- **Feed for livestock** – If excess food is not fit for human consumption, the next best option is to divert it for livestock feed, conserving resources that would otherwise be used to produce commercial feedstuff.

On a smaller scale, if you have enough room, you can raise chickens which will eat all of your household food waste and in turn produce eggs.



If food waste were a country, It will be the **THIRD LARGEST EMITTER** of Greenhouse Gases, after USA and China. The global carbon footprint, excluding land use change, has been estimated at **3.3 Gtonnes of CO<sub>2</sub> equivalent in 2007.**

- **Improve disposal** – Find out how food waste is currently disposed of in your area, work with your peers to identify improvements. Where re-use of food waste isn't possible, identify options for recycling and recovery which allow energy and nutrients to be recovered from food waste.
- **Compost** – Composting food scraps can reduce the negative climate impacts of gases released from landfills, while also recycling nutrients. Why not set up a compost at home? You could also see if there is scope to set up a compost system

or worm farm in your local community, with the compost generated being put to use locally.

- **Save it and sell it** – Why not encourage your favourite supermarket to source and sell jams and other edible products made from food that might otherwise have been thrown away.

Simple actions by consumers and food retailers can dramatically cut food waste and help shape a sustainable future

# SOCIAL MEDIA GUIDE

Sharing Think.Eat.Save campaign messages and content on social media is a quick and easy way to lend your support.

Follow the conversation on social media and add your own voice. Let us know what you and your organization or local community are doing in support of Think.Eat.Save.

- Post on your Facebook, MySpace, Twitter or Blog, and other social networks
- Download avatars and use them as your social media profile picture
- Copy other Think.Eat.Save content and downloads and post it on your social sites. Remember to always link back to [www.thinkeatsave.org](http://www.thinkeatsave.org) so that your followers know where to find us
- Encourage as many people as possible to 'like', 'tweet' or comment on the campaign via social media, to help build momentum
- Cross-link your website to [www.thinkeatsave.org](http://www.thinkeatsave.org) using banners in the download section

- Email your photos and campaign news to the Think.Eat.Save campaign team at [info@thinkeatsave.org](mailto:info@thinkeatsave.org) for us to feature via social media and the campaign website.

## Facebook

Like our campaign pages and post photos and comments to let everyone know about your campaign contributions:

<https://www.facebook.com/unep.org>

<https://www.facebook.com/pages/Think-Eat-Save/528670473857245?fref=ts>

## Sample Tweets

- Join [#ThinkEatSave](#): in a world of 7 billion people rising to over 9b by 2050, food waste makes no sense. See [www.thinkeatsave.org](http://www.thinkeatsave.org)
- Join [#ThinkEatSave](#): be part of the new food revolution which is all about what we're not eating. See [www.thinkeatsave.org](http://www.thinkeatsave.org)
- [#ThinkEatSave](#): actions by consumers & retailers can cut the 1.3 billion tonnes of food lost/wasted each year & shape a sustainable future

## Instagram

Tag your Instagram photos related to your campaign contribution with *#thinkeatsave* to see them [here](#)

## 10-minute outreach

Simply copy and paste the suggested Tweets above or messages and links below, to share through your organizations' networks or your personal networks. You can complement the messages with an infographic available for download on the campaign website.

- Simple actions by consumers and retailers can dramatically cut the 1.3 billion tonnes of food lost or wasted each year and shape a sustainable future. See [www.thinkeatsave.org](http://www.thinkeatsave.org)
- Worldwide, about 33% of all food produced, worth around US\$1 trillion, gets lost or wasted. Join the Think.East.Save campaign and reduce your foodprint. Start today!
- In a world of seven billion people rising to over nine billion by 2050, wasting food

makes no sense. Take action by contributing to the global Think.Eat.Save campaign.

- In industrialized regions, almost half of the food squandered annually occurs when producers, retailers and consumers discard food that is still fit for consumption. Estimated at 300 million tonnes, this is more than the total net food production of Sub-Saharan Africa.

**IN A WORLD OF SEVEN  
BILLION PEOPLE  
RISING TO OVER NINE  
BILLION BY 2050,  
WASTING FOOD  
MAKES NO SENSE  
– ECONOMICALLY,  
ENVIRONMENTALLY  
AND MORALLY.**

# CAMPAIGN TOOLS

The Think.Eat.Save website features handy resources for you to use to raise awareness and contribute to curbing food waste.

The site – [www.thinkeatsave.org](http://www.thinkeatsave.org) – provides simple tips to consumers and retailers, will allow users to take the challenge to measure their own food waste and make pledges to reduce this, and offers a platform for those running campaigns to exchange ideas and create a truly global culture of sustainable consumption of food.

Videos, posters and infographics in different languages are available for you to download. All of the infographics in this toolkit are available for download from the campaign website.

Download resources from the Think.Eat.Save website:

- Logos
- Campaign flyers
- Posters
- Website banners

- Infographics
- Smartphone Apps
- T-shirt designs
- Videos
- Case studies

See relevant news and press releases, speeches, quotes and articles. Photo galleries and podcasts also offer ideas and inspiration.

Check out the campaign calendar of outreach events organized by the United Nations and by our partners in the coming months, including ‘food waste’ gala dinners. World Food Day, marked on 16 October annually, is a UN-supported day of action around the world.

## Videos

Watch our videos and contribute your own. Visit [www.thinkeatsave.org](http://www.thinkeatsave.org) now!

If you have screens in your buildings or if you are a business or an advertising agency with media air time, consider giving us some of your slots for broadcasting these films.

# LINKS TO REFERENCES



## Guidance on the Prevention and Reduction of Food and Drink Waste

This first of its kind document shows governments, local authorities, and businesses ways they can act to reduce food waste and save natural resources.

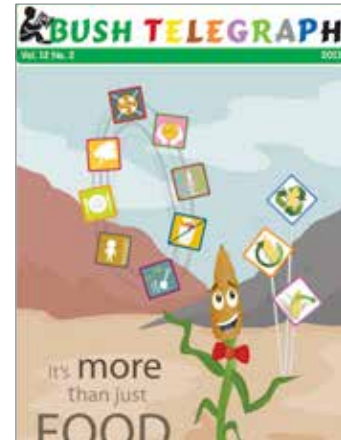
[Read more](#)



## Creating a Sustainable Food Future A menu of solutions to sustainably feed more than 9 billion people by 2050

The world's agricultural system faces a great balancing act. This report by the World Resources Institute examines actions needed to improve food production and consumption to close the projected 70 percent gap by 2050.

[Read more](#)



## Bush Telegraph

Produced by the Namib Desert Environmental Education Trust, this 2013 issue of Bush Telegraph, entitled It's more than just food, looks at why the global food system isn't sustainable. It explores some key issues in the hope people will think twice about what they eat.

[Read more](#)



## Food Price Spikes and Social Unrest in Africa CCAPS Research brief, April 2013

Observed food riots throughout much of Africa and the Middle East in the wake of spikes in international food commodity prices have fueled a renewed academic and popular interest in the connection between food prices and social unrest.

[Read more](#)



## 1st Africa Food Security and Adaptation Conference, 2013

Africa's growing population includes 239 million people classified as "malnourished". This places huge demand on governments and states to provide opportunities for enough food and new dietary demands. This conference focussed on harnessing ecosystem-based approaches for food security and adaptation to climate change in Africa.

[Read more](#)



## Africa Food Security Conference Bulletin

This conference was held from 20-21 August 2013 at the UN headquarters in Nairobi, Kenya. See also the conference report above.

[Read more](#)



## Your Scraps Add Up: reducing food waste can save money and resources

Forty percent of food in the USA goes to waste. When the resources to grow that food are considered, this amounts to approximately 25 percent of all freshwater, 4 percent of the oil we consume, and more than US\$165 billion dollars all dedicated to producing food that never gets eaten.

[Read more](#)



## Consumer Attitudes to Food Waste and Food Packaging Report: Executive Summary, 2013

Approximately 60 percent of household food waste arises from products 'not used in time', mainly perishable or short shelf-life products. This WRAP investigation looks at consumer attitudes to, and behaviour around, food waste and food packaging, which will inform action to help further reduce household food waste.

[Read more](#)

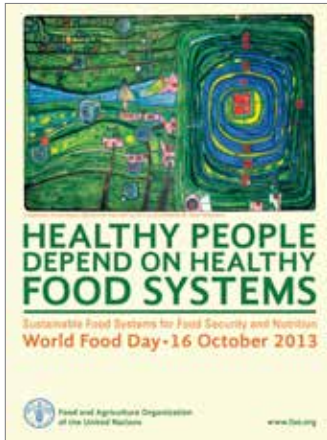


## Quanta Natura Sprechiamo

Le Pressioni ambientali degli sprechi alimentari in Italia, (WWF, 2013). In Italian, this publication centres on the WWF programme, One Planet Food.

[Read more](#)

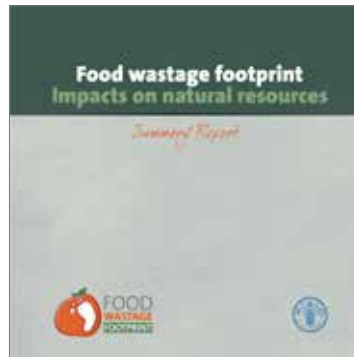




## Healthy People Depend on Healthy Food Systems - Sustainable food systems for Food Security and Nutrition

This is an FAO resource produced for World Food Day - 16 October 2013

[Read more](#)



## Food Waste Footprint - Impacts on Natural Resources (Summary Report), 2013

FAO estimates that each year, approximately one-third of all food produced for human consumption is lost or wasted.

[Read more](#)



## Household Food and Drink Waste in the United Kingdom 2012

This WRAP report provides estimates of the amount of food and drink waste generated by UK households in 2012. It includes details of the types of food and drink wasted, why it is thrown away, and where the material goes. It updates WRAP's 2007 estimates of household food and drink waste.

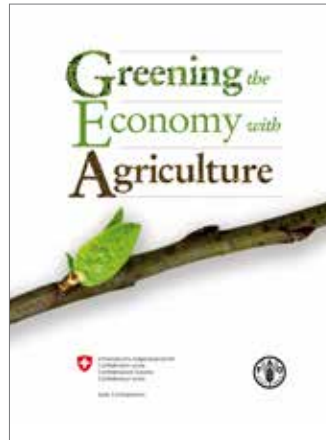
[Read more](#)



## NRDC Report-Crop Shrink: Drivers of Fruit and Vegetable Loss at Production

As detailed in a previous Natural resources Defense Council (NRDC) Issue Paper, approximately 40 percent of the U.S. food supply is never eaten. This is a missed opportunity to provide more food to those who need it as well as a massive waste of the resources required to produce that food. (Dec 2012)

[Read more](#)



## Greening the Economy with Agriculture End hunger and make the transition to sustainable agricultural and food systems

This 2012 FAO publication examines the Greening the Economy with Agriculture Initiative which seeks to contribute to the definition and implementation of the green economy, with a particular emphasis on food security.

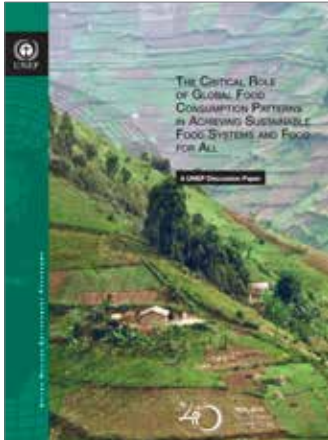
[Read more](#)



## Towards The Future We Want: End hunger and make the transition to sustainable agricultural and food systems

As stated in the 1972 United Nations Conference on the Human Environment and the 1992 Earth Summit, human beings are at the centre of sustainable development. However, even today, over 900 million people still suffer from hunger (FAO, 2012).

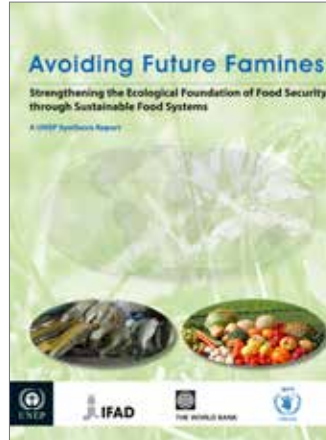
[Read more](#)



### The Critical Role of Global Food Consumption Patterns in Achieving Sustainable Food Systems and Food for All A UNEP Discussion Paper

If current population and consumption trends continue, humanity will need the equivalent of two Earths to support it by 2030. (Global Footprint Network, 2012)

[Read more](#)



### Avoiding Future Famines - Strengthening the Ecological Basis of Security through Sustainable Food Systems, 2012

This UNEP report is a unique collaboration of 12 leading scientists and experts involved in world food systems. It addresses an important aspect of the food security discourse: the ecological foundation of food security.

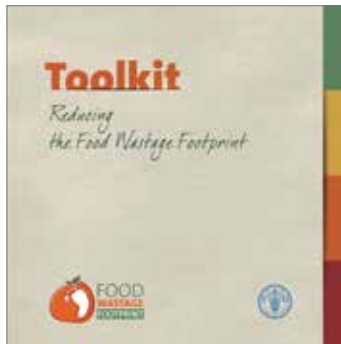
[Read more](#)



### Wasted: How America is losing Up to 40% of Its Food from Farm to Fork to Landfill

This National Resource Defence Council 2012 Issue Paper looks at how increasing the efficiency of our food system is a triple-bottom-line solution that requires collaborative efforts by businesses, governments and consumers.

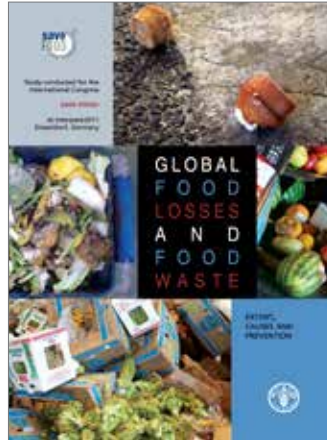
[Read more](#)



### Toolkit - Reducing the Food Waste Footprint

One-third of all food produced in the world is lost or wasted from farm to fork, according to estimates calculated by FAO (2011).

[Read more](#)



### Global Food Losses and Food Waste

This 2011 FAO study highlights the losses occurring along the entire food chain, and makes assessments of their magnitude. It also identifies causes of food losses and possible ways of preventing them. The study's results suggest that roughly one-third of food produced for human consumption is lost or wasted globally.

[Read more](#)

Up to 40% of the average household bin is food.

# 40%



# LINKING UP WITH PARTNERS AND SUPPORTERS

The Think.Eat.Save campaign is associated with many dedicated partners and supporters, including other campaigns which are tackling food waste, and food loss too.

Maximising the convening power of the United Nations, Think.Eat.Save links them all together to share the best available tips, research and experiences.

As you lend your support to Think.Eat.Save, consider extending your support to other partners and supporters, and encourage others to do the same.

## Who's involved: Partners



**United Nations Environment Programme (UNEP)**

[www.unep.org](http://www.unep.org)

As the lead agency for the environmental programme of the United Nations, UNEP assists developing countries to implement environmentally sound policies and practices. Its activities cover a wide range of issues regarding the atmosphere, marine and terrestrial ecosystems, environmental governance and the green economy.



**Food and Agriculture Organization of the United Nations (FAO)**

[www.fao.org](http://www.fao.org)

FAO's mandate is to raise levels of nutrition, improve agricultural productivity, better the lives of rural populations and contribute to the growth of the world economy. Achieving food security for all is at the heart of FAO's efforts



**The Zero Hunger Challenge**

[www.un.org/en/zerohunger](http://www.un.org/en/zerohunger)

This is the UN's Secretary General's Zero Hunger initiative to eliminate hunger. It encourages participation of a range of organizations, social movements and people around a common vision. It promotes effective strategies, more investments and increased development cooperation, in line with existing national and international agreements.



**The SAVE FOOD Initiative**

[www.save-food.org](http://www.save-food.org)

This is a joint campaign instituted by FAO and the Messe Düsseldorf Group to fight global food loss. SAVE FOOD aims at networking

stakeholders in industry, politics and research, encouraging dialogue and helping to develop solutions along the food value chain.



**Messe Düsseldorf Group**

[www.messe-duesseldorf.com](http://www.messe-duesseldorf.com)

One of the world's major trade fair companies, the Messe Düsseldorf Group welcomes 27,000 exhibitors present their products to 1.5 million visitors at its home base in Düsseldorf each year. The company partners with FAO to deliver the SAVE Food Initiative.



**Feeding the 5000**

[www.feeding5k.org](http://www.feeding5k.org)

Founded in the United Kingdom, this campaign aims to empower and inspire the global community to enact positive solutions to the issue of food waste. Using food that would otherwise have been wasted – such as cosmetically imperfect fruit and vegetables – Feeding the 5,000 organizes events where meals are distributed for free.



**WRAP UK**

[www.wrap.org.uk](http://www.wrap.org.uk)

WRAP is a non-profit organization funded by all four United Kingdom governments and the European Union, and aims to help people recycle more and waste less, both at home and at work. It offers economic as well as environmental benefits.



**Stop Wasting Food**

[www.stopspildafmad.dk/inenglish](http://www.stopspildafmad.dk/inenglish)

This is Denmark's largest movement of private consumers against food waste. The movement raises public awareness about food waste through campaigns, publicity and events, and equips consumers to minimise food waste.



**OzHarvest**

[www.ozharvest.org](http://www.ozharvest.org)

Founded in Sydney, OzHarvest is a non-denominational charity that rescues excess food which would otherwise be discarded. This excess food is distributed to charities supporting vulnerable people in major Australian cities. In doing so, the charity

turns excess food into a resource and saves thousands of kilograms of food from being dumped as landfill each year.



**EU FUSIONS**

[www.eu-fusions.org](http://www.eu-fusions.org)

This four-year research project is working towards a 50 per cent reduction of food waste generated in the European Union and a 20 per cent reduction in food chain resource inputs by 2020. Driven by 21 research partners, it seeks to reduce food waste by harmonising quantification methodologies, demonstrating solutions through social innovation in pilot studies and developing policy guidelines for a Common EU Food Waste policy.



**NRDC**

[www.nrdc.org](http://www.nrdc.org)

This environmental action group in the United States leads several efforts to prevent and reduce food waste through alliances with businesses and other non-profit organizations. NRDC authored a report, Wasted: How America is Losing Up to 40% of its Food from Farm

to Fork to Landfill, which sparked a national dialogue about food waste in the USA.



**CinemAmbiente**

[www.cinemambiente.it](http://www.cinemambiente.it)

Since its debut in Turin in 1998, CinemAmbiente – Environmental Film Festival has presented outstanding environmental films as part of a year-round programme that promotes cinema and environmental awareness. It is a member of the Environmental Film Festival Network which unites major international environmental film festivals.



**World Wide Fund for Nature (WWF)**

[www.wwf.it](http://www.wwf.it)

WWF's mission is to stop the degradation of our planet's natural environment and build a future in which humans live in harmony with nature. Its efforts focus on two broad areas: ensuring that the earth's web of life - biodiversity - stays healthy and vibrant for generations to come; and reducing the negative impacts of human activity - our ecological footprint.

## Who's involved: Supporters

Companies and other organizations

**The Namib Desert Environmental Education Trust (NaDEET)** – A Namibian non-governmental organisation.

About Harvest – a for-profit social enterprise

**Food Recovery Network** – unites students in the USA to fight food waste and hunger

Slow Food – a global grassroots organization that envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet.

**Salt Studios** – a brand communications and creative services studio who designed information material in support of the Think.Eat.Save campaign.

**Annakshetra: Food Waste Management for Sustainability** – an initiative funded and implemented by the Centre for Development Communication (CDC) in Jaipur, India, to help minimize food waste.

**Go Eco No Ego** – a movement for green lovers who want to take action.

**SecondBite** – identifies sources of nutritious surplus fresh food and produce that would otherwise go to waste and facilitates its distribution to agencies and people in need.

**Operation Empty Plate** – an environmentally friendly campaign initiated on Earth Day in China

**Food Tank** – offers solutions and environmentally sustainable ways of alleviating hunger, obesity, and poverty by creating a network of connections and information.

**Best Foot Forward** – sustainability specialist consulting and programme management firm

**Go.Asia** – a charitable initiative that brings global campaigns to Asia, like Food Revolution Day



## Individuals

**Jonathan Bloom** – journalist and food waste expert who wrote the book *American Wasteland* and created the blog *Wasted Food*.

**Prof. Andrea Segrè** – Head of the Department of Agro Food Sciences, University of Bologna, and President of Last Minute Market, part of Zero Waste Europe

**Stéphanie Calafat** – a French chemist and food scientist, passionate about food and strongly committed in finding new solutions to curb food waste

**Sarah Daly** – a Strategic Sustainability Consultant at mygreeneye

**James Blueweiss** – media and entertainment business development professional who is identifying strategic alliances and partnerships with brands, media and talent in the USA on behalf of Think.Eat.Save

**Gregory McNamee** – writer, journalist, editor, photographer and publisher.

**Stefanie Sacks** – Culinary Nutritionist, USA

**Danielle Nierenberg** – sustainable agriculture and food issues expert

**Dinner Lady** – writes the blog *Four and a half bellies*

**THE FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO) CALCULATES THAT THE COST OF GLOBAL FOOD WASTE IS US\$750 BILLION PER YEAR – THAT IS SIX TIMES THE AMOUNT BEING SPENT ON DEVELOPMENT AID.**

# BECOMING AN OFFICIAL SUPPORTER

If your corporation, non-government organization, charity, civil society group or government entity wants to become a Partner or Supporter of the Think. Eat. Save campaign, we want to hear from you.

This campaign can make a huge difference, if everybody gets involved – food producers, supermarkets, consumers, restaurants and hotel chains, schools, sports and other social clubs, company CEOs, city mayors, national and world leaders.

If your organization, profit or non profit, is mainly or significantly engaged in a programme or campaign that seeks to reduce food waste, join us as a Partner and explore with us ways of cross-linking our campaigns and collaborating on some activities.

If your organization, profit or non profit, would like to support, organize or participate in a particular campaign activity, or contribute a service or a product to our campaign, join us as a Supporter.

Please contact the campaign team at:

**Lucita Jasmin**

**Head, Special Events/Campaign Manager  
United Nations Environment Programme (UNEP)**

**Tel: +254-20 762 3401**

*[lucita.jamin@unep.org](mailto:lucita.jamin@unep.org)*

*[info@thinkeatsave.org](mailto:info@thinkeatsave.org)*

*[www.thinkeatsave.org](http://www.thinkeatsave.org)*



**More than 20 per cent of all cultivated land, 30 per cent of forests and 10 per cent of grasslands are undergoing degradation.**



Microsoft



Redmond address



...w Purple Rain,  
...played it until it  
...en bought I  
...!! #TODAYtbt

LOVE THIS

# LET'S WASTE LESS

The total volume of water used each year to produce food that is lost or wasted is equivalent to three times the volume of Switzerland's Lake Geneva.

# THINK BEFORE YOU THROW

Less food waste would lead to more-efficient land use, better water resource management, more sustainable use of phosphorus, and it would have positive repercussions on climate change.

# HELP FIGHT FOOD WASTE

In 2012, SecondBite collected 3 million kgs of fresh food that might otherwise have gone to waste and provided enough food for 6 million meals to 500 Australian community food programmes.

AGRICULTURE AND LAND USE CHANGES LIKE  
**DEFORESTATION**  
CONTRIBUTE TO MORE THAN  
30 PER CENT OF TOTAL GLOBAL  
GREENHOUSE GAS EMISSIONS

In a world of seven billion people rising to over nine billion by 2050 wasting food makes no sense – economically, environmentally and morally.

On average, every kilogram of food that OzHarvest rescues will avoid 2 kg of greenhouse (kg CO<sub>2</sub>-eq) emissions, and avoid the consumption of 143 litres of water.

**\$1=2  
MEALS**

Wasting food means not only money down the drain, but all the energy, land, water, fertilizers and other inputs needed to grow and distribute that food in the first place.













**Follow us:**

[www.facebook.com/unep.org](http://www.facebook.com/unep.org)

**#ThinkEatSave**

Cette trousse est disponible en français

Este conjunto de herramientas está disponible en español

这个工具包是在中国

**[www.thinkeatsave.org](http://www.thinkeatsave.org)**

*Reduce your footprint*

Design and Layout: Phillip Amunga