



FOOD FOR GOOD

COSTS/BENEFITS

Why take part

Conferences and conventions are opportunities to increase knowledge, boost development and get together, and with the Food for Good programme, they can take on an important new role of promoting social solidarity and sharing resources.

A rich buffet, and the difficulty of determining the exact number of people who will attend, often leads to too much food, which is then not eaten and wasted.

Thanks to Food for Good, surplus food can be transformed into an important resource for society, and be used to feed people in need, while reducing the event's environmental impact at the same time.

ADVANTAGES

With a simple action, you can play an active role in the fight against food waste.

One gesture, so many benefits:

Business benefits

- **Implementation of CSR activity;** by signing up to the Food for Good programme, you undertake activities that adhere to essential Corporate Social Responsibility policies
- **Return of reputation;** by their very nature, events represent an opportunity for visibility and communication in relation to all stakeholders, and projecting a socially responsible image is today a core value for every business organisation.

Benefits for society and the environment:

- **social:** feeding those with financial difficulties;
- **economic:** thanks to the optimisation of resources that are not wasted;
- **environmental:** reducing pollution and waste introduced into the environment;
- **educational:** by saving food, we spread the message of the importance of nature and respect for it, and the effort required to produce food.

ACHIEVABLE RESULTS

Given the uncertainty regarding the number of people who will attend and the need to ensure that all potential guests have a meal, the conference sector produces a large surplus of food.

From the experience gained in approximately 160 collections, it is estimated that on average, around 25/30% of the food prepared is surplus.

Translating this into real amounts, for an event of approximately 100 people, it is possible to save around 20 kg of food. This quantity can feed about 40 people. Collecting 20 kg of food

that would otherwise be thrown out also means optimising all the resources used to produce, transport and prepare this food.



Benefits per event

No. of people	People fed	Waste not put into the environment	CO2 saved	Water saved
100	40	20 kg	320 kg/CO2	30,000 litres
200	80	40 kg	640	60,000 litres
500	200	100 kg	1.6 tons of CO2	150,000 litres
1000	400	200 kg	3.2 tons of CO2	300,000 litres
2000	800	400 kg	6.4 tons of CO2	600,000 litres

COSTS

The collection of surplus food has limited costs if compared to the social value of redistributing it. It is calculated that every euro invested in the project is worth three euro for society, considering the food redistributed in a good cause and the reduction of wet waste put into the environment.

Everyone signing up to the initiative can decide to support it in the way they consider most appropriate:

- through a cash donation
- by purchasing a communication “package” including flyers, message cards and paper materials to publicise the activities of Food For Good.
- by purchasing charity gadgets, the proceeds of which go to the food collection organisations.