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Associazione nazionale delle imprese pubbliche, private
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Food for Good, the Italian project to recover food from events, becomes a European best practice

The initiative launched by Federcongressi&eventi, Banco Alimentare and Equoevento that recovers uneaten food from conventions, meetings, conferences and events to donate it to charities has been included among the best practices of the EU Platform on Food Losses and Food Waste

Rome, April 2018 - **Food for Good is setting the standard in Europe.** The project to combat food waste created three years ago by the partnership between **Federcongressi&eventi**, the association that groups companies operating in the Italian meetings industry, and non-profit organisations **Banco Alimentare** (Italy's food bank network) and **Equoevento** has now been included among the **best practices on the EU Platform on Food Losses and Food Waste**.

The EU Platform on Food Losses and Food Waste was established two years ago by the European Commission as part of the *EU action plan for the Circular Economy* of 2015, in order to identify, share and develop solutions to reduce waste in the food chain and thereby **help meet the Sustainable Development Goal to halve food waste by 2030** and reduce food losses along the food production and supply chains. The Platform brings together 70 member organisations (33 representatives of EU countries and international organisations, and 37 representatives from industry, academia and non-profit organisations) committed to establishing a common methodology to measure food waste. One of the first results of the Platform was the publication of **EU guidelines on food donations**, which are intended to facilitate the donation of unsold/uneaten food to people in need.

Food for Good was included among the best practices to be shared at European level on the proposal of Banco Alimentare. *“We decided to propose Food for Good as a best practice at European level when we realised the strong added value of the model adopted in Italy. A model that is not only intended to recover surplus food from the events and conferences sector, but also to create a culture of the value of*





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food in this arena, through a series of highly effective communication tools that are fundamental for the project's replicability, including in other EU member states", said **Banco Alimentare's Communications Manager, Giuliana Malaguti.**

The fact that it has been made an operational model on a European scale is recognition of the commitment of those involved who created and continue to support Food for Good, **a project that enables food that is not consumed during conferences, conventions, meetings and events to be recovered and donated to charities** such as foster homes, soup kitchens for the poor and refugee centres. Combatting food waste with Food for Good is simple and effective: through the volunteers of Banco Alimentare and Equoevento, Federcongressi&eventi puts the heads of the catering companies in touch with the nearest non-profit organisation to the event venue, so that it can arrange for the recovery of the surplus food quickly and in complete safety, in line with the regulations in force.

Food for Good is continuously growing: for example, **research on food preservation criteria** is in the conclusion phase and a **study by chefs for "doubly good" events** is being conducted. This is the very direction taken by the *second life menu*, the menu created by Cristian Pratelli, the executive chef of Rimini-based catering company Summertrade, which is good both because it is tasty and because it favours foods that are generally completely safe to eat even after the time required for their recovery and donation.

It should also be noted that **Equoevento, one of the promoters of Food for Good, runs successful operations not only in Italy, but also in Europe.** In the last two years, groups of volunteers have worked to recover uneaten food from events in two of the most popular host cities, **Madrid and Paris**, and one of the objectives of the non-profit organisation is to further expand the network to other destinations.

"Food for Good is a project that Federcongressi&eventi has strongly promoted, and which is becoming increasingly popular among all the players involved in event and conference promotion and organisation: in fact, since its launch, it has enabled the recovery of approximately 76,500 prepared dishes and 5,000 kilograms of bread and fruit", said **Alessandra Albarelli, the President of Federcongressi&eventi.**



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“For this reason, our association is available to all international associations of the meetings industry that wish to support the Food for Good mission, to share our know-how and operational procedures with them”.

Procedures for signing up to Food for Good, the guidelines for the recovery of food from catering companies and the operational procedures for event organisers are available on the Federcongressi&eventi website, www.federcongressi.it.

Federcongressi&eventi, a non-profit organisation created in 2004, is the national association of public and private companies operating in the sector of conferences, conventions, seminars and events, continuing medical education, incentive and communication. Depending on their main activity, the members, divided into Members and Associate Members, are grouped in the following functional categories:

- Destinations and venues
- Organisation of conferences and events, and ECM providers
- DMC and incentive
- Services and consultancy

Federcongressi&eventi represents all aspects of the Italian meetings & incentive industry and in its dealings with institutions, boosting its image and prestige, also at EU and international level, in order to establish stable relationships with European and global institutions and associations. It also aims to boost the value of activity in the conference and incentive events sector, to promote in its widest form its development as an economic, social and cultural factor, to study means of promoting Italy's conference industry abroad, to promote new regulation for the sector, to support the qualification of professionals and to sponsor industry studies and analyses, thereby disseminating ideas on the legal, legislative and organisational aspects relating to professions within the industry.

The association's activities include:

- the Italian Survey of Conferences and Events (OICE), a research project promoted by Federcongressi&eventi and conducted by ASERI – the Graduate School of Economics and International Relations of Università Cattolica del Sacro Cuore;
- the establishment of Convention Bureau Italia and Convention Bureau Roma e Lazio;
- the Provider ECM by Federcongressi&eventi and FISM project, which groups partners accredited as providers of continuing medical education, to enable them to share specific requirements and benefit from ad hoc services;
- the Learning Centre, created in order to provide in an organised and permanent manner continuous refresher courses for sector professionals; to be a point of reference for those who organise seminars, courses or other meetings on issues relating to the meeting & incentive industry; to play the role of "facilitator" for young people joining the industry through the "Mentor Project".





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