

# SUSTAINABLE CONSUMPTION

## Session 3



THE 2019  
**EU AGRICULTURAL  
OUTLOOK CONFERENCE**

**Sustainability**  
from Farm  
to Fork





# Balazs Cseh

President, Hungarian Food  
Bank Association

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# Reducing Food Waste

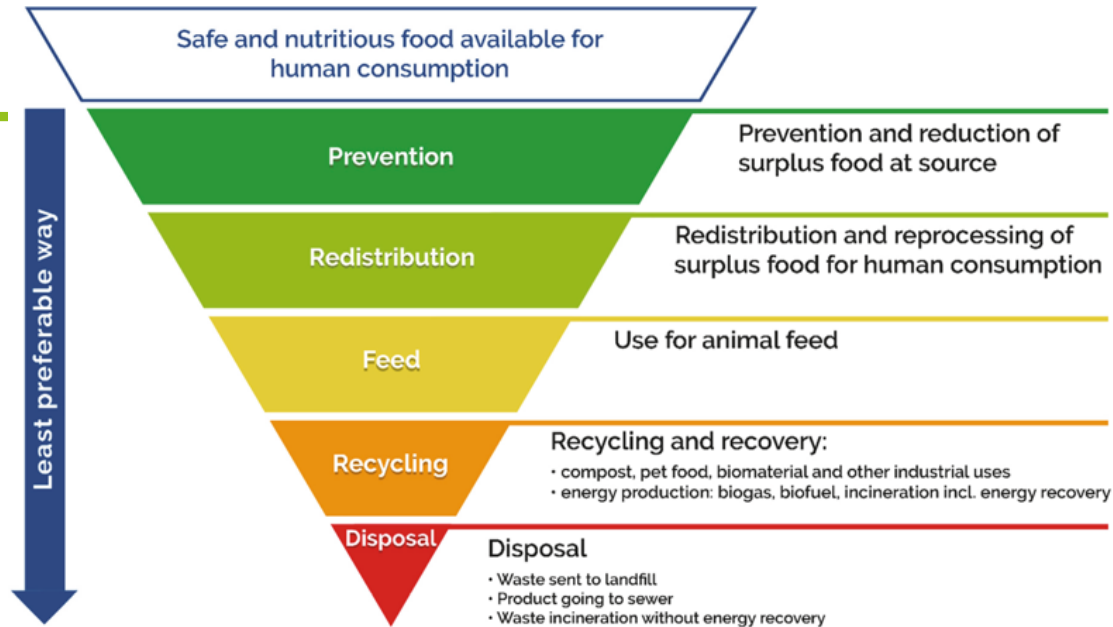
REFRESH project

Balázs Cseh  
Hungarian Food Bank Association

10 December 2019  
Brussel

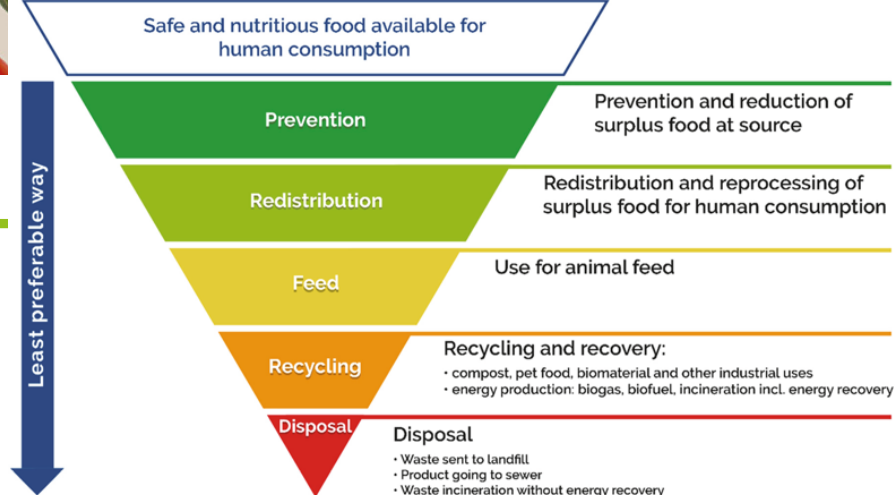


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REFRESH 2019

Lower levels **often compete with more sustainable food valorisation routes** situated further up on the food utilization hierarchy



Farmers have **no reason to discard a product that has a value**. In fact products that do not meet EU and market standards and cannot be used for human consumption are used for food processing, if not possible used for animal feed, for redistribution, bioenergy purposes or for incorporation in to the soil to increase the organic matter content.

(<https://grownnotthrown.eu/>)

# REFRESH H2020 Project

## 26 Partners in 13 countries



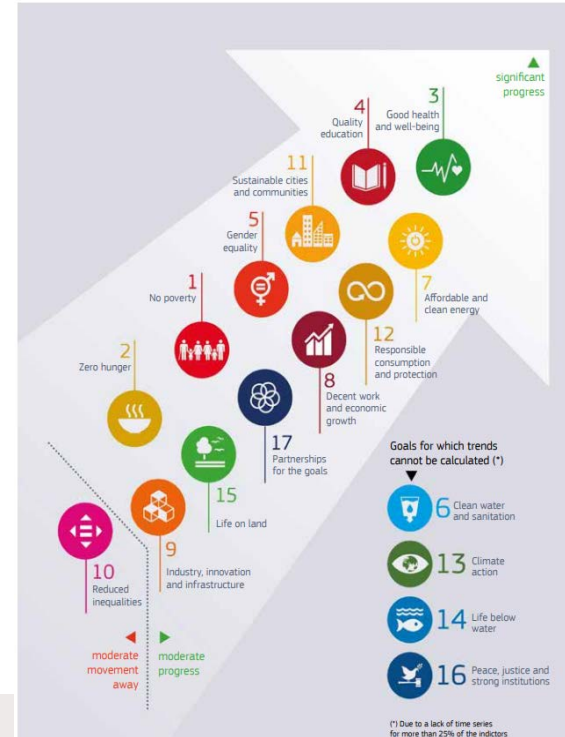
# REFRESH: Resource Efficient Food and dRink for the Entire Supply cHain

## REFRESH's main objective is to contribute towards Sustainable Development Goal 12.3

The focus areas for REFRESH are

- Voluntary **strategic agreements** across the supply chain
- Improving **Valorisation** of food waste
- Developing **Decision Support tools** for new and existing solutions
- Formulating **policy recommendations**
- **Evidence base** in 5 Piloting Countries:  
NL, GE, HU, ES and China
  - Duration: July 2015 – June 2019
  - [www.eu-refresh.org](http://www.eu-refresh.org)

Overview of progress towards the SDGs in an EU context<sup>(\*)</sup>



# „Food is value”

- Hungarian Forum Against Food Loss and Waste
- Initiated by the Ministry of Agriculture and the Hungarian Food Bank
- 50+ members from all sectors

## Framework of action

- Framework agreement
- Steering Committee
- Pilots & evaluation
- Ad hoc working groups
- Knowledge base & internal communication
- Events & external communication







## Main lesson learned

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**We live in silos –  
creating the right community really  
helps knowledge sharing,  
understanding motivations and finding  
„out-of-the-box“ solutions!**

# REFRESH Blueprint



## 5 key steps of setting up a voluntary agreement



1. Initiation and **Set-up**



2. Ambitions, Goals and **Targets**



3. **Governance** and Funding



4. Establishing **Actions**



5. **Measurement** and Evaluation





# Thank you for your attention!

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

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