

## The current economic system requires moving our economy toward a more sustainable economy

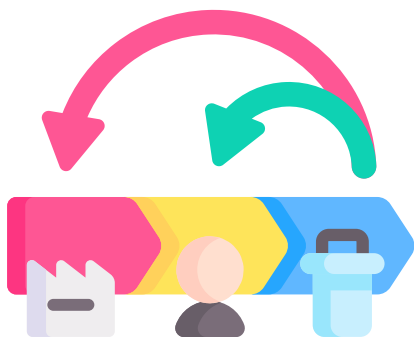


### The future is circular

The **circular economy model** of production and consumption involves reusing, repairing, restoring, and recycling existing materials and products to conserve materials within the economy as much as possible

### Finding value from wasted food

CE implies that **waste** itself becomes a valuable resource. The ultimate goal is to achieve a **sustainable food system**

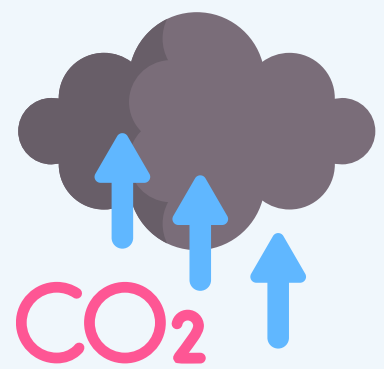


### Shifts in supply and demand attitudes

Additional **sustainable actions** are required throughout the food chain to reduce waste at all stages of the chain

### Reducing social and environmental impact

**Negative impacts**, such as wage implications, inflation or increased carbon footprint are intended to be **addressed through CE**



### Relying on alternative food networks

Technology-enabled networks that bring together producers, processors and consumers to build a more sustainable and local food system

## Using Startup vigor to power up circular economy



### Startups

A structure designed to create a new product or service under conditions of extreme uncertainty

### Scaleups

a scale-up is nothing other than a successful startup

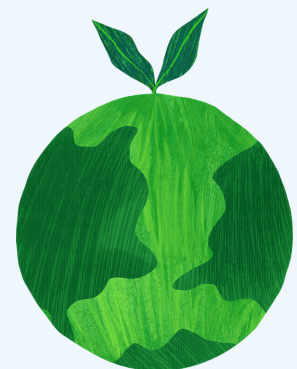


### Business Model Canvas

a strategic management tool to quickly and easily define and communicate a business idea or concept

### Social Enterprise

a business with specific social objectives that serve its primary purpose



### Food cooperatives

Organisational structures in which all members receive a share of the profits and can vote on the future of the organisation

## Responsible, healthy and sustainable consumption



### Responsible consumption

Consumers committed to labour, environmental and moral conditions in the production of what they consume

### Sustainable and responsible food

Healthy, disease-preventing and environmentally friendly food



### Healthy consumption

Healthy consumption as an attitude of consumers and users that implies a conscious consumption

### Food waste reduction

The reduction of food waste generation in primary production, in processing and manufacturing, in food retailing and distribution, in restaurants as well as in households



**Sustainable and circular urban food systems require embracing new technologies and initiatives**



## Technologies that facilitate demand and supply

Cold supply chains, smart refrigerators and bins, active packaging and more existing and newly developed technologies should become more financially accessible to reduce food waste.

## Using social media for food waste redistribution mechanisms

Social media and mobile applications can help combat food waste as they offer sophisticated food-storage and food-sharing solutions and provide a space for online awareness-raising campaigns and community-led initiatives.



## Training underprivileged groups to rely on technology to ensure food security

Technological and non-technological initiatives have proved effective in addressing food insecurity across communities with socioeconomic problems across all levels of food production, retail, consumption and post-consumption.

## Engaging policymakers in fighting urban food waste

Governments are responsible for setting up policies, infrastructure, and financial aid to enable the uptake of new technologies by individual consumers, retailers, SMEs, and especially big corporations with unsustainable practices



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