Leading a Cross-Sectional Collaboration to Reduce Food Waste in Israel

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A sustainable society in Israel

A healthy, fair and happy society flourishing within the ecological system’s limits

Through the lens of innovation and quality
The Focus: Food
1: Food Waste
2.3 Million tons of food are wasted annually in Israel.
Why cross-sectoral collaboration

- Purchasing habits
- Guidelines for farmers and suppliers
- Promotions
- Expiration dates
- Characteristics of the packaging
- Excessive abundance
- Cooking excessive amounts
- Incentives and taxes
- Waste management policies
"If you want to go fast, go alone; if you want to go far, go with others"

— African Proverb
Food Waste in Israel

- Wholesalers
- Manufacturers
- Academia
- Media
- Civic organizations
- Local Government
- Catering
- Retailers
- Business
- Government
Food Waste in Israel

Wholesalers

Manufacturers

Government

Academia

Business

Retailers

Catering

Media

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Local Government

Food Waste in Israel

The Natural Step
Israel

Google

BDO

The Kitchen

FoodTech Hub

Goldfarb Seligman
Law Offices | Established 1930

Dizengoff Center

Unilever

Leket Israel

The National Food Bank

Mazooz

ISS

Banco

Catering

Local Government

Civic organizations

Media

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Business

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Food Waste in Israel
What did we do?
Awareness Building
Common Language
Resource Mapping
Field Research
Awareness Building
Common Language
Resource Mapping
Field Research
Ideation
Identification of Intervention Points
UPSTREAM
Awareness Building
Common Language
Resource Mapping
Field Research
Ideation
Identification of Intervention Points
Prioritization
Awareness Building
Common Language
Resource Mapping
Field Research

Ideation
Identification of
Intervention Points

Prioritization

Implementation
If collaborating was easy...
Implementing solutions

1. Raising Awareness for Behavior Change
2. Institutional Catering
3. Expiration Dates
4. The Israeli Convention for Food Waste Reduction
5. National and Municipal Policy
Food Waste In Cities
Restaurants
Households
What can you do?

- Measure and set targets
- Take a look at your waste policies
- Raise awareness and create alternatives
- Educate consumers
- Provide information to businesses
Global Food Waste Reduction Day

TBA Soon

FOR MORE INFO>>
The Vision

Motivating the food sector

Long-term, integrated and holistic solutions

Promoting sustainability