

City São Paulo	
Country	Brazil
Population	12 million
Title of policy or practice	Municipal Programme on Food Waste and Loss Combat
Subtitle (optional)	Campaign on food waste combat in public supply equipment.
URL video	https://youtu.be/WaTSbE5pYec
Category	Food Waste
SDGs	SDGs: 2, 12.
Brief description	<p>The Programme begins with the awareness of the traders who work in the public logistics of food supply (markets, supply centres, street markets). They are oriented to avoid waste and throwing away the food that, despite not having commercial value, is fit for consumption and can make the difference in the lives of thousands of people who do not have access to fresh and healthy food. The donated food is destined to the Municipal Food Bank where the food goes through screening before being donated to the people who are in a situation of food insecurity. São Paulo has 880 street markets and 32 municipal markets. The pilot is being finalized phase that currently takes place in 7 public supply equipment. The goal is to expand the campaign to all 32 public markets and 150 street markets by the end of 2020.</p> <p>The evaluation of the progress of the Programme is carried out as follows: All food received through donations goes through the process of triage where an initial weighing, sorting and a final weighing are performed to evaluate if the donated food is suitable for human consumption.</p> <p>Using this flow of donations, a reuse of 85% of the donated food has been maintained.</p> <p>In addition to promoting economic development, the project follows the following Sustainable Development Goals (SDG): SDG 8: Decent Work and Economic Growth SDG 12: Responsible Consumption and Production As a result, the goal is to achieve SDG 2 to end hunger, accomplish food security, improve nutrition and promote sustainable agriculture.</p>
Date of start and state (ongoing/completed)	10/2017 Ongoing
Actors and stakeholders involvement	Public supply equipment: Public markets, supply centres and street markets.
Approach	<ol style="list-style-type: none"> 1. Public supply equipment: Choosing equipment in order to collect donations; 2. Partners' awareness: Including the explanation of the campaign, which brings the whole cycle of donated food; 3. Plastic Boxes: Sanitized plastic and boxes are provided for the delivery; 4. Sorting: Sorting and discarding of the food unfit for consumption; 5. The donation: Destined to the assistance entities; 6. Supervision: Ensuring the good quality of donated food.
Innovation	Environmental: Following SDG 12, the volume of organic waste to composting and/or landfills will be reduced. Aligned with item 12.3 of the goal SDG - By 2030, halve global food waste per capita

	<p>at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.</p> <p>Socioeconomic: The Programme includes the beneficiaries of the Programme of Work Operation in the dynamics of awareness of merchants, collections and sorting, where they receive a monthly financial aid with the ultimate goal of reinserting them into the employment market. Income generation in this Programme is attributed to the goals of the SDG 8, to promote constant, inclusive and sustainable economic growth. The Programme has already created 100 vacancies in the Work Operation Programme and could generate new jobs in the future.</p> <p>Food Security: Where good quality and fresh food is brought to the population in a situation of high vulnerability. Thereby, the campaign allows, in an innovative way, to work the three problems at once. There is nothing similar in the municipality.</p> <p>The challenge in 2019 is to implement a new model to facilitate the auxiliary operations registered in the Municipal Food Bank, to promote the awareness regarding waste production.</p>
<p>Impact</p>	<p>Impact I - Food Security</p> <p>The Programme plays an extremely important role in promoting the distribution of healthy food suitable for human consumption to people in a condition of food insecurity. Through the 310 charitable institutions (charities) registered in the Municipal Food Bank, about 120 thousand people in situations of social vulnerability are impacted. From the beginning of the Programme (October 2017) until the end of May 2019, 170 tons of food were collected.</p> <p>Impact II - Socioeconomic</p> <p>The Programme also promotes the training and reintegration into the employment market of unemployed people in situations of social and economic vulnerability. The beneficiaries, mostly homeless and immigrants, participate directly in activities related to the collection of food and integrated qualification courses on the good practices of food manipulation, permaculture, personal finance and socio-emotional capacities.</p> <p>Impact III - Environmental</p> <p>From an environmental point of view, the campaign aims to fight waste and contributes to the reduction of solid waste creation and, consequently, to the reduction of the costs generated in the disposal, fulfilling the National Policy of Solid Waste (Federal Law 12.305/10).</p>
<p>Inclusion</p>	<p>The implementation of the Programme, in a city of the size of São Paulo, with 12 million people, where food waste prevails and the number of people in food insecurity, according to a survey carried out in 2015 by Institute of Economic Research Foundation - FIPE, is about 16 thousand street dwellers. This number is increasing.</p> <p>From the outset, the campaign promoted a dialogue between members of public authorities, civil society and the private sector to develop a consistent and comprehensive public policy, that could affect the city from a social, economic and environmental point of view, proposing solutions to problems such as food waste and food insecurity.</p>
<p>Adversity coefficient</p>	<p>The action brings two major challenges: the logistics and work dynamics of traders. As for logistics, the challenge is not being able to cover all the municipal supply equipment, with the reduced number of trucks that the Municipal Food Bank Programme has. Therefore, a second project within this action is already being developed, where the goal is to connect the entities directly at the point of the generation of waste (markets and street markets). This approach will</p>

allow this action to enlarge more quickly and in a more sustainable way.

The challenge linked to the work dynamics of traders is to impact them as little as possible by delegating to them one simple responsibility which is separating food fit for human consumption. This issue was solved through on-site sensibilization and the incorporation of the beneficiaries of the Work Operation Programme, where they respond by picking up the boxes with food and loading the trucks.