

# FUSIONS

Food Use for Social Innovation by Optimising  
Waste Prevention Strategies



FOOD & BIOBASED RESEARCH  
WAGENINGEN UR



More efficient use of resources and a considerable reduction of food waste in the food chain from field to fork. This is the aim of FUSIONS, a four-year EU FP7 project involving universities, knowledge institutes, consumer organisations and businesses. Our ambition is to reduce food waste, by stimulating social innovations in feasibility studies, assessing monitoring methodologies and developing policy guidelines for national and EU governments. Wageningen UR is coordinator of FUSIONS.

## Food waste reduction through social innovation

It is notoriously difficult to quantify food waste, partly because of the many different methods used within countries and by different stakeholders. Several initiatives to prevent food waste through the food chain have already been rolled out in many EU countries. FUSIONS is now combining the knowledge and experience gained from these initiatives and will establish a EU multi-stakeholder Platform to generate a shared vision and implementation strategy to prevent food loss and reduce food waste across the supply chain through social innovation: new ideas (products, services and models) that simultaneously meet social needs and create new social relationships.

## Connecting networks

In the coming 4 years more than 19 multi-stakeholder events will be organised, together with 100s of presentations and other dissemination activities. Connecting the European stakeholders in the joint action against food waste. Join us.

## Benefits

- Harmonisation of food waste statistics and monitoring
- Feasibility of social innovative measure for optimised food use
- FUSIONS Platform to enable, encourage, engage and support key actors across Europe in delivering 50% reduction of food waste
- Development guidelines for a common Food Waste Policy for EU-27

## Connect and follow us on:

- Facebook: EU\_Fusions
- Twitter: #EU\_Fusions
- LinkedIn: EU FUSIONS
- Website: [www.eu-fusions.org](http://www.eu-fusions.org)

*'Reducing food waste with  
50% in 2020 is our objective'*



## Information

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## Cooperative action

Wageningen UR Food & Biobased Research took the initiative for FUSIONS in response to an open call from FP7, the EU Research and Technological Development Programme. Granted a 4 million Euro and 44 man-year co-finance budget, FUSIONS will contribute to achieving a resource efficient Europe by significantly preventing and reducing food waste. The four-year project started at 1st of August 2012. The overall aim of the project is to contribute significantly to the harmonisation of food waste monitoring, feasibility of social innovative measures for optimised food use in the food chain and the development of a Common Food Waste Policy for EU 287. Utilising the policy and behavioural change recommendations from the delivery of the key objectives, the FUSIONS European multi-stakeholder platform will enable, encourage, engage and support key actors across Europe in delivering a 50% reduction in food waste and a 20% reduction in the food chains resource inputs by 2020. Examples could include uniform labelling addressing sell- or use-by dates, innovations in the chain to improve shelf-life of food products, or creative solutions for behavioural change within stakeholders. It all starts with agreed-upon definitions and a common methodology for referring to the extent of the problem and its drivers.



## FUSIONS Platform

The FUSIONS project will achieve this through a comprehensive and experienced European partnership covering all key actors across the food chain, including regulatory, business, NGOs and knowledge institutes, all with strong links to consumer organisations. Within this project we establish the European multi-stakeholder platform to generate a shared vision and strategy to prevent food losses and reduce food waste across the supply chain through social innovation new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relations shops or collaborations. The Platform is open to all organisations that wish to learn, contribute, discuss and share knowledge and practices, to open up perspectives in all steps of the food chain and to develop (social) innovations to improve resource efficiency and the valorisation of biomass resources. Join us, become a member of the FUSIONS Platform and participate in regional and European meetings with the front running key actors in combatting food waste.



## Other project members

WRAP (UK), University of Bologna (Italy), SIK (Sweden), INRA (France), BIO Intelligence Service (France), Ostfoldforskning (Norway), Stop Wasting Food / Selina Juul (Denmark), Universität für Bodenkultur Wien (Austria), Institute for Food Research (UK), Food and Agriculture Organisation of the UN - FAO (Italy), IVL Swedish Environmental Research Institute (Sweden), MTT (Finland), Hacettepe Üniversitesi (Turkey), Hungarian Foodbank Association (Hungary), Development Agency of Eastern Thessaloniki's Local Authorities (Greece), Universität Hohenheim (Germany), Last Minute Market (Italy), Koninklijke Ahold (Netherlands), Communiqué (Denmark), and Tristram Stuart (UK).

