

Factsheet on food waste reduction and related eco-innovations in Provence-Alpes-Côte d'Azur (PACA) Region

ERDF 2014-2020: 284 Mio EUR

The ROP (Regional Operational Program) of Provence-Alpes-Côte d'Azur contributes to the EU strategy for smart, sustainable and inclusive growth for achieving economic, social and territorial cohesion with 36.8% of the funds dedicated to the thematic objectives 1 and 3, under the priority axis 1.

This ROP meets the expectations of several strategic orientations adopted by the Region of which two are particularly in line with the project:

- (i) Generate added value and employment by the Strategic Activity Fields (one of these fields being dedicated to Health and Nutrition),
- (ii) Promoting a sustainable growth by preserving and using at best our resources.

The project will address mainly the priority investment 3.d (Supporting the capacity of SMEs to engage in innovation processes) under the axis 1, being in coherence with the current ROP and with the goal to reshape it.

This document provides a brief overview of how the challenges and opportunities faced by Regional Council of Provence-Alpes-Côte d'Azur (PACA) on food waste and eco-innovations are addressed by the ERDF (or another fund).

1. Situation and key challenges

An important feature of PACA area is its food processing industry which is the second industrial sector with 979 industrial sites which represent 29,000 jobs. Despite an increasing consideration for innovation and environmental topics, this industrial sector and its enterprises still need to be supported in such subjects.

At national level, various regulations incite SMEs to take into account the topics of eco-design, limitation of waste production at first and waste management and repurposing. At regional level several planning documents are in elaboration stage. The Regional Strategy for Economic development, Innovation and Internationalization and the Regional Plan for waste limitation and waste management will include the subject of eco-innovation.

Some policies already exist to help and support projects of eco-innovation: the Regional Council and the Energy Efficiency and Environment Agency finance project in this field, food processing Industry strategic committee gather all the actors of food processing industry. One of the working' group is dedicated to the "Green Challenge" which deals with environmental issues, several cities or Federation of cities are engaged in Zero Waste territory projects.

Many issues have still to be addressed among them:

- One of the biggest issue concerning eco-innovation in food processing industry is to reconcile eco-design with food security and in particular the sanitary feature and commercial and technical constraints,
- Food waste reduction also requires better synergies and collaboration between food processing industry and its territory, as a first step to develop circular economy,
- Working on new ways of consumption and new economic models (as economy of functionality) could be a way to think about eco-innovation in a "less technological" approach. This approach has not really been investigated in food processing industry yet and the project could help providing references.

2. How the Regional Council PACA will address these challenges towards 2020

The Regional Strategy for Economic Development, Innovation and Internationalization and the Regional Plan for Waste limitation and management include circular economy and eco-innovation. In the Regional Plan for waste limitation and management, the reduction of food waste is one the priority for circular economy. Some actions already exists, wish are funded by the Regional Council, State agency in charge of Environment and Energy Efficiency policy, included eco-innovation and State Services for Agriculture, Forest, nutrition and Food processing. Since 2014, 20 projects are being implemented to reduce food waste, some of them is identifies as "eco-innovation".

3. What kind of eco-innovations may offer opportunities to help your Regional Council PACA to address these challenges?

The Regional Council PACA has involved in the ECOWASTE4FOOD project several stakeholders:

- ARII: Regional Innovation Agency
- ADEME : State agency in charge of Environment and Energy Efficiency policy, included eco-innovation
- DRAAF : State Services for Agriculture, Forest, nutrition and Food processing
- CRITT Agroalimentaire: technological innovation and technology transfer center
- FRIAA PACA : organization of regional food company
- COOP de France : organization of regional production cooperatives
- CMAR : regional chamber of trades and crafts

The stakeholders implemented three projects wishes to reduce food waste:

1. FONDALIM PACA

Project holders: Organization of regional food company (FRIAA) and charity association (Banque Alimentaire)

Objective: promotion of food donation between food company and charity associations

<http://www.fondalim-paca.fr/>

FONDALIM® Provence-Alpes- Côte d'Azur's main mission is to federate and encourage the solidarity actions of food companies to the benefit of the organizations involved in the distribution of food aid, to enable access to qualitative and diversified food for all.

2. Projet Anti-Gaspi 2.0

Project holder: CMAR: regional chamber of trades and crafts

The objective is to create tools for the reuse of food waste and encourage artisanal enterprises to better control their production and revalorization of their products at the end of their lives.

Two actions are proposed:

- Creation of a web platform and a mobile application, which notice the customers that artisanal enterprises offer at a decreasing rate for goods destined to be discarded during the day. It will propose :
 - To the artisan, products whose DLC and DLUO (Expiration dates) are close, at reduced prices.
 - To the consumer, to benefit from products stored under certain conditions, and to buy local, promoting proximity and short circuits.
- Training for companies, creation of a seasonal food guide with recipe, business directory of the project and events to promote the action

3. Projet FOOD IVOR

Project holder: CMAR: regional chamber of trades and crafts

Two actions are proposed:

- Virtual refrigerator to notify end-of-life products

Create a mobile application that will allow the consumer to scan his purchased product and integrate it into his virtual refrigerator. This virtual refrigerator will notify via alerts that the product is at the end of its life and must be consumed. In order to encourage consumers, he will receive “push” on his mobile, recipes and other culinary solutions to cook his product and reduce the waste.

- Pop-up Store

Create a cluster of craft food enterprises with a dedicated sales structure, “Pop-Up store”. The objective is to offer in this pop-up seasonal local products from the short circuits, at a reasonable price.