



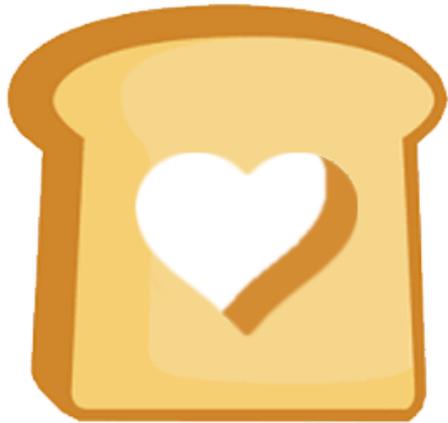
# Good practice: COOMIDA Asturias (Spain)

**José Manuel González la Fuente**

COGERSA

19<sup>th</sup> November 2019  
Thematic Seminar 2

“Innovative Models for Waste Collection, Prevention and Recycling”



coomida

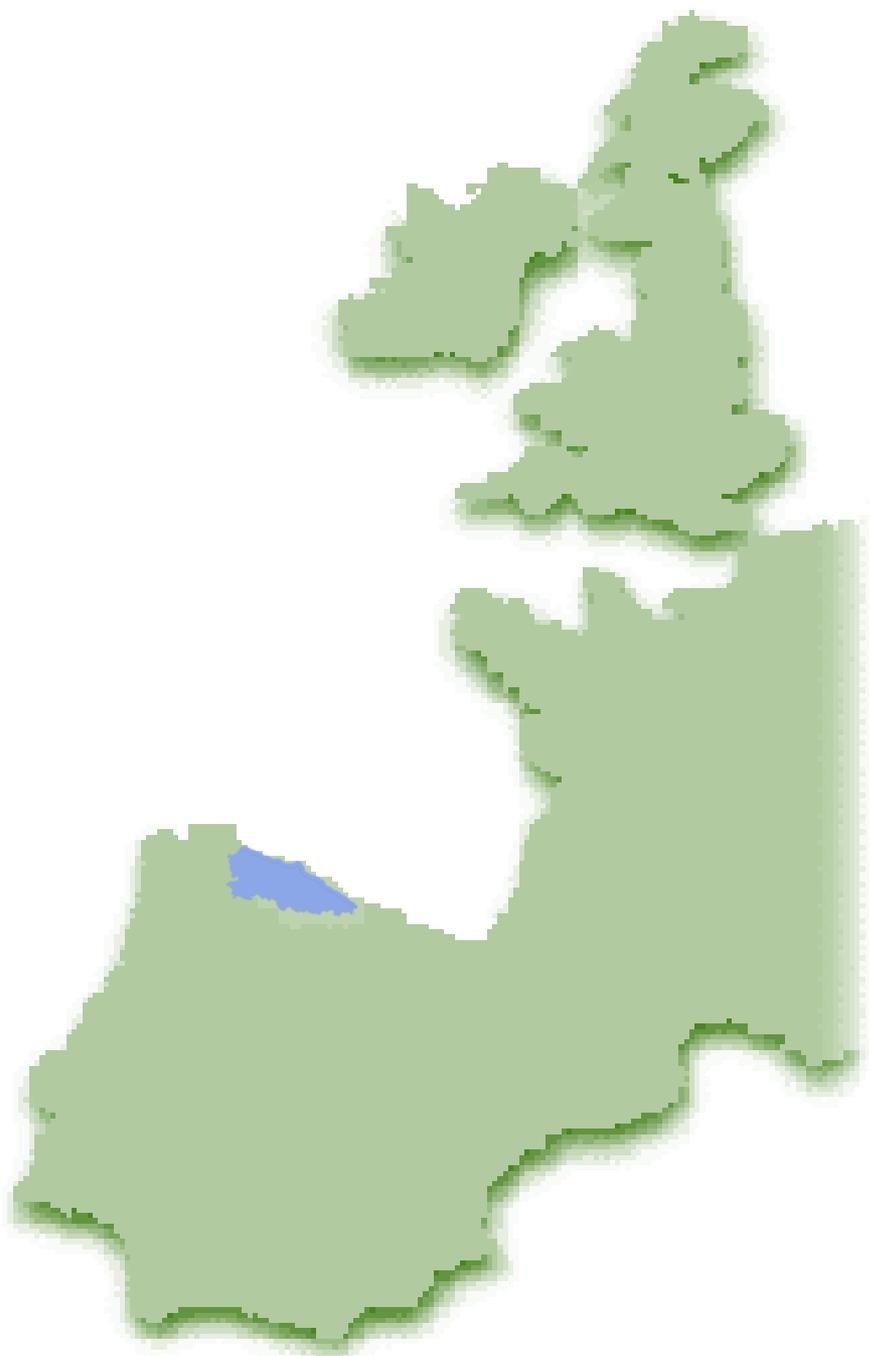
<http://coomida.com/en/>

Collaborative ICT-based network for  
donation of food surplus

# WINPOL

Interreg Europe





**COGERSA**

COGERSA is a public consortium constituted of the Government of Asturias and its 78 municipal Councils.

COGERSA is focused on municipal waste management, but also industrial, commercial, construction and clinical waste.

≈1 million inhabitants

≈ 889,000 t in 2018 (388,000 t MMW)



**Common European  
problems to be solved**



**Too much waste**



# Too much food waste



Tons of  
surplus food  
become food  
waste





**Insufficient food  
for people in  
need**



Fundación Banco Alimentos  
Asturias

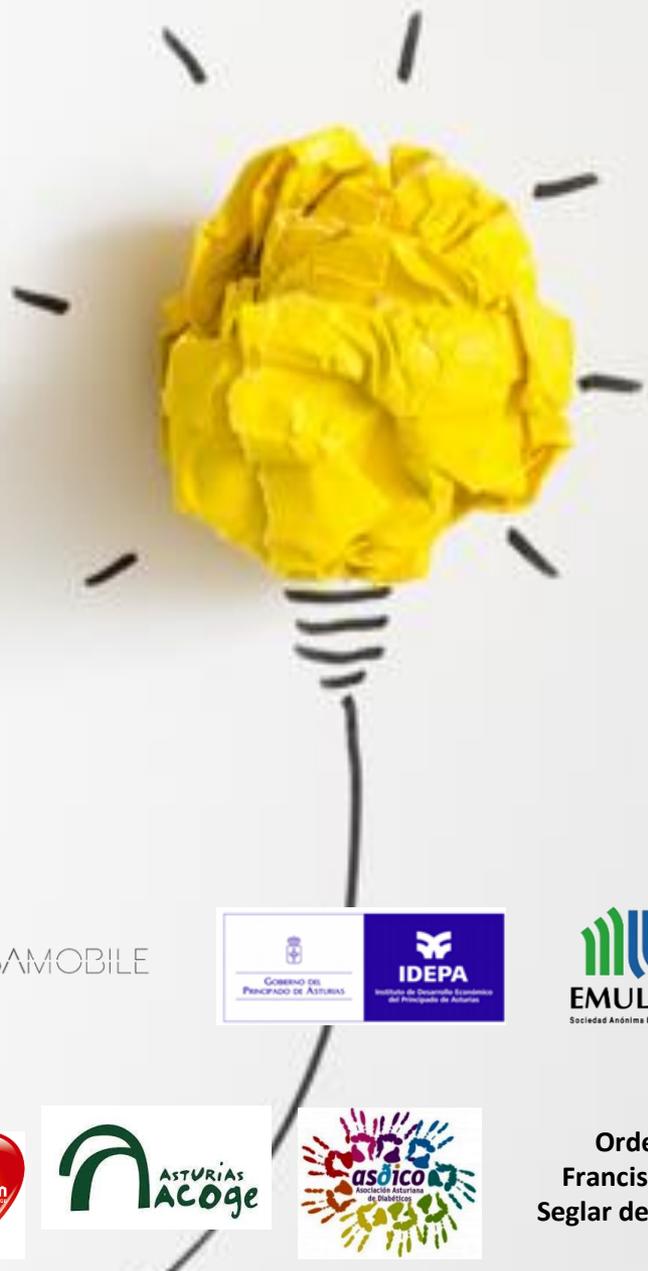


Universidad de Oviedo  
*Universidá d'Oviéu*  
University of Oviedo

Let's "feed" two birds with one "seed" (2014)

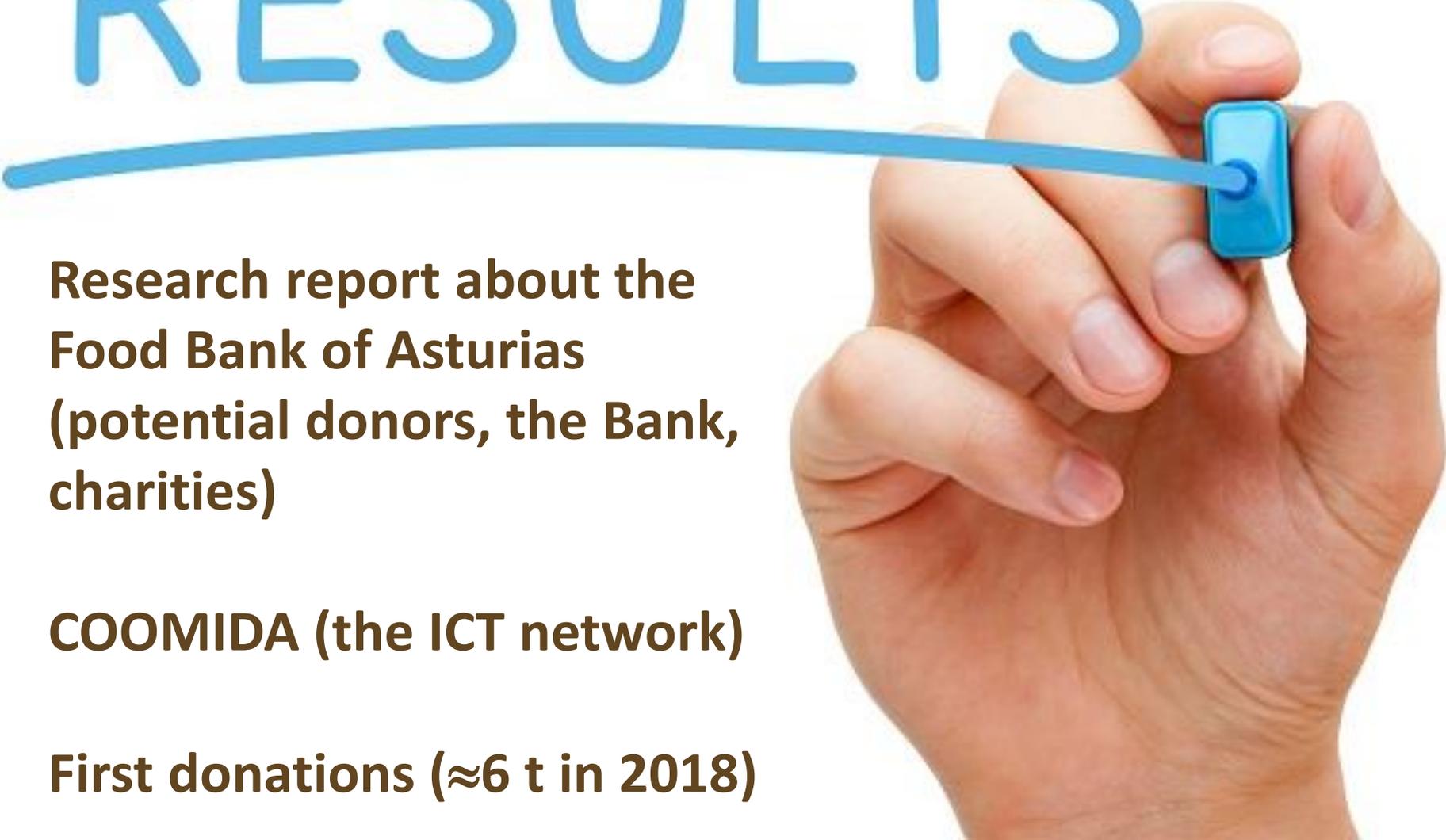
The idea:

To develop an innovative ICT network to enable donations through a *point-to-point* connection in a local Food Bank *ecosystem*



Orden Franciscana Seglar de Avilés

# RESULTS

A hand holding a blue marker is shown on the right side of the image, underlining the word 'RESULTS' with a thick blue line. The word 'RESULTS' is written in a large, blue, sans-serif font at the top of the image.

- **Research report about the Food Bank of Asturias (potential donors, the Bank, charities)**
- **COOMIDA (the ICT network)**
- **First donations ( $\approx 6$  t in 2018)**

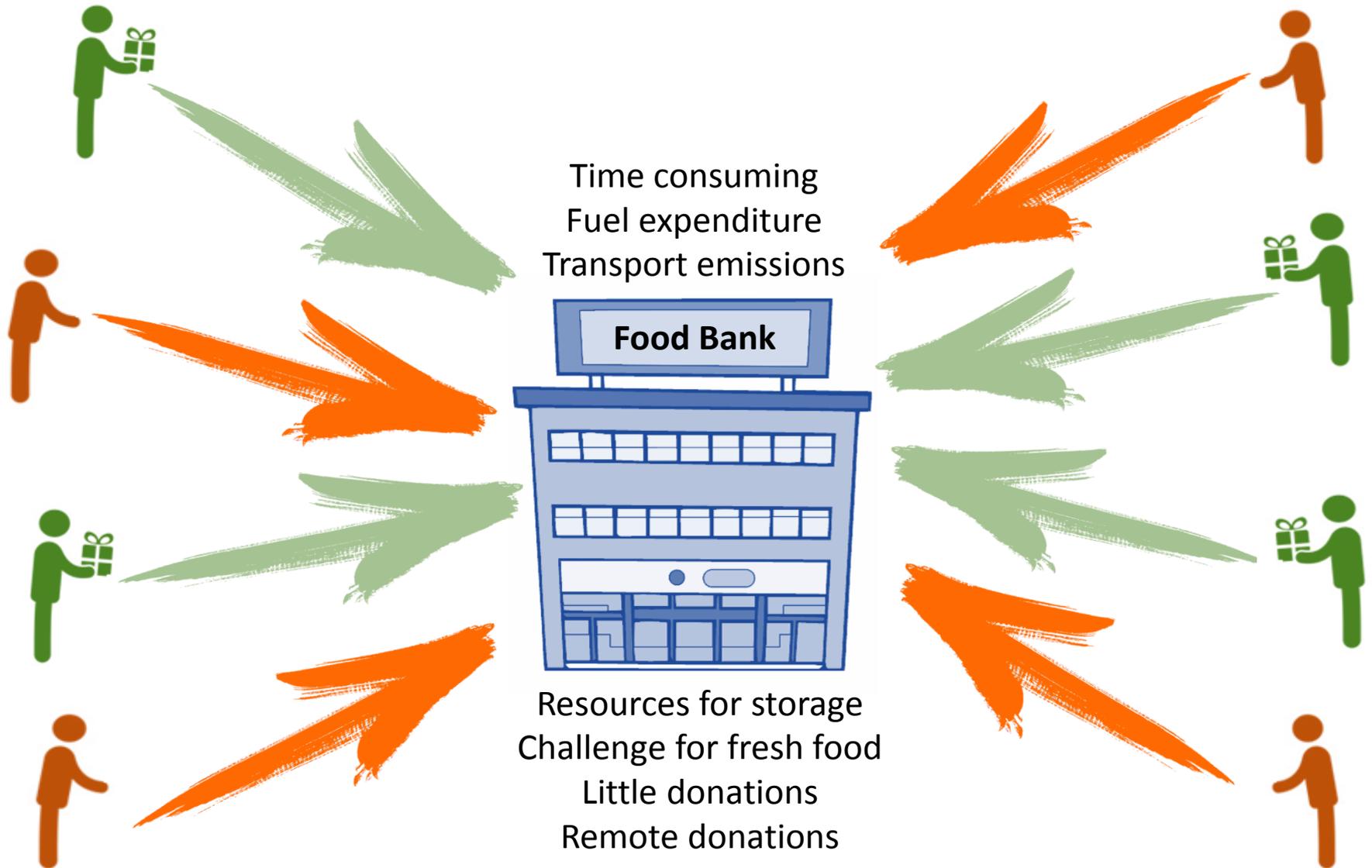
# COOMIDA basis:

- Everybody is welcome on the network
- People can be linked to Organisations (traceability) and each organization must have at least one administrator. The rest can be users
- The local Food Bank is the network administrator
- Food shops, supermarkets, restaurants, caterings, pharmacies, etc. are preferred targets rather than individuals (because amount, food safety, etc.)
- Only charities of the Food Bank can be food receptors. Not “end-consumers” nor unknown charities
- No economic transactions, on the contrary to other apps

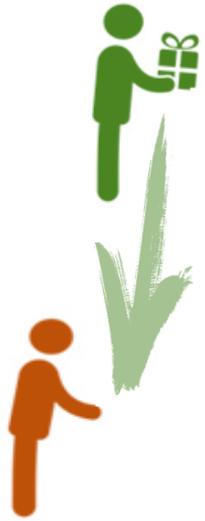
# COOMIDA basis:

- Any food is welcome: surplus food, but also conventional food donations (e.g. *kilo operations*)
- Donors can choose the way to select potential receptors; as well as the collection mode (active or passive collection)
- Donors and Charities can rate the satisfaction degree (like TripAdvisor)
- Charities can also spread food alerts to the nearest donors
- No additional resources are needed because it works with the existing Food Bank, donors, volunteers, logistics, charities, etc.

# Traditional bottlenecks



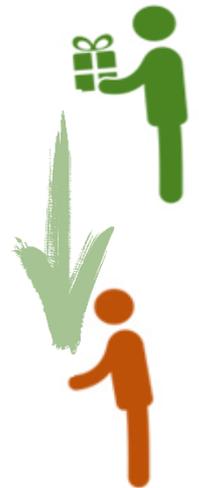
# COOMIDA innovations



Less time  
Less emissions  
Less expenditure



More little donations  
More remote donations





**HUNGER IS NOT VISIBLE. DO  
NOT WASTE FOOD, WE NEED IT.  
HELP US TO GET IT!**

[WHAT IS COOMIDA?](#)

[JOIN AND COLLABORATE WITH US](#)

# WHAT IS COOMIDA?

Help us not to waste food. Near you there are people who need food. Collaborate with us.

The goal of COOMIDA is to build a **network of people interested and / or committed to reducing food waste by improving the quality of life of disadvantaged people**, spreading the message in the community, encouraging food donations among members of the network, and contacting potential donors with recipients.



## JOIN US

To disseminate the project, donate food, or request consideration of beneficiary organization.



## DOWNLOAD APP

We make it even easier with the App.



## DONATE FOOD

If you want to donate food, Coomida will guide you and we will contact you.



## GET RECOGNITION

... to join, to act as ambassador, to donate. Access your history and see how Coomida recognizes your participation and effort.



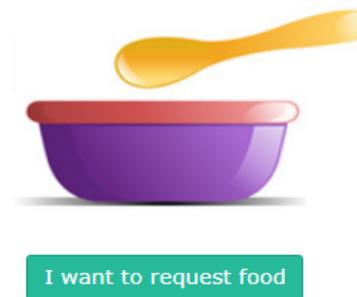
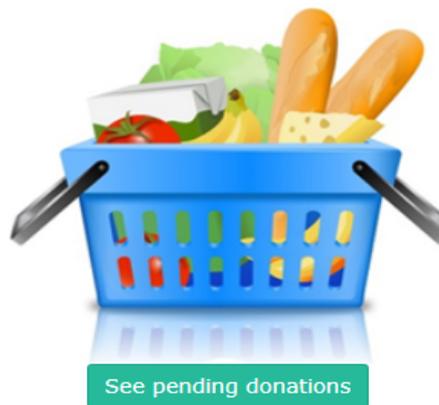
Your organization

COGERSA  
SAU

## MENU

 My space  Manage 

## Welcome to your personal panel



## Share your experience

We would appreciate very much if you spread the voice about Coomida among your friends, you can use the following links to do that.



Facebook



Twitter



E-mail



Your organization

 COGERSA  
SAU

## MENU

 My space ▾

 Manage ▾

## Donate food

In this section you can donate food. A few simple steps will ask you for the names of the products, the type of donation, if you have transportation and the deadline for the donation. Then you can enter the quantity and units of the donated products.

### Step 1

**Type of donation:**\* Surplus food in good condition ▾

**Food**\* Milk x Eggs x Fruit x

Enter food to donate. Every time you enter a product press ENTER key.

**Who I want to donate**\* To closest organization ▾

return

Continue

### Step 2

**I have transport**\* Yes, I will transport the donation to the receiver ▾

Enter if you have available transport to carry food to receiver.

**Deadline** 20/11/2019 x ▾

Enter deadline date to do the donation. Once this date has passed, the donation will expire.

return

Continue

### Step 3

**Comments**

Food	Type	Quantity	Unit
Milk	Type ▾	10	Litres ▾
Eggs	Type ▾	2	Dozen ▾
Fruit	Type ▾	25	Kilograms ▾

return

Continue



Your organization

**COGERSA SAU**

**MENU**

 My space ▾

 Manage ▾

## Work center data

Modify the work center by filling in the following form.

<b>Name*</b>	<input type="text" value="Centro de Tratamiento de Residuos"/>
<b>Address*</b>	<input type="text" value="Carretera de Cogersa s/n. Serín"/>
<b>Location*</b>	<input type="text" value="Gijón"/>
<b>Region*</b>	<input style="border-bottom: 1px solid #ccc;" type="text" value="Asturias"/>
<b>Postal code*</b>	<input type="text" value="33012"/>
<b>Phone</b>	<input type="text" value="985314973"/>
<b>Organization</b>	<input style="background-color: #f0f0f0;" type="text" value="COGERSA SAU"/>



return

Save adjusted GPS position

Save data

# Learned lessons (drawbacks):



- ✓ **Lack of leadership (policy makers, local administration on social affairs and environment) to encourage users (especially charities)**
- ✓ **Donation means additional work for donors, because most of food waste will remain**

# Next steps

- ✓ **Involve local authorities**
  - ✓ **Convince most of food bank charities, and after that, boost dissemination among potential donors**
  - ✓ **Focused pilot trial (e.g. Gijón - EMULSA)**
  - ✓ **More dissemination**
  - ✓ **Evaluate new possible roles: Volunteers for collecting&delivering**
  - ✓ **Other territories (any other region or Food Bank should invest ≈3,000 € to adapt and host Coomida)**
  - ✓ **Cooperation with other apps (e.g. too good to go)**
-

# COOMIDA is ready to help Europe:

**Poverty:**  $\approx$  112.8 million people in the EU-28 at risk of poverty or social exclusion (22.4%)

<https://www.eurofoodbank.eu/en/poverty-in-europe>

**Waste:**  $\approx$  88 Mt/year of food are wasted in the EU, with associated costs estimated at 143 billion euros <https://www.eurofoodbank.eu/en/food-waste>

## COOMIDA meets Directive 2018/851:

Member States should provide incentives for:

- The application of the waste hierarchy, including **facilitation of food donation**
- The collection of unsold food products at all stages of the food supply chain and for their **safe redistribution, including to charitable organisations**



# COOMIDA, maybe the smartest way to reduce food waste and food needs



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[www.coomida.com](http://www.coomida.com)



European Union  
European Regional  
Development Fund

Thank you!

Questions welcome



[www.interregeurope.eu/winpol](http://www.interregeurope.eu/winpol)