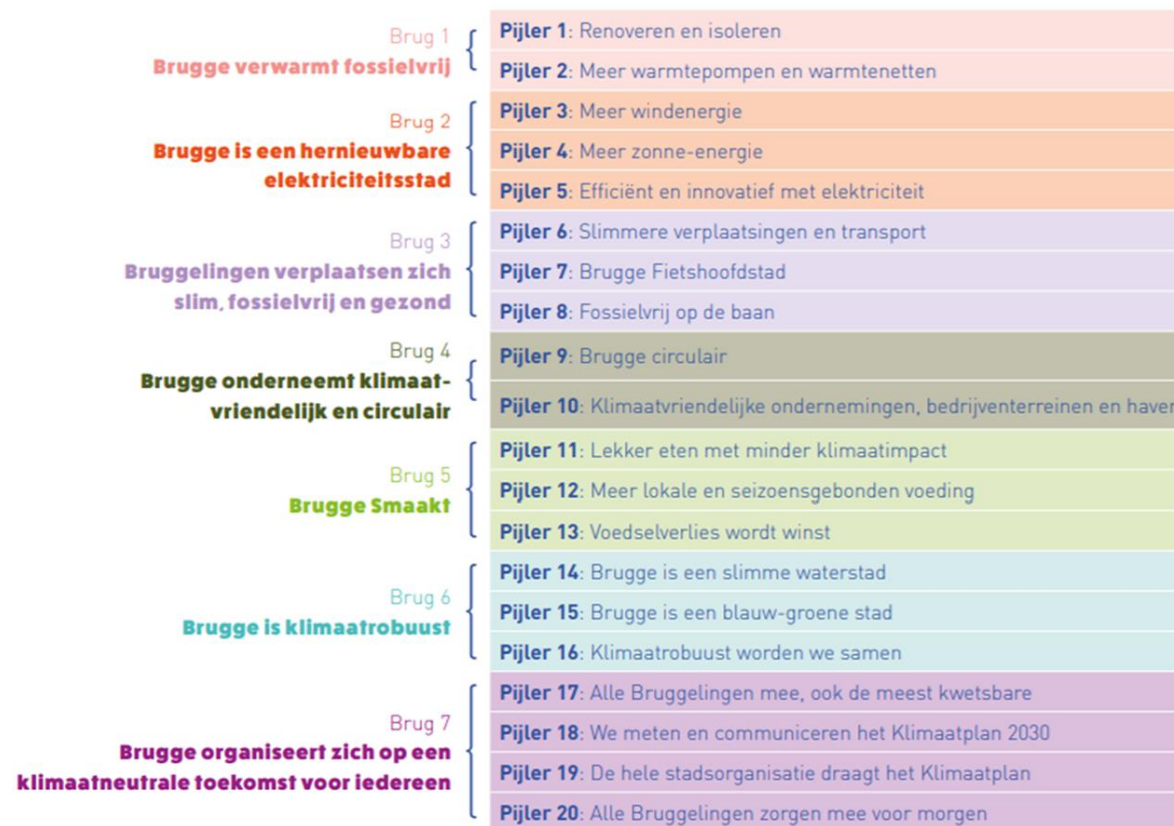






Climateplan City of Bruges

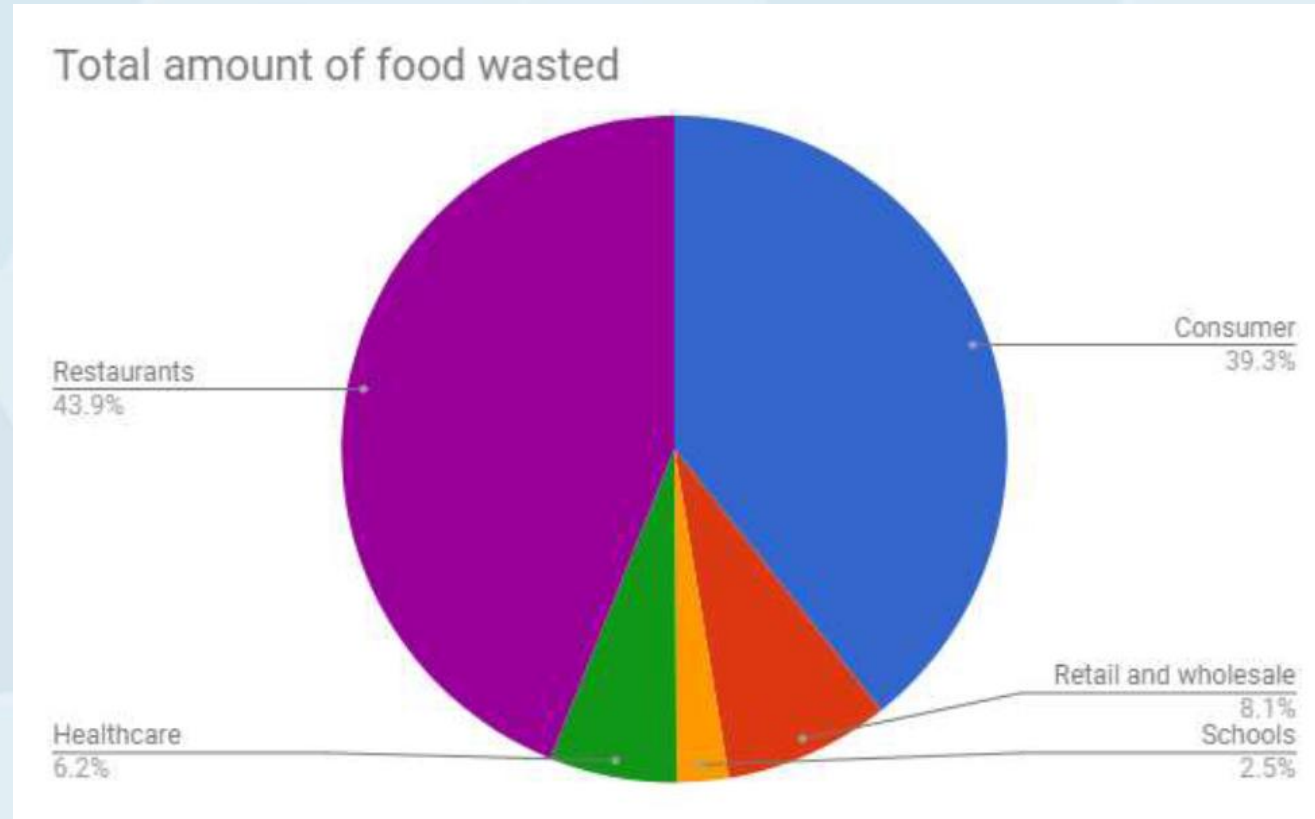
- Bridge 1: Bruges heats fossilfree
- Bridge 2: Bruges is a renewable electricity city
- Bridge 3: mobility: smart, fossilfree and healthy
- Bridge 4: Bruges and circularity
- **Bridge 5: Bruges is tasty**
- Bridge 6: Bruges is climaterobust
- Bridge 7: climateneutral future for everybody



BRIDGE 5 CLIMATEPLAN BRUGES

- Goodfood with less climate impact: more plantbased food
- **Foodwaste becomes profit**
- More local and seasonal products

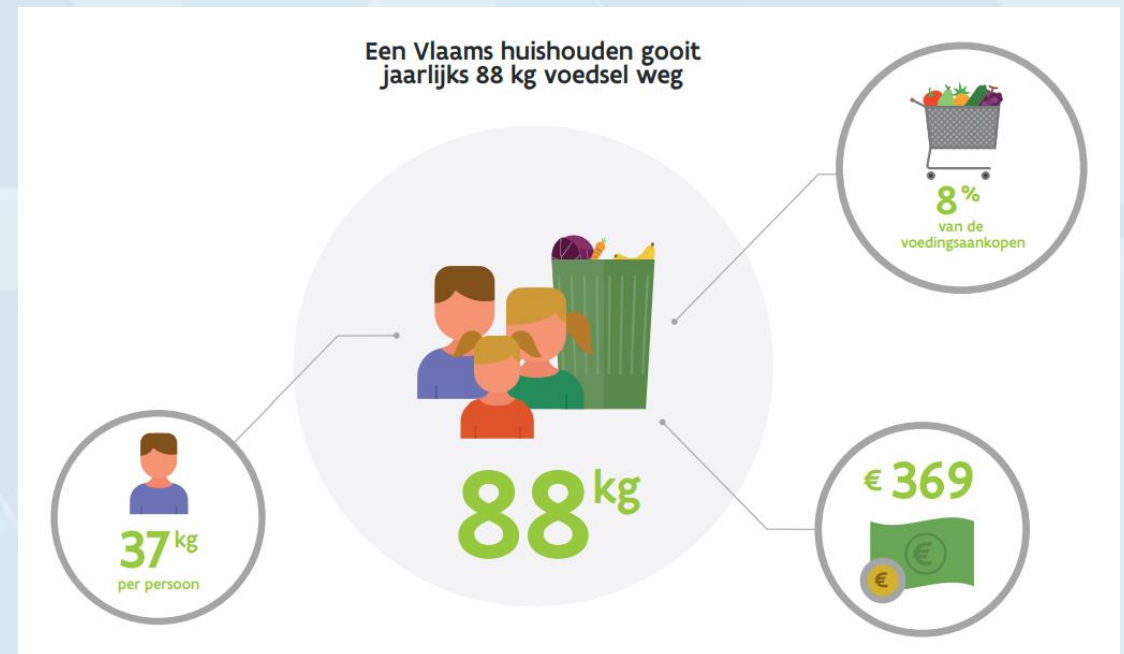
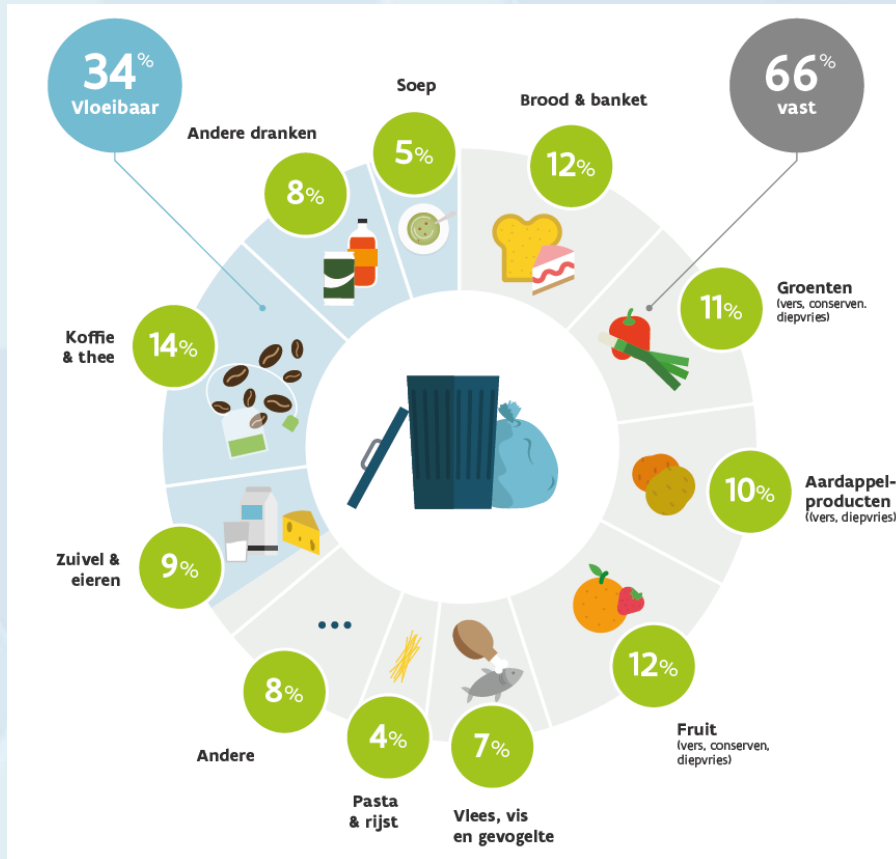
FOOD WASTE ESTIMATION TOOL- FOODWIN



FOODWASTE IN FLEMISH HOUSEHOLDS- OVAM

34% liquid
(coffee, tea,
milk)

66% solid:
potatoes,
bread



88 kg foodwaste/year/household in Flanders

FOOD WINNERS BRUGES

Goal

- 5000 households
- 30 % less foodwaste in Bruges households
- 156 ton CO₂ reduction



2019-2020: TRAINING 50 AMBASSADORS



Average foodwaste: 29 kg/person

<https://www.youtube.com/watch?v=jzCgEd-uOFY>



DEPARTEMENT
OMGEVING

5 WEEKS- 7 CHALLENGES



1. BEGINMETING

1. Measure



2. KOPEN

2. Buying



3. VEILIGHEID
& VERVALDATA

3. foodsafety



4. BEWAREN

4. Fridge



5. KOKEN

5. Cook



6. ZERO WASTE

6 Zero waste



7. EINDMETING

7. measure

RESULTS 50 AMBASSADORS - 2020:



65% less foodwaste

2024 kg – 6476 kg CO₂



212€ saved/year



2021: 512 HOUSEHOLDS

Results:

- 67% less foodwaste!

Yearly they save:

- 19662 kg of food
- 82383 €
- 60000 kg CO₂



2022: 4809 HOUSEHOLDS

Results:

- 55% less foodwaste!

Yearly they save:

- 44400 kg of food
- 186036 €
- 142080 kg CO₂



NEW INFO ON CO₂

In Foodwinners we used the numbers of EU project Fusion:

1 kg foodwaste = 3,2 kg CO₂

New studies from Flemish departement VITO!

now we use a range (Vlaco- app Plan-eet)

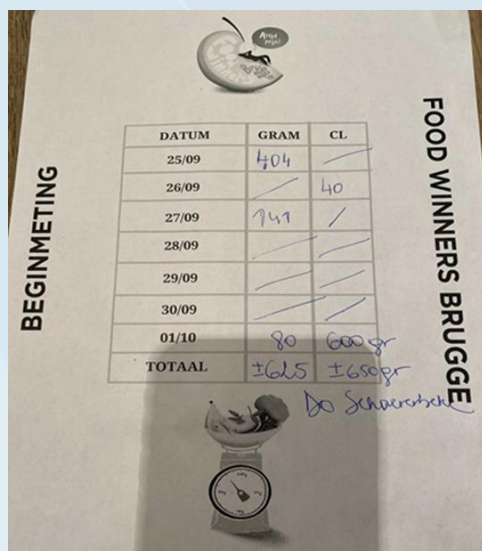
1 kg foodwaste = 1,97 to 2,68 kg CO₂

COST

- Total budget 2019-2022: 135.119 €
- 75 % climate subsidy by the Flemish Department of the Environment: 101.339 €

TIPS

- Find motivated ambassadors (municipality of residence, age, gender, nationality, occupation and household size., ...)
- FOMO – Make it fun to participate
- Involve different target groups: energymasters, soupcafes, schools, social welfare, cookclubs,...
- To measure is to know! But give the option on just receiving tips too.



“When we weighed our surpluses for a week, we noticed that we were unconsciously throwing away a lot more than we thought after all.”

Ambassador Jeroen



“Measuring made me discover that I was wasting far more than I thought I did.”

Ambassador Doris

TIPS

- Ask well-known people to support your cause through video's, quote
- Use flyers
- Include other facts related to CO2 in your emails, e.g. how to save energy in your fridge, where to buy local seasonal food in your community?
- Reward people's effort



“My grandmother had a woodburning cookstove. Whenever she had leftover boiled potatoes, she would cut them in half and bake them on a bed of coarse salt on her scorching hot stove. The salt caramelized, forming a delicious crust.”

Dominique Persoone

“With three teenagers in the house, you cannot afford not to have enough food. It is not easy, however, to estimate how much bread you will need in a given day. On Saturdays, we make a bread pudding with our leftover bread, and by Sunday, it is all gone!”

Wim Lybaert



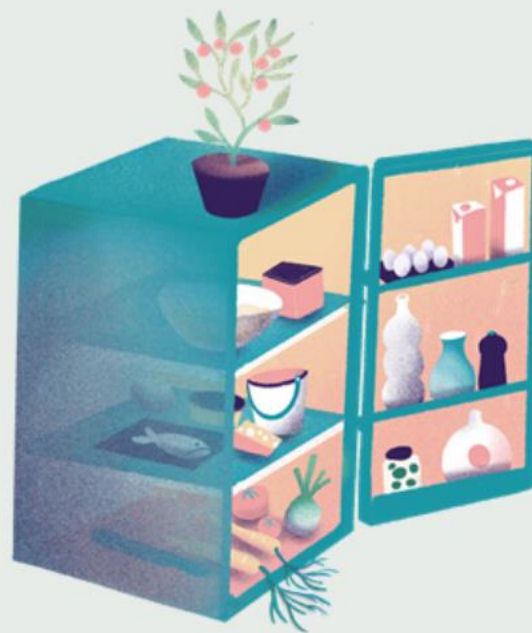
MANUALS:

<https://www.brugge.be/klimaat-milieu-natuur/klimaat/brugge-smaakt/duurzame-voedselstrategie#3769-voedselverlies>

karine.debatselier@brugge.be

Voedsel is kostbaar

Together, we can
fight food waste!



samen kunnen we het redden!

