

A photograph of a woman with long blonde hair, wearing a dark t-shirt and jeans, sitting in a field of tall, golden grass. She is looking upwards and to her right, with a contemplative expression. The background is a clear blue sky.

## 2.5 Social Entrepreneurship and CE Good practice examples

TRAIN-

C

E

-FOOD

e-module 2: Circular economy and food supply chain  
October 2021



# Good practice examples

- Espigoladors, ES
- Friendly City Food Co-op, US
- Oleicola el Tejar, ES
- Bon Appétit Management Company, US
- Romani Platni, HU/  
Romani kafenava, SI



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# Espigoladors, ES

- Non-profit organization in Catalonia, Spain
- From Catalan "espigolar", "gleaner" in English
- Fight against food waste and losses, while empowering people at risk of social exclusion
- Founded in 2014
- Network of over 600 volunteers



<https://espigoladors.cat/en/>

# Field of work

- Espigoladors works for three **social needs**:
  - Better food usage
  - Guaranteeing the right to a healthy diet
  - Creating job opportunities for collectives at risk of social exclusion
- Espigoladors' model is based on the **circular economy** principles: aiming to extend product's lifespan and maximize their use, while reducing waste generation
- The actions by Espigoladors are aligned with the following **SDGs** (Sustainable Development Goals):

<i>2 Zero Hunger</i>	<i>10 Reduced inequalities</i>
<i>3 Good Health and Well-Being</i>	<i>12 Responsible consumption and production</i>
<i>8 Decent work and economic growth</i>	<i>13 climate action</i>

# Activities 1/2

- **Gleanings:**
  - harvest of fruits and vegetables not suitable for the market
  - Volunteers
  - Through established agreements with farmers
- **Donation:**
  - Distribution of collected fruits and vegetables to social entities
  - 90-95% of the harvested food is donated to soup kitchens

# Activities 2/2

- **Transformation:**
  - Transformation of the recovered produce in preserves while giving job opportunities to people at risk of social exclusion, young people and women over 45
  - 5-10% of the harvest
  - Jams, creams and sauces under the brand “es imperfect”
  - Can produce and package around 1,300 jars of jam per day
- **Awareness:**
  - Creation of a citizen movement through raising awareness and education
  - Promotion of a change of social consciousness towards a culture of making the most of food
  - Workshops in schools, courses, training, educational projects, awareness-raising campaigns about food waste, and CSR activities

“In Espigoladors we give second opportunities to ugly and imperfect fruits and vegetables and to beautiful people.”

# What they have achieved (as of September 2021)



**1380**

Tones of food recovered



**875**

Tones of CO<sub>2</sub> emissions prevented



**886**

Millions of litres of water saved



**4372992**

Portions of food served (300 g)



**115**

Farmers committed



**1370**

Awareness actions #idontwaste

# Lessons learned

- Measures for ecological and social sustainability can be combined in the circular economy model
- An ancient practice combined with new ideas can fulfill requirements from the 21 century
- A large network with different institutions, businesses, social entities and the agricultural sector allow such a big impact



# FRIENDLY CITY FOOD CO-OP

- The idea was started in 2006 by Steve Cook because of the need for a full-scale, natural and organic **grocery store** that focuses on **local** farmers and products
- Based in Virginia, USA
- In 2011, the first Friendly City Food Co-op opened its doors
- A business owned and **democratically controlled** by a large group of local owners



<https://friendlycity.coop/>

# Field of work

- Friendly City Food Co-op is an **organic grocery store** committed to
  - being a locally owned cooperative
  - emphasizing on healthy food, local products and sustainably produced goods
  - creating fair and friendly relationships, a vibrant local economy, healthy and informed consumers
  - conscientious and sustainable use of resources.
- Neither profit-driven nor non-profit (profit is either reinvested in the store, to the members or invested back into the local community)
- Principles of equality among owners, enrichment of the community, and support of local sustainable products are valued

# Activities

- Fighting **food waste**:
  - Produce, sandwiches and salads that are not sold are donated locally
  - Produce that is not good enough to donate, is given to a garden project as compost
  - Some of the resulting produce is then sold back to Friendly City Food Co-op, to complete the sustainable cycle
- Friendly City Food Co-op Community Fund:  
Accepting donation requests from public for community-based events at the organic market

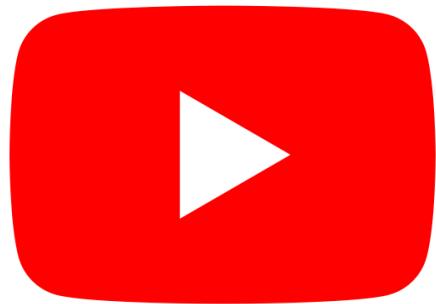
# The 7 cooperative principles (1/2)

- **Voluntary and Open Membership** – Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.
- **Democratic Member Control** – Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions.
- **Members' Economic Participation** – Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership.
- **Autonomy and Independence** – Co-operatives are autonomous, self-help organizations controlled by their members.

# The 7 cooperative principles (2/2)

- **Education, Training, and Information** – Co-operatives provide education and training for their members, elected representatives, managers, and employees. They inform the general public – particularly young people and opinion leaders – about the nature and benefits of co-operation.
- **Cooperation Among Cooperatives** – Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.
- **Concern for Community** – Co-operatives work for the sustainable development of their communities through policies approved by their members.

# Watch a video



<https://www.youtube.com/watch?v=BpG8wzx1qO0>

# Lessons learned

- Friendly City Food Co-op is based in the local community. That fact enables them to produce locally and sustainable and give back to the local community while trying to minimize the food waste
- An important part of social entrepreneurship is democratic decision-making and equality amongst the members and (local) community
- Organisations do not have to be non-profit or profit-orientated but can be neither



# Oleicola el Tejar, ES

- Second-tier agricultural cooperative
- Integral use of olive by-products
- Set up in 1967 by five cooperatives
- Today, there are 240 associated entities that process olives of more than 80,000 farmers
- World's leading company in the sector



<https://eltejar.sbssoftware.es/>

# Field of work

- Oleicola el Tejar's corporate purpose is the **integral use of the by-products** of the olive grove, especially the wet pomace resulting from the oil mill industry
- Usage of olive by-products to produce **renewable energy** (biomass)
- As a response to the evolution of the sector, the company is a pioneer in the incorporation of new technologies (e.g., in the extraction of pomace oil or use of the biomass of the olive grove)

“One man’s trash is another  
man’s treasure?”

# Olive oil industry waste recovery system

- Growing development of the oil producing sector
  - increase in the surface area dedicated to olive crop
  - improvement of the species
  - oil productions of more than 1,500,000 Tm
  - The total volume of waste generated in the harvest reaches 6,000,000 Tm
- Oleicola el Tejar developed processes that achieve the elimination of that waste without being a burden on the sector or the environmental conditions

# Giving new use to waste

- **Processing of the waste**
  - The member cooperatives that produce olive oil bring their waste (“alperujo”), which is a mixture of vegetation water, solid parts of the olive (pit and peel) and fatty remains, to the facilities of Oleícola del Tejar.
  - There, the “alperujo” is centrifuged to separate the oils, dried and the oil contents are being extracted.
- **New use**
  - A part of the “alperujo” is used for animal feeding.
  - From the rest, the orujo olive oil is extracted which is mixed with extra virgin olive oil and then used for human consumption.
  - The waste of that extraction is exploited using combined heat and power techniques to generate renewable energy

# Lessons learned

- Oleicola el Tejar uses the waste from the olive oil industry to generate biomass energy, animal food and a different kind of olive oil
- 100% of the olive are used with no waste at the end – circular economy
- Flexible adaptions to changes in the oil industry made them to leaders in their field
- It has produced 26,000,000 tons of biomass which have avoided the emission of 8,000,000 tons of CO<sub>2</sub>
- Their ability to build a strong and huge network as a cooperative has played a big part in their success



# Bon Appétit Management Company, USA

- On-site restaurant company offering full food-service management to corporations, universities, museums, and specialty venues, based in California, USA
- They operate more than 1,000 cafés in 33 states
- Founded in 1987 by Fedele Bauccio and Ernie Collins
- “Food service for a sustainable future”
- For the company, sustainability does also include farmer’s rights, disrupt bias and dismantle covert systematic racism

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# Responsible sourcing in the food service industry (1/2)

- **Farm to Fork:** an initiative to buy at least 20% of the ingredients from small farmers, ranchers, fishermen, and food producers within 150 miles of their kitchens. They had a network of 1,000 **local farmers** already in 2010
- **Decreasing deforestation:** Supporting sustainable forestry and agricultural management through the purchasing practices
- **Trimming transportation:** Examining both distance traveled and, more critically, the mode of transportation when we're making purchasing decisions in order to prioritize carbon-efficient transportation of food
- **Consultation** with food and climate change experts

“Flavorful food that’s healthy and economically viable for all, produced through practices that respect farmers, workers, and animals; nourish the community; and replenish our shared natural resources for future generations.”

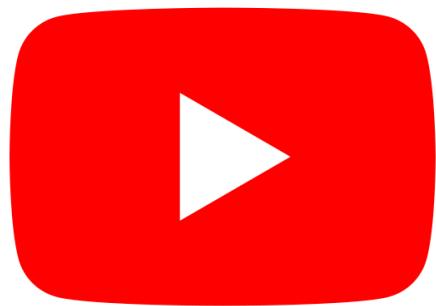
# Responsible sourcing in the food service industry (2/2)

- **Preventing and reducing food waste:** Sourcing of cosmetically challenged produce, creating a *Waste Awareness Campaign* for employees and guests, spending to food banks and NGOs
- **Prioritizing plant-based proteins**
- **Animal and human welfare:** Switching to seafood that meets Seafood Watch sustainability guidelines, rBGH-free milk, eggs from cage-free hens, humanely raised ground beef and pork
- Menus are written based on **seasonality** and availability of **regional** fresh ingredients

# Social Responsibility

- **Empowering farmer's rights and protection:** Crop farmworkers in the US are often excluded from the basic labor and safety standards
- **Increasing equity:** Black, Indigenous, People of Color (BIPOC), Lesbian, Gay, Bisexual, and Transgendered (LGBT), and women-owned businesses have long been disadvantaged by structural racism, sexism, and prejudice in society.
  - **Disrupting bias:** unconscious bias and inclusive leadership training for all managers
  - **Strengthening diversity and equity in hiring and promotions:** re-evaluating position requirements, recruiting outside of traditional networks, additional training and support
  - **Supplier diversity**
  - **Community and communication:** Formation of a *Diversity and Inclusion Action Committee* (DIAC)
- Measurement of progress is also essential.

# Watch a video



<https://www.youtube.com/watch?v=V1Bjon8gles>

# Lessons learned

- Social entrepreneurship in the food industry are aware of their responsibility towards the environment, their workers, their supply chains, animals and their customers
- A healthy diet and an environmentally-friendly diet often go hand in hand
- True social sustainability can only be reached if one's own unconscious bias, such as systematic racism and suppression, is challenged and questioned
- Farmers, guests, animals and food quality profit from socially and environmentally conscious restaurants



# Romani Platni, HU

- A community-based initiative that aims to dispel stereotypes and misconceptions about the Roma people
- „Romani Platni“ means „Roma stove“ in the Romani language
- The project was founded in late 2012 by the local association Ferencvárosi Tanoda
- It is the first Roma restaurant in Budapest



<https://www.facebook.com/platni.romani/photos/a.481027878657061/481027885323727/>

# Field of work

- Romani Platni is a community-based initiative that aims to dispel stereotypes and misconceptions about the Roma people
- Roma women cook traditional Roma cuisine
- Over dinner, issues close to the Roma community can be discussed while listening to traditional Roma music
- Roma cuisine is simple, nutritious and organic

“We decided to create a place where we could discuss issues that are important to the Roma community over traditional Roma meals, prepared by members of the Roma community.”

# More than just a restaurant

- In Hungary, poverty, exclusion and lack of prospects have always characterized the everyday life of the Roma
- Even those who live in the capital are often unemployed and have little chance of social advancement
- Many older Roma women had hardly any work experience and thus no chances on the labour market but can cook
- That is why *Romani Platni* is more than just a restaurant – it is a social entrepreneurship

# It is working!

- The seats at "Romani Platni" are reserved on the internet, sometimes several weeks in advance. The restaurant is almost always fully booked
- The goal wasn't to create jobs but to give a chance to form their own little business
- In the first year, they cooked every two weeks for 15 to 25 guests – now there are lots of additional events and evenings
- The Roma cooks are planing to open up their own restaurant with traditional Roma cuisine after they have already opened up a Roma bakery

# Lessons learned

- Roma Platni not only gives Roma women a sort of job but helps to fight stereotypes and misconceptions about the Roma people
- Cooking and eating together is a great way to bring people with different cultural backgrounds together and learn about the other culture
- The social project is a great example of „help for self-help“
- It is a great success and evergrowing



# Romani kafenava, SI

- Similar to the example before:  
Roma restaurant in Maribor to encourage Roma minority to preserve their cultural heritage
- Increasing the employment opportunities of Roma minority members
- Empowering disadvantaged groups of people with specific skills and knowledge through non-formal and semi-formal education
- Improving relations between the majority population and the Roma community



ROMANI KAFENAVA  
– romska restavracija –

<https://romani-kafenava.si/>

# Restaurant and Circular Economy

- Responsible product purchasing (buying from local farmers, short food supply chains)
- Interior (second-hand equipment, up-cycling)
- High-quality technical equipment
- Little food waste
- Self-sustainability



ROMANI  
KAFENAVA  
• ROMSKA RESTAVRACIJA •



# Win-win situation for all

Roma minority	Community
Increased skills + knowledge	Increased collaboration with the minority
Increased employment opportunities	Increased social responsibility
Preservance of Romani cultural heritage	Raised awareness on the topic of multiculturalism
A place to present the tradition of the minority	A place to consume the Romani tradition



# GROUP WORK

## **Working tasks – 2.5 hrs**

- Find three good practice examples from Europe or from around the world.
- Choose one favorite example and sum up the key facts about this social enterprise.
- Explain it to one of your colleagues and describe the most fascinating aspects.

# CONSULTATION

## **Working task – 1 hr**

- Tell your supervisor what you found out so far and where you had difficulties.



# TRAIN-CE-FOOD project

<https://traincefood.si/en/home-english>

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