

EU Project to create resilient food systems across 9 regions

Coordinated by the University of Deusto and comprising 29 partners from 10 different European countries, the **FOODRUS** project aims to limit food losses and waste, and to promote resource efficiency across all stages of the agri-food value chain.

Press Release | Bilbao | 19 November 2020

Agri-food value chains, from primary production to final household consumption and disposal, are notoriously inefficient. Globally, a third of all food produced is lost or wasted, and in Europe alone this wastage costs the economy €143 billion each year.

A newly launched European project, **FOODRUS**, is now looking to tackle these challenges by creating resilient food systems across nine European regions. To achieve this, the project will test 23 circular solutions through diverse forms of collaborative innovation, including: technological (blockchain solutions to manage food losses and waste), social (educational materials and citizen science activities to promote sustainable consumption habits), organisational (last mile networks to foster local consumption and donation), and fiscal (new 'Pay As You Throw' schemes).

"These innovative solutions will empower and engage all actors in local food systems, from farmers to end-consumers and everyone in between, to build a multi-actor alliance to tackle the challenge of food loss and waste."

Ainhoa Alonso, **FOODRUS** Coordinator from the **University of Deusto**

FOODRUS will test these solutions across three pilot projects:

- *a cross-regional Spanish pilot focused on vegetables and prepared salads;*
- *a Danish pilot concentrated on meat and fish;*
- *and a Slovakian pilot analysing the bread value chain.*

To promote the replicability of the tested solutions **FOODRUS** will also prepare best practice toolkits and will involve six European regions as 'Followers': Valencia (Spain), Cluj-Napoca (Romania), Budapest (Hungary), Linz (Austria), Plovdiv (Bulgaria) and Halandri (Greece).

"At Greenovate! Europe we are delighted to be a part of the very challenging **FOODRUS** project, and especially excited to lead the work in disseminating the solutions which will build resilient local food systems that prevent food waste and losses across Europe; an ever more important challenge."

Vicky Mosteyrin, *Managing Director* at **Greenovate! Europe**

The **FOODRUS** project has received funding from the European Union's Horizon 2020 research and innovation programme and will run from 2020 until 2024.

"At the European Federation of Ethical and Alternative Banks, we are aware of the decisive importance of the financial dimension in the set-up of solid proposals going beyond sustainability: projects at local



level, which contribute to develop virtuous social, environmental and economic circuits via a wide citizens involvement. The objectives of the FOODRUS project are therefore very much aligned with the mission of Ethical Finance organisations, which can help build participative financial mechanisms to support the innovative solutions for resilient, local food value chains.”

P. Sasía, *Chairman* at **FEBEA**

Follow the project progress on [LinkedIn](#) and [Twitter](#).

Key information about the project:

- **Topic:** [RUR-07-2020](#)
- **Coordinator:** *University of Deusto*
- **Duration:** *3.5 years*
- **Budget:** *over €6 million*

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