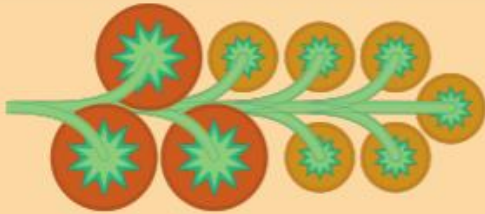


**Webinar**



**Take-Aways**

## Technical and digital Solutions:

In this Webinar we had a look at food logistics, transportation, and storage, if it is in the large or small scale. Equally we looked at digital solutions and how those can be helpful looking at the respective issues. A focus of this session was how food sharing initiatives can use the comfort and benefits that digital and technical solutions provide for their own work. This means of course scaling these ideas to the size and intensity that fits the initiative.



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## 1. Speaker: Giulio Cappadona, Terra Pagesa/PEMB

### Summary of the Presentation

Terra Pagesa is a logistic solution that have the aim to give access to small/medium size farmers to different sale channels which they could not satisfy because of variety and volume basically. The farmers put their prices and have a strong negotiating capacity with school canteen and shops. All this is done through a Marketplace which generates the orders to each farmer and the invoicing to the buyer automatically. As well, coordinates all the operations of a warehouse and allow the buyer to have a complete and real traceability of fruit and vegetables through a QR code.

## Breakout - Session

### Challenge of the speaker

Our traceability is very accurate, we have a QR code that inform you about the origin on each box. How can we highlight the importance of this tool to give more added value to the product and be transparent to the customer?

### Three Solutions

1. For easier and more intuitive understanding the website could provide categories of products represented through easily understandable icons
2. The website could present a map of producers for end-consumers to visit the farms where their products come from
3. Information on certification could be vital, next to the symbol of i.e. the European organic certificate there could be a page that explains easily what are the criteria for this specific certificate



## 2. Speaker: Angela Ruttledge, FoodCloud

<p><b>Summary of the Presentation</b></p>	<p>FoodCloud is an Irish charity that redistributes surplus food. This month the social enterprise reached the 250 million meal milestone; over 10 years FoodCloud has ensured 105,000 tonnes of good food have gone to community and voluntary organisations and not to waste. FoodCloud uses technical and digital solutions to amplify the impact of its activities. Foodiverse, FoodCloud’s technology platform, enables food businesses and food banks to rescue and redistribute as much surplus food as possible. In addition, FoodCloud's Hubs solution has implemented digital solutions to make the movement of donations in and out of the warehouse easier and more efficient.</p>
<h3>Breakout - Session</h3>	
<p><b>Challenge of the speaker</b></p>	<p>Our strategy is to redistribute as much food as possible by ‘sharing Foodiverse with the universe.’ Which of the benefits of Foodiverse (an online platform for food redistribution) are the most important to highlight?</p>
<p><b>Three Solutions</b></p>	<ol style="list-style-type: none"> <li>1. impact reporting can help businesses with legal obligations but to be careful between solutions that are greenwashing e.g. carbon offsets</li> <li>2. working with local governments/ collaborating with EU funded projects to strengthen collaborations with SMS- Inntereg &amp; Erasmus</li> <li>3. Establish a strategic Advisory Board with high level professionals ( e.g. corporate, philanthropists, etc)</li> </ol>