



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste



PRACTICE ABSTRACT No 1 (English)

Stakeholder dialogues for bakeries in Italy

Stakeholder dialogues are social innovations that deliver a shared solution to tackle a problem. This approach in the bakery sector has the aim to prevent the waste of bread. This collaborative approach may create a competitive advantage between the participants since they can find shared solution upon common problems. To obtain this, stakeholder networking activities are essential and should be improved.

12 small bakeries located in the area of Viterbo, Central Italy, have joined round table meetings with the UNITUS researchers and the local branch of the Italian Confederation of SMEs.

The conversation focused on how and why there is a waste of product in the bakery sector and what are the most wasted bakery products. Bakers also discussed the frequency and extent of surplus production, and the strategies to reduce it. During the meetings, the researchers acted as moderators, directing the conversation, and allowing the bakers to talk among themselves.

Most bakeries claim that they do not produce relevant quantities of surplus or waste, one of them even said *"I can write on each loaf of bread who will be the customer that will buy it!"*. However, none of them has ever measured the quantity of surplus and wasted bread, thus lacking a systematic monitoring of waste. Also at the national level, the extent of bread and bakery waste is largely unknown.

As a first action agreed within the stakeholder dialogue, a diary has been developed to measure every day the quantity of unsold common bread, white pizza, and a special bread. The assessment will last for several months to see in practice the extent of this waste.

The stakeholder dialogue is part of the Work Package (WP) 3 in the LOWINFOOD project, and it aims to analyse innovations against loss of bakery products. The same activities are conducted in parallel in Italy, Sweden and Finland.

Author(s)

Roberta Pietrangeli (UNITUS)*
 Marco Nasso (UNITUS)
 *roberta.pietrangeli@unitus.it

Coordinator

Clara Cicatiello
 cicatiello@unitus.it

Country/region

Italy

In a nutshell

Type: social innovation
 Effect: food waste prevention governance
 Users: bakeries



LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439.

The views and opinions expressed in this document are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste



PRACTICE ABSTRACT No 1

Additional information

Italian bakery sector

In Italy, the bread supply chain is mostly made up of small-scale bakeries that directly sell fresh bread to consumers. According to estimates published by AIBI (Associazione Italiana Bakery Ingredients), 1.4 million tonnes of bread were sold in the Italian market in 2021, among which 84.1% is artisanal fresh bread made by craft bakeries, while 15.9% is industrial.

All Practice Abstracts prepared by LOWINFOOD can be found [here!](#)



[lowinfood.eu](https://www.lowinfood.eu)



@lowinfood

ABOUT LOWINFOOD

The LOWINFOOD project, launched in 2020 and coordinated by the University of Tuscia, Italy, is working to deploy and improve a set of 14 innovative solutions to the food waste problem, by demonstrating their effectiveness and market potential. The core activities of the project are all focused on the evaluation of the efficacy of these innovations in reducing food losses and waste, in terms of the amount of food waste avoided as well as their environmental and socio-economic impact.

CONSORTIUM



LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439.

The views and opinions expressed in this document are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste



PRACTICE ABSTRACT No 1 (Italiano)

Stakeholder dialogue dei panifici in Italia

I dialoghi con gli stakeholder sono innovazioni sociali che forniscono una soluzione condivisa per affrontare un problema. Questo approccio nel settore della panificazione ha l'obiettivo di prevenire lo spreco di pane. Questo approccio collaborativo può creare un vantaggio competitivo tra i partecipanti per trovare soluzioni condivise su problemi comuni. Per fare questo sono indispensabili le attività di networking degli stakeholder e dovrebbero essere implementate.

Dodici piccole panetterie ubicate nell'area di Viterbo, nel centro Italia, hanno partecipato ad una serie di incontri con i ricercatori UNITUS e la sezione locale della Confederazione Italiana delle PMI.

La conversazione si è concentrata su come e perché c'è uno spreco di prodotto e su quali sono i prodotti da forno più sprecati. I fornai hanno anche discusso la frequenza e l'entità della produzione in eccesso e le strategie per ridurla. Durante gli incontri, i ricercatori hanno agito da moderatori, dirigendo la conversazione e permettendo ai fornai di dialogare tra loro.

La maggior parte dei panificatori afferma di non produrre quantità rilevanti di eccedenza o di scarto di prodotti da forno, uno di loro ha persino affermato "Posso scrivere su ogni pagnotta chi sarà il cliente che lo comprerà!". Nessuno di loro, però, ha mai misurato la quantità di pane in eccesso e sprecato, non è stato mai effettuato monitoraggio sistematico degli sprechi. Anche a livello nazionale, quantità di spreco di pane e prodotti da forno è in gran parte sconosciuta.

Come prima azione concordata all'interno del dialogo con gli stakeholder, è stato così sviluppato un diario per misurare ogni giorno la quantità di pane comune invenduto, pizza bianca e un pane speciale. La valutazione durerà diversi mesi per vedere nella pratica l'entità di questi rifiuti.

Il dialogo con gli stakeholder fa parte del Work Package (WP) 3 del progetto LOWINFOOD e mira ad analizzare le innovazioni contro la perdita di prodotti da forno. Le stesse attività sono condotte parallelamente in Italia, Svezia e Finlandia.



LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439.

The views and opinions expressed in this document are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.