

# Welcome



It is happening for the 4th time.

Kick-off, Reasons for food waste, zero packaging, now how can we fight food waste. Aligned with the ORF-Schwerpunkt Mutter Erde.

We have a logo, thanks Marco, I started this event series as an official impact hub club. Thank you Impact Hub.

I am the contact person in Vienna for FSE Network and I am in progress of making ZWA an official member of ZWE. But now what's up today?



# Agenda



- Introduction
- Unverschwendet
- Hut & Stiel
- Break
- What is happening in the EU?
- David Gross- Wastecooking
- What can you do to fight food waste?



# it's about collaboration

People contacted me about new Zero Waste Businesses they want to start, I could connect them with others.

Karo from Innsbruck is organizing a Zero Waste Event, with Bea Johnson as a guest speaker, ask to collaborate. <https://www.facebook.com/events/1605084656480213/>. That's why I started Zero Waste Austria and this event. Because we can all just benefit from more collaboration. I am also in touch with Mutter Erde. I am touch with BOKU, they are here too. (ask them to raise hands).

Do you remember that I asked a few meetings ago, **who wants to participate**. 5 people met with me afterwards. You see them now very active in the Facebook Group that has already more than 100 Members. They are **writing blog articles** that you can find on the Zero Waste Austria Blog and they are now planning a big food waste event. A disco soup in collaboration with foodsharing. It will probably happen beginning of **June 4**. If you are interested in being part of the **Disco soup** please use the break to talk with them about it.



it's about forming a society

**At the very first meetup I called it** Zero Waste Society. And even though the name changed it is still about building a Society. It is about **raising awareness and connecting people to create something cool and Zero Waste**. For the environment, for Zero Waste Businesses. Because if you run a Zero Waste Business, **you are mainly running a business**. It is hard to raise awareness at the same time. That's why I started Zero Waste Austria. While working with **Zero Waste Jam**, I realized it is so hard to sell jam, when people ask you what is food waste. Is it out of the bin? So Zero Waste Austria is about **combining efforts** and **make Zero Waste more known in Austria**. Because it can only be good. Better for nature and cool Zero Waste Business for us! **Like Unverschwendet**. Cornelia will talk about her new venture and how she is at the moment successfully building a crowd that is aware of Food Waste and that is about high quality fruits and vegetables, and that is a lot of fun. Congratulations Cornelia and we are very looking forward to learning from you how you manage to present the **difficult topic food waste in such a positive way and how to get a big crowd excited about Unverschwendet**.



## Unverschwendet



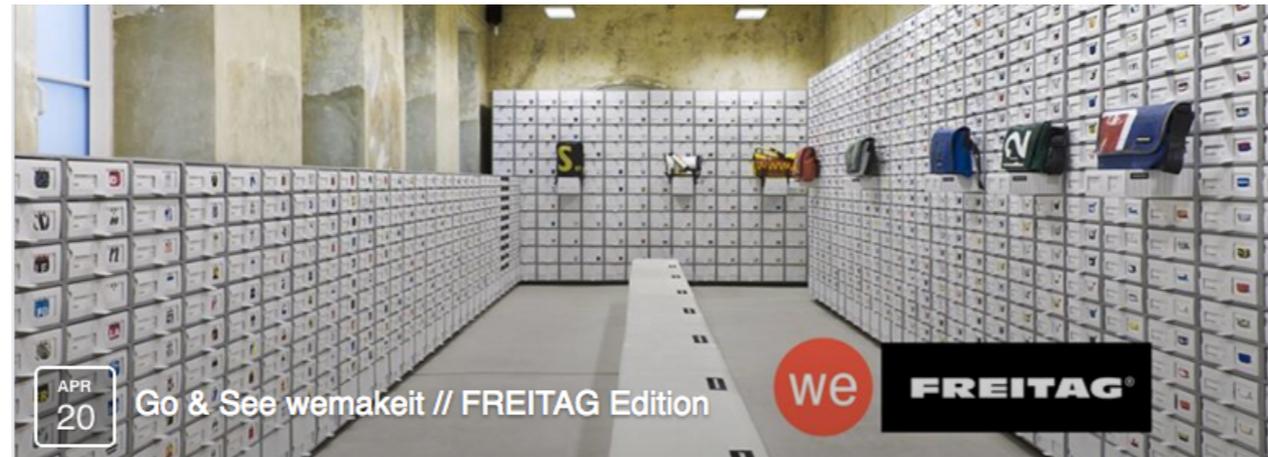
Gegen Lebensmittelverschwendung: Köstlichkeiten im Glas aus überschüssigem Obst & Gemüse.  
Jetzt UnverschwenderIn werden!

📍 Wien, Wien, Österreich 🍴 Food



Unverschwendet

Cornelia Diesenreiter's Zero Waste Business that turns surplus fruit and vegetables that are too small, to big, not ripe in the right moment for the supermarkets to take on, into delicious jams, chutneys, sirups. In her cooperation with WHENANNACOOKS they show you that jams can be much more than a breadspread.



APR  
20

Go & See wemakeit // FREITAG Edition



**FREITAG**



**Manuel Bornbaum and his partner** are growing mushrooms in a **Viennese cellar on used coffee grinds**. You can contact them for special deliveries and you can buy the mushrooms in Lunzer's Massgreisslerei and some food coops.



# Enjoy the break with



... is a project that won the **Food Waste Challenge Amsterdam** (I will tell you more later this evening) and is in a beta testing phase in Vienna. The concept behind is to turn last day's bread that can't be sold anymore, into delicious food. Food Waste from old bread is a major issue. **Vienna wastes every day as much bread as is bought in Graz.**

# 30 min Break



be back on time, for the Skype with David Gross. Smoke outside.



Welcome back from the break. This is David Gross, aka Wastecooking. Many of you might know him? At the moment his documentary about Food Waste in Europe is playing in the current ORF-focus against Food Waste. David and **Tobias Judmaier** from Iss mich were a team earlier. Now they are both living their own dreams. Catering Iss mich and Wastecooking TV. David lives in Salzburg so he can't be here tonight, but he will join us in a minute on Skype. I think the best introduction of David is this trailer for his documentary. Enjoy!

<http://www.wastecooking.com/en/#how-did-wastecooking-evolve>

1h 10 min 30 sec

A screenshot of the ORF TVthek website interface. The top navigation bar includes 'ORF TVTHEK' and 'MUTTER ERDE'. Below it are menu items: 'Fernsehen', 'TVthek', 'Radio', 'Debatte', 'Österreich', 'Wetter', 'Extra', 'Sport', 'News', and 'ORF.at im Überblick'. A search bar is present with the text 'Suche in der TVthek'. The main content area features a video player for 'Wastecooking - Kochen statt Verschwenden'. The video player shows a close-up of hands sorting through orange mesh bags. To the right of the video player is a text description in German. At the bottom right of the video player area, there is a link '> Sendung versenden / teilen'.

**ORF TVTHEK** MUTTER ERDE

Fernsehen TVthek Radio Debatte Österreich Wetter Extra Sport News ORF.at im Überblick

ÜBERSICHT SENDUNGEN THEMEN LIVE SENDUNG VERPASST ARCHIVE Suche in der TVthek

**Wastecooking - Kochen statt Verschwenden** So, 10.04.2016 23.05 Uhr 01:20 Std. Noch 4 Tage verfügbar

"Wastecooking" ist ein unterhaltsames Roadmovie. David Gross, Lebensmittelaktivist und Koch, reist durch fünf europäische Länder, um alles Essbare kulinarisch zu recyceln, was ansonsten vergeudet wird.

Mit jeder Menge schmackhafter Ideen im Gepäck kocht David kreativ gegen die Lebensmittel-Verschwendung unserer Wegwerfgesellschaft an und spürt dabei innovative Lösungsansätze auf.

01:08:18 | 01:20:24 UT

> Sendung versenden / teilen

Unfortunately we only have the food waste road movie without English subtitles, but David will explain the project and then we will let the pictures speak for themselves.



Questions for David?



# Reducing Food Waste Through Social Innovation

is on EU agenda. That is the tagline of the just finished **EU-Fusion Program (BOKU was project partner)**. It was from 2012 till now. It's main goal was to **improve the understanding of the extent of which social innovation can reduce food waste, to work on standard definitions on food waste and to get to harmonize food waste data.**

Download here: <http://www.eu-fusions.org/index.php/publications>

Because you can't solve a problem, if you don't know what you are talking about. next up will be another food waste innovation business I encountered in Amsterdam.

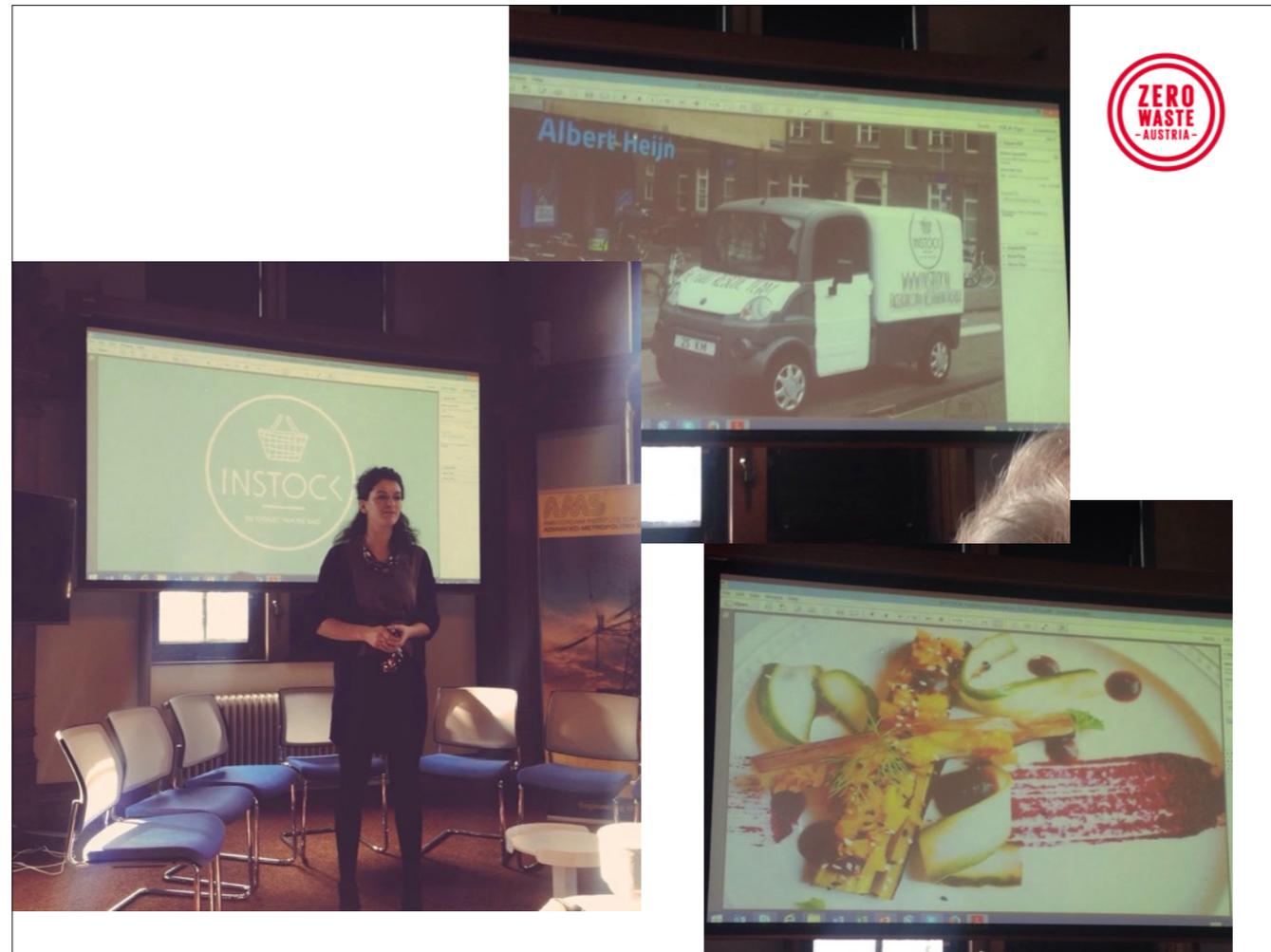
Instock.



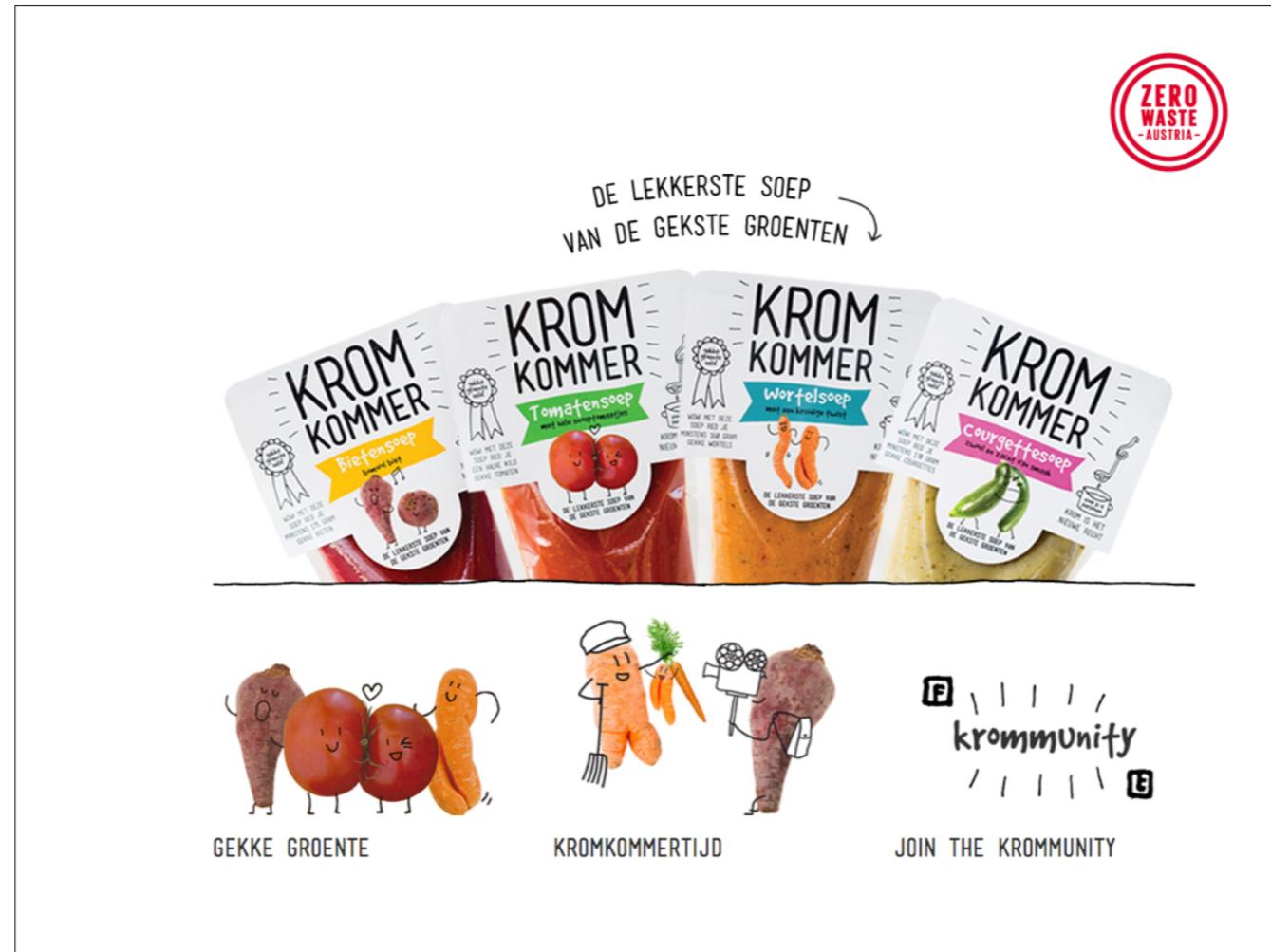
HOME RESTAURANT TOKO TRUCK EVENTS SHOP BLOG ABOUT US



Instock is a restaurant that is receiving 90 % of their products to serve in there high end restaurant from a supermarket chain "Albert Heijn". It all started as a in-house challenge of the supermarket, to motivate their employees to come up with business solutions.



This was at the presentation from Instock Founder Selma at the EU- FUSION Meeting in Amsterdam. It is still not clear to me how the collaboration works between the owners of Instock and the supermarket chain. But it is a great concept. After the EU-FUSION Meeting we all went there to celebrate and it is amazing. Really nice restaurant in a great location. Food Waste is not in your face, but they were open to talk about it and it is on the website. We talked to the chef and she said that it is very interesting working there, because you have to be creative with the things you get. They don't just get the things from the stores that can't be sold anymore, they get a lot of products directly from the huge distribution center. Oil can't be brought to stores months before the best before date. Instock is doing well and is already planning their expansion. Great business model I think someone of you should start in Vienna! **BOKU is in touch with the sustainable managers of the big supermarkets in Austria, maybe they can hook you up?**



Another great startup to reduce food waste is **Kromkomer**, also from the Netherlands. Just like Unverschwendet they whole **branding is amazing**. They turn misfits into packaged soup. The packaging is not as Zero Waste as the Iss mich glasses. But it is very appealing and they even have a **krommunity**. The name means KROM KOMMER- krumme Gurke or in English bent cucumber. Unfortunately I didn't meet them in person, so I can't say more about it, but you can find English information on their website and they are open to be contacted.



There was also a Workshop from Food Cabinet, a communication agency, that is working on a trail on special pork that is produced only on Food Waste. Unfortunately I can't find information online, but they are running a trail to feed pigs on the edge of the city with food waste from the city. So the trucks that bring products to the supermarket, drive back with food waste from the supermarkets. That meat is grown slowly, the pigs eat a lot of vegetables and it closes loops. Looking forward to hearing results on this experiment.



At the EU FUSION Meeting in Vienna Tobias Judmaier presented Iss Mich! By now the most successful Austrian Startup on Food Waste. **Unfortunately he couldn't follow the invitation to speak today. Fortunately he is very busy running is Zero Waste Business.** For the one, who don't know Iss mich. Tobias is getting organic misfits from the Marchfeld and turns them into delicious curries that he sells in caterings, in Lunzer's Massgreisslerei and soon also in a new **Deli here at Impact Hub.**



## honey & bunny

sonja stummerer & martin hablesreiter

books | exhibition | **film** | performance | architecture | teaching | atelier | Shop



[Home](#) » [Film](#) » [Food Design - The Film-](#)

### Food design - The film-

Type: documentary film (HD, 52 min)

Date: filmed 2007

Producer: Nikolaus Geyrhalter Film

Co producer: ORF,ARTE France

Another super interesting talk at the Vienna EU FUSION Meeting was from **Martin Hablesreiter**. He is an performer, that makes us aware how deep rooted eating habits are. Awareness is the first step for change. Very interesting person.



# It is about social change

It's not easy to change the food waste problem, because it is deep in our society. But the pains are getting big enough that people have enough of this crazy waste society we are living in. You can see this at places like impact hub, where people come together, to make a change. So it is important to provide opportunities to collaborate and take the first steps.



it is about collaboration

I know I am repeating myself, but I believe it is so important. The Universities, the EU are doing the research, the entrepreneurs that gather at places like Impact Hub, want to create change. But it is very hard for them to meet. At **one workshop in Amsterdam EU-FUSIONS** asked the participants to help them create a strategy to **reach their audience**. It is difficult. Big research papers are important and very rich on information, so it is a challenge to make it digestible for their one target audience the social innovators. **I offered BOKU to collaborate** and try to build a bridge. Paulina Kania, a **student at BOKU** contacted me last week. It is getting started. Also 2 men contacted me about planning on opening a Zero Waste store in Vienna. I could connect them. Let's see how it will go. So I encourage you to contact me if you are working on anything Zero Waste related. I am happy to promote, connect and help out. That's what ZWA is about. Going to Amsterdam to meet the FSE Network and help out at the **Food Waste Challenge**.



Here I will show you some pictures from the Food Waste Challenge. Here you see the winning team surrounded by 2 judges on either side. No Guilty Pleasures. You had the possibility to taste in during our break. **Did you like it?**



**THE FOOD WASTE**  
*challenge*

10 February 2016 | Amsterdam

— DESIGN and BUILD —  
YOUR OWN SOCIAL BUSINESS  
— around FOOD WASTE —

Organised by   Venue partner 

is about ....

is a day full dedicated to make an impact on reducing Food Waste.

# connecting with likeminded people



Foto: FSE

# clarifying an idea



Foto: FSE

# getting a motivation boost



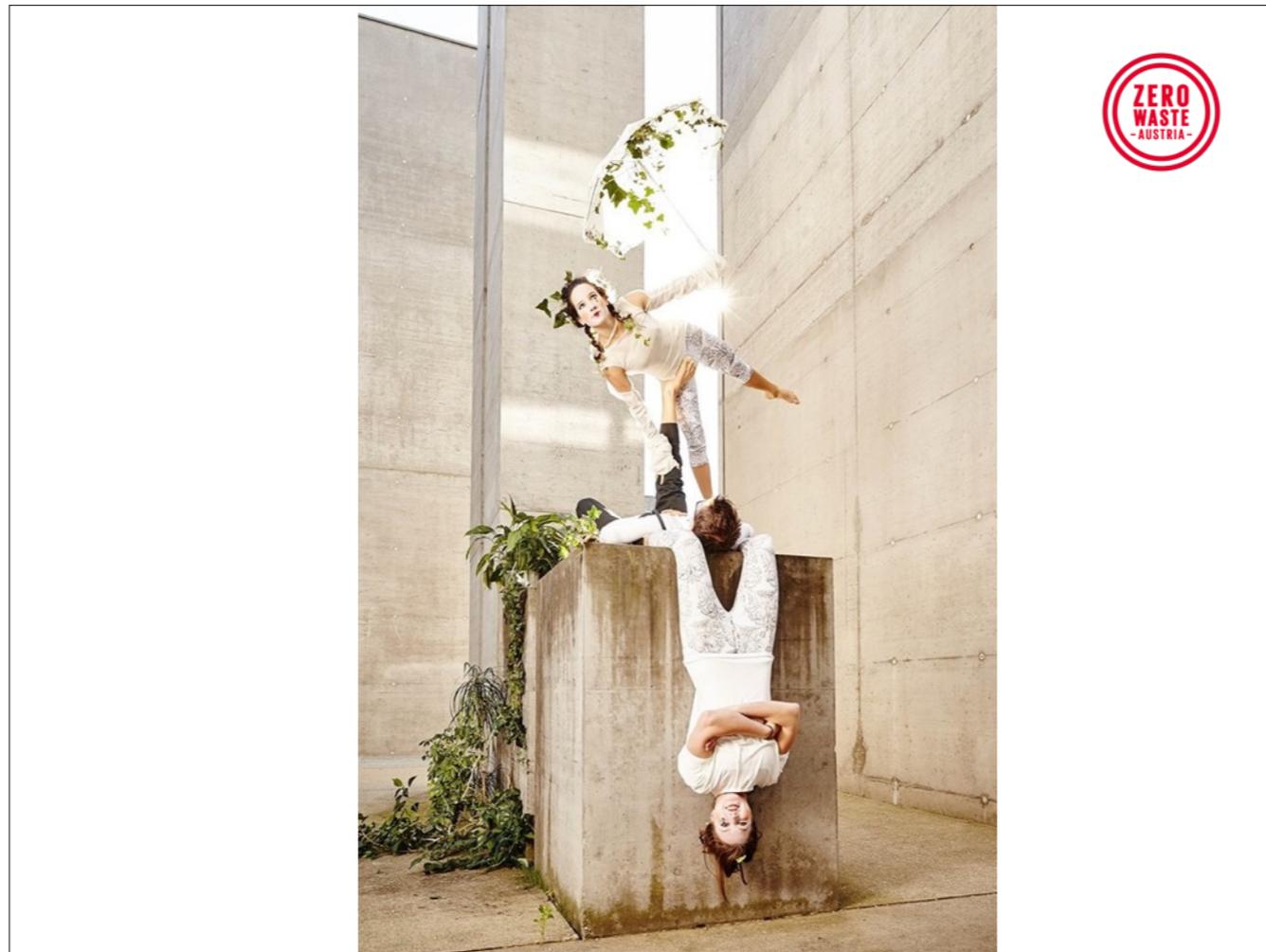
Foto: FSE



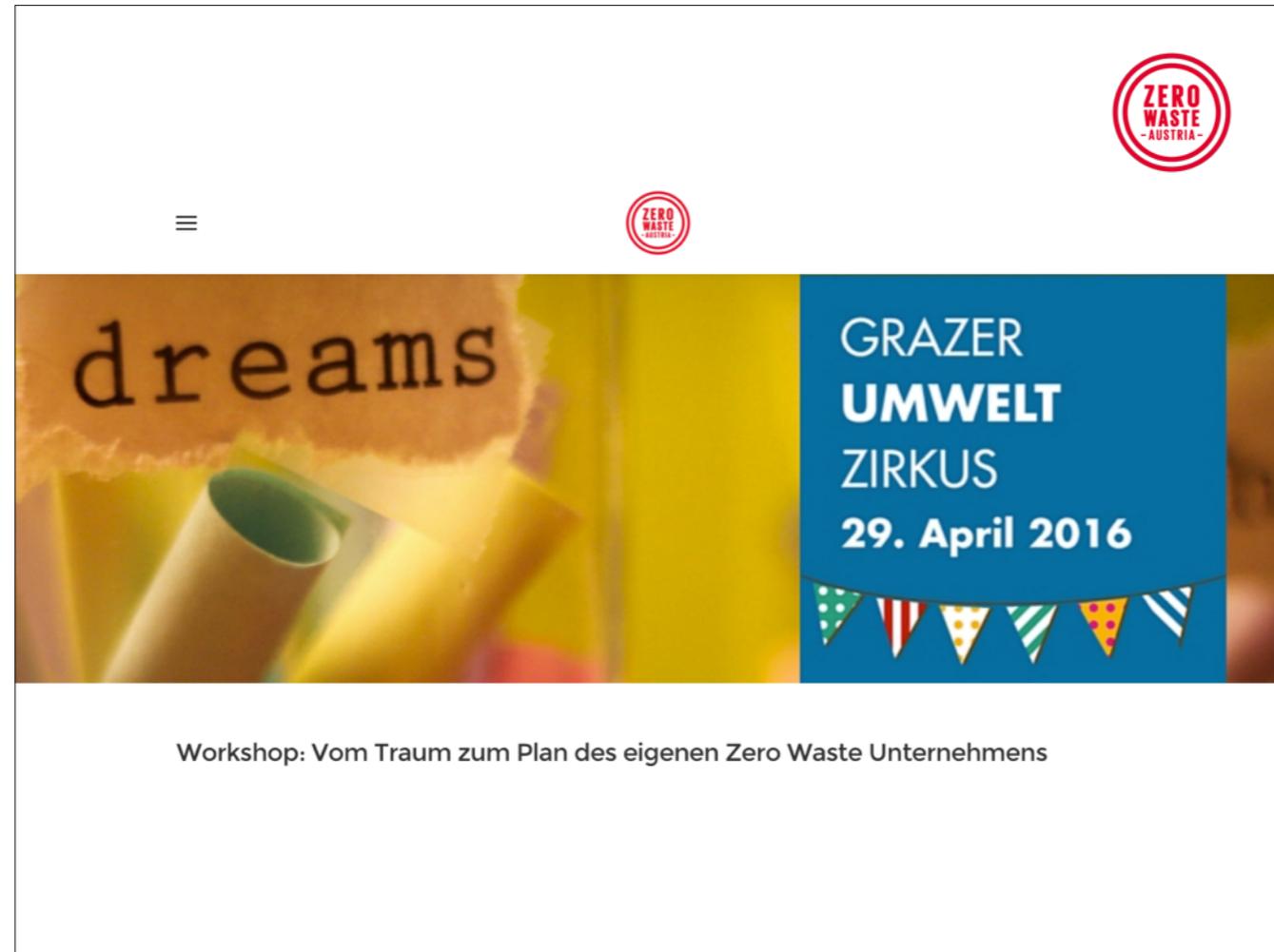
Do you want to challenge  
Food Waste in Vienna?

now we arrived already at our last agenda point. What can you do to fight food waste.

I would organize a food waste challenge. Or hackathon?



The place to be this month if you are interested in Zero Waste. **Evelina**, the founder of Zero Waste Jam and co-founder of The Good Tribe is the organizer of this Zero Waste City Party happening for the second time on **April 29th in Graz**. Foto: Rupert Pressl



**Zero Waste Austria will be at the Grazer Umweltzirkus with a Workshop** to use the Lean Business Canvas to plan your very own Zero Waste Business. It will be in German and free to attend. But if there is an interest, we can **also organize one here.**



Get in touch with me...

use the Facebook Group to exchange inbetween the long times until the next meeting.



Not enough today?

**Thank you**



**Together we can do it!**