

Barrio sin Despilfarro

Reducing food waste in the Metropolitan Area of Barcelona

Prepared by:

Cheung Koko, Crombag Lotte Henk, Hristova Vasilena, Sánchez Zaballa José Miguel

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Agenda

- Introduction
- Research Question & Challenge
- Contextual Background
- Methodology
- Key Individual Findings
- Our Solution
- Future Recommendations



Meet the Team ...



Koko Cheung

The Netherlands
Liberal Arts &
Sciences



Lotte Henk Crombag

The Netherlands
Hospitality
Management



Vasilena Hristova

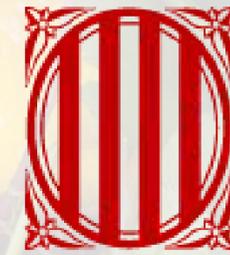
Bulgaria
Biology &
Chemistry



José M. Sánchez Zaballa

México
Food Science &
Technology

... and Our Stakeholder



Generalitat de Catalunya
Government
of Catalonia

**Departament d'Agricultura, Ramaderia,
Pesca i Alimentació (DARPA)**

Department of Agriculture, Livestock,
Fisheries and Food

- **DARPA** is the executive branch working towards food waste reduction.
- Catalonia is the second largest region in Spain by population and economic power.
- In 2020, Catalonia was the first entity in Spain that legislated a law on food loss and waste prevention (**Law 3/2020**), which promoted the development of a national level law (**Law 1/2025**), later in 2025.



Source: Generalitat de Catalunya (2025)

Research Question:

“What strategies can help the Metropolitan Area of Barcelona reduce food waste through collaboration across key sectors?”

Global Context

Food waste in the EU by main economic sectors, 2023

(kg per inhabitant)

Retail and other distribution of food

10 KG

Primary production

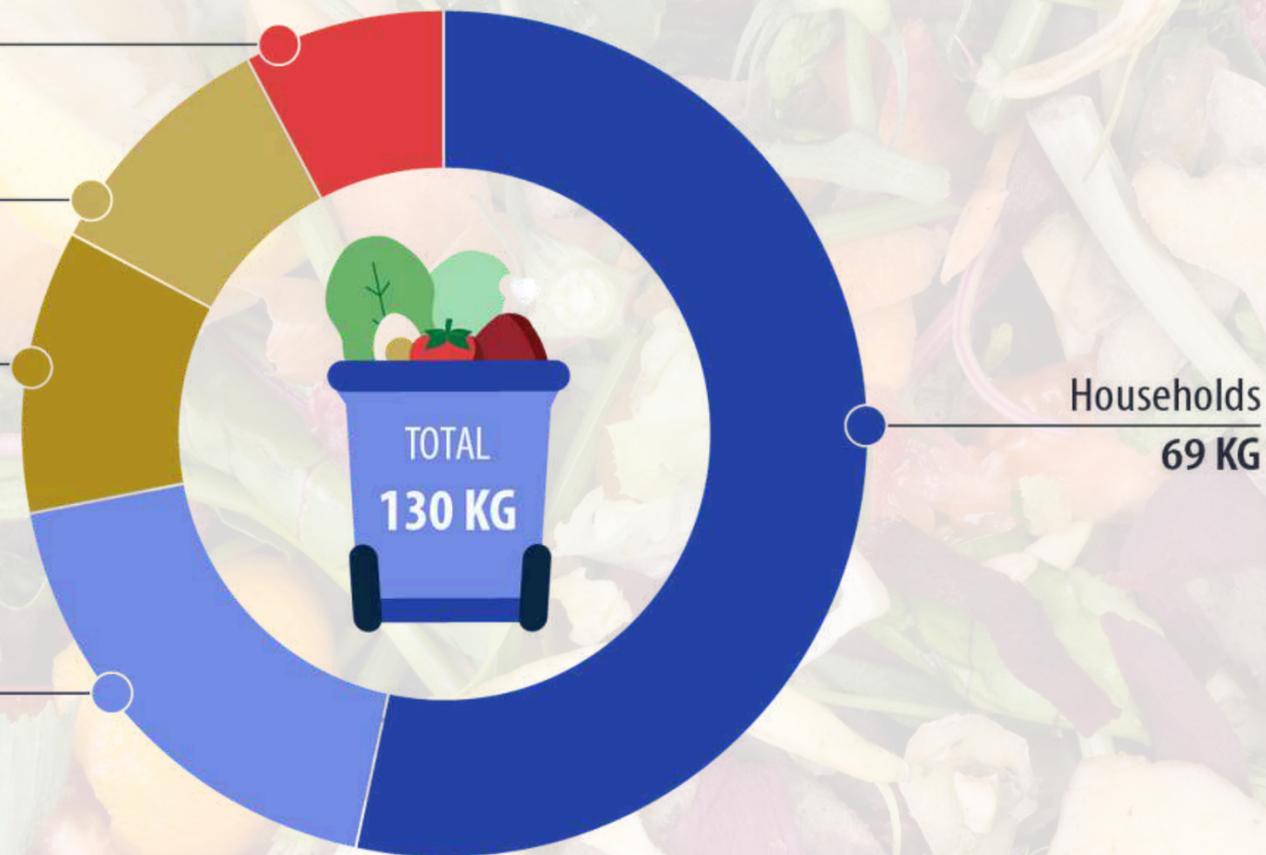
12 KG

Restaurants and food services

14 KG

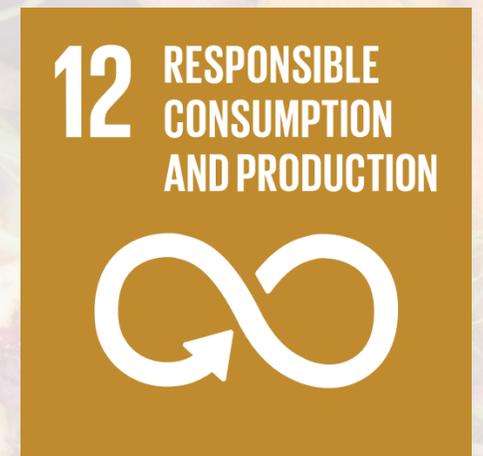
Manufacture of food products and beverages

24 KG



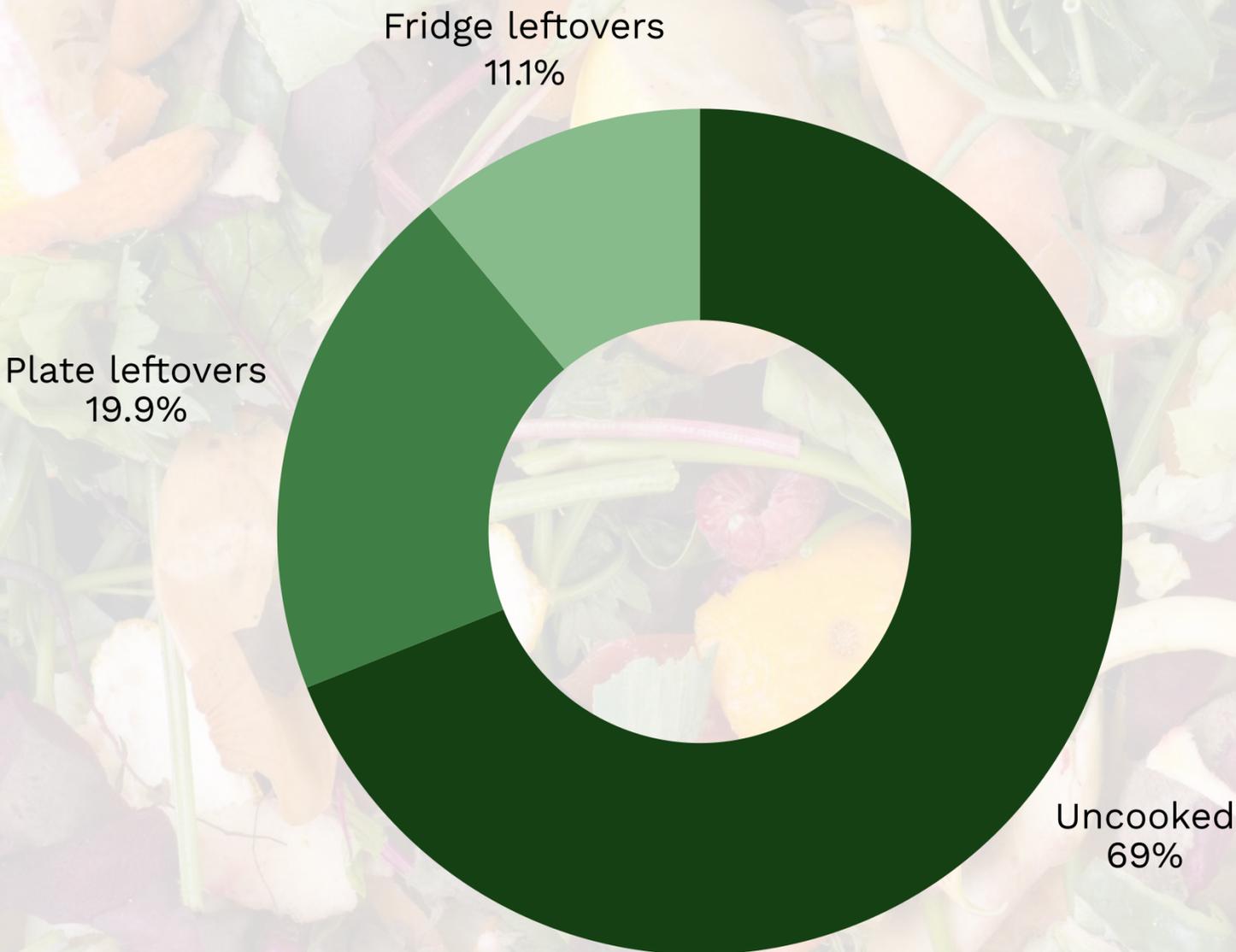
EU aggregate: estimated. Data not available for Bulgaria, Spain, Lithuania and Romania. The difference between the sum of the categories and the total is due to rounding to the nearest unit, which is applied to each category and to the total.

Source: [eurostat](https://ec.europa.eu/eurostat) (2025)



Local Context

Economic cost of household food waste in Catalonia (€903M/year)



Catalan households waste about **174,000 tonnes** of edible food per year, equal to **64 kg per household**.



This waste costs around **€903 million** per year → about **€330 per household**.



The food wasted each year could feed **~275,000 people for a year**, covering about **14%** of Catalans at risk of poverty.



Climate impact of this waste is roughly **462,000 tonnes** of CO₂-equivalent per year.

Source: Generalitat de Catalunya (2025)

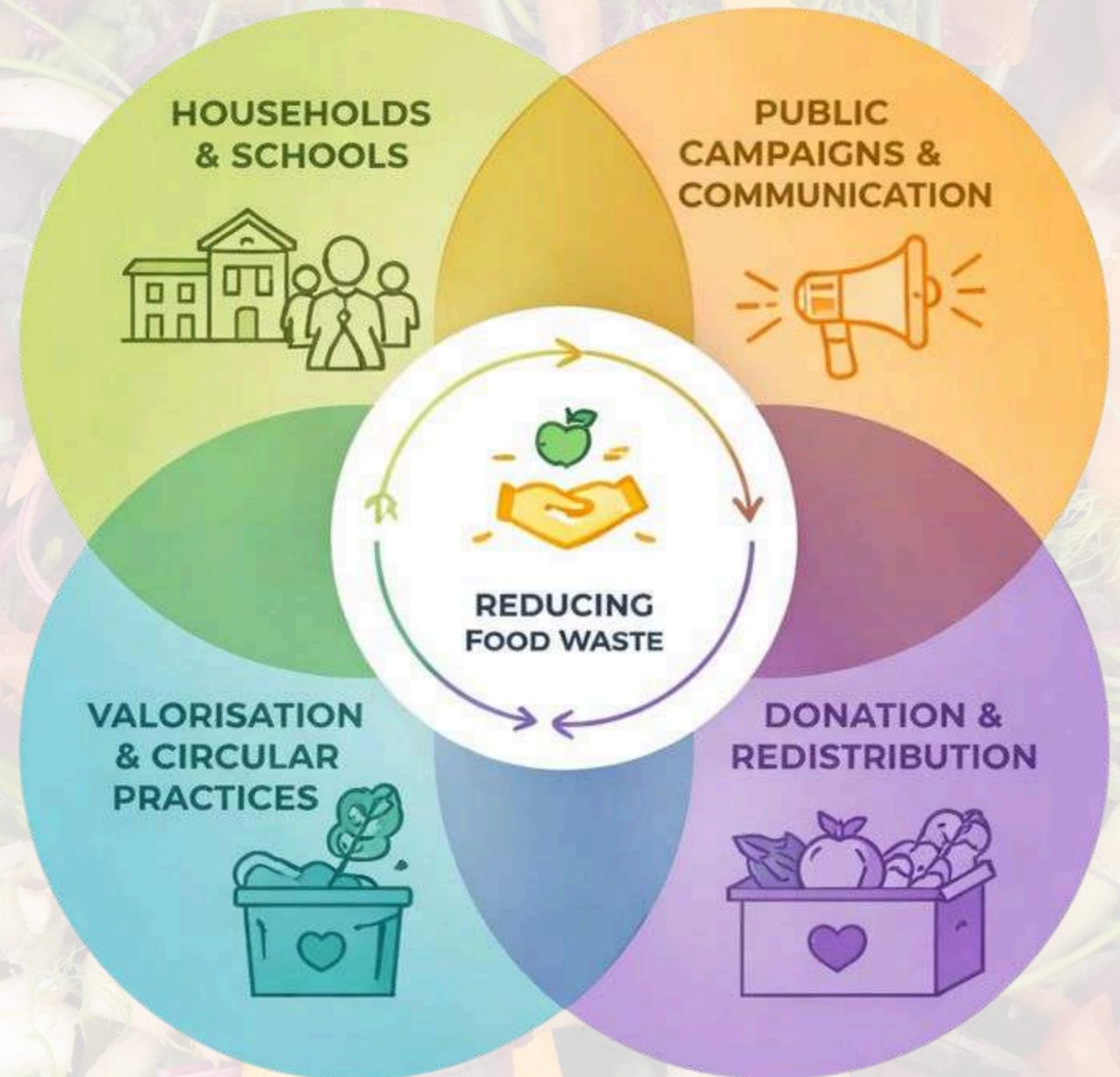
Our Approach

Mixed methods:

- Literature review (academic & grey literature).
- 12 semi-structured interviews & 2 questionnaires
- Attendance at 5 relevant events (campaigns, FLW workshops, tour).
- 1 focus group pilot

Sectors covered:

- Donation and redistribution.
- Valorisation and circular practices.
- Households and public school education.
- Public campaigns and communication.



Key Findings from Four Perspectives:

Donation & Redistribution:

- Effective collaboration among mission-driven intermediaries depends on trust-based relationships, clear roles, realistic logistics and regulatory support.

Campaigns & Communication:

- Awareness campaigns work best with collective calls to action, practical tips, and food environments that ease sustainable habits.

Households & Public Education:

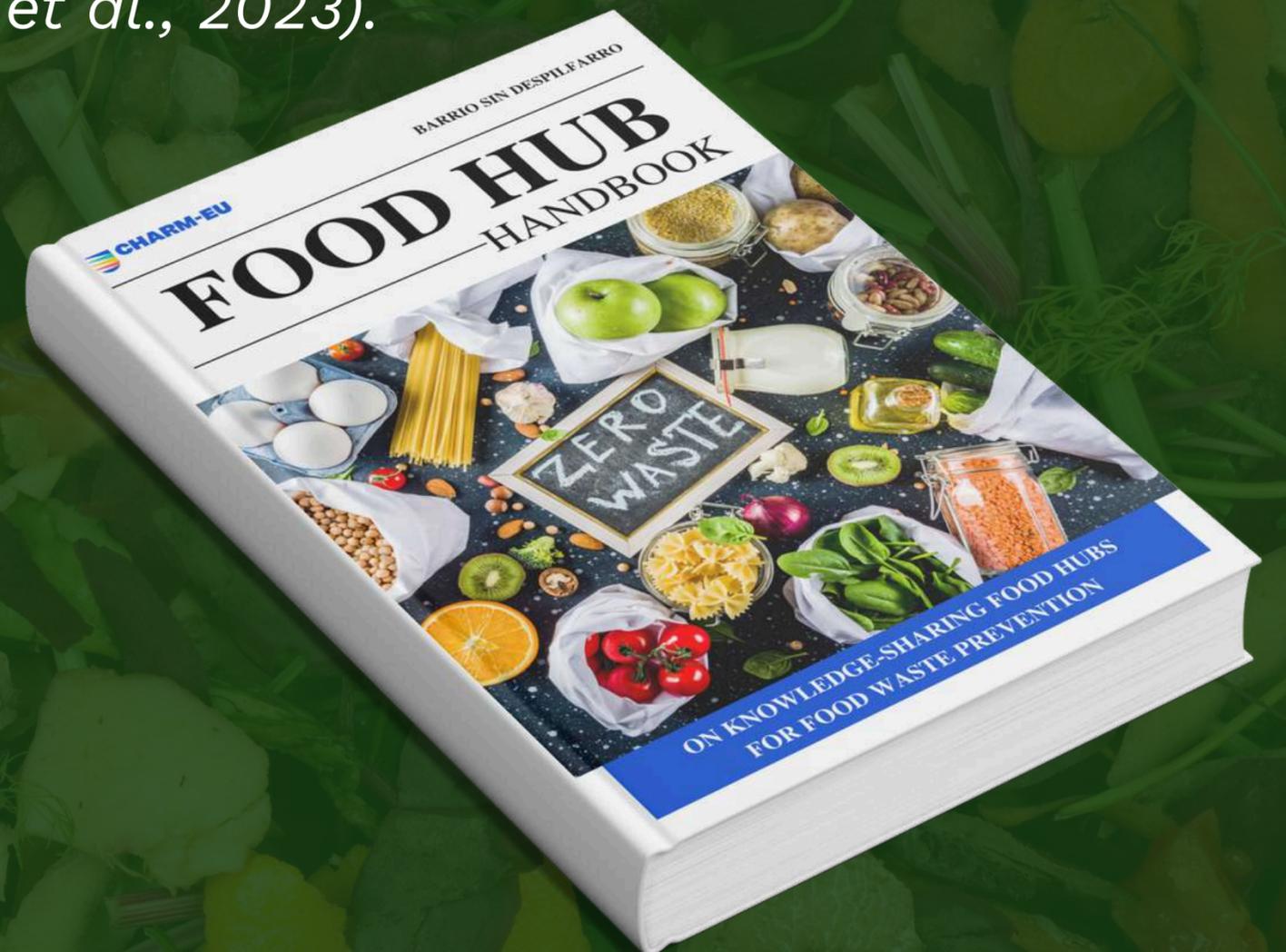
- Integration of FW education into curricula.
- Structured transdisciplinary collaboration with school staff and involve families and parents' associations.

Cultural Heritage & Valorisation:

- Culturally embedded food practices are the most powerful enablers of FW valorisation but experience fragmented coordination and lack inconsistent municipal support.

Why a Knowledge-Sharing Food Hub, and What Is It?

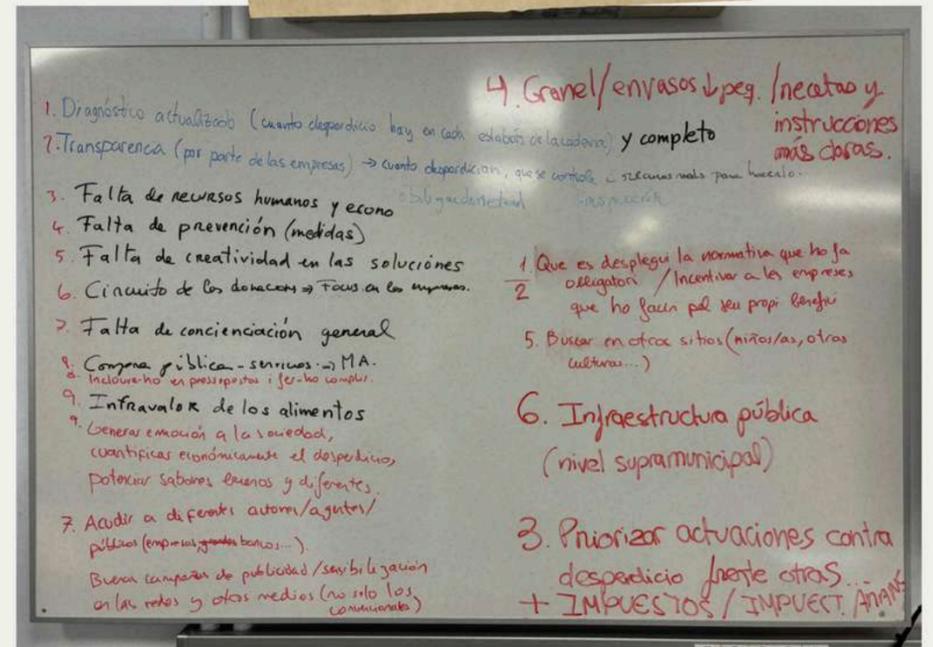
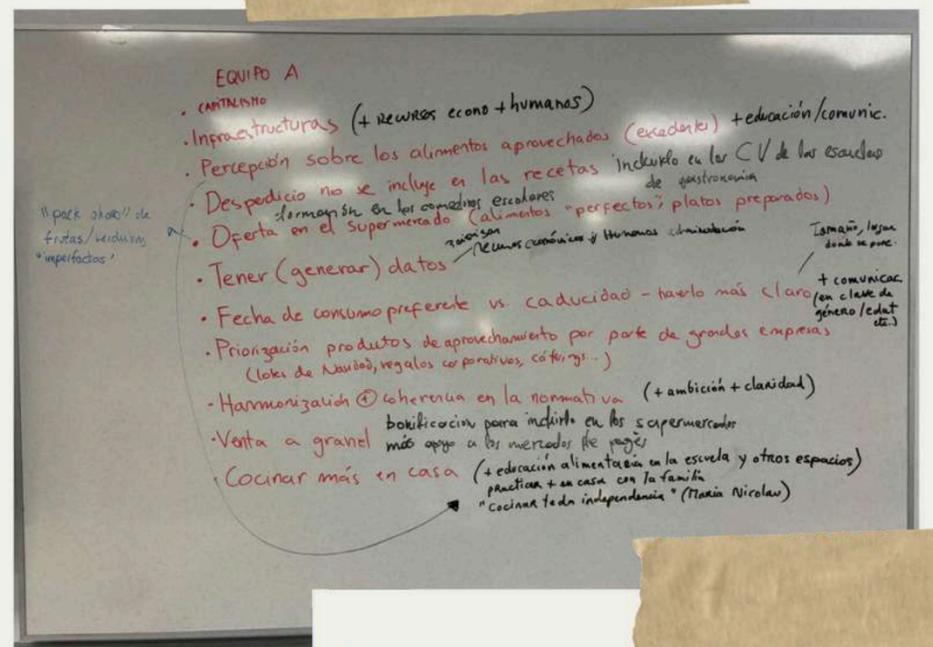
→ A space where stakeholders can collaborate, share practices, identify barriers, and co-develop solutions (Brar et al., 2023).



Food Hub Focus Group



Debate

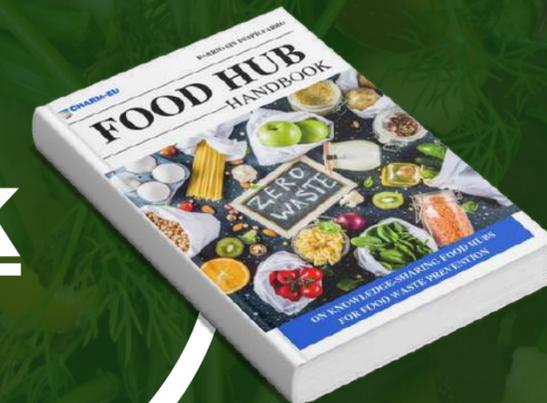


Findings



Participants

Our Product: The Food Hub Handbook



04 The Hub as a Cycle

The food hub should remain relevant and long-lasting rather than a one-off event. To ensure this, they should be held in (yearly) **cycles**, not isolated meetings.

Example Annual Cycle

- **Step 1 – Priority setting (Q1)**
 - Steering group reviews current FLW issues, policy changes (e.g. Law 1/2025), and opportunities.
 - Decide on 1–2 focus themes (e.g. “donation from wholesale & retail”, “FLW in HORECA and events”).
- **Step 2 – Thematic hub sessions (Q2–Q3)**
 - Organise 1–3 sessions on the chosen theme(s).
 - Each combines short inputs with facilitated multi-stakeholder discussion.
- **Step 3 – Follow-up actions (Q3–Q4)**
 - From each session, identify 1–3 feasible follow-up actions (e.g. a pilot project, a working group on donation guidelines, a shared template).
 - Assign leads and timelines.
- **Step 4 – Reflection and planning (Q4)**
 - Hold a short reflection meeting.
 - Review what was achieved and what needs to change in the next cycle.

This pattern can be adapted to different scales (metropolitan, regional, sector-specific). Each cycle of in-person hub meetings generates outputs (case studies, tools, summary notes) that should be uploaded and organised in the online food hub. Over time, this creates a shared, searchable repository of knowledge in Spanish, Catalan and English.

05 Stakeholder Mapping and Engagement

5.1 Who Should Be at the Table?

Aim for a **balanced mix** of:

- Public authorities (regional, municipal, metropolitan)
- Social entities and NGOs (food banks, social kitchens, community groups)
- Businesses (wholesale markets, retailers, HORECA, catering, primary production where possible)
- Knowledge actors (universities, research centres, professional associations)
- Citizen voices (consumer groups, neighbourhood associations)

5.2 Stakeholder Mapping Template

Annex A provides a template to identify and characterise the key stakeholders who should be involved in a knowledge-sharing food hub on FLW in the MAB and beyond. Subsequently, this can also be used during the hub sessions themselves.

For each potential actor, ask:

- What is their **role** in FLW (generator, intermediary, recipient, regulator, funder)?
- What is their **level of influence** on decisions?
- How directly are they **affected** by FLW or related policies?
- What is their **capacity** to act (staff, resources, time)?

Use this to:

- Ensure smaller organisations and diverse territories are not systematically left out.
- Identify which actors need special support (e.g. travel reimbursement, language support, flexible timing).

Session 2: “Labels, Dates, and Safety: What Do Consumers Really Need to Know?”

Session length (content only): 120 minutes
(Be mindful to allocate enough time for a walk-in, break, and informal closing or networking space outside this block.)

2.1 Objectives

- Clarify how “best before” and “use by” dates are currently understood and applied in practice.
- Identify misunderstandings that lead to avoidable household waste.
- Co-develop simple, realistic messages and tools that could support safer, lower-waste decisions at home.

2.2 Suggested participants

- Food safety and public health officials.
- Retail representatives (quality/labelling, CSR).
- Consumer organisations and NGOs.
- Social entities working with food aid (who see what gets discarded).
- Chefs / HORECA (especially those doing take-away or ready-to-eat).
- DARPA staff involved in food safety and FLW.

2.3 Expected outputs

- List of **common misconceptions** and risky practices around date labels.
- **Core messages** that stakeholders agree are both safe and practical.
- 3-4 **ideas for communication channels and formats** (e.g. on-pack, signage, social media, workshops).

Navigation through Tabs

The homepage should guide the reader to other relevant information, through thematic tabs:

- **Discover Good Practices:** Links to documented practices and related Generalitat-led initiatives on food waste prevention.
- **Events & Outcomes:** Summaries and outputs from previous hub events, including key insights and conclusions.
- **Stakeholders:** Overview of participating actors and sectors involved in the project.
- **Join the Network:** Contact information and mechanisms to enrol for participation in next events.
- **Frequently Asked Questions (FAQ):** Clear answers to common questions to reduce barriers to participation and understanding.

Core pages and key resources should be available in Catalan, Spanish and English to ensure accessibility to a wider array of stakeholders.



Future Recommendations

Short term:

- Create a small “hub steering group”.
- Pilot one hub.
- Launch basic online hub.

Mid term:

- Use hubs to co-design and test awareness campaigns and support schemes for community initiatives.

Long term:

- Institutionalise the hub as part of DARPA’s implementation of FLW strategies.

Final remarks:

- Accountability and equal representation remain difficult to tackle.
- Long-term and gradual solutions require collaboration and commitment from all stakeholders in the food value chain.

References

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Gràcies per la vostra atenció!

¡Gracias por vuestra atención!