

SHARECITY BRIEFING NOTE 3

GOALS & IMPACTS

Communicating goals and impacts of food sharing in online spaces



Introduction

This briefing note provides a summary of the ways in which a suite of ICT-mediated food sharing initiatives from diverse cities around the world communicate both the goals and the impacts of their activities through their online profiles. These initiatives were selected from the SHARECITY100 Database (See [Briefing Note 1](#)) and nine case study cities: **Athens**, Greece; **Barcelona**, Spain; **Berlin**, Germany; **Dublin**, Ireland; **London**, UK; **Melbourne**, Australia; **San Francisco**, USA; and **Singapore**. Profiles of sharing in these cities can be found in [Briefing Note 2](#). This analysis is a preliminary step in a process of establishing the sustainability impact and potential of diverse ICT-mediated food sharing initiatives. Further in-depth research has been conducted with each of the initiatives detailed in this document and findings will inform a process of co-designing a flexible, open-access toolkit for identifying and measuring sustainability impacts.

What is SHARECITY?

SHARECITY is a five-year research project funded by the European Research Council, which identifies and examines the diverse practices of urban food sharing that use **information and communication technologies** to mediate their sharing.

SHARECITY has four objectives:

1. To advance theoretical understanding of contemporary food sharing.
2. To generate a significant body of comparative and novel international empirical knowledge about urban food sharing initiatives and their governance.
3. To design and test an assessment framework for establishing the impact of urban food sharing economies.
4. To co-design scenarios for sustainable urban food sharing futures with stakeholders.

What is Food Sharing?

As there is no agreed definition of what counts as food sharing, we extend a dictionary definition of sharing:

“having a portion [of food] with another or others; **giving** a portion [of food] to others; **using, occupying** or **enjoying** [food and food related spaces to include the **growing, cooking** and/or **eating** of food] jointly; possessing an **interest** [in food] in common; or **telling** someone about [food]”.

(Adapted from Oxford University Press, 2014)

This definition emphasises the practices and experiences of **having things in common** and **doing things together** around food, including but moving beyond commensality; the practice of eating or drinking together. Such a definition includes attention to what is shared, from **raw materials** (e.g. crops) to **products** (e.g. processed food products, tools and cooking utensils) and **services**, as well as **capabilities** (knowledge and skills) and **spaces** (e.g. fields, allotments, gardens, and kitchens).

Why is SHARECITY Necessary?



Planetary urbanisation and unsustainable cities

The majority of the world's population now live in cities, a figure that is predicted to rise to 70 per cent by 2050. Not only does this have implications for those living in urban areas, it also has implications for those beyond these sites who are inevitably involved in providing for an urban future. Urban areas already account for 80 per cent of the world's resource consumption and most of the world's waste.



Sustainable Development Goals

Following on from the Millennium Development Goals, the 2030 Development Agenda has been framed around 17 Sustainable Development Goals, which include ending hunger (Goal 2), creating sustainable cities and communities (Goal 11) and ensuring responsible production and consumption (Goal 12). These are not discrete goals and attention to their intersection is needed.



Milan Urban Food Policy Pact

At the second meeting of the Milan Urban Food Policy Pact in 2016 the Director General of the Food and Agriculture Organisation (FAO) José Graziano da Silva, called for cities, big and small, to help construct urban food systems that will be sustainable and resilient in the face of changing climates. By the beginning of 2018 there were 168 cities from around the world who had signed the Pact.

Innovative cities

Cities are complex networks of political, economic and socio-spatial processes that are both intimately local and also globally connected. They provide sites where diverse human and non-human resources intersect on cultural, material and technological levels. As a result, cities are also hotbeds of innovation, including the development of innovations for urban food systems.



ICT-mediated sharing economies

Sharing, including food sharing, is increasingly being identified as a potentially transformative mechanism for sustainable cities, by reducing consumption, conserving resources, preventing waste, and providing new forms of socio-economic relations. Research into contemporary practices of ICT-mediated food sharing is currently limited.



SHARECITY will progress understanding of meta-societal issues by generating extensive and comparable data of the practices and impacts of ICT-mediated food sharing.



Methods

From each of the nine cities between three and five food sharing initiatives were selected for further analysis and categorised according to their primary activities of growing, eating, or redistributing food, totalling 38 initiatives. Their websites and social media were then used to identify goals and impacts, both stated and implied. In addition to a textual analysis of their online content, analysis of the visual imagery was undertaken to further understand how initiatives represented themselves and their activities. Five categories of goals and impacts have been used: **political, economic, environmental, health and social**. These are presented on the next page.

Identifying goals ✓

In this analysis 'goals' covers both the aims and/or objectives of an initiative as communicated through their online presence and mission statements i.e. statements about what the initiative hopes to achieve. The landing pages and 'about' sections of their website, social media or app were examined for such statements, which were then recorded and analysed. In a small number of instances, goals could not be determined from either the landing page or an 'about' section, in which case other supporting documents such as reports and articles were examined. Goals reported in quotation marks have been drawn directly from the organisation's online material.

Identifying impacts % 💬

'Impacts' refers to statements made by initiatives about what they have actually achieved, including short term outputs and longer term outcomes. Whereas 'goals' were directly stated in most instances, communication of 'impacts' was more diffuse. Although some organisations reported impacts on a dedicated page, others made references across a number of pages and publications. Impacts can be presented through reports of success via data or publications, statements about what the initiative has produced, or narratives about achievements that resulted from the activities or services provided. They can be stated quantitatively with a clear number or measurement of an aspect of achievement, or implied qualitatively through broader statements or testimonials made by participants or staff.

Visual Analysis 👁

Pictures and photos featured on the initiatives websites (primarily landing & 'about' pages) were examined for recurring themes and ways in which the work and practices of the initiative are presented. The images were examined for *setting* (e.g. indoor, outdoor), representations of *nature* (e.g. bright, pristine, rugged, urban, pastoral, rural) and of *foodstuff* (e.g. raw, 'ugly', cooked), and the presence or absence of *people* and collaborative activities (e.g. growing, eating, moving, cooking, playing, learning, creating).

Categories of Goals and Impacts

- **Political** – Relating to the government, public affairs and policy, but also relating to matters concerned with power dynamics (getting, using or sharing power) e.g. commons, collective ownership, community, participation.
- **Economic** – Saving money e.g. through growing food to reduce the amount of money spent on buying food, through the availability or provision of affordable lower cost food, or through tax savings; or making money e.g. generating income from growing, cooking, redistributing etc.
- **Environmental** – Reducing food waste, producing or consuming local produce and therefore cutting food miles, organic farming or low resource intense food production e.g. reduced pesticide use, sustainable water use, sustainable energy use, increased biodiversity, etc.
- **Health** – Psychological health and wellbeing benefits from eating, cooking, and growing together; health and nutritional benefits of consuming e.g. improved diet or nutrition through access to healthy meals, fresh or seasonal food; overall quality of life health benefits related to growing food; exercise and physical activity.
- **Social** – Building community, inclusion, diversity, social integration, community cohesion, making friends, eating, cooking and growing together, learning and teaching.

Although these categories are not exhaustive they capture and represent the most common types of goals and impacts expressed by food sharing initiatives. The following section outlines some of the key findings from this research, and the individual goals and impacts for each of the initiatives analysed are detailed in the appendix. The photos accompanying the appendix were taken from the websites of the initiatives to illustrate the visual representations, and were predominantly key featured photos used on landing pages or website banners.

Visual Representations

- **Political** – Protests, signs, posters, meetings, politicians, mayors, activism, reclaiming space.
- **Economic** – Modes of sale and exchange, shopping baskets, home kitchens, online sales platforms, employment e.g. farming.
- **Environmental** – Soil, food waste, compost, greenery and growing in urban spaces, recycled materials, biodiversity.
- **Health** – Fresh fruits and vegetables, salads, green and colourful food, healthy and wholesome meals, activities, gardening.
- **Social** – Diversity, groups working, eating, or learning together, smiling, laughing, giving, and sharing.

Findings

Online communication of goals and impacts of ICT-mediated food sharing entails the transfer of information, ideas, thoughts or feelings from the initiative to recipients via textual and visual means. Such communication is important for a variety of reasons, including to recruit sharers, access funds and support, disseminate good practices and influence decision-makers. This textual and visual analysis indicates a number of key characteristics in relation to the communication of goals and impacts across the initiatives:

Goals

- The vast majority of the case studies stated social (95%) and environmental (89%) goals, often framed as 'building community' and as solutions to global food waste.
- Social goals were most common for initiatives focused on growing and eating. Environmental goals were most common for initiatives focused on redistribution.
- 59% of initiatives declared economic goals, 49% health goals, and only 27% political goals. However in some cases, particularly the health and economic categories, impacts were clearly identified despite no goal relating to that category having been stated.

Visuals

- Social goals and impacts were the most frequently represented through the use of images, with 76% of initiatives featuring images of groups and activities such as eating, growing or learning together.
- 62% of initiatives used visual material to convey health goals and impacts, largely through images of wholesome meals, fresh fruits and vegetables, and other high quality food products.

Impacts

- Almost all organisations (95%) made some kind of statement (either quantitative or qualitative) about the impact of their activities.
- Social impacts were most commonly represented, with 89% of the case studies demonstrating their social impact in some form. 68% of organisations made statements regarding their environmental impacts, however fewer organisations stated or described impacts that could be classified as economic (49%), health (24%) or political (11%).
- Social and environmental impacts were the most likely category to be communicated through quantitative measures, and predominantly included numbers of participants/partners, quantity of food grown, number of meals served and quantity of food recovered.
- Social goals (89%) were most likely to be accompanied by stated evidence of impacts followed by environmental (79%) and economic (64%) goals. For political and health goals evidence of impacts occurred less than half the time.
- However health impacts were represented visually by 78% initiatives with stated health goals. Social goals were also frequently accompanied by visual representations (74%) followed by environmental (58%), economic (45%) and lastly, political (40%) goals.

Goals and Impacts Table

The table below provides a combined summary of the stated goals and impacts across the 5 categories compiled from an analysis of 38 individual initiatives which are included as an appendix to this briefing note. Impact statements were classed as quantitative if they provided specific measures of the impacts claimed. For example "14000 tonnes of food waste avoided" would be classed as a quantitative statement of environmental impact, whereas "meals are prepared from food that would otherwise be wasted" would be classed as qualitative.

Organisation Types:



Organisations that primarily grow food



Organisations that primarily facilitate eating experiences



Organisations that primarily redistribute food

Goals:



The organisation has a stated goal for this category

Impacts:



The organisation has given a quantitative statement of their impact for this category



The organisation has not given a quantitative statement, but has given a qualitative statement of their impact for this category



The organisation has a visual representation of their impact for this category

Organisation		Goal/Impact category									
Name	Type	Political		Economic		Environmental		Health		Social	
		Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts
Athens											
Bouroume	🔄				👁️	✓	📊👁️	✓	👁️	✓	📊👁️
O Allos Anthropos	🔄🍴	✓	👁️	✓		✓	👁️		👁️	✓	💬👁️
Organisation Earth	🌱			✓	📊	✓	👁️		💬👁️	✓	👁️
Viz Eat	🍴				👁️					✓	📊👁️

Name	Type	Political		Economic		Environmental		Health		Social	
		Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts
Barcelona											
Can Masdeu		✓		✓	 	✓	 		 	✓	 
EatWith				✓	 					✓	 
Espigoladors				✓		✓	 	✓	 	✓	 
Berlin											
Foodsharing.de		✓		✓		✓	 			✓	 
Himmel Beet	 			✓	 	✓	 	✓	 	✓	 
Meal Saver/ResQ Club				✓		✓		✓		✓	
Mundraub		✓		✓		✓	 	✓		✓	
Über Den Tellerrand	 			✓						✓	 
Dublin											
Falling Fruit				✓		✓					 
FoodCloud					 	✓				✓	 
Hardwicke Street Garden						✓	 	✓		✓	 
Urban Farm				✓		✓	 	✓		✓	 
London											
Be Enriched	 	✓		✓		✓		✓		✓	 
Community Shop				✓	 	✓		✓		✓	 
Olio						✓	 			✓	 
Skip Garden				✓		✓		✓		✓	 
Melbourne											
3000 Acres						✓		✓		✓	
ASRC Food Justice Truck		✓		✓	 	✓		✓	 	✓	
Open Table	 					✓		✓		✓	 
RipeNear.Me				✓		✓		✓	 	✓	

Name	Type	Political		Economic		Environmental		Health		Social	
		Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts	Goals	Impacts
New York											
596 Acres		✓	 			✓	 			✓	 
Just Food		✓		✓	 	✓	 	✓	 	✓	
The League of Kitchens										✓	
NYC Compost Project				✓		✓	 				
Resc. Leftover Cuisine										✓	 
San Francisco											
Food Recovery Netw.		✓			 	✓				✓	 
Food Runners		✓				✓		✓		✓	 
Food Shift		✓	 	✓	 	✓			 	✓	 
Replate				✓		✓	 			✓	 
Singapore											
Edible Garden City						✓	 	✓		✓	 
Food Bank						✓				✓	
Share Food						✓				✓	 
Foodscape Collective				✓		✓		✓		✓	

Conclusion

This document has identified and examined the most common goals and impacts portrayed by initiatives who share food through growing, eating together, or redistribution. It is clear that goals are diverse and spread across political, economic, environmental, health, and social realms, and that the practices of reporting on actions and making claims about impacts are highly differentiated. Very few of the initiatives develop novel measures or metrics specifically for their activities and even fewer utilise the burgeoning number of sustainability assessment tools on offer. In many cases goals are identified but no qualitative or quantitative data on impacts are provided. Where statements of impact are provided it is often through a vague mention of achievement or readily determined outputs such as numbers of people engaged or the weight of food diverted from waste streams, rather than longer term outcomes or precise impacts. Although there are clear indications that many positive outcomes are associated with food sharing and are brought about by these initiatives, communicating activity only along these lines may limit their ability to convince key decision makers of the significant difference their actions are making to urban sustainability. They can fail to capture important ways that food sharing affects urban citizens and urban environments more broadly, particularly surrounding frequently articulated goals relating to social justice and community cohesion.

However, measuring these collective, relational and affective dimensions of sharing, such as generosity, community, or self-esteem, is far from easy, and it begs the question of whether it is possible, and perhaps more importantly, appropriate, to identify and apply metrics in these cases. Furthermore, online profiles are not the only way impacts are conveyed, and communication is fundamentally a two-way process. More ethnographic work is needed to delineate how impacts are assessed and communicated beyond these online profiles and to explore how such messages are received by various constituencies. The effectiveness of these communication strategies is being further explored by SHARECITY through a period of co-design with a number of food sharing initiatives. We will work with food sharers to think through and ultimately develop appropriate and accessible means of demonstrating their impacts and ultimately their sustainability worth.





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Appendix

This appendix details the goals and impacts of the 38 initiatives across 9 cities from which the findings and table in this briefing note were compiled.

Athens, Greece

Μπορούμε / Bouroume
Ο Άλλος Άνθρωπος / O Allos Anthropos
Οργάνωση Γη / Organisation Earth
Viz Eat

Dublin, Ireland

Falling Fruit
Food Cloud
Hardwicke Street Garden Club
Urban Farm

New York, US

596 Acres
Just Food
League of Kitchens
New York City Compost Project
Rescuing Leftover Cuisine

Barcelona, Spain

Can Masdeu
EatWith
Espigoladors

London, UK

Be Enriched
Community Shop
Olio
Skip Garden

San Francisco, US

Food Recovery Network
Food Runners
Food Shift
Replate

Berlin, Germany

Himmel Beet
Foodsharing.de
Meal Saver/ResQ
Mundraub
Ueber Den Tellerrand

Melbourne, Australia

3000 Acres
ASRC Food Justice Truck
Open Table
RipeNear.me

Singapore

Edible Garden City
Food Bank
Share Food
Foodscape Collective

Αθήνα / ATHENS

Μπορούμε / Bouroume

Ο Άλλος Άνθρωπος / O Allos Anthropos

Οργάνωση Γη / Organisation Earth

Viz Eat

Name: Μπορούμε / Boroume

Focus: Redistribution



Summary: Μπορούμε / Boroume (meaning "We Can") is a not-for-profit initiative that shares food and meals through collecting and gifting.

Stated Goals: Boroume's mission is "to reduce **food waste** and to fight **malnutrition** in Greece". Through their *Saving & Offering Food* program they indicate that they "save food on a daily basis from many sources" and "offer it to charities that help people who are facing **food insecurity**". Their social and environmental mission is clear in their statement that "[o]ur actions help **the most vulnerable** in our society as well as the **environment** by reducing organic **food waste**." They also highlight the health benefits of their activities with their goal "to develop a **social movement** to reduce food waste and at the same time **increase nutritional support** to people in need based on volunteer support."

Impacts: There is a dedicated [Results page](#) on the website which lists the organisation's quantitative impacts as detailed below. Some qualitative impacts are conveyed through testimonials included in the [Annual Reports](#). For example, the 2016 Annual Report includes quotes from various organisation partners including this one from a representative in one of the participating schools programme: "...not only do you offer food, but also great joy to our boarders, making them feel useful, active members of the community..."



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Strengthen the ties between producers and the local population	"1€ of operational costs results in 40 portions of food for those in need"; "Since 2011 we have saved and offered more than 14.000.000 portions of food with a value of 21.000.000 euros (1.5€ per portion)"	Meal donations; shopping baskets; hands exchanging produce
Environmental	To reduce food waste	14,000,000 portions food saved since 2011; 24 tonnes of produce saved through Farmer's Market and 40 tonnes through gleaning	Grass, trees and scenes of outdoors and food growing
Health	To redistribute nutritious organic food	24 tonnes of produce offered through Farmer's Market	Fresh fruit
Social	To help the hungry, malnourished and vulnerable; opportunities to re-connect with nature and enjoy giving; increase awareness among schoolchildren, volunteering & giving	"Citizen participation in social change, cooperation and community"; 600 charities, 500 volunteers, 400 companies involves; 80 areas in Greece; 6000 children received education programming; 1456 vulnerable recipients of supermarket vouchers	Learning environments; groups of people working together including children and elderly; smiling and laughter

Name: Ο Άλλος Άνθρωπος / O Allos Anthropos **Focus:** Redistribution ↻

Ο ΑΛΛΟΣ ΑΝΘΡΩΠΟΣ
ΔΩΡΕΑΝ ΦΑΓΗΤΟ ΓΙΑ ΟΛΟΥΣ * FREE FOOD FOR ALL

Summary: Ο Άλλος Άνθρωπος / O Allos Anthropos (meaning "The Other Human") is an informal initiative that shares kitchen spaces and meals through collecting and gifting.

Stated Goals: "... to cook our own food from home and **distribute it in the public market** places... We then decided to cook on site for people and to **eat the cooked food together**. This way **we could all come together** and break through any shame or embarrassment which might be an issue for anyone. The idea of Society Kitchen 'The Other Human' is **an action of solidarity and** a manifestation of love towards our fellowmen, with the hope **to awaken consciousness** and for there to be other similar actions from others and from groups. These actions are not philanthropic or charity."

Impacts: Due to the informal nature of the initiative there are no quantitative measures or measurements in place. One very broadly defined qualitative impact focuses on the positive benefits of doing things together; acting in solidarity: "We are cooking live, we are eating all together and we are living together for a while."



Categories	Goals	Impacts	Visual Representation
Political	Acts of solidarity		Large signs; preparing and eating food in public space
Economic	Free meals for everyone		Handing out free meals
Environmental			
Health			Images of wholesome food, includes vegetables, soups, stews.
Social	Social inclusion; combat the shame of receiving a free cooked meal	Cooking and eating together	Many pictures of people cooking, serving, and eating together; people of all ages socialising; children playing; music and art

Name: Οργάνωση Γη / Organisation Earth

Focus: Growing



Summary: Οργάνωση Γη / Organisation Earth is a non-profit initiative that shares knowledge and skills about sustainability issues, including sustainable food production, through gifting and selling.

Stated Goals: Organisation Earth's mission is "... the development of the concept of environmental & social intelligence by providing experiential, non-formal **education for sustainable development** for all ages, introducing key sustainability issues into everyday life, primarily through learning activities". Organisation Earth "... **promotes knowledge, skills, attitudes and values necessary to shape a better future** ... by methods that motivate and empower the learners to change their behaviour and to take action..."

Impacts: The key projects section of the website gives high level data for a selection of the key programmes including Refugee Integration, Urban Farming, Food Labs and Education.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Support business through a sustainable business programme	420 graduates of sustainable agriculture course aimed at urban unemployed to develop organic farming as new profession; 90 teams and start-up companies have participated in sustainable-business education and accelerator program	
Environmental	Education for children in sustainable development		Outdoor gardens with fruits and vegetables growing
Health	Grow organic food	6 agro-food themed events to inform city residents of the production of safe, quality food and the Common Agricultural Policy (CAP)	Outdoor gardening activity; fresh, colourful food
Social	Better future for society; behaviour change for action		Many images of learning and teaching; groups of both adults and children; people cooking and eating together

Name: VizEat

Focus: Eating 

Summary: VizEat is a for-profit initiative that shares meals through selling.

Stated Goals: "VizEat is the world's leading **community** for authentic food experiences with locals in over 130 countries. From an elegant dinner party in a Parisian apartment, to a pasta-making class with a Roman family, to a rooftop tapas tasting in Barcelona, we **connect** hand-selected local **hosts** with travellers seeking off-the-beaten-path, **immersive** experiences."

Impacts: High-level quantitative figures on numbers of hosts and visitors are given on the website's [About Us](#) page.

Notes: Since this analysis was undertaken VizEat has now merged with meal-sharing platform EatWith under the EatWith name.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			Host chefs are shown to be wearing VizEat aprons indicating economic involvement
Environmental			
Health			
Social	Social dining for travellers seeking authentic cultural experiences	20,000 + hosts; 150,000 VizEaters; 5,000 culinary experiences available in 130 countries	Images suggest target audience is cosmopolitan, urban professionals who enjoy travelling

BARCELONA

Can Masdeu

EatWith

Espigoladors

Name: Can Masdeu

Focus: Growing 



Summary: Can Masdeu is a cooperative that shares knowledge, skills, land, food and meals.

Stated Goals: "Can Masdeu is a network of projects that resists, at the rhythm of the seasons, the voracity of a city without limits. It is **a creative act of disobedience to the world of money, smoke, noise and speed**. A proposal for **collective cooperation and coexistence between generations**, at the foot of Collserola and with roots in Nou Barris. . . . We commit to the **agroecological defence of the Collserola** and claim management of the valley, but we believe it to be a public resource, **a recovery of common space and resources reappropriated from market logic and self-managed by the community**."

Impacts: Qualitative impacts are spread across website e.g. "[We] help visitors to deepen their understanding of . . . our lifestyle and its impact on the environment, principles of organic farming and permaculture, conscious consumption, citizen participation in social change, cooperation and community life". There are no quantitative impacts reported on the website.



Categories	Goals	Impacts	Visual Representation
Political	Collective ownership	Help others envision alternative life	
Economic	Capitalist alternative	Cooperative part of alternative politico-economic-social order	
Environmental	Custodianship of land	Integrated into annual and natural energy and water cycles	Growing food; soil; natural environments
Health		Promote a healthy lifestyle	Gardening and growing activities; using tools and building
Social	Networks across generations	Built community of youth, seniors and families; Built local and international community	Groups of people, including children and elderly; working together, smiling; teaching and learning; cooking and eating together

Name: EatWith

Focus: Eating 



Summary: EatWith is a for-profit initiative that shares meals through selling.

Stated Goals: EatWith aims to bring "*people around the world together, one meal at a time. . . . EatWith is an easy way to **access the underground food scene and connect** with creative, open-minded and interesting people*".

Impacts: High level quantitative impacts are nestled in the 'About' tab, and qualitative economic impacts are implied.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Registered hosts make money by hosting events	Job creation for hosts with supported entrepreneurial development	Host chefs are shown to be wearing EatWith aprons indicating economic involvement
Environmental			
Health			
Social	Cosmopolitan social connections and communal meal sharing	650 hosts; 20 cities; 50 countries; 1,500 menus created; 11,000; dinners hosted; 80,000 seats filled	Target audience appears to be comprised of young, urban, upmarket and cosmopolitan people; images of people eating together smiling

Name: Espigoladors **Focus:** Redistribution

Summary: Espigoladors is a social enterprise that shares food through gifting and selling.

Stated Goals: Espigoladors "fights against **food waste** while **empowering people** at risk of social exclusion in a transformative, **participatory, inclusive and sustainable** manner". "We promote the **dignity of people** and the generation of **labor and social opportunities** from a transformative perspective". "We transform the rest of the **recovered foods** into delicious natural and artisan preserves . . . marketed under the brand name 'It's Im-perfect'." *

Impacts: A mixture of quantitative and qualitative impacts are stated or suggested across the website including economic, environmental and health impacts.

*Direct quotes were translated into English.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Generate work opportunities for those at risk of social exclusion	71 participating companies and producers	
Environmental	Recovery of edible, surplus food; educational workshops on reducing waste	Harvests and sells high quality food from surplus/ugly/imperfect fruit/veg	Lots of images of soil, vegetables, and the outdoors
Health	Recovery of imperfect produce into healthy preserves	5% recovered foods made into natural/artisan preserves	Fresh fruit and vegetables
Social	Integrated inclusion along entire recovery and redistribution process; channel collected food to people in need		Groups of people outdoors; smiling and laughter

BERLIN

Himmel Beet

Foodsharing.de

Meal Saver/ResQ

Mundraub

Über Den Tellerrand

Name: Himmel Beet

Focus: Growing; Eating  



Summary: Himmel Beet is a social enterprise that shares land, seeds, plants, food, compost, tools, kitchen space, knowledge and meals through gifting and selling.

Stated Goals: Himmel Beet is "*an intercultural community garden . . . open to everyone who likes to be a little closer to nature*". "*We build (school) gardens, give workshops about gardening and food, and can use the garden as party location with catering from our café*".*

Impacts: There are a range of qualitative impacts diffused around the website, particularly on the project pages. These include statements about the "**joint planning and design** of the garden area" which aligns with the holistic environmental and social aims of the organisation. They also include a list of workshops that have been delivered which highlight how the mission and aims have been actualised into programme offerings.*

**Direct quotes were translated from German into English.*



Categories	Goals	Impacts	Visual Representation
Political	Secure access to land		
Economic		Facilitates soap making and seed production	
Environmental	Urban growing and harvesting for everyone; low waste café	Provides educational workshops on sustainable food; construction of a worm compost; seed production; seedling production; compost; ecological plant protection; plant propagation	Growing fruits and vegetables
Health	Seasonal regional ingredients used at café; promote psychosocial well-being and personal development	Medicinal herb production	Fresh fruit and vegetables; colourful food; smoothies and soups
Social	Inclusive "intercultural gardens"; gardening with people with disabilities	Collaborative activities; joint design	Teaching and learning; eating together; a space for social gatherings

Name: Foodsharing.de

Focus: Redistribution 

Summary: Foodsharing.de is an informal non-profit that shares food through gifting.

Stated Goals: "Foodsharing is a **food waste initiative** launched in 2012 that '**saves**' food that would otherwise be thrown away."; "The goal is to initiate **education**, rethinking and responsible action on a personal level." *

Impacts: The most up-to-date quantitative information is listed under the website's [Statistics](#) tab, and qualitative statements are featured on the 'About Us' page regarding awareness, campaigning and activities relating to "providing solutions from a sustainability perspective". *

*Direct quotes were translated from German into English.



Categories	Goals	Impacts	Visual Representation
Political	Part of "educational policy movement"		Public signs and exhibitions of food waste
Economic	Making food available for free	Volunteer fuelled; no money exchanged in food sharing process; no commercial or advertising support	People exchanging and sharing food
Environmental	Recovery of surplus; committed to sustainable environmental and consumer goals	12,282,688 kg food saved since 2012; 1000 pickups per day; 812,147 rescue operations completed through the platform; ranking of most active cities	Images of food waste
Health			
Social	Build an in-person and online foodsharing community	200,000 registered users in Germany, Austria and Switzerland; 32,461 volunteer "Food Savers" internationally; 3,955 supporting companies; ranking of most active food savers	People working together; sharing and smiling

Name: Meal Saver/ResQ Club **Focus:** Redistribution 

RESQ
CLUB

Summary: Meal Saver/ResQ Club is a for-profit initiative that shares meals through selling.

Stated Goals: The initiative's goal *"is simple: **less waste, more respect for quality.** We **save good food** from turning into waste, **help local businesses** get better results, and **protect the environment.** And it is our dream job."* *"Our mission: save the world and enjoy delicious food in the meantime."*

Impacts: The website features a high quality, high level infographic with quantitative impacts for both Meal Saver and ResQ Club focussed on tonnes of food saved and converting that into CO2 savings. They also include the number of partners involved and portions made.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Help local businesses improve; less money spent on waste handling	300 partners (MS); 1000 partners (ResQ); 10,000 sold portions (MS); 200,000 sold portions (ResQ)	
Environmental	Food recovery; protect environment	12 tonnes food saved (MS); 80 tonnes food saved (ResQ); 90 tonne decrease in CO2 (MS); 600 tonne decrease in CO2 (ResQ); 350,000 meals saved (ResQ)	
Health	High quality food		Images imply access to high quality food
Social	"Interesting experiences"; "diversified restaurants"; "more interesting menus"	60,000 app downloads (MS); 200,000 app downloads (ResQ)	

Name: Mundraub

Focus: Growing

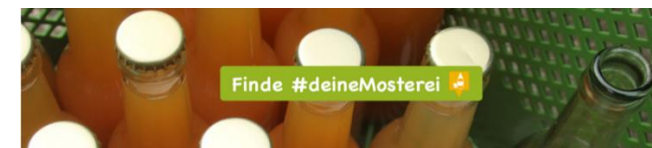


Summary: Mundraub is an informal organisation that shares food and knowledge through collecting and gifting and promotes the growing of food.

Stated Goals: Mundraub's goal *"is to know about **local, old fruits and their use** and **the environmental and social value of orchards** and **deepen the relationship of people to nature** and **natural foods** using **low-threshold participatory formats**."* *

Impacts: The organisation is engaged in significant tracking and reporting efforts. Quantitative and qualitative measures are reported as "outputs" in the group's 2016 Annual Report. Qualitative outputs are gathered using participant feedback forms. Some of the qualitative feedback includes data on what users learned about when, where and how to harvest and cultivate fruit trees and how to preserve fruit; as well behavior changes experienced.

** Direct quotes were translated from German into English.*



Categories	Goals	Impacts	Visual Representation
Political	Reintroduce the commons		
Economic	Create value for companies		
Environmental	Draw people to nature	48,767 locations; 285 actions; 70,000 localities with fruit tree marked; 250 manuals sold; 10+ tours annually across the country; 2 tonnes apples converted to 5000 bottles of juice at single event; 200 municipalities tree data gathered	Fruit growing; natural apple juice in glass bottles
Health	Connect people with eco-psychological needs		Fresh fruit and apple juice
Social	Make participation an easy investment	60,866 Mundräuber; 132 groups formed; 540,000 people searched for found sites; 10,000 registered as new users; 6,000+ new user-generated sites registered; 49 actions founded by users	

Name: Über Den Tellerrand

Focus: Eating; Growing  



Summary: Über Den Tellerrand is social enterprise sharing food, kitchen space, knowledge and meals.

Stated Goals: Über Den Tellerrand's aim is to "*encourage face-to-face encounters between the local community and refugees - we cook, work, reflect and spend time together. In this shared space, cultural diversity is tangible; beyond prejudices and media images, the Kitchen Hub offers people the opportunity to learn from one another and discover new cultures.*"

Impacts: The [Annual Report \(2016\)](#) contains some high-level quantitative impacts (as listed below) and qualitative impacts, including through testimonials of programme participants: "I believe cooking together helps to build peace in the world" (Mohammed, Comores); "If you sit at the same table barriers are broken down" (Ana, Brazil).



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Support employment development for refugees entering German labour market		
Environmental			Growing vegetables
Health			
Social	Promote a tolerant society; create an inclusive community; reducing social isolation	30 number of "satellites" in different cities; 3 cookbooks published; 40 volunteers trained	Many images featuring learning activities; groups of adults ranging in age

DUBLIN

Falling Fruit

Food Cloud

Hardwick Street Garden Club

Urban Farm

Name: Falling Fruit **Focus:** Redistribution

Summary: Falling Fruit is an informal non-profit sharing knowledge and skills through collecting and gifting.

Stated Goals: *Falling Fruit aims "to harvest the seasonal glut of local fruit" by organising "a team of **volunteers** to help people harvest their fruit and **redistribute the surplus amongst the community** on a non-profit basis."* "Falling Fruit is about getting **fresh fruit** to local people who otherwise wouldn't have access to it."

Impacts: Falling Fruit reports impacts relating to past harvests and through a description of yearly events, however no quantitative impacts (e.g. weight of food collected) are mentioned.



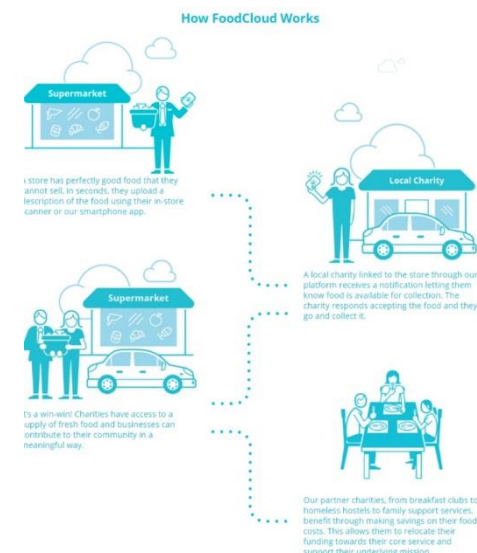
Categories	Goals	Impacts	Visual Representation
Political			
Economic	Promote the gift economy; increase access to food		Abundant food
Environmental	Reduce food waste; reduce food miles and carbon footprint by donating harvested glut locally; "We aim to have zero waste"		
Health	Fresh fruit to people with access barriers		Outdoor activities; picking and collecting fresh fruit
Social		Harvest together with friends, family and neighbours	Groups of people working together to collect fruit; smiling

Name: FoodCloud Focus: Redistribution

Summary: FoodCloud is a non-profit initiative sharing food through gifting.

Stated Goals: “FoodCloud is a not-for-profit social enterprise that **connects food businesses that have too much food with charities that have too little** through a **cloud-based platform and mobile application**” (2015 Annual Report).

Impacts: FoodCloud reports impacts through infographics with specific quantitative values of tonnes of food saved; videos of annual reports; infographics on key annual report quantitative measures and a “Journey of Food” documentary photo album.



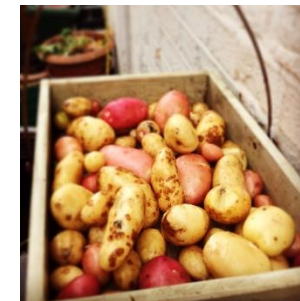
Categories	Goals	Impacts	Visual Representation
Political			
Economic		Charities reduce food bills, re-diverting money to core programming	Infographics show food reaching households
Environmental	Reduce food waste	20,316,652 Meals Redistributed; 9,234 Tonnes of Food Donated; 1.8 tonnes CO ² savings; 3,600+ Charity & Community Partners; 1,900+ Retailers & Food Industry Partners	
Health			
Social	Connect businesses and charities	Connect and empower people	Graphics showing people eating together

Name: Hardwicke Street Garden Club **Focus:** Growing

Summary: Hardwicke Street Garden Club is a voluntary organisation sharing food, knowledge and skills through gifting and bartering.

Stated Goals: *Hardwicke Street Garden Club aims to “provide gardening resources for all members with the intention to produce a healthy and nutritious food source” and “promote a sense of pride in the community by helping to improve the appearance of the surrounding areas through project based skill sharing.”*

Impacts: There is limited discussion of impacts, although the website describes the garden as “award winning” and having involved an “opening ceremony with an attendance of over one hundred attendees and city council”.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			
Environmental	Promote urban agriculture	Several raised beds, hand-built potting shed, full size glass house; variety bee flora, herbs, fruit trees and vegetable; bird boxes, insect hotels and benches	Soil, growing vegetables
Health	Healthy and nutritious food production		Fresh vegetables
Social	Inclusive, community pride and skill sharing	Regeneration of vacant space in the courtyard of Hardwicke Street	

Name: Urban Farm

Focus: Growing 

Summary: Urban Farm is a for-profit organisation sharing knowledge and skills through selling.

Stated Goals: “Urban Farm is an enterprise that **disseminates knowledge about circular economy and sustainable living**, offering **cultural events** and **workshops on urban agriculture, biohacking, cooking, food sharing and waste** management. Through **participatory learning and action**, URBANFARM aims **to inspire people to adopt sustainable practices** in their everyday lives.”

Impacts: Urban Farm demonstrates impacts through photographic records of its events and media coverage. It communicates impacts of low resource intensity farming methods and collective activities qualitatively.

URBANFARM

Urban Agricultural Projects



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Promote a circular economy		Using urban spaces to grow produce for restaurants
Environmental	Promote urban agriculture; reduce food waste; inspire adoption of sustainability practices	Produce and consume local food; low resource intensive; urban farming	Growing produce in urban areas; soil
Health	Promote “Biohacking”	Safe food	
Social		Family, social cohesion, urban diversity	Education; children learning

LONDON

Be Enriched
Community Shop
Olio
Skip Garden

Name: Be Enriched **Focus:** Eating; Redistribution

Summary: Be Enriched is a charity sharing food, knowledge and skills through gifting.

Stated Goals: *"Be Enriched is a **youth and community** charity set up in 2013 focused on supporting and developing the community. . . . [W]e develop **programs which balance inequalities whilst building community cohesion and developing skills** in young people." "We believe in **enriching local life through connecting people through community activities and cultivating respect over a bite.**"*

Impacts: There are some limited quantitative figures included on the website and references to community building.

BE ENRICHED



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Balance inequalities; free meals for anyone who attends		
Environmental	Use surplus food for "delicious, ethical catering"	80% of the food used is surplus	
Health	Enable people to make healthy food at low cost from scratch		Food appears to be wholesome, including colourful vegetables
Social	Community and participatory approach; build area through whole community approach, youth skills development	100% of the catering costs reinvested in weekly community meals; 79% attendees returned to socialise	Photos of groups preparing and eating food together; children and adults of all ages participating

Name: Community Shop

Focus: Redistribution 



Summary: Community Shop is a social enterprise sharing food through gifting and selling.

Stated Goals: "Community Shop is a social enterprise that is **empowering individuals and building stronger communities**, by realising the **social potential of surplus food**."

Impacts: A number of informal qualitative impacts are given in the video testimonials and the case studies section of the [2017 Impact Report](#) which track how the community shop has impacted on the lives of individual community members. Quantitative metrics focus on turnover and number of items redistributed.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Members get reduced prices on good quality surplus food; improved economic outcomes for families	Some members have already moved into employment; £28m annual turnover in 2013	People shopping; full shopping baskets
Environmental	Recover surplus food	40 million items recovered annually	
Health	Improve health outcomes for participants	Enables people to eat nutritiously	
Social	Members access professional and personal development programmes; reduce food poverty	Built confidence, gave skills, made friends, feel safer	Familiar supermarket style conveying choice and reduced stigma

Name: Olio

Focus: Redistribution 

Summary: Olio is a for-profit initiative sharing food and meals through gifting.

Stated Goals: *"Olio is a **free app** that **connects neighbours** with each other and **with local businesses so surplus food can be shared**, not thrown away". "Our vision is for millions of hyper local food sharing networks all around the world. We believe OLIO can help **create a world in which nothing of value goes to waste, and every single person has enough to eat** – without destroying our planet in the process."*

Impacts: Olio has a dedicated "Impacts" tab which lists high-level qualitative data. There is also a "Testimonials" section that gives implied, informal qualitative impacts.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Users save money through sharing		
Environmental	Global sustainability; reduce food waste through local redistribution of excess	401,208 food items shared; 172,608 meals recovered	Images of food waste
Health			
Social	Connect neighbours; create community through ambassadors	260,534 joined #FoodSharingRevolution; 13,278 OLIO volunteer Ambassadors and Food Waste Heroes; met neighbours and visited new places	People working together to redistribute food; smiling and laughing

Name: Skip Garden

Focus: Growing



Summary: Skip Garden is a non-profit initiative sharing food, land, tools, knowledge, skills, kitchen space and meals through selling.

Stated Goals: *The Skip Garden is the homebase of Global Generation (“an educational charity, which works . . . to create **healthy, integrated and environmentally responsible communities**”) where fruit and vegetables are grown alongside the café which serves healthy seasonal food. “The café also **offers work experience and employability programmes to those often marginalised by society**, such as young people with special needs, the elderly and refugees. . . . All of this helps to nurture **a close-knit and collaborative community, which cares about its environment** - and about the planet as a whole.”*

Impacts: Quantitative impacts focus on the number of people who have participated in events.

SKIP GARDEN & KITCHEN



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Work experience and employability programmes to disadvantaged groups	100 young people have achieved our Horticulture and Businesses BTECs	
Environmental	Create environmentally responsible communities; organic gardening practices		Soil; growing food and greening urban spaces; flowers and plants
Health	Nutritious, seasonal, locally produced food		Fresh fruits and vegetables; wholesome meals
Social	Close and collaborative community	10,000 opportunities for local children & young people; 150 graduates from the Youth Leadership programme	Evening social events; music; eating together; children learning

MELBOURNE

3000 Acres

ASRC Food Justice Truck

Open Table

RipeNear.Me

Name: 3000 Acres

Focus: Growing



Summary: 3000 Acres is a network that shares land, knowledge and skills through gifting.

Stated Goals: “3000 Acres is a service that makes it easier for **more people to grow more food in more places**. We do this by **finding land suitable** for growing food and **mapping it** onto an interactive web platform, where **community members can find land, and find other people to grow food with**.” It is based on the 596 Acres model from New York City.

Impacts: This website notes that a “Harvest Count” will be developed to quantify the amount of food harvested from urban farms and gardens throughout Melbourne and a “Landfill Waste Diversion” which will measure the amount of food waste that is diverted from landfill through composting.

Notes: As the website was under maintenance at the time of analysis the goals and impacts were identified through the initiative’s Facebook page.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			
Environmental	“Help people access land”	193 kg zucchini grown by Melbourne urban farmers	Fresh fruits and vegetables; reclaiming and growing food in urban spaces
Health	Make access to “fresh and healthy food easy and fun”		Fresh food; gardening activities
Social	“Create relationships with landowners”	Over 40 volunteers built garden in one day	People working together; smiling

Name: Asylum Seeker Resource Centre Food Justice Truck

Focus: Redistribution

Summary: ASRC, FJT is a social enterprise that shares food through selling.

Stated Goals: *The Food Justice Truck aims “to tackle the growing **food insecurity** felt by more than 10,000 people in Victoria who are on bridging visas” through social enterprise; a “**mobile fresh food market that enhances food security for people seeking asylum** in the Victorian community by offering locally sourced produce, grains, legumes, tea and bread at a 75 per cent discount to people seeking asylum.” “**We believe in people – not profits.**”*

Impacts: The organisation is tracking its impact and note that while 30% FJT’s customers in last year were people seeking asylum, 79% of costs went towards purchasing produce that was then bought with the discount. In other words, those eligible for the discount i.e. people seeking asylum are not the largest percentage of shoppers, but they are buying more of the food. A suite of quantitative measures are included on the website, from numbers of customers to sources of food.

Notes: Since analysis took place the Food Justice Truck has ceased operations.



Categories	Goals	Impacts	Visual Representation
Political	Target population is people on bridging visas	1961 customers seeking asylum; \$82000 income of FJT reinvested to ASRC programmes assisting 3,000 people annually	
Economic	75% discount for people seeking asylum	Discounts equating to \$105,000 for asylum seeking customers; FJT’s own income increased by 9x previous year to \$82000	Diverse customers purchasing produce
Environmental	Tackle food insecurity; locally sourced	100% local produce from small-to-medium farms; reduce crop waste by selling ‘nature’s grade’ rejected by big stores for their looks	
Health	Fresh food	Fresh, healthy food is enabling customers of the FJT to live healthy and active lives	Colourful, fresh fruits and vegetables for sale
Social	Inclusive to both those with food insecurity and the general public	6777 customers; 900+ supporters invested via crowdsourcing; 9 individuals/business gave time/discount in addition to money	

Name: Open Table

Focus: Eating; Redistribution



Summary: Open Table is a non-profit that shares meals through gifting.

Stated Goals: “Open Table shares **free meals to those in need**. . . . We use **surplus food** that would otherwise be thrown away and turn it into **nutritious meals to share with the community**, in order to reduce **food insecurity** and **food waste**”.

Impacts: The website indicates qualitative impacts about community cohesion and diversity. The quantitative figures listing the amount of food recovered are approximated.



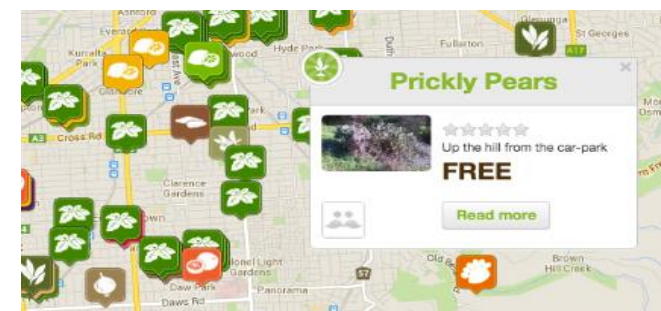
Categories	Goals	Impacts	Visual Representation
Political			
Economic			
Environmental	Reduce food waste	Approx. 50 kilos of food collected each week; approx. 2.5 tonnes of food recovered annually	
Health	Create healthy meals		Wholesome, colourful meals
Social	Reduce food insecurity; remove social barriers; cultivate inclusive & connected community	“We have discovered through Open Table that food has the uncanny ability to unify us; the more diverse the community the larger the gathering events draw”	Preparing and eating food together; people of all ages and ethnicities sharing meals; smiles and laughter

Name: RipeNear.Me **Focus:** Growing; Redistribution  

Summary: RipeNear.Me is a web platform for people who wish to share food, knowledge and skills through gifting and selling.

Stated Goals: *RipeNear.Me aims to “dramatically **increase the quantity of urban and sustainably grown foods**; provide **a platform for growers to establish a profitable ecosystem or micro farm**; give passionate foodies **better access to the best local, home grown, and in season food**; add **variety** to the foods we grow and eat; **reduce food waste**; improve people’s **quality of life and health**; encourage more **sustainable living**, and **reduce our impact** on the world’s resources; **improve global food security**; and make the world a better place.”*

Impacts: There are no quantitative impacts on the website but some qualitative statements about what the platform has achieved are given, mostly in the “Find and Buy” section of the site.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Support growers to establish profitable micro-farms	Helps micro-farmers connect to buyers and saves them costs of a market stall.	
Environmental	Urban sustainability; reduce resource use; connect people with natural food sources		Growing fruit and vegetables; soil; greenery
Health	Improve people’s quality of life and health	Most of what is exchanged on the platform is clean and organic	Fresh fruit and vegetables
Social	Contribute to global food security; make the world a better place; connect foodies and growers	The site gives users the tools to connect with local community	

NEW YORK

596 Acres

Just Food

League of Kitchens

New York City Compost Project

Rescuing Leftover Cuisine

Name: 596 Acres

Focus: Growing



Summary: 596 Acres is a network that shares land, knowledge and skills through gifting.

Stated Goals: "596 Acres champions *resident stewardship of land to build more just and equitable cities.*"

Impacts: A mix of high-level quantitative and qualitative impacts are found on a dedicated "Impact" tab which focus on amounts of space transformed and the benefits that creates.

596
ACRES



Categories	Goals	Impacts	Visual Representation
Political	Build more just and equitable cities	"Unlocking data that impacts the shape of the urban landscape, we have transformed the information ... and the political landscape for neighbors ... to take an active role in building their city"; "neighbors and decision-makers at all levels are thinking differently about vacant urban land" in NYC, the US and beyond	Signs and posters saying 'This land is your land', 'not for sale' in different languages
Economic			
Environmental	Resident stewardship of land	36 vacant lots transformed into community spaces (30 of these are permanent); 7 acres of new green space; 2 spaces saved from foreclosure	Growing food and greening urban areas
Health			
Social	Build more just and equitable cities	Several more spaces saved by groups who saw 596's signs and reclaimed without direct collaboration with org; some organiser's who started with 596 are now members of NYC's Community Boards"	Groups of people of different ages and ethnicities working and learning together in the gardens

Name: Just Food

Focus: Eating 

Summary: “Just Food is a food justice organization that involves people in shaping their food system through CSA partnerships, nutrition education, and advocacy training”

Stated Goals: “Just Food *galvanizes engaged individuals to develop thriving communities that have **the power to feed, educate, and advocate for each other**. We envision a **sovereign and healthy food system rooted in racial, social, economic, and environmental justice**.*”

Impacts: Annual Reports available on the website list detailed quantitative impacts. The table below shows impacts from the [2015 Report](#). The report also contains several testimonials that illustrate the impacts on community building.



Categories	Goals	Impacts	Visual Representation
Political	Sovereign food system		Signs and protests; images of fists raised
Economic	Economic justice	129 CSAs mean associated farmers are thriving	Photos of farmers and food direct from farms; people buying produce at market stalls
Environmental	Sustainable agriculture	250,000 New Yorkers accessed sustainably-grown food in their own neighbourhood in 2015; 41 urban ag workshops to 500 participants in 2015	Green fields; growing food in urban spaces
Health	Healthy food system	250,000 New Yorkers accessed fresh food in their own neighbourhood in 2015; 51,000 NYers accessing fresh produce through a CSA; 108,000 NYers accessing fresh produce through a community-led farmers' market	Fresh fruits and vegetables
Social	“Community-driven solutions to inequities in our food system”	800 participants in the Just Food Conference 2015; 70% purchases at farmers markets made by those on government assistance; 260,000 lbs produce reached NYC's most vulnerable.	

Name: League of Kitchens

Focus: Eating



Summary: League of Kitchens is a social enterprise that shares knowledge, skills and meals through selling.

Stated Goals: *"The League of Kitchens is **an immersive culinary adventure** in New York City where immigrants teach intimate cooking workshops in their homes, and participants encounter a new culture, cuisine, and neighborhood with every experience. Each workshop offers opportunities for culinary learning and discovery, cultural engagement and exchange, meaningful connection and social interaction, and exceptional eating and drinking. Through this experience, we seek to **build cross-cultural connection and understanding and increase access to traditional cooking knowledge.**"*

Impacts: The organisation does not provide access to quantitative data on its impacts online, however some qualitative impacts can be gleaned from some of the [press reviews](#) which mainly focus on the social cohesion dimensions of the initiatives activities.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			
Environmental			
Health			Wholesome food; salads
Social	Cross-cultural understanding; access traditional cooking knowledge	Facilitated cultural exchange; "authentic, unguarded interchange alongside instruction"; immersive	

Name: New York City Compost Project

Focus: Redistribution; Growing



Summary: New York City Compost Project is a program hosted by various non-profit organisations that shares compost, knowledge and skills through gifting.

Stated Goals: “The NYC Compost Project helps to **reduce waste in NYC and rebuild City soils** by giving New Yorkers the **knowledge, skills, and opportunities they need to produce and use compost.**” The “Drop It Off” video also asserts that “by participating in the food scrap drop off programme, you are **reducing your household waste.**”

Impacts: A mixture of qualitative and quantitative data are listed in the [2015 NYC Organics Collection Report](#). The report links increased understanding to increased participation.” Some qualitative testimonials are included: “It’s getting into the habit... and now it’s become second nature to us because we’ve been doing it.”

**INDOOR
COMPOSTING**
with a worm bin



Don't have access to outdoor space?
You can compost food scraps indoors
using a worm bin!

NYC Compost Project
sanitation

ny.gov/compostproject
Follow @NYCCompost on social media

NYC
Compost Project
Funded by NYCsanitation

Rebuilding our soil,
neighborhood
by neighborhood.



Categories	Goals	Impacts	Visual Representation
Political			
Economic	Save money on waste charges by diverting food scraps to compost		
Environmental	Rebuild soil; reduce household waste; care for public green space; demonstrate how to compost	225 affiliated compost sites “located in gardens, parks, schools, urban farms, private properties, churches, rooftops, and other locations”; 71% sites steward urban green spaces 46% produce compost for local greening projects	Composting in urban spaces
Health			
Social		“The most important finding from the organics collection pilot is simple: people are participating.” “Growing participation in food scrap drop off programs confirms that New Yorkers understand and support composting and food waste reduction.	People learning about composting

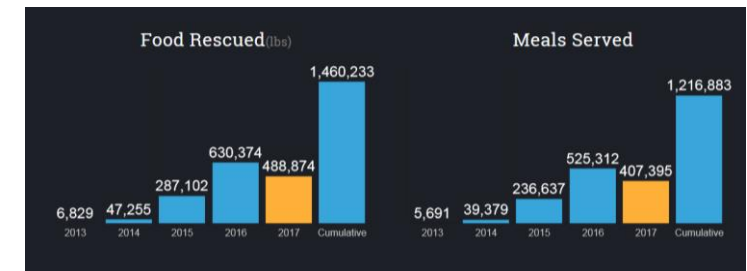
Name: Rescuing Leftover Cuisine

Focus: Redistribution

Summary: Rescuing Leftover Cuisine is a non-profit sharing food and meals through collecting and gifting.

Stated Goals: *Rescuing Leftover Cuisine is "dedicated to **helping the hungry by rescuing and donating leftover food to homeless shelters.**" It aims "to **rescue a total of 300,000 pounds of food by the end of this year.**" "We aim to **become the world's most widely used solution for companies and individuals to eliminate food waste** in their communities, making **food rescue sustainable and universal**, and food hunger a thing of the past."*

Impacts: There are basic, high-level impacts reported on the landing page relating to the amount of food redistributed and meals served.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			Images of statistics of food rescued
Environmental	Recover food; sustainability of food rescue	1,460,233 lbs food rescued since 2013	
Health			
Social	Help the hungry and organisations providing food for those in need	1,216,883 meals served since 2013	Images of statistics indicated number of meals served

SAN FRANCISCO

Food Recovery Network

Food Runners

Food Shift

Replate

Name: Food Recovery Network

Focus: Redistribution 



Summary: Food Recovery Network is a non-profit network that shares food and meals through collecting and gifting.

Stated Goals: *"FRN unites students on college campuses **to fight food waste and hunger by recovering surplus food from their campus communities and donating it to those in need**". The mission of Food Recovery Verified (FRV) is "to **recognize and reward food businesses** of any type that are working to fight waste and feed people through food recovery" and "to **help provide resources to food-insecure Americans** by enhancing national awareness and participation in Food Recovery".*

Impacts: Qualitative impacts fall under social, environmental and economic categories. Key quantitative impacts are provided in the banner across the website.



Categories	Goals	Impacts	Visual Representation
Political	Eliminate fear of liability regarding food donation		
Economic		"Food donors reduce the amount of food they purchase to adjust for over-ordering and improve best practices." Cost savings for donors come with adjustments to amounts they purchase	Food being delivered to charitable organisations
Environmental	Reduce food waste on college campuses diverting to needy	"Community partners learn about food waste and recovery from FRN chapters and use that information when considering ways to most effectively use their resources"; 2 million lbs food recovered since 2011; 1.2 million meals recovered and donated annually; 556,318lbs food (463,598 meals) recovered annually	
Health			
Social	Network college students; transform community view of surplus	"Students become more aware of their role in reducing food waste as consumers, gain leadership development, and better connect with their communities"; 230 chapters; 3000 volunteers; 28,000 volunteer hours; 92.7% and 81.8% volunteers growth leadership and communications, respectively	Groups of volunteers working to collect and deliver food; preparing food together; smiling

Name: Food Runners

Focus: Redistribution



Summary: Food Runners is a non-profit that shares food through gifting.

Stated Goals: *Food Runners is engaged in “alleviating hunger and preventing waste in San Francisco.” “Food Runners is a leader in the effort to **keep edible food from being discarded**. Food Runners **picks up excess perishable and prepared food from businesses** such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias, and hotels and **delivers it directly to neighborhood food programs**.”*

Impacts: Food Runners gives estimated quantitative data and holistic qualitative impacts around social and environmental goals, including weight of food redistributed and affective outcomes of participation in the initiatives activities.



Categories	Goals	Impacts	Visual Representation
Political	Eliminate fear of liability regarding food donation		
Economic			Food trays being delivered to shelters
Environmental	Reduce food waste	Recovering 15 tonnes a week; enough food for 10,000 meals/week	
Health	Giving food is giving care		Fresh and colourful fruit and vegetables
Social	Feed the hungry	Sense of community; “volunteers who pick up & deliver the food have an immediate sense of helping others at the most fundamental level and the recipients have tangible proof that their fellow San Franciscans really care”	Volunteers working together to collect and deliver food

Name: Food Shift

Focus: Redistribution 



Summary: Food Shift is a non-profit that shares food, knowledge and skills through collecting and gifting.

Stated Goals: *"Food Shift works **collaboratively with communities, businesses and governments to develop long-term sustainable solutions to reduce food waste and build more resilient communities.** We believe **thousands of people can be employed** in the recovery, redistribution and processing of excess food. By reducing food waste, we can **feed the hungry, create jobs, combat climate change and cultivate more sustainable communities.**"*

Impacts: Food Shift shows quantitative impacts on a dedicated impact page and has produced a research [report](#) for Santa Clara County on the barriers to shifting paradigms around food recovery. Quantitative impacts include economic and environmental figures on financial savings and weight of food recovered.



Categories	Goals	Impacts	Visual Representation
Political	Impact on government interventions for recovery service sector; radical shift to recovery as service (not charity) requires government support	Partnering to spark national collaboration, and to build movement momentum	Conference or meeting with government/business personnel
Economic	Create jobs; use term "closing the loop" ie. circular economy; recapture money that is wasted when food is wasted	Saved store \$27,000 in 3 months, event food recovery for reduced cost	Market stalls
Environmental	Reduce food waste through recovery, redistribution and processing of excess, combat climate change	14000lbs redistributed school; 50000lbs redistributed 3months store programme	
Health		Increased reported happiness level of 87% of participating store staff	Fresh fruit and vegetables; colourful and wholesome meals; salads
Social	Feed the hungry, cultivate sustainable communities	67% who saw BART ad reported less likely to waste	People working together to prepare and deliver meals; diversity; smiling and laughing

Name: Replate

Focus: Redistribution 

Summary: Replate is a non-profit that shares food through gifting.

Stated Goals: *"Replate matches extra food with communities in need instantly. Our platform enables charities and hungry individuals to recover food donations based on their needs and location."*

Impacts: Replate shows quantitative impacts through four measures: food recovered, meals created, water saved and CO2 diverted. Qualitative impacts are broad and implied e.g. "... clients look forward to Replate delivery. It's always highly regarded as a special meal".



Categories	Goals	Impacts	Visual Representation
Political			
Economic		Job creation for drivers	
Environmental	Reduce food waste through recovery of food donations based on need	1 million lbs food recovered; 277k gallons water saved; 13770k lbs CO2 diverted from atmosphere	Infographic of redistribution
Health			High quality, wholesome food; salads
Social	Feed the hungry	833k meals created	Delivering high quality food to charities feeding people in need; people of all ages working together; diversity; smiling

SINGAPORE

Edible Garden City

Food Bank

Share Food

Foodscape Collective

Name: Edible Garden City

Focus: Growing 

Summary: Edible Garden City is a social enterprise that shares plants, seeds, food, land, knowledge, skills and tools through gifting, bartering and money.

Stated Goals: *"Edible Garden City **champions the grow-your-own-food movement** in cities around the world, starting with Singapore." "Our goal is to help cities **become more self-sufficient by growing food in underutilised spaces** like rooftops, under viaducts, and everywhere in between."*

Impacts: Qualitative impacts are implied across the site: "There's a mysterious and undeniable discovery of our own soul when we start to become more connected to our food;" "Working with plants is therapeutic and rewarding." Quantitative figures include numbers of gardens created.

**EDIBLE
GARDEN CITY**



Categories	Goals	Impacts	Visual Representation
Political			
Economic	"We are passionate about hiring people from all backgrounds as well as those who are socially disadvantaged."		
Environmental	Sustainable urban agriculture; edible gardens; "foodscaping"; minimising waste production	50 edible gardens for restaurants, hotels, schools, office buildings, and private residential homes since 2012; 22 farm to table restaurants since 2012	Soil; greening and growing food in urban spaces
Health	Fresh, nutritious; "pesticide-free" produce		Gardening and outdoors activities; healthy looking, colourful food ; fresh greens, herbs, salads
Social	"growing social"	Work with Autism Resource Centre and the Down Syndrome Association of Singapore to support hiring of people with intellectual disabilities	People working together to grow and harvest food; hands sharing; school children learning and growing

Name: Food Bank

Focus: Redistribution 

Summary: Food Bank is a non-profit that shares food through gifting and selling.

Stated Goals: *"The Food Bank Singapore strives to bridge the gap in the market by **collecting surplus food in the market and providing it to organisations** and people in need of food. To be the **prevailing centralised coordinating organisation for all food donations** and play a key role in the **reduction of food wastage within the whole supply chain.**" Their mission is "to **bridge potential donors and members**; to provide **access to and knowledge of cheaper sources** of food for members; to spread the word on the **importance of food resource planning to ensure long-term providence** of food for everyone; to look at ways to reduce food wastage by giving food a new lease of life **through creative and alternative ways.**"*

Impacts: Some informal qualitative impacts are given in the "Food Bank Singapore" short video:



Categories	Goals	Impacts	Visual Representation
Political			
Economic		Charities save money when they receive food	
Environmental	Reduce food waste		
Health			Fresh fruit and vegetables
Social	Redistribution to people in need; advocacy and education	130 members; community capacity building; give with a view to building community, "give with a view of trying to make life better for people to have it rough"	

Name: Foodscape Collective

Focus: Growing; Eating;  

Summary: Foodscape Collective is a network that shares plants, seeds, food, land, knowledge, skills, tools, kitchen space and meals through gifting and bartering.

Stated Goals: *"The Foodscape Collective began with two enthusiastic people interested in the "growing movement of Singaporeans **growing food in their own homes**. Ideas converged, and they decided to share a Google form to ask people in an urban farming [Facebook] group, 'where do you grow food, what do you grow and why?' The **crowd-sourced map** had 120+ inputs in just 4 days . . . We are taking steps **to engage people who are ready to do more or explore collaborations**. We are also taking more deliberate actions as we pin-point our longer term vision."*

Impacts: Although the collective is still in the process of forming a long-term vision and they are not publically reporting, the website hosts some of the outputs they have achieved since 2015. These outputs include a crowdsourced map they have built showing where residents grow food and a number of pages and posts with stories and tips on urban farming they have gathered and collated for the community.



Categories	Goals	Impacts	Visual Representation
Political			
Economic			
Environmental	Urban farming; "building knowledge and skills of people in areas of sustainability and resilience"		Soil; greening and growing in urban space; recycling materials
Health	"Eat better meals"		Fresh fruit and vegetables; working in the garden
Social	Social engagement and collaborations; gathering, preserving and promoting traditional recipes	Built crowd-sourced map indicating residential edible gardens; story map for people to ask questions of farmers	Adults and children learning; diversity in ages, ethnicities and religions

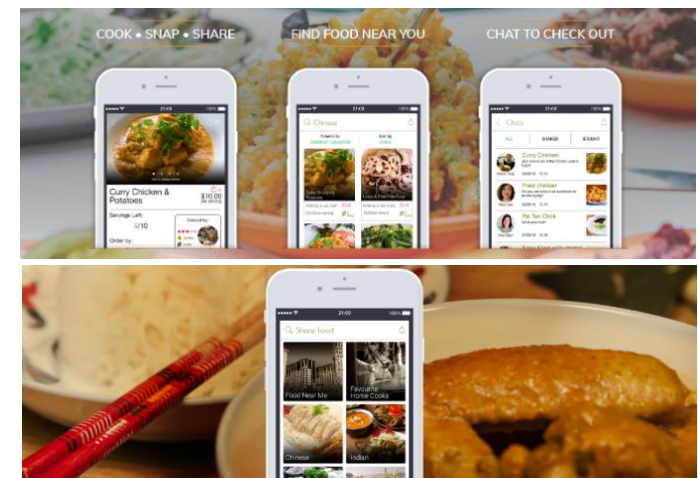
Name: Share Food

Focus: Eating 

Summary: Share Food is a for-profit initiative that shares food, knowledge, skills and meals through selling.

Stated Goals: *"For the love of home cooked food, Share Food wants everyone to taste **the goodness of freshly prepared homemade meals**. The concept of Share Food was conceived in 2016 with the thought on **sharing our mothers' delicious home cooking, lower food costs and reduce food wastage** or leftovers. With that, **a mobile platform** was created for all to use, whereby **home chefs can list their home cooked food, and foodies can purchase it directly** from the home chefs."*

Impacts: Neither qualitative nor quantitative impacts are readily available on the website or blog.



Categories

Goals

Impacts

Visual Representation

Political

Economic

Save money; employment for home chefs

Prices; food being sold on the app

Environmental

Reduce food waste

Health

Fresh, homemade meals

Social

Chefs share their skills with others
