



Israel NGO #580638856

SAVE FOOD, EAT WELL, CHANGE THE WORLD

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## **Robin Food - a feast based on rescued vegetables and fruits, emphasizing the opportunity for food waste prevention**

Side event on the margins of the annual session of the Executive Board

21-22 June 2022

Co-hosted by Israel

This event will be held at the Peace Garden and pool area

You are kindly invited to the side event **"Robin Food - a feast based on rescued vegetables and fruits, emphasizing the opportunity for food waste prevention"** which will be facilitated by WFP with support from Robin Food NGO Israel, the Embassy of Israel and collaborators.

### **Context**

**Food waste is an enormous social, environmental and economic issue.**

**Socially** - about 800 million people globally suffer from food insecurity, and yet about 40-50 percent of food waste in the developed world occurs in households.

**Environmentally** - if food waste was a country, it would be the third biggest carbon emitter in the world. The main factors are the resources invested in food that is not consumed, in addition to landfilling food which causes huge methane emissions. According to the [Drawdown](#) report, food waste prevention is the number 1 strategy for preventing the climate crisis!

**Economically** - Food waste is a trillion-dollar problem. It is a financial burden at every step of the supply chain - from farms to shops to households - and carries large disposal costs for governments.

We must address current policies that lead to the staggering food waste in society, industry and government while providing the public with tools to combat food waste in their own lives. We must create a vibrant people's movement changing the public mindset around food waste, and urging decision-makers to make a change. We believe the place to start is in the hearts and minds of the public.

For this reason Robin Food NGO Israel is tackling the food waste challenge by raising awareness and changing behaviour - making the issue as accessible and engaging as possible - and reaching people's hearts through their bellies.

We seek to reduce the amount of food waste generated in Israel and simultaneously improve food access for populations that suffer from food insecurity.

We “rescue” food that would otherwise go to waste - from farms, shops and markets. Together with chefs and volunteers, we prepare meals for the general public on a “pay as you feel” basis - and serve food at specific events as a service.

Through food, something that everyone needs and enjoys, we open up a range of subjects to engage in. Those who are less fortunate can have access to a great meal. Those who are part of the general consumer society can get a direct “taste” of the global food waste crisis and contribute to the project, with their money/time/skills. We campaign to raise awareness and plan to organize relevant action around food waste in Israel.

Robin Food opened Israel’s first community restaurant based on food rescue which ran from 2018 until the coronavirus pandemic.

We offer activities around the country such as lectures, workshops, cooking contests and catering - to promote sustainability, community and social action - while helping create income for the organization to keep its operations sustainable.

We see all this rescued food as potential fuel to engage people in change-making.

Through large events, public awareness campaigns and our different services we engage people in something so simple: using what we have. With the “pay as you feel” concept in public events, we engage those who otherwise would not join social action initiatives, because what we do is fun rather than jargon-filled, bureaucratic or controversial. It is for everyone.

## **The event**

Robin Food NGO will come from Israel - on behalf of the Israeli Embassy - to give WFP participants a taste of what can be made from food that would otherwise be thrown away.

The Robin Food feast will be a lunch for attendants of the events - and with a rich and colourful menu. It will be prepared and served by the Robin Food Israeli team of chefs and helpers, as well as local collaborators - using locally-sourced produce that would otherwise be wasted.

This delicious lunch will showcase the enormous potential that food that otherwise is wasted can serve - whether in households or further up the value chain.

The event will also hold a short discussion of food waste prevention in the household as a primary objective, especially in developed countries. Also mentioned will be food waste prevention as an important factor in resilience in uncertain times such as conflicts or pandemics. This discussion will be in the form of brief speeches by speakers from Robin Food, the Israeli Embassy and WFP.

Robin Food will provide communication materials such as roll-ups that will be displayed during the lunch, and the Robin Food team will provide an introduction and presentation of the event.

Robin Food will prepare background materials which may be posted on the event website.

## Objective

### Event outcomes will serve to:

- Provide a very tangible glimpse into the issue of food waste, and give a taste of the amazing potential of food rescue and food waste prevention.
- Expose the attendants to the concept of creating a creative meal with “whatever is on hand” - not only in the context of a catering event but as something everyone should bring into the household.
- Give participants a basic understanding of the theory of change that Robin Food presents for household food waste prevention: raising awareness, giving tools and, lastly, changing habits.
- Showcase the work being done in Israel to turn the country from a top food waster to a leader in food waste prevention, thanks in part to the work of Robin Food.
- Inspire similar activities in participant organizations and countries, and invite collaborations.

## Tentative agenda

### Arrival of guests

#### Speakers (1-3 minutes each):

- Mr Shai Rilov, Chief Executive Officer, Robin Food
- Roy Avraham, Chef, Robin Food
- Ms Yael Rubinstein, Israel Ambassador to the United Nations
- Mr David Beasley, Executive Director, WFP

