

# LOWINFOOD

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

**GA No. 101000439**

## **D5.1 Media Action on innovation testing at consumer level**

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

## LOWINFOOD Consortium

N.	Full name of the organisation	Short name	Country
1	Università degli Studi della Tuscia	UNITUS	Italy
2	Alma Mater Studiorum Università di Bologna	UNIBO	Italy
3	Sveriges Lantbruksuniversitet	SLU	Sweden
4	FH Munster University of Applied Sciences	ISUN	Germany
5	The James Hutton Institute	JHI	United Kingdom
6	Universitaet Fuer Bodenkultur Wien	BOKU	Austria
7	Tampereen Korkeakoulusaatio SR	TAU	Finland
8	Charokopeio Panepistimio	HUA	Greece
9	Osterreichisches Okologieinstitut	AIE	Austria
10	Elhuyar Fundazioa	ELH	Spain
11	Matomatic AB	MATO	Sweden
12	Unverschwendet GmbH	UNV	Austria
13	Akademie Deutsches Baeckerhandwerknord GGmbH	ADB	Germany
14	Foresightee	FOR	Belgium
15	Leroma GmbH	LER	Germany
16	Mitakus Analytics UG	MITA	Germany
17	Kitro SA	KITRO	Switzerland
18	Regione Emilia Romagna	RER	Italy
19	Pianeta Cospea srl	PICO	Italy
20	Cogzum Bulgaria OOD	COZ	Bulgaria
21	Uppsala Kommun	UPP	Sweden
22	Recuperiamo srl	REG	Italy
23	Antegon GmbH	FT	Germany
24	Confederazione Nazionale dell'Artigianato e della piccola e media impresa Associazione di Viterbo e Civitavecchia	CNA	Italy
25	Assemblée des Regions Europeennes Fruitières Legumieres et Horticoles	ARE	France
26	L.V.L Anonymi Emporiki Toyristiki Kksenodoxeiaki Kataskevastiki Etaireia	BLU	Greece
27	Iridanos-Inabelos Anonymi Etaireiatouristikos Ksenodoxeiakes Kai Agrotikes Epixeiriseis	THA	Greece



## Introduction to the deliverable

LOWINFOOD is a project committed to co-design, together with actors of the food chain, low-waste value chains by supporting the demonstration of a portfolio of innovations in a set of value chains particularly concerned by food loss and waste (fruits & vegetables, bakery products and fish), as well as in at-home and out-of-home consumption. Each of these value chains corresponds to a single Work Package (WP) of the project.

The innovations are selected among promising solutions that have already been developed and tested by some partners of the consortium, with the aim to provide the necessary demonstration and upscale to allow market replication.

The LOWINFOOD consortium comprises 27 entities, located in 12 different countries, and ranging from universities and research institutes to start-ups, foundations, associations, public administrations and companies working in the food sector. During the 52 months of the project, the partners are committed to complete 30 tasks and to deliver 60 outputs (deliverables).

The role of this deliverable in the context of LOWINFOOD is to provide a brief overview of which media action has been created up to month 18.

### D5.1 Media action on innovation testing at consumer level

The partners involved in the deliverable “Media action on innovation testing at consumer level” agreed to create one video for each task in WP5. Each of the videos illustrates how the corresponding innovation aims to reduce food waste and in which setting it is applied.

The video material was mainly provided by the innovation partners. Elhuyar, LOWINFOOD’s communication partner, added additional video material where necessary, and edited and produced the final videos, which can be accessed at the following public link in both high and low resolution:

<http://narten.unitus.it:9191/s/MzbXU6YZJ7I925Z>

An overview of the six videos with the respective links for download is given below.

***Video 1: T5.1 KITRO (Automated food waste management in food service using artificial intelligence)***

The video about KITRO is available online at  
<https://www.youtube.com/watch?v=C7uzNNeGrzQ>

***Video 2: T5.2 MITAKUS (Technological innovation to better forecast meals in food service)***

The video about MITAKUS is available online at  
<https://www.youtube.com/watch?v=0KcGXsiEpoY>

***Video 3: T5.3 MATOMATIC Plate Waste Tracker to increase children's awareness about food waste in school canteens***

The video about the Plate Waste Tracker is available online at  
<https://www.youtube.com/watch?v=WmKplGR3zsg>

***Video 4: T5.4 Educational Concept to reduce food waste at schools***

The video about the educational concept is available online at  
<https://www.youtube.com/watch?v=EYGC7euG9ps>

***Video 5: T5.5 CozZo (Mobile application to manage household food provisions and avoid kitchen waste)***

The video about CozZo is available online at  
<https://www.youtube.com/watch?v=BfUf2sknwzc>

***Video 6: T5.6 REGUSTO (Mobile application to sell restaurants' surplus food and track the delivered products up to the bin)***

The video about REGUSTO is available online at  
<https://www.youtube.com/watch?v=Sn3tn-angjM>