

**PROJECT NAME: Preventing and Reducing Food Loss and Waste – Continued Outreach, Enhancement and Promotion of CEC-related Products and Stakeholder Engagement**

**1. Project duration: 18 months**

**2. Budget (C\$): 160,000**

Year 1: C\$80,000

Year 2: C\$80,000

**3. Short statement of the issue(s) under this topic, need/gap identified; the project objective(s) and activities to address the issue; and expected outcomes and benefits/beneficiaries:**

Food loss and waste (FLW) is an increasingly important issue in Canada, Mexico and the United States, where close to 170 million tonnes of food produced for human consumption are lost and wasted each year—across the food supply chain, including in pre-harvest and consumer sectors.<sup>1</sup> Disposal of food waste in landfills produces methane, a powerful greenhouse gas many times more potent than carbon dioxide. FLW also has environmental and socio-economic impacts, including the inefficient use of natural resources, economic loss, biodiversity loss, and public health issues. Therefore, preventing food from becoming waste in the first place is one of the most impactful approaches Canada, Mexico and the United States can take to reducing the environmental harm associated with FLW.

Outcomes of the CEC’s OP 2017–2018 project, “Measuring and Mitigating Food Loss and Waste,” the CEC’s OP 2019–2020 “Preventing and reducing food loss and waste” and earlier CEC projects to address food waste have assisted the Parties by establishing foundational documents, identifying relevant North American experts and stakeholder organizations in the field, and developing tools to motivate youth to take action to reduce FLW and assist businesses to measure FLW. At this stage a key opportunity exists to continue outreach and communication activities that promote the CEC-hosted content related to food loss and waste on its two main components: (1) *Education* (the “Let’s Shrink Food Waste Mountain” youth awareness campaign and the [Food Matters Action Kit](#)), and (2) *Measurement* (the [Why and How to Measure Food Loss and Waste: A Practical Guide](#) version 2.0 and its accompanying material). The main goal of this project is to build upon the momentum achieved during these projects through ongoing promotion and awareness-raising of the existing CEC products related to FLW prevention and reduction.

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<sup>1</sup> Source: CEC Foundational Report [Characterization and management of Food Loss and Waste in North America, 2017](#).

**4. Select the strategic pillar(s) from the 2021–2025 Strategic Plan that the project addresses:**

- Clean Air, Land and Water
- Preventing and Reducing Pollution in the Marine Environment
- Circular Economy and Sustainable Materials Management
- Shared Ecosystems and Species
- Resilient Economies and Communities
- Effective Enforcement of Environmental Laws

**5. Describe how the project uses strategic cross-cutting approaches in its implementation: Innovative and Effective Solutions and/or Diverse and Inclusive Stakeholder Engagement and Public Participation (including gender and diversity effects and opportunities, and youth):**

Building on the previous food loss and waste-related CEC projects and the materials developed (ranging from a toolkit for educators and a practical guide for businesses and organizations, to educational videos and topic-focused microsites), this project will underpin the stakeholder involvement and public participation engaged through the awareness campaign and the webinars held in 2019 and 2020.

**6. Explain how the project can achieve more impact through trinational cooperation:**

Trinational cooperation in this area elevates the visibility of the challenge of preventing, recovering, recycling, and reducing food loss and waste. This enhances the ability to enlist key North American and other international public/private sector partners and experts, which provides added value to the Parties. Since uneaten food represents social, environmental and economic costs, but also a large opportunity, taking action to prevent and reduce food loss and waste offers a rare “triple win” for businesses, institutions or other organizations, as it can lower economic costs by addressing operational inefficiencies, supporting efforts to combat food insecurity in communities, and reducing environmental impacts of the waste, including its carbon footprint. Thus, such cooperation helps in leveraging resources, creating broader potential market opportunities for technology solutions, and expanding the audience and value of outcomes and resources—allowing companies in North America to have consistent and effective methods for measuring food loss and waste, and youth to have shared awareness of how food waste reduction can benefit them and their communities.

**7. Describe how the project complements, or avoids duplication with, other national or international work:**

The CEC Measurement and Educational tools have been developed with input from national and international experts to define synergies and avoid duplication. The current project builds on these materials and aims to strengthen the outreach and communication efforts carried out under the previous project.

**8. Describe how the project engages traditional ecological knowledge (TEK) experts or Tribal/First Nations/Indigenous communities, if applicable:**

The CEC engaged youth representatives from Indigenous communities in the development of the *Food Matters Action Kit*. This project will further promote the CEC products that reflect the knowledge and commitment of these groups to the prevention and reduction of FLW as well as facilitate their access to this material.

**9. Describe how the project engages new audiences or partners, if applicable:**

The CEC Secretariat, along with the project Steering Committee members and stakeholders, will continue outreach activities and involvement in the organization of webinars and capacity building workshops in the three countries.

**10. Identify the designated partner agencies or organizations committed to implementing this project, as well as other organizations that could be involved, or benefit from it, including through outreach efforts, collaborations or partnerships (e.g., federal agencies, other levels of government, academia, NGOs, the private sector, civil society, and youth):**

<b>Lead agencies or organizations</b>	<b>Expert</b>	<b>Country</b>
Environment and Climate Change Canada (ECCC)	Michael Vanderpol	Canada
Environment and Climate Change Canada (ECCC)	Holly Van Boxmeer	Canada
Environmental Protection Agency (USEPA)	Elle Chang	United States
<i>Secretaría de Medio Ambiente y Recursos Naturales (Semarnat), Dirección General del Sector Primario y Recursos Naturales</i>	Lydia Meade	Mexico

<i>Renovables (DGSPRNR), Dirección de Regulación Forestal</i>		
<i>Secretaría de Medio Ambiente y Recursos Naturales (Semarnat), Dirección General del Sector Primario y Recursos Naturales Renovables (DGSPRNR), Dirección de Regulación Forestal</i>	Claudia Sánchez	Mexico
<i>Secretaría de Medio Ambiente y Recursos Naturales (Semarnat), Dirección General de Fomento Ambiental Urbano y Turístico, Dirección de Gestión Integral de Residuos</i>	Itzel González	Mexico

<b>Other organizations/individuals (if applicable)</b>	<b>Country</b>
Consultant/s (as needed)	

11. In the following table, describe the project objective(s) and the activities and subtasks planned to achieve the objective(s); the corresponding outputs, expected results and how they will be measured (performance measures); baselines (if known) and targets by end of the project; and the timeline and budget.

<b>OBJECTIVE 1</b>	<b>Continued outreach, promotion and awareness raising of existing CEC products related to food loss and waste prevention and reduction</b>
<b>Activity 1 Budget year 1 and year 2: C\$80,000</b>	<b>Ongoing promotion, awareness raising and CEC content dissemination of the “Food Matters Action Kit” Budget year 1: C\$40,000; year 2: C\$40,000</b>
<b>Output(s)</b>	Increase the dissemination of the CEC FLW content and ensure CEC presence in relevant webinars and conferences for educators and youth.
<b>Expected results, performance measures</b>	Enhance the awareness of the food loss and waste problem in North America and facilitate the dissemination of the CEC existing available material beyond the OP2019-2020 project pilot regions.
<b>Baseline (current status), if known</b>	Promotion and outreach have been carried out in three pilot regions (previous CEC OP2019-2020 project): Mérida (Mexico), Montreal (Canada) and Olympic Peninsula (US).

<b>Target (by project end)</b>	Increase the use of the Kit, consolidate existing partners/stakeholders and reach out to new ones.	
<b>Subtask 1.1</b>	Hosting/organizing CEC webinars and/or workshops along with the participation to webinars hosted by other organizations or institutions	<b>When:</b> year 1 and year 2
<b>Subtask 1.2</b>	Developing a factsheet or similar to support educators, communities and young leaders to use the CEC FMAK	<b>When:</b> year 1 and year 2
<b>Subtask 1.3</b>	Updating and carrying out the stakeholder/dissemination strategy aiming to increase the material use beyond the pilot regions	<b>When:</b> year 1 and year 2
<b>Subtask 1.4</b>	Using social media as platform for dissemination	<b>When:</b> year 1 and year 2
<b>Subtask 1.5</b>	Development of graphic material, translation of material and simultaneous interpretation services offered when required	<b>When:</b> year 1 and year 2
<b>Subtask 1.6</b>	Mailing and printing of CEC material upon request: hard copies of the FMAK, postcards and other tools	<b>When:</b> year 1 and year 2
<b>Activity 2 Budget year 1 and year 2: C\$80,000</b>	<b>Ongoing promotion, awareness raising and CEC content dissemination of the “Practical Guide 2.0: Why and how to measure food loss and waste” Budget year 1: C\$40,000; year 2: C\$40,000</b>	
<b>Output(s)</b>	Increase the dissemination of the CEC FLW content and ensure CEC presence in relevant webinars and conferences for businesses, institutions, organizations and municipalities and state governments.	
<b>Expected results, performance measures</b>	Enhance the awareness of the food loss and waste challenge in the various sectors of the food supply chain and promote CEC-related existing available material.	
<b>Baseline (current status), if known</b>	Promote CEC-revised material on FLW measurement and outreach carried out under the previous CEC OP2019-2020 project.	
<b>Target (by project end)</b>	Increase the use of the practical guide, consolidate existing partners/stakeholders and reach out to new ones.	
<b>Subtask 2.1</b>	Hosting/organizing CEC webinars and/or workshops along with the participation to webinars hosted by other organizations or institutions	<b>When:</b> year 1 and year 2
<b>Subtask 2.2</b>	Development of a factsheet or similar, to support the food supply actors to use the CEC Practical Guide	<b>When:</b> year 1 and year 2
<b>Subtask 2.3</b>	Updating and carrying out a dissemination strategy aiming to increase the uptake of the material	<b>When:</b> year 1 and year 2
<b>Subtask 2.4</b>	Use of social media as platform for dissemination	<b>When:</b> year 1 and year 2

<b>Subtask 2.5</b>	Development of graphic material, translation of material and simultaneous interpretation services offered when required	<b>When:</b> year 1 and year 2
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**12. Describe expected impacts post-project:**

<b>Expected impact (by when: month, year)</b>	<b>SMART performance measure(s)</b>
By the end of the project the CEC will have hosted and participated in a series of webinars and workshops to further promote the FLW related products.	The CEC has hosted (at least one per component) and/or participated at a series of webinars.
By the end of the project a substantial base of users of the Food Matters Action Kit and the Practical guide and accompanying documents is secured.	Distribution of the material (hard copies or digital) has been secured and traffic to the FLW microsites is maintained.
By the end of the project the network of existing FLW partners/stakeholders is consolidated, and new ones have been contacted.	Partnerships have been secured and joint action has been undertaken.