**RULESSWASTE**

**RU**ral stakeho**L**der's **E**ngagement **S**trategy to boost **S**ustainable food **W**aste m**A**nagement vi**S**ibility and social accep**T**anc**E**

EUROPEAN PROJECT · SMP FOOD

# Preventing food waste in rural Asturias

Three zones, five municipalities and one question: how to prevent food waste where it has never been measured.

## THE CHALLENGE

**Prevent** waste in a setting of small actors, long distances and seasonality.

**Redistribute** surplus food with dignity, so it reaches the people who need it.

**Measure** with our own data: there is no previous direct measurement in these territories.

## THE SOLUTION

**Listen, coordinate and measure with the territory**

- Diagnosis with local actors
- Web platform to coordinate surplus food
- Training and awareness in the municipalities
- Evaluation built on our own baseline

## WHERE

ASTURIAS · 3 ZONES · 5 MUNICIPALITIES

| | |
|---|---|
| **Cabo Peñas** | Gozón · Carreño |
| **Rural interior** | Tineo · Salas |
| **North-western coast** | Valdés |

## HOW WE WORK

### 1
**Listen**

Surveys, interviews and discussion groups with residents, shops, producers and organisations.

### 2
**Understand**

Territorial diagnosis (D2.1) and priorities for each zone.

### 3
**Act**

Surplus-coordination platform, workshops and campaigns with the municipalities.

### 4
**Measure**

Confirmed kilograms, indicators by zone and a final evaluation.

## RESULTS AND DELIVERABLES

- Territorial diagnosis of three zones and five municipalities (D2.1)
- First platform prototype, functionally validated (D3.1)
- Workshops and awareness actions in the municipalities
- Baseline and final evaluation (WP4)

## EXPECTED BENEFITS

**Environmental**

- More surplus food put to use
- Redistributed kilograms measured

**Social**

- Dignity donation, without exposing recipients
- Social organisations as mediators

**Sectoral**

- A simple way to offer surplus food
- Coordination across retail, hospitality and production

**Territorial**

- Own data in each municipality
- A basis to assess replicability

## PARTNERS AND FUNDING

**Coordinator: NARIA TECH**

**Beneficiary: CAPSA**

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**Status: first prototype, functionally validated. On-site validation open to municipalities, organisations and businesses.** **rulesswaste.com**

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