

Venue details :

Wageningen University and Research Center, 6708 Wageningen (The Netherlands)

Wageningen University is one of the most important international universities with study programmes and research in the field of healthy food and the living environment.

Morning formal session will take place at the Forum, Droevendaalsesteeg 2 (building number 102 – lecture theatre C222)

Afternoon strategic networking sessions will be hosted at the Restaurant of the Future, Stippeneng 2 (building number 115)

Route description :

By public transport :

Trains from Utrecht or Arnhem stop at Ede-Wageningen Station. It is a fifteen-minute taxi ride from the station to Wageningen. Alternatively, bus numbers 88 (valleilijn) and 86S to Wageningen.

By car :

► *From Utrecht or Arnhem :*

From the A12 motorway take the 'Ede, Bennekom, Wageningen' exit. Follow signposts to Wageningen, and once you enter Wageningen follow the Wageningen UR signs for the building number.

► *From Nijmegen :*

From the A50 motorway take the 'Renkum, Oosterbeek, Wageningen' exit. Follow signposts to Wageningen, and once you enter Wageningen follow the Wageningen UR signs for the building number.

► *From Tiel :*

From the A15 motorway take the 'Rhenen' exit. Follow signposts to Rhenen and then Wageningen. Once you enter Wageningen follow the Wageningen UR signs for the building number.

Registration details :

50 euros/participant, including lunch, breaks, site visits and work documents.

To register, please send an email to greencook@green-cook.org, with « GreenCook » in the subject field, and stating clearly your name, position and organisation. Select at least 2 networking activities for the afternoon.

Account number : 523-0800556-90

BIC : TRI0BEBB

IBAN : BE34 5230 8005 5690

Your registration will only be taken into account after your payment has been received.



GreenCook – A transnational strategy for global sustainable food management

Interreg IVB project 2010-2013

Because $\frac{1}{4}$ of the food produced in the world each year ends up in the dustbin, without having been consumed... which is just unacceptable !

Launch Event

Wageningen University and Research Center (WUR)
Wednesday November 17th 2010-09-29 From 9.00 to 17.00



GreenCook, what for ?

GreenCook is aimed at reducing food wastage and to make the North-West Europe a model of sustainable food management, by in-depth work on the consumer / food relationship thanks to a multisectoral partnership.

Food wastage is a challenging problem, directly linked with the question of waste, consumption and climate change. A quarter of the food produced in the world each year ends up in the dustbin, without having been consumed! As a reflection of our overconsumption society, food wastage also reinforces social inequalities and is ethically unacceptable.

The negative impacts of this wastage are real: for households (useless expenditure), for local authorities (overproduction of waste to be treated, increased costs), for the environment (pointless use of resources and pollution), and for the economy (falling prices).

There is a pressing need, for consumers to respect food and food producers again, to enjoy the pleasure of healthy and tasty eating again, to rediscover culinary know-how, and to optimise food presentation, storage and conservation.

Lately, tools and methods are under experimentation to help consumers to improve their food management while controlling their purchasing power. They aim at changing behaviour or altering the offer (at the supermarket, in the restaurant or in the canteen). It is alas hard for them to be generalised, because of the complexity of the levers that have to be activated.

GreenCook's ambition is to create this lever effect, by generating a dynamic that motivates all of the food players and by throwing pathbreaking bridges with the fields of health, welfare and economic development. Its diversified partnership intends to show the added value of united, transversal action, and to influence EU policies, in order to get a new European sustainable food model to emerge.

More information on www.green-cook.org

You may react on our Facebook page : <http://www.facebook.com/pages/GreenCook-A-transnational-strategy-for-global-sustainable-food-management/120463071340293?v=wall>

You are also welcome to send us an e-mail : greencook@green-cook.org or call +32 71 300 300



Programme of the day

At the Forum

9.00 - 10.00	Registration and coffee
10.00 - 10.15	Welcoming address, by M. Clemens CORNIELJE, Commissioner of the Queen in Gelderland
10.15 - 10.30	Investing in opportunities : supporting strong and prosperous communities through INTERREG IVB North-West Europe Programme, by M. Ruut LOUWERS, Programme Director
10.30 - 11.15	Introduction to food and food wastage issues, by M. Tim LANG, Professor of Food Policy, City University of London
11.15 - 11.30	Coffee break
11.30 - 12.00	GreenCook : aim, partnership, work packages, expected outputs, by Mrs Sophie MARGULIEW, Project Manager
12.00 - 12.45	Four work directions to influence consumption : at home, at the restaurant, in the school canteen, at the supermarket, interviews of selected partners and presentation of sectoral pilot projects
12.45 - 13.15	Questions & answers

At the Restaurant of the Future

13.30 - 14.30	Lunch
14.45 - 16.15	Networking activities (workshops & guided tours) <ol style="list-style-type: none">1. Consumers - Reducing environmental impacts of food wastage by connecting consumers and supermarkets (Waste Free 2030)2. Restaurants - Using local food to prevent food wastage3. Retail - Challenges in incentivizing businesses to minimize food wastage4. Canteens - Food wastage avoidance and education5. Catering - Practical approaches in reducing food wastage in catering services6. Monitoring - Measuring food wastage in practice: validating indicators and impact factors7. Guided tour of the Restaurant of the Future
16.15 - 16.30	Closing address, by the Dutch Minister of Agriculture, Nature and Food Quality
16.30 - 17.30	Drinks & Bites