



PROJECT

# TONOWASTE

Towards a New Zero Food Waste Mindset based on Holistic Management

*ToNoWaste it is an open innovation ecosystem designed to leverage previous findings for the identification of social, technical/environmental, economic, political/legal, ethical and demographic drivers and to collaborate with ongoing R&D actions to propose comprehensive FWPR solutions.*



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21

PARTNERS

7

COUNTRIES

€5.9 M

TOTAL BUDGET

4

YEARS



EN UN CLICK

Coordinador	Programa	Fechas
UJI	HORIZON EUROPE	2022-2026
Sector	Web	
Agriculture	www.tonowaste.eu	

01  
Challenge

Food waste is a major problem: around 88 million tonnes of food is wasted annually along the EU supply chain, from primary production to consumption, with associated costs of €143 billion. The associated environmental impact is also huge: global food loss and waste is equivalent to 8-10% of total anthropogenic GHG emissions and costs around \$1 trillion per year, and 30% of agricultural land is wasted. As statistics indicate that 70% of all food lost or wasted by humans may be unrecorded because it originates from primary production or is used as animal feed. In parallel, the assessment of this problem remains unresolved.

02  
Solution

ToNoWaste will collaborate to overcome this challenge with a multi-stakeholder and interdisciplinary approach that considers not only agronomic, economic, environmental and business model challenges, but also other cross-cutting aspects such as psychology, law and social innovation to fight also against gender and social inequalities.

03  
Impacts

ToNoWaste will inspire market actors to use science and evidence-based assessment tools and data to make better decisions towards more sustainable food production and consumption patterns. It starts from research on what makes the best decision regarding FWPR actions in the fresh food value chain. It is an open innovation ecosystem designed to leverage previous findings for the identification of social, technical/environmental, economic, political/legal, ethical and demographic drivers and to collaborate with ongoing R&D actions to propose comprehensive FWPR solutions