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JANUARY - AUGUST 2018

# WSS EFFECT PROJECT BULLETIN

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## About the Project

Less food waste - less food poverty is WSS Effect's major priority. The project which was initiated in January 2018 is the first ever EU-funded action which supports promotion of the European values of foodbanking. In that context, WSS Effect is, in general, designed to create better conditions for improved foodbanking in the country.

### How?

### Goals & Activities

- (1) Enhance the capacities of 15 local CSOs from the local foodbanking network - Coalition Against Hunger and Food waste;
- (2) Transfer knowledge, inspire change of behaviour and mobilise different stakeholders in a joint action against food waste;
- (3) Advocate for change and/or establishing of regulations for proper food waste prevention and reduction including, surplus food rescue and redistribution to the poor and needy communities.

### Who?

### Partners

The project is financed under IPA civil society facility and media programme 2016-2017. WSS Effect is being implemented by Association "Food for all - Food Bank MK", Organisation of Women from Strumica, SIBAHE Slovenian Food Bank and European Food Banks Federation (FEBA). WSS Effect will conclude in December 2020.



## WSS Effect Message

WSS Team

For eight months WSS team has been engaged in many activities related to W-S-S effect - food waste, food security and sustainability of the food (aid) system. Many have expressed their willingness to join us, and many have joined. The door to our club of anti-hunger and food waste stays open for you as well, since foodbanking and our success to feed as many poor and hungry as possible depends on you. Join us, now!

## PROJECT UPDATES

### CAPACITY BUILDING:

Following the results from a survey conducted with 15+ local CSOs, WSS Effect team has been working to design and offer appropriate training opportunities to enhance knowledge, skills and motivation for joint action against food waste.

### AWARNESS RISING:

Aiming to improve understanding of food waste & poverty, WSS team has designed social media campaign, has publicly displayed educational posters on garbage containers & has conducted food-banking presentations for students.

### ADVOCACY & LOBBYING:

Special attention has been given to inform policy-makers on WSS Effect motives. The team has established connections with relevant ministries, local authorities & others important stakeholders via letters, informal meetings and postcards.

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## WSS Effect Off-line Guerrilla campaign



## WSS Effect On-line

In August 2018, WSS Effect was finally taken to the streets of Skopje. More than 30 stickers with direct messages: "I eat better than 60% of the children in the country" were displayed on a series of garbage containers located at three high-trafficked streets of the capital city. The guerrilla campaign was a joint team effort of WSS and PR & Marketing agency "1on1" aimed to inform young - under 30 audience.

As of May 2018, Facebook, including other social media platforms were used to deliver diverse campaign messages to the general public. The results are: more than 700 page likes and followers, more than 15.000 people reached in the country, and many, many supportive messages.



## Postcards campaign

With Love from WSS Effect team

## Advocacy

200 postcards were hand written and sent to key stakeholders: Members of Parliament, Government, municipalities, foreign Ambassadors, business & non-profit sector. The activity followed after similar and successful WSS Facebook campaign dedicated to food waste and ugly-looking veggies and fruits.



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## WSS EFFECT

### Foodbanking Presentations for students



## WSS Effect in schools



Motivation and interest in WSS Effect: food Waste, Security and Sustainability were first tested on students in May 2018. Two groups of students aged above 14 from two high schools: "Yahya Kemal" in Skopje and "Dimitar Vlahov" in Strumica were gathered for two diverse foodbanking presentations aiming to inform and motivate young people to engage in opinion exchange discussion on the subject. Conclusions were that: young people are not familiar with foodbanking practice and are not aware of food waste and food poverty issue. But, young people are generally willing to learn, engage & contribute.

## Capacity Building



### Training for CSOs for a joint anti- food waste action

Following the results from WSS Effect survey related to CSOs' engagement in policy advocacy, conducted in February 2018, in July 2018, WSS Effect team has organised the first of four 2018-2020 trainings for local CSOs.

More than 20 representatives from 16 organisations - members of the informal foodbanking network: Coalition against hunger and food waste have been covered in this round of knowledge and info-sharing.

The 2-day training, same as all forthcoming trainings, was dedicated to foodbanking including, methods and techniques for evidence-based policy advocacy such as, social accountability or community monitoring, social revision and monitoring and budget analysis. Conclusions were that: organisations are willing to engage in a joint policy advocacy action for better food waste and food poverty policies and programs, and organisations require support and assistance for better policy advocacy action and results.





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## POTENTIAL OPTIONS FOR WSS EFFECT

### Project needs

All options for synergy between WSS Effect and other similar initiatives in the country including, region, Europe and worldwide have been taken into consideration during this 8-month period and will be in WSS Effect team's focus in the following period.

Greater involvement and openness for knowledge-sharing related to good food waste prevention and foodbanking practice from European Food Banks Federation, national and local Food Banks across Europe and especially region are welcomed.

Trust and collaboration with national and local authorities in the country is necessary, same as building of strong and active multi-stakeholder Coalition.

Openness of universities and schools for foodbanking presentations and other type of involvement in WSS Effect are recommended.

Keeping local CSOs from the informal network (Coalition) interested and engaged in WSS Effect activities is a must.

### Next steps:

Over the following months, WSS team will step up its policy advocacy & awareness rising activities including, activities for establishing & enhancing cooperation and understanding with diverse stakeholders.



### Current focus:

While we are waiting for the results from the on-going analysis of the legal framework related to food waste and food donation, which should aid the envisioned policy advocacy and awareness campaign, WSS team is considering topics for few upcoming events: networking & learning for local CSOs; round table for foodbanking & surplus food donation including, gathering of best Balkan foodbanking practices.



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