

City-Business Climate Alliance

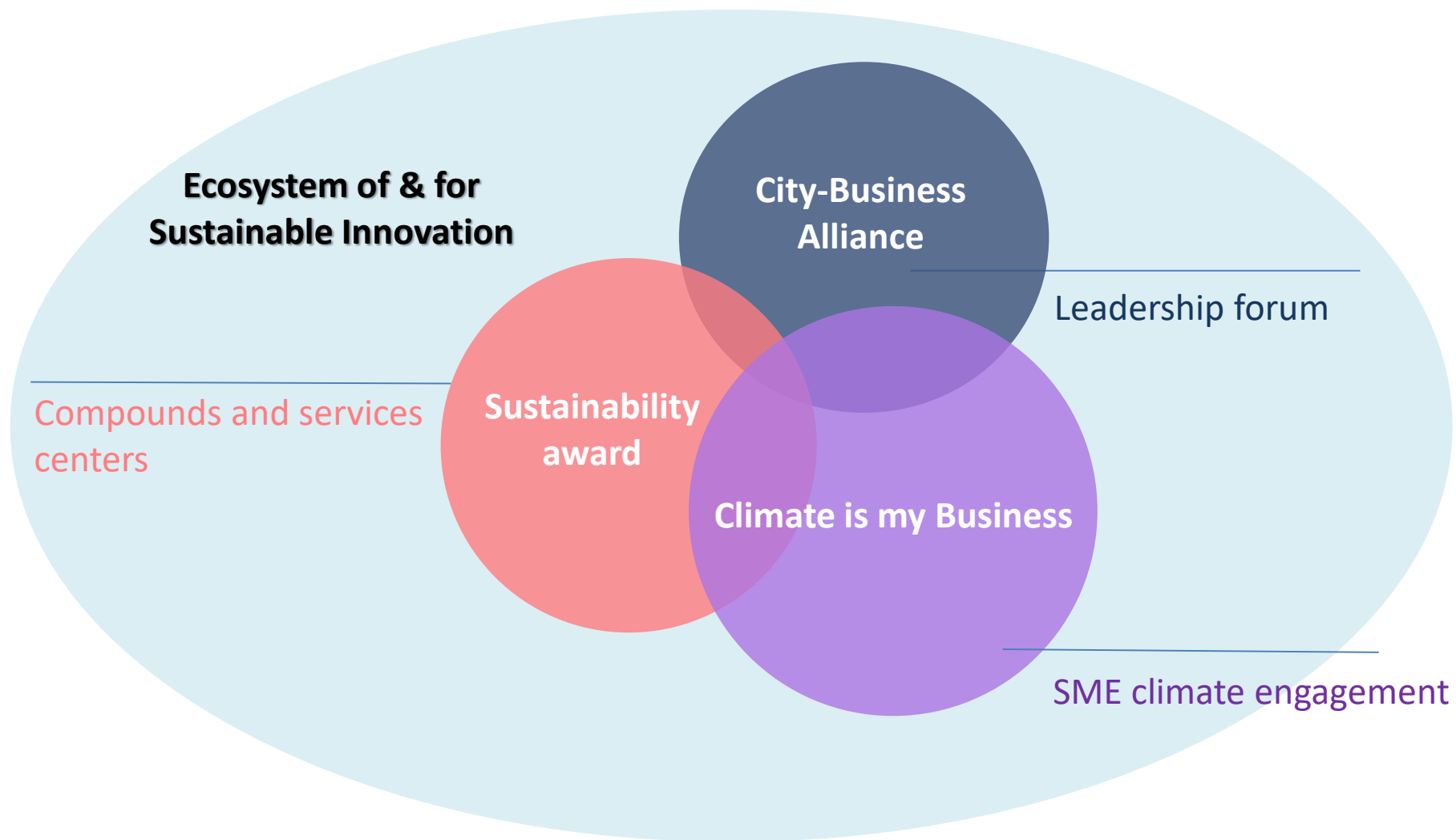


Businesses are a part of the solution



A platform for cooperation
between the **municipality and the business sector**
Via joint projects with **shared values**
to create **environmental, social and economic impact**

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In Numbers:

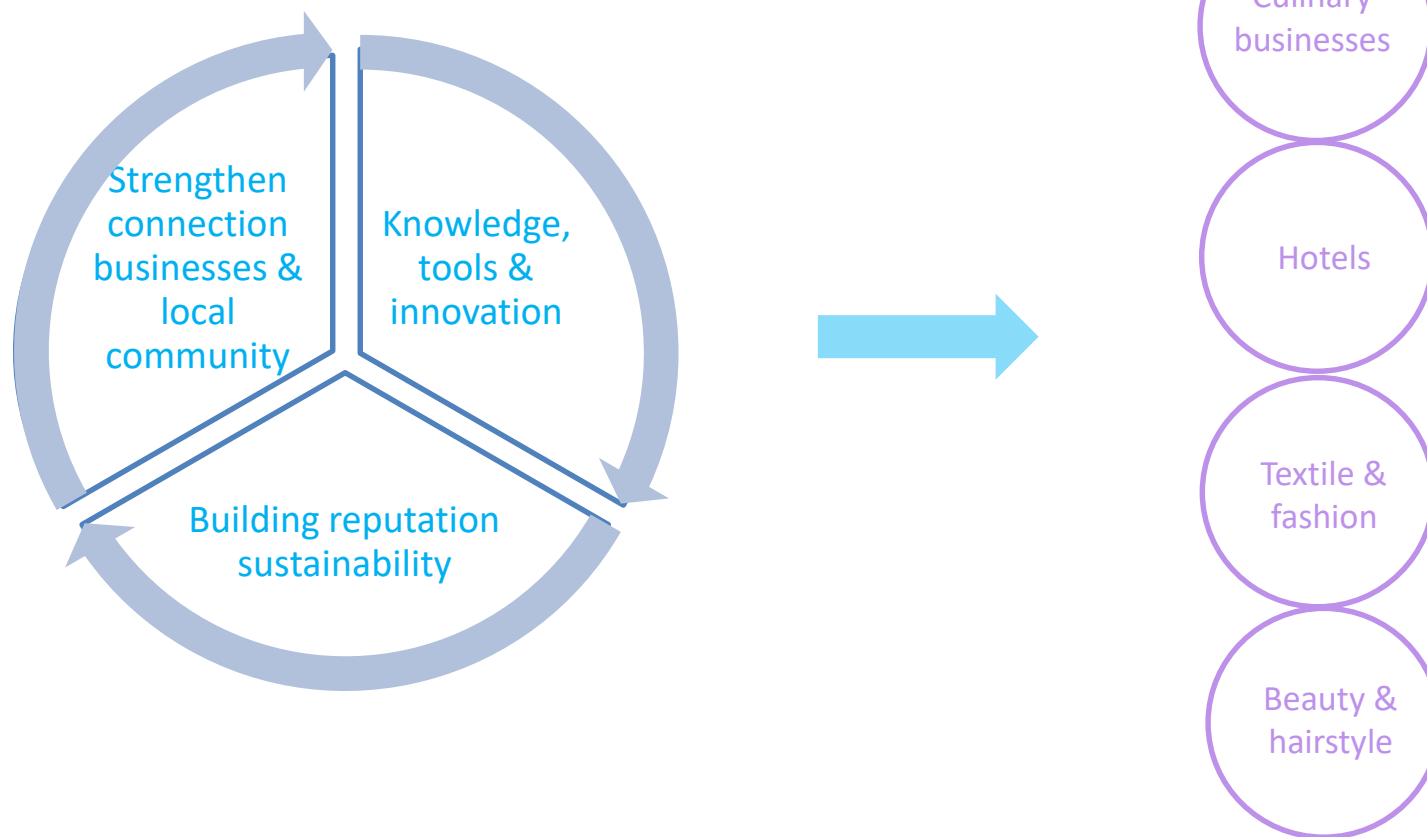
~140,000 tonnes of food waste per year (residents & businesses)

~3000 cafes, restaurants and bars

~1900 food trade (delis, supermarkets, groceries etc.)

SME climate engagement Climate is my business

Activities that will engage SME's and community on climate issues:



Example: the last minute- saving food together

Culinary businesses are invited to sell at discount food products by the end of the day

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The municipality advertises the promotion

Environmental impact:

Reducing waste to landfill

Reducing GHG emissions

Education on saving food

Economic impact:

Businesses gain income

Residents save money

Social impact:

More options for people in need

Strong community message:
saving food is good for everyone

Example: trainings for professional- Sustainable Kitchen

professional trainings for restaurants:

- Minimizing food waste
- Using leftovers
- Sustainable/local products
- Marketing/business methods to mitigate food loss
- etc.

Challenges

- Regulation: landfilling good food is allowed
- Psychological/behavioral: using / purchasing / selling 'damaged products'
- Logistics: deliver small quantity immediately to the end user
- Incentives: questionable monetization
- Business models: purchasing contracts encourage return; businesses profit

Thank you.