

# Μηπορούμε



Καμία κερίδα φαγού χαμένη  
Χριστίνα Χουσεφίδου

Annual  
report  
2015

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Dear friends,

Through our annual report, we aim to outline the variety of activities and programs we undertook or initiated this past year, always within the context of limiting food waste and fighting malnutrition in Greece.

Our dedication to continually improve our activities, both qualitatively and quantitatively, resulted in 3,7 million saved and offered food portions and in the **tripling of the portions of food that were rescued and offered per 1 euro of operating costs, to 22.**

Equally important in achieving our goal is how we structure the rest of our programs, which in 2015, we improved and developed further, to support our aforementioned core mission. **“Boroume at the Farmers’ Market”** was added to our existing programs, which is a program that we had envisioned from the beginning of our existence and whose goal is to offer an organized and coordinated way of saving and offering food from farmers’ markets.

In 2015 our work was recognized by various institutions. Noteworthy examples include a **“Models of Excellence”** award, a 4-stars rating (the highest possible) in the program **“Thalis”** - a thorough mapping and evaluation of NGOs in Greece lead by the University of Peloponnese -, the selection of **“SavingFood”**, our proposal for a two year program for raising awareness and reducing food waste falling under E.C.’s **“Horizon 2020”**, as well as a certification of sound financial management for 2014, as a result of an audit by the firm **PricewaterhouseCoopers**.

The biggest recognition for us however comes from the 106 new volunteers that honored us by selecting Boroume for their volunteering efforts, the hundreds of donors of food that trusted us during the year with their donations, and the many charities that worked with us again in 2015 to ensure that we continue our efforts to “stop food waste”.

We hope that in 2016 we will come even closer to attaining Boroume’s **vision** for developing a social movement to reduce food waste and at the same time increase nutritional support for people in need, through volunteer based donations.

*Sincerely,*

*Alexandros Theodoridis*

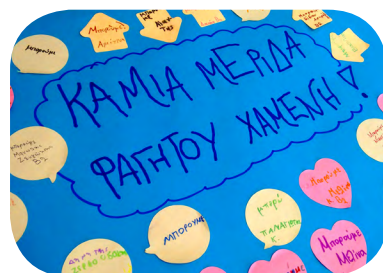
*Managing Director*

## 01 The numbers

2015 turned out to be an especially productive year for Boroume, as evidenced by the strong quantitative and qualitative increase in the social impact of our actions, the initiation of new programs, and the collaboration with hundreds of donors, charitable institutions, and supporters. Specifically:

- Food donations increased by **290%** in 2015, compared to 2014, having reached **3,768,000 food portions**, with an estimated value of over **5,652,000 euros**. During the first quarter of the year, our daily average was 5,500 food portions but by the last quarter we reached a daily average of 15,500 food portions.
- The number of **food portions saved per 1 euro of operating costs** for our organization **reached 22**, which is triple the figure from 2014
- We had more than **350 active permanent “bridges”** and **150 non-permanent “bridges”** between donors of food and recipient charities that help those in need. In addition to these “bridges”, we also facilitated the fulfillment of more than 720 donations of food at an ad hoc basis.
- We increased the percentage of **“permanent bridges”**, (donors permanently connected to a charity and donating food on a regular basis) over the total number of donors to **80%**, which represents a **41% increase** from the previous year
- We further expanded our database of recipient organizations which now includes a total of **1,050 entities** all over Greece, **353** of which are **soup kitchens**, and **272** are **social service departments/food markets**





- We trained a total of 106 new volunteers and approximately **40 volunteers** support Boroume on a weekly basis
- 133 mass media outlets from 18 countries covered our activities, and we presented Boroume and our work at **28 different events**
- We completed **83 educational seminars** in schools that were attended by **2,178 students**
- We saved **6,300 kilos of fruits and vegetables** from fields all over Greece and offered them to local charitable institutions that support the needy
- We converted **43,522 euros of monetary contributions** from **5 countries** into supermarket vouchers to be used exclusively for the purchase of food. The vouchers benefited **155 families** facing food insecurity.
- We provided assistance over the phone to **100 individuals**, concerning where to find food and other types of assistance

## 02 The programs

We approach Boroume's mission to reduce food waste and fight malnutrition in Greece holistically through the organization's programs, which at this time include the following:

- Saving and offering food using the Boroume food saving and offering method, which is effective at various levels of the food chain ("**Saving & Offering Food**", "**Boroume Gleaning**", "**Boroume at the Farmers' Market**")
- Raising awareness regarding food waste and highlighting the various ways of combatting it (**Awareness program** "**Stop Food Waste**", "**Boroume at School**", "**Boroume in the Neighborhood**")
- Supporting the nutritional needs of people facing the greatest food insecurity ("**We Are Family**")

### Saving & Offering Food

The objective of Boroume's core program is to reduce food waste and to increase food donations to charities and their beneficiaries, using the easiest, fastest, and most immediate way which is the Boroume food saving and offering method.

In every quarter of 2015, the program exhibited an increase in the number of donated food portions, food donors, and recipient charities while the type of food donors expanded. Specifically:

- We saved and offered a total of **3,768,000 portions of food**<sup>1</sup>, the value of which is estimated at **5,652,000 euros** if one uses 1.5 euros for the average cost of a portion of food
- We increased the amount of food we saved and offered by **290%**, compared to 2014
- During the first quarter of 2015 the average daily number of food portions saved and offered was **5,500** while during the last quarter of the year we surpassed **15,500** (in December 2015, we surpassed 18,000 on average)
- In order to improve our efficiency, we increased the **percentage of "permanent bridges"** (i.e. companies permanently connected to a charitable institution and donating food on a regular basis) to **80%** which represents a 41% increase from 2014

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<sup>1</sup> Quantification is based on the criterion that 750 calories constitutes one food portion. We use this metric because donated food varies in type and Boroume places it with charities immediately without storing it precluding the ability to weigh it



- **The proportion of offered food portions per 1 euro of operating costs was 22**, or triple the figure from 2014, and without taking into account the cost of all other programs undertaken by Boroume which are included in our annual operating costs
- The range of food donations expanded further and now includes the **vast majority of potential food donors**, from individuals to the largest food companies, from farmers to supermarkets and farmers' markets, from the neighborhood café to the largest bakery and café chains, schools, company events, hotels, hospitals, military bases, and even charitable institutions which - due to the increasing donations - call us in order to help them redirect their excess food to other charities that face an immediate need

Examples of both noteworthy and typical donations that were placed in 2015, include the following:

- 1 bag of oranges donated by Mrs. Maria from Kipseli to the Hospice for the Terminally Ill (Asilo Aniaton)
- 85,000 food portions donated by the German organization Aktion Hilfskonvoy to 7 charities in Eastern Macedonia and Thrace with organization and placement assistance provided by Boroume
- 10,750 containers of infant milk from Frezyderm to 20 charities all over Greece
- 10 cakes from a company that photographs products at the Monastery of the Holy Cross
- 14,000 cheese and spinach pies from Everest to 14 charities in Attica





- 5 tons of watermelons from Mr. Adamopoulos in Kiparissia to 4 charities in Kalamata, Trifilia, and Ilia
- 50 packaged food portions that were leftovers from the 2nd Food Expo Greece to the Spata Artemida Municipality
- 935 food portions from the Greek Guiding Association to charities all over Greece
- 60 food portions from a wedding in Koropi to the organization “Ilianthos”
- 244 food portions from the Dorothy Snot Daycare to the non-profit organization Praksis
- 3,600 liters of olive oil from Gaia Foods to 9 charities in Athens
- 11,650 sweets from fast food restaurant Grigoris Mikrogevmeta to 5 charities in Athens
- 46,608 packaged food portions from a Bulgarian warehouse of the German food company Krini Food to the Thessaloniki Food Bank
- 15,642 sweets from Sefco Zeelandia to 6 charities in Athens
- 350 kilos of tomatoes produced by the University of Agriculture to the Gailini Foundation
- 5.6 tons of bananas and 1.5 tons of pineapples from Chiquita to 6 charities in Attica
- 4,000 apples, 4,000 oranges, 1,000 heads of lettuce from Freskoulis to 6 charities in Attica and 2 in Thessaloniki
- 20,000 chocolate milk containers from Mars to 4 charities in Patras, Athens and Thessaloniki
- 2.5 tons of rusks from Tsatsaronakis to 4 charities in Athens



## Boroume Gleaning

Taking into account that 30% of Greece's agricultural production, similar to the rest of the world, is left unharvested and is therefore wasted, we created "Boroume Gleaning" in 2014, in order to save and offer the excess agricultural production to those that have the biggest need for food in Greece.

In 2015, we promoted the program to the entire country and increased the quantity of crops that was saved and offered to local charities.

Overall in 2015 we achieved the following:

- We saved and offered **6,300 kilos of fruits and vegetables**
- Gleaning operations were carried out in **different parts of Greece** such as Attica, Evia, Corinthia, Ilia, Viotia, Arkadia and Evros
- We became a member of the **Gleaning Network EU**, the European network of gleaning organizations, which allowed us to take part in the exchange of knowledge and experiences
- Gleaning Network EU facilitated through a grant our participation in **many meetings** with representatives of agricultural organizations and cooperatives all over Greece
- We presented the program at workshops and mass media outlets geared to agricultural producers



## Boroume at the Farmers' Market

In November, with support from the NPO “Future Leaders”, we launched our new program, “**Boroume at the Farmers' Market**”, whose objective is to reduce food waste by coordinating the collection of unsold fresh produce left at the stalls of producers and sellers at farmers' markets, which otherwise would have been wasted, and donating it to local charities that support people facing food insecurity.

During the last quarter of 2015 we carried out several pilot tests of the program, during which we accomplished the following:

- 6 activities at farmers' markets were carried out and a total of **1,655 kilos of fresh fruits and vegetables** were collected and offered to local charities
- **12 volunteers** were trained, and participated in the activities of the program

## Awareness program “Stop Food Waste”

Raising public awareness about the social, environmental, and economic benefits of reducing food waste is crucial for highlighting the issue and changing our daily habits that contribute to it.

During 2015, we brought about awareness by holding awareness events, by creating a strong presence in mass and social media, and making presentations in Greece and abroad.







## Awareness Events

- On October 10th and 11th, in collaboration with other organizations, we held the second event in Greece, modeled after “Feeding the 5,000” and called “**Menu for 5,000**”, whose goal was to raise awareness about food waste. The 2015 event was held in Athens and was very successful with the involvement of many organizations, famous chefs, as well as dozens of volunteers who prepared, cooked, and served over **6,000 portions** of a dish prepared from vegetables that were saved from the Central Vegetable Market of Athens.
- In February, we took part in the event “**Human Being Human**”, sponsored by the Moraitis’ School Alumni Association, which was an educational event and photography exhibit on the subject of food waste

## Presentations

A very important tool in raising awareness about food waste is holding presentations about the subject. In 2015, we presented Boroume and its activities at 28 events, with an estimated attendance of 1,000 people in total.

## Mass media and social networks

Boroume and its activities received a strong media coverage, from a total of 18 countries – ranging from the United States to Australia – and which included the following:

- 34 articles in print media
- 42 appearances on TV
- 19 interviews on radio programs
- 38 posts in digital media

We also received dozens of mentions in mass media of all types, in regards to the event **“Menu for 5,000”** which was held in Athens in October, while Boroume was featured in the Stavros Niarchos Foundation documentary film “Out Here”.

On June 20th, Boroume was mentioned in newspapers all over the world (Ta Nea in Greece) as part of **Impact Journalism Day** which was an international collaboration that highlighted important social initiatives. In January 2015, we started **“Boroume’s blog”** in the Greek version of the Huffington Post, with the goal of publishing relevant articles on a regular basis.

Our **facebook** page has reached more than 23,300 likes, our **twitter** account has more than 4,033 followers and we have sent more than 2,550 tweets, while our **newsletter** goes out monthly to 2,132 recipients in Greek and 118 recipients in English (100% voluntary registration).

During 2015, we had 74,668 unique visitors to our website **www.boroume.gr** which now has content in 4 languages other than Greek (English, German, French and Italian), with all the translations handled by volunteers.

In 2015, Olga Marangou and her team created the first promotional **video about Boroume**.



## Boroume at School

Since we firmly believe that educating children on the subject of food waste, volunteering, and giving is a prerequisite for the development of a society that embraces the future, in 2015 we continued with extra vigor the implementation of the educational program “**Boroume at School**”.

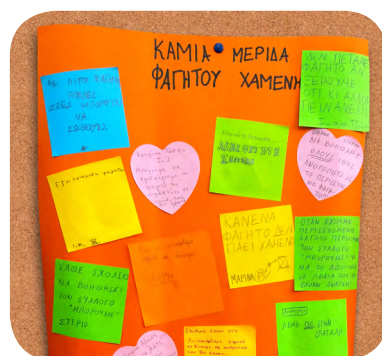
Based on the extensive insights we gained from the programs we completed last year, as well as the valuable contributions of experienced educators, we enriched the educational program with useful information on the subject of food waste, and created a variety of additional relevant activities.

During 2015, **2,178 students** attended **83 educational programs and school activities** which took place at schools and places of education in Attica.

At the same time, we held various educational activities attended by dozens of children as part of the awareness event “**Menu for 5,000**”, which we co-organized in Athens in October 2015.

“Boroume at School” was also the vehicle for organizing **additional activities** at schools such as:

- saving and offering the leftover food from school canteens
- holding an educational festival at a school in order to raise awareness in regards to food waste among both students and parents
- organizing food donations by students
- coordinating groups of students who wanted to contribute and participate in our program “Boroume in the Neighborhood”





## Boroume in the Neighborhood

In 2014, we created the program “**Boroume in the Neighborhood**”, through which all potential food donors in a neighborhood are informed by our own volunteers about how easy it is with Boroume’s help to save and donate food to those in need. This program offers volunteers, who are unable to come to the House of Boroume or would prefer to work on the field, the opportunity to support our activities and to directly contribute to the increase of the amount of food that is saved and redistributed to those in need.

A total of **72 volunteers** (35 from the **ReGeneration** program) took part in the program in 2015, creating over **32 new permanent “bridges”** through which we estimate that over **7,000 food portions** have been saved and offered so far.

## We Are Family

“**We Are Family**” is a program that aims to establish “family” support for those that are facing food insecurity in Greece by those that want to help, using a direct and transparent way of converting monetary donations into supermarket vouchers exclusively for the purchase of food products, thus ensuring human dignity for the recipient without incurring any additional cost for the donor.

In 2015, a total of **43,522 euros** from 5 countries were donated, and the funds raised were converted to supermarket vouchers for the purchase of food by **155 recipient families** registered with the social service departments of three municipalities (Acharnon, Zografou, and Nikaias-Renti) as well as the two Solidarity Centers of the organization “Solidarity Now” in Athens and Thessaloniki, which was the main sponsor of the program in 2015 and will continue its generous support in 2016.

## 03 Activities

Apart from all our program activities, Boroume undertook various other activities geared to reducing food waste in Greece and offering nutritional assistance to those that need it the most.

Following are some indicative activities from 2015:

- “Friends of Boroume” held its **2nd annual fundraising dinner** in Baltimore, Maryland, USA
- Boroume received a **certification of sound financial management** for 2014 as a result of an audit by the firm PricewaterhouseCoopers
- The team of Boroume participated in a **cooking activity** under the supervision of chefs from the “Cookery Club”, where 80 meals were cooked and donated to the Day Center for the Homeless of the NGO PRAKSIS
- 200 portions of Greek vegetable stew (briam) were cooked by the Boroume team in a **cooking activity** and were donated to the charity “O Plision”
- A **concert** was held to support Boroume in Braunschweig, Germany by the local Greek German choir
- Boroume provided information and input for **implementing Boroume’s food saving and offering mechanism in Dubai**
- A volunteer of Boroume ran a **10K race in New York** to raise funds for our organization
- The Boroume team participated in the “**Race for the Cure**”



## Our collaborations

- We **promoted Boroume's position** on food waste and volunteering in Greece in the following:
  - briefed Ms. Theano Fotiou, the **Deputy Social Welfare Minister**, with regards to Boroume and its activities especially those that aim at increasing food donations to those in need by reducing food waste (February)
  - participated in the Vouliwatch Political Workshop "United We Ask" (March)
  - met with Mr. Michael Roth, the **Deputy Foreign Minister of Germany**, who visited Boroume during an official visit to Greece (April)
  - met with officials from embassies of the USA, Great Britain, Germany, France, and Canada
- We participated in the **Greek Network for Combating Poverty**
- We were part of the jury panel of the **Social Impact Awards**
- We collaborated with the **ReGeneration** program by providing limited term volunteer positions, mainly to support our program "Boroume in the Neighborhood"
- We participated in the **Gleaning Network EU**, a network of non-profit organizations with programs to save and offer leftover agricultural crops in the European Union
- We participated in **Food Surplus Entrepreneurs**, the network of social enterprises fighting food waste which is based in Brussels



- We collaborated with a post graduate student from the **Athens University of Economics and Business** who followed our internal procedures for 3 weeks for a research project on social enterprises in Greece
- We took part in a study performed by the **Swedish University of Agricultural Sciences** on social enterprises dealing with food waste
- We collaborated with the organization **Korea Gap Year** to bring Korean volunteers to Boroume

## Corporate Social Responsibility

In the context of achieving Boroume's mission, our team worked with many small and large companies in 2015, which particularly honored us by the trust they placed in us.

Indicative examples:

- During 2015, we connected an addition of **104 AB Vassilopoulos supermarkets** with nearby charitable institutions with the goal of reducing food waste at the company's stores, bringing the total to **167**
- In 2015, the AB Vassilopoulos corporate social responsibility program "52 weeks" continued for a second year and produced the following donations:
  - 349,225 euros in supermarket vouchers
  - 6,000 bags of food
  - 42,353 euros from sale of products supporting the program
- We collaborated with **Ben & Jerry's** in order to donate 14,000 packages of ice cream as part of this year's "Free Cone Day"(April)
- **Uncle Ben's** sought our assistance for the implementation of the program "30,000 Servings of Love", which benefited 1,875 families in 12 municipalities in Attica and the larger cities in Greece (September)
- **Sefco Zeelandia** run a campaign with our help, which aimed at supporting Boroume and informing 2.500 bakers about using Boroume to save and offer food (October)
- We organized a campaign in collaboration with **e-table.gr**, with the goal to support families facing food insecurity through the program "We Are Family" (October)
- For the fourth year in a row we coordinated the donation of **3,000 complete Christmas meals** for a 4 person family from AB Vasilopoulos to the beneficiaries of 180 social services departments all over Greece (December)





- We collaborated with **Coca-Cola** to provide support to Boroume as part of the Pop Up Store campaign (8/29-9/6) and their 2015 Christmas program
- We facilitated the implementation of **NOUNOU's** program "One Glass of Milk for Every Child", which resulted in 250,000 glasses of milk being donated to children all over Greece (December)

In our attempt to reduce food waste and support the nutritional needs of those without means, we also collaborated with the following companies (among others): *ARIA Fine Catering, ANAMET, Vikos, Boehringer, CCC, Ferro, Frezyderm, General Mills, Grecotel, Ericsson, Eurobank, IKEA, ISS, JTI, Mapfre, McKinsey, L'Oreal, Pallas Athena Hotel, Prime Marine, Vivartia-Everest*



## Visits to charitable institutions

**Close collaboration** with the charitable institutions and municipal social service departments, who are the recipients of the food we save and donate every day, is essential for us to be able to do what we do in the best possible way. This is why visiting these institutions in person, and on a regular basis, has been a pillar for our organization since the very beginning.

Since the summer of 2015, these visits have been structurally upgraded and are now a key component of our **internal evaluation of charities and social service departments**, which we developed with the assistance of the NPO “Future Leaders”, and through which we aim to reach a qualitative improvement in the allocation of food donations.

In this context, during 2015, we visited **70 charitable institutions and municipal social service departments** all over Greece, and **we communicated the needs of many of these organizations** on our website, resulting in a notable increase in the support they received which was over and above what Boroume already provided.



## 04 The team

At the heart of everything we do at Boroume are our numerous volunteers, collaborators, and friends, who wholeheartedly support us every day of the year and without whom none of the above would have been possible.

### 2015 Team members

Marialenta Aggeli, Haris Adraktas-Rentis, Adriani Alexopoulou, Hrisa Alexopoulou, Venia Allamani, Danai Alogoskoufi, Anna Abatzoglou, Aspasia Anagnostou, Niki Antipa, Giorgos Antonakos, Hristina Varveraki, Stella Varlami, Katerina Vlassopoulou, Lina Gasparinatos, Artemis Glarou, Vera Goufa, Vasilis Gravaris, Dimitris Daimantis, Aggeliki Efstathiou, Agis Zavlairis, Irini Zafiri, Stelios Zeppos, Alexandros Theodoridis, Marilena Ivraiki, Vivian Kazaki, Maria Kalogianni, Frideriki Karali, Elena Katsikari, Nelli Karavasili, Silia Kapou, Eleni Kesisoglou, Ioulia Koina, Thanos Kokkotos, Elisavet Kontzali, Varvara Kosmidou, Garifallia Kouvela, Ilias Kourlamanis, Aspa Kostantaki, Dinos Loukaidis, Nikos Makris, Eva Markou, Giorgos Maheras, Alexia Moatsou, Fani Montensnitsa, Katerina Barakou, Theodora Benou, Ekaterini Nakou, Ioannis Neroutsopoulos, Vera Papadopoulou, Xenia Papastavrou, Anthi Petromelidou, Nikos Politakis, Mina Polizogopoulou, Sofia Pritsi, Mihalis Rekkas, Eleftheria Sintrou, Nota Sklavanou, Marina Spiridonos, Olivia Stai, Maria Simoni Stagaki, Aggeliki Stamelou, Panagiota Traka, Maira Ioanna Tsourapa, Giouli Tsouropli, Maria Fotaki, Emily Haritou, Filomila Hristidou, Hristina Hrisoula, Dia Horafa







## Training

- In 2015, we trained **106 new volunteers** and on average we received support from **40 volunteers** on a weekly basis
- Our **internal training process** was upgraded during the year with the goal of increasing its effectiveness and improving the qualitative level of the process. In this context, we created a “Volunteer Training Manual”, an “Entersoft Training Manual”, and we also improved our “Volunteer Manual”.
- One of our founding members went on a **month long internship program** at City Harvest in New York, which was sponsored by the US Embassy in Greece
- In 2015, we received support from several organizations in the form of **internships** including two students from Harokopio University, an employee from the Operational Program “Human Resource Development”, and a **part-time employee** from the “Voucher” program



## Awards

Boroume received 4 stars (the highest possible rating) in an evaluation carried out by the program “Thalis” of the University of Peloponnese, which is the first attempt at mapping and evaluating NGOs in Greece using criteria such as efficiency, organization, and transparency.

In addition, Boroume received awards in 2015 from the following:

- Chalandri Municipality (March 11)
- Association of Parents & Guardians of People with Disabilities “Elpida” (June 13)
- Responsible Business Awards for 2 corporate social responsibility programs together with the company AB Vasilopoulos (September 15)
- Citizens’ Movement “2015 Models of Excellence” award (November 23)
- Trikkaion Municipality (December 18)



## 05 Our sponsors

Boroume's operations are **funded 100% by private donations** from charitable foundations, businesses, and individuals either in monetary form or in kind. We would like to note that in addition to the sponsors listed below, there are many others who have chosen to remain anonymous.

### Supporters:

- AB Vasilopoulos
- NGO "Vapori"
- EDOAO (National Inter-Professional Organization of Vine and Wine of Greece) - Wines of Greece
- John S. Latsis Public Benefit Foundation
- Stavros Niarchos Foundation
- LYDA
- U.S. Embassy in Greece
- Association of Representatives and Managers of Insurance Companies
- Piraeus Bank
- AWB
- The Coca-Cola Company
- Communaute Hellenique de Paris (France)
- Gleaning Network EU (Great Britain)
- Friends of Boroume (USA)
- Marathon Team Greece, Maria Polyzou
- The Hellenic Initiative
- Hug, Eva & Koni (Switzerland)
- Kamberis, Achilles (Germany)
- Petrakis, Kyntia (Canada)
- Schwarz, Antonis (Germany)
- Verykios, Sofia (Hungary)



## In kind donations / services:

- Aegean Airlines
- AXA Insurance
- Design Kinks
- Entersoft
- IKEA
- Kyriakides Georgopoulos Law Firm
- Philanthropy.gr
- PricewaterhouseCoopers
- Revival Consulting Services
- AB Vasilopoulos
- Association of Hellenic Internet Users
- Cookery Club
- Olga Marangou (Boroume video)
- Canadian Embassy in Greece



# Boroume

saving food - saving lives



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