

ACTION REPORT 2014



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Dear friends,

The year 2014 was another strong year for BOROUME. It was busy with food donations, new volunteers, campaigns aimed at reducing food waste, new initiatives and programs, educational trips abroad and the establishment of the organization Friends of Boroume in the United States, among other things. In the following pages, we take you on a journey back in time, sharing with you a summary of our activities in 2014 and highlighting their positive social and environmental impact.

Everything that we have been able to accomplish, since our founding in 2011, would not have been realized without our numerous supporters. We are deeply grateful to our dedicated and tireless volunteers, our generous sponsors, the many charities and social services of municipalities that receive food donations and of course our many friends who either individually, or in their professional capacities, donate thousands of meals via BOROUME to people in need.

Our wish for 2015 is for BOROUME to come even closer to its goal of eliminating food waste and food insecurity in Greece!

Sincerely,

Xenia P. Papastavrou Alexia Moatsou Alexandros Theodoridis

Founders of BOROUME



BOROUME had a very productive year as evidenced by the large increase in the people we helped. Our work was truly nationwide with donations in every urban center of the country. This can be attributed to our collaboration with many companies in developing and implementing their national Corporate Social Responsibility programs and to our new Gleaning program.

In brief:

- **Food donations increased by 400%** in 2014 compared to the previous year. This translates into the donation of over **1,300,000 meals**. If one takes the average cost of a meal to be 1.5 euros, the value of the meals can be estimated at **1,950,000 euros**.
- In the period of one year BOROUME was able to turn **20,000 euros** of monetary contributions into food. This was done either through super market food vouchers or direct purchases of food from vendors. We launched the “We Are Family” Program in July 2014, and any new contributions for food purchases are channeled through the program.
- Our database of charitable institutions grew to over **660 organizations and soup kitchens** and over **180 social services departments** all over Greece.
- The BOROUME team has provided advice to over 1,200 people about where they can go to receive food and other assistance.
- Approximately **30 volunteers** per week support BOROUME’s efforts and we trained **65 new volunteers**. During 2014, two students from Harokopeio University and the National and Kapodistrian University of Athens took part in a three month internship at BOROUME as part of their training.
- In 2014, the percentage of **“lasting bridges”**, i.e. companies permanently connected to a charitable institution and donating surplus food was around 39% of total food donations.
- Our **response time** for returning calls, whether they are calls for help or calls relating to donations, never exceeded 4 hours (that is an 84% reduction from the previous year).



As part of a holistic approach to reducing food waste and at the same time helping those in need, we launched several new programs in 2014. With these new programs we aim to:

- increase the amount of left-over food that we save (“BOROUME Gleaning” and “BOROUME in the Neighborhood”)
- increase awareness about the subject of food waste amongst the young (“BOROUME at School”)
- provide greater assistance to those who face the greatest food insecurity (“We Are Family”)

BOROUME Gleaning

We created “BOROUME Gleaning” as a response to the fact that 30% of agricultural produce is wasted or left on the field. Our goal is to bring the best global “gleaning” practices to Greece in order to save fresh fruit and vegetables that otherwise not reach the market and ensure their donation to people in need.

In 2014:

- We saved over **4 tons of fruit and vegetables** from different parts of Greece such as Corinth, Evros, Boeotia, Imathia, Drama and Thessaloniki.
- We communicated with many potential donors of agricultural products across Greece.
- We contacted various agricultural cooperatives.
- We joined the **Gleaning Network EU** whose members are other gleaning organizations in Europe and whose mission is to exchange information and best practices.



- We introduced the program in workshops, industry publications and blogs as well as CreteTV, Star Central Greece and the Face Radio Lamia.
- We participated in a voucher program which allowed us to employ a part-time employee devoted to the program.

BOROUME at School

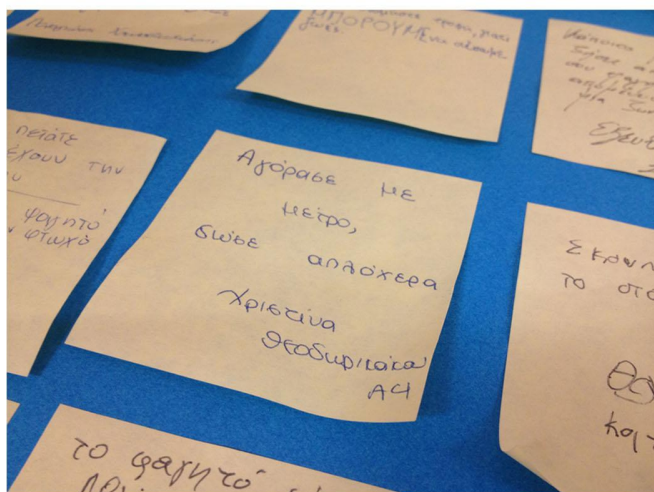
In 2014, we created the educational program **"BOROUME at School"** based on our extensive experience of visiting schools and speaking with teachers.

The program aims to **increase awareness** amongst children about the problem of food waste and to help them discover the importance of volunteerism and donating to those in need.

We created a user-friendly manual for the implementation of the program in schools. The manual contains information about food waste, exercises, artistic activities as well as activities for children to express their feelings about the subject of food waste and their ideas on how to combat it.

In November, we started informing schools in the Attica region about the program and in December we registered the program with the Ministry of Education and Religious Affairs with the goal of it reaching public schools.

By the end of 2014, **210 children** followed the program in 5 schools in Attica and Thessaloniki. In Thessaloniki, as part of the event **"Menu for 5,000"**, many children attended an educational activity based on the program.





We Are Family

In July, we created the program **“We are Family”** in order to provide food assistance to people in Greece who face the greatest food insecurity.

Donations of 3,660 euros from 6 donors in 3 countries were used to purchase supermarket gift vouchers for 38 needy families registered with the municipal social services departments in Acharnon, Zografou and Nikaias-Renti. The recipients of the gift vouchers were able to use them to purchase food and prepare their own meals instead of waiting in line at a soup kitchen.



BOROUME in the Neighborhood

In April, we created the program **“BOROUME in the Neighborhood”** whose goal is to recruit volunteers who then find potential food donors in neighborhoods. This program was created by the students of **Future Leaders** and was first implemented in May 2014.

In 2014, **12 volunteers** took part in the program creating over **40 new “lasting bridges”** between donors and charitable institutions that support the needy and it is estimated that over **8,000 meals** were donated.

Apart from our new programs, 2014 was also a year full of other undertakings, always with the goal of reducing food waste in Greece and providing nutritional support to those who need it most.

At the same time, we strove to increase the efficiency, productivity and sustainability of our organization through collaborations, the creation of **Friends of Boroume** and staff training.

Making Significant Donations

BOROUME reduces food waste by connecting surplus food with the appropriate charitable institutions that serve the needy. These donations range in size from a few meals donated by an individual to tons of food from large food companies. Below are some of the numerically significant donations of 2014 and how they were connected:

- Working with the Turkish Embassy, we were able to realize the donation of **17 tons of food** from Turkey. The food went to the Greek Food Bank in Athens and Thessaloniki.
- **150,000 liters of EPSA soft drinks** were offered to 150 charitable institutions all over Greece.
- **3 tons of chicken, 808 liters of olive oil and 4,248 cans of condensed milk** were donated by the Moraitis School Alumni Association to the needy who are served by the municipal social services of Aspropirgos, Nikaia-Rentis and Egaleo.
- A donation of **1 ton of food** from a Greek Canadian was provided to the Hospice for Chronic Diseases and the Kentro Agapis (Center of Love) in Eleusis.
- A donation of **1 ton of food** from the **Arsakeia and Tositseia Schools** in Ekali was provided to the Social Services Department of the Dionysos Municipality.
- Our collaboration with the website efood.gr resulted in a donation of **3,000 meals** to various charitable institutions.
- 1,500 leftover meals from various events during the **Posidonia 2014** were donated in collaboration with the NGO "Vapori" and the organizers of the Exhibition.
- In the space of a few hours and at the height of the vacation season in August, **16,000 liters of fresh milk** with a short-term expiry date were given to 24 charitable institutions in Attica.
- **800 leftover meals** from 12 summer camps all over Greece were provided to charitable institutions near the camps.
- **2 tons of eggplants and apples** from a producer in Ferres were saved and donated to the Alexandroupolis Municipal Food Market and the Thracian branch of SOS Children's Villages.

- **3,920 kilos of melons** from a producer on the island of Poros were provided to 9 charitable institutions.
- **3,800 kilos of pineapples** from Chiquita at the port of Aigio were donated to 12 different charitable institutions in 6 different parts of Greece.
- **120 boxes of pastries** from Unibell Food Hellas were given to several charitable institutions.
- **900 kilos of fruit** from Tournon S.A., importer and exporter of agricultural products, were given to many charitable institutions.
- **Hundreds of leftover meals and a large quantity of fruit** from the 2014 TEDxAthens event were placed with local charitable institutions.
- We connected **22,000 portions** of cereal from the Thessaloniki branch of the Greek Food Bank with 14 local institutions.
- **15,800 portions of frozen products** from the company “Barba Stathis” and Hellenic Catering were provided to local charities.



Corporate Social Responsibility Programs

- During 2014, we connected **50 AB Vassilopoulos** supermarkets with nearby charitable institutions. This formed part of the company's goal of reducing food waste at its supermarkets. Despite the fact that most of the stores started donating late in the year, it is estimated that over 160,000 portions of food were donated. We are continuing to increase the participating supermarkets in 2015.
- In 2014, the **AB Vassilopoulos** corporate social responsibility program **"52 weeks"** produced the following donations:
 - 160,948 euros in supermarket gift vouchers,
 - 2.297 bags of food,
 - 66.187€ from the sale of products participating in the program,
 - 126.470€ in food and other necessities from company suppliers.
- For the third year in a row we coordinated the donation of **3,000 Christmas meals** from **AB Vassilopoulos** to 180 social services departments all over Greece.
- Working with the CSR department of Alpha Bank, we designed and implemented the company's food drive which took place on March 29, 2014 in 19 cities. Over **115,000 portions of food**, 5 tons of sugar, flour, tomato sauce and 560 kilos of olive oil were donated.
- In our attempt to reduce food waste and to support the nutritional needs of those without means, we worked with the following **companies**: IKEA, Merck, Aria Fine Catering, Piraeus Bank, Curves Gyms, Ben & Jerry's, Masoutis, Coca-Cola, Frezyderm, ANAMET, L'Oréal, Leroy Merlin, CCC, Athens Stock Exchange and Epsa.



Our collaborations



- We partnered with the travel agency **Combadi** to **promote volunteer tourism for Greeks living abroad** who want to visit Greece. We also collaborated with other travel companies such as **SWOT** and **booking-world.com** in order to increase donations of leftovers from hotels.
- **Designathon 2014** was a contest where 23 teams of young graphic & web designers competed to create BOROUME's new logo. The winning team's design will be launched in 2015 with the help of DDB and Atcom.
- We worked with the Greek Marathon runner Maria Polyzou's "**Marathon Team Greece**". The group conducted food drives and promoted the work of BOROUME.
- BOROUME was selected as a case study by Olivia Kiriakidou and Eleni Salavou, professors of the Athens University of Economics and authors of the book **Social Entrepreneurship** published by Rossilli.
- We collaborated with the **European Federation of Food Banks (FEBA)** to explore the possibility of implementing the BOROUME model in other countries.
- We participated in the annual conference **FUSIONS**, a group of European organizations whose goal is to combat food waste (October 30-31).

- We became a member of **Gleaning Network EU** which brings together various organizations involved in the gleaning movement in the EU.
- We joined the social entrepreneurship network **Food Surplus Entrepreneurs** which is based in Brussels.
- We worked with the German organization **Aktion Hilfskonvoy** to realize a large donation of food and other goods to 7 charitable organizations that we selected in Drama, Kavala, Xanthi, Komotini and Alexandroupolis.
- We collaborated with the **embassies** of the USA, Great Britain, France, Sweden, Turkey and Canada to promote the role of NGOs in Greece, to establish contacts with experts in each country and of course to save food from embassy events.

Establishing “Friends of Boroume”

In May 2014, with the help of BOROUME volunteer and resident of the USA Nick Politakis, we established **Friends of Boroume** as a 501 (c) 3 entity under the IRS code of the U.S. Its aim is to support BOROUME’s actions.

We held a successful **fundraiser** in Baltimore on May 21st and at the same time we created a channel of communication between Greek Americans and BOROUME.



Our project to strengthen the charitable institution Foundation for Children “I Pammakaristos”

In February 2014, supported by a grant from the **Samourka Foundation**, BOROUME designed and started to implement a program whose goal is to reduce food waste, increase the nutritional self-sufficiency of the institution and create a vegetable and flower garden as an educational tool on the premises.

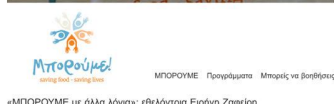
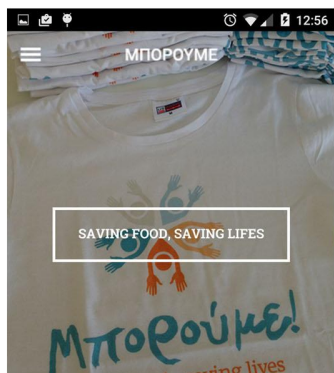
The company **Lotus Consulting** sponsored the study that determined the procedures that needed to be implemented.

The program’s goals are to:

- create a vegetable and flower garden where the 145 children with special needs can learn about gardening.
- improve the processes of food production and preparation.
- improve food safety by implementing correct food storage and processing procedures.



Other activities



- Launched the first **smartphone app** in Greece that reduces food waste.
- Added **Ammado application** for donations on our Facebook page.
- Held a **contest** with “Kedros” Publishers for copies of the book Taste the Waste by Valentin Thurn.
- **Promoted BOROUME’s positions** with regard to food waste and volunteerism at the following events:
 - Meeting of organizations at Impact Hub which was attended by Mr. Henri Malosse, the president of Economic and Social Committee of the European Union.
 - Meetings with high ranking officials of the U.S. Embassy in Athens.
- **Participated in the judging committee of the Social Impact Awards** which promotes new ideas in social entrepreneurship
- We started **“A few words about BOROUME”** (click [here](#) for sample) which is a series of interviews with donors, representatives from charitable institutions and volunteers in which they talk about their experience with BOROUME.



Increasing public awareness about food waste plays a key role in achieving our goals as an organization.

We were able to increase public awareness about food waste in 2014 by holding large educational events, making presentations at various organizations, promoting our message in mass media and social networks and by visiting many charitable institutions.

Educational events

Late in January 2014, working with **WWF Greece**, we held a two day **festival to combat food waste**. The goal of the festival was to increase public awareness about the issue of food waste. Among the events was a cooking demonstration by famous Greek chefs (Lazarou, Petretzikis, Papandreou and others) using left-overs. There were events for children such as interactive programs from the Hellenic Children's Museum, Playgroup and Let's Go Green. Other events included a workshop sponsored by Harokopeio University, a showing of a documentary, talks on food waste, an Andrea Bonetti photo exhibition and a donation of 400 meals from the forum "I Sintages tis Pareas" to the Praksis Daycare Center and the ARSIS shelter for youth.

More than 1,000 people attended the festival and there were numerous reports in the media.

On November 8th and 9th, working with a group of charitable institutions, we held the first ever **Feeding 5k** event in Greece called "**Menu for 5,000**" in Thessaloniki. The goal of this event was to inform the public about food waste. It was a successful event that engaged many organizations, famous chefs and many volunteers who prepared and served over 7,000 portions of food cooked from leftover vegetables that were gathered at the Thessaloniki Central Vegetable market.

We held our **first ever press conference** on December 3rd. We wanted to mark the occasion of having donated 2,000,000 meals to the needy since BOROUME's inception in 2011. We also wanted to announce the launching of our new programs. The event, which was held at the Meropeio Foundation, was a joyous one for us, and it was attended by many of our friends and supporters.



Presentations

BOROUME considers its presentations at various events a very important tool for increasing awareness about the problem of food waste. We have been very fortunate in having been invited to participate at the following events:

- 1) Workshop of the program "We are all Citizens" which is funded by the Bodossaki Foundation and entitled "Strengthening the structures and abilities of NGO's", 22 /1
- 2) Presentation to students at Campion School, 7/2
- 3) Costeas-Geitonas School event, 12/02
- 4) Meeting at the Greek Union of Banks, 13/02
- 5) Thessaloniki German School event, 04/03
- 6) Workshop of the European network FUSIONS, 14/03
- 7) Event sponsored by ASHOKA at the Agricultural University of Athens, 27/03
- 8) Smart Living Challenge event, 8/4
- 9) 4th Annual Conference for Corporate Social Responsibility, 24/4
- 10) "Days of Gastronomy" event at the Benaki Museum, 09/05
- 11) Student day at the Ecole Nationale d' Administration by invitation from the French Embassy, 20/6
- 12) **Queen's Birthday** celebration at the English Embassy, 18/6
- 13) Moraitis School Alumni Association event, 08/09
- 14) Wise Greece event in Chalandri, 20/09
- 15) Waste prevention workshop at Harokopio University, 23/09
- 16) Participation and presentation at "Race for the Cure", 28/09
- 17) UpEvent- kariera.gr, 11/10
- 18) Chaidari Boy Scout event, 18/10
- 19) Athens University of Economics and Business event in collaboration with Future Leaders, 21/10
- 20) Annual FUSIONS conference in Brussels, 30/10
- 21) Conference of the Greek American Chamber of Commerce, 20/11
- 22) IEK XINI event in Piraeus, 21/11
- 23) Athens Department of Secondary Education meeting, 27/11
- 24) Presentation to 30 students at the University of Nuremberg, 2/12
- 25) AB Vassilopoulos meeting of supermarket managers, 3/12
- 26) American College of Greece event, 4/12
- 27) Living Postcards event, 17/12



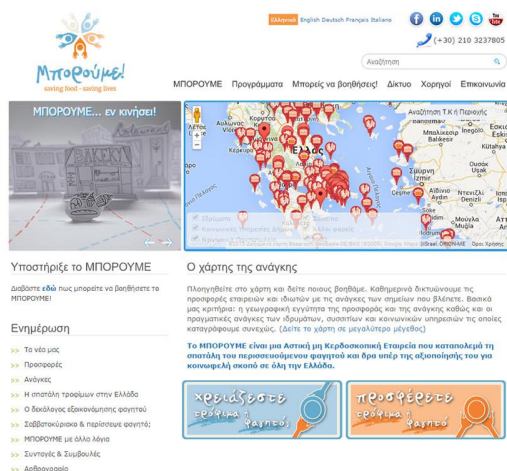
Mass media and social networks

BOROUME and its activities received a lot media coverage during 2014. The greatest publicity was awarded to us during the “Festival to combat food waste” which was held in Athens and the event “Menu for 5,000” which was held in Thessaloniki.

Our presence in the mass media was as follows:

- 1) Articles and mentions in **newspapers**: Ta Nea (1/2 and 1/25), Ethnos (1/25), Kathimerini (1/19), Makedonia (1/20), Shape Magazine, Alati & Piperi (2/1), Kathimerini (6/19), Foodie (June), Nifi (June), Sunday Ethnos (6/6), Proto Thema (6/6), Kathimerini (6/22), Efimerida ton Sintakton (6/23), The Guardian (9/22), Der Sontag/Switzerland (9/25), To Vima (9/25), Dimokratia (10/9), Proto Thema (10/10), Eleftheros Tipos (10/13), National Herald (10/13 and 12/4), Makedonia (12/5), Kathimerini (11/5 and 11/8), Free Sunday (12/10), Parallaxi (12/12)
- 2) Appearances on **TV**: TV Makedonia (1/27), Kontra (1/27), Public Television’s 4G program (2/2), TV100 (3/4), Kontra (0/15), ZDF (5/25), STAR (8/29), Econews, SKAI (10/30), Star of central Greece (10/30), Program “Youth in Action” (September), CreteTV (10/16), VRT Belgium (10/17), Russia24 (10/21), ANT1 –“With Love” (11/5), KONTPA (12/24)
- 3) **Radio shows**: Alpha Radio (05/03), Swiss National Radio (3/13), Bayrischer Rundfunk (4/29), Epikinonia 94 Iraklio Attikis (5/3), SRF (5/6/), ORF (5/22), 984 (6/19), SKAI radio (7/8), 9,84 (7/23) and (9/17), Pepper 96,6 (9/17), Face Radio Lamia (10/13), Alpha Radio Thessaloniki (11/3), VIMAFM (11/10), Athens 9,84 (12/4), Parapolitika 90,1 (12/24)
- 4) **Online media**: FMvoice.gr, blog “spira” cosmo.gr, CSR in Greece, foodtank, lovegreece.gr, pappaspost.com, Guardian, imommy.gr, Nistiko arkoudi, athensvoice.gr, greekamerican-newsagency.org, csringreece.org, sidagi.gr, foodbloggers.kafeneio.info, plision.gr, next100.org, Greek Agriculture, Newsville (Belgium), e-evros.gr, blog TEDxAthens.





BOROUME's **Facebook** page has received more than 19,200 likes (without any payment to promote the page), our **twitter** account has more than 3,475 followers and we have sent over 2,550 tweets. Finally, our **newsletter** goes out to 1,855 recipients in Greek and 115 recipients in English (100% voluntary registration).

During 2014, we had 61,824 unique visitors on our website www.boroume.gr and we uploaded content in **4 languages** (English, German, French and Italian) with all the translations done by volunteers.

For more information about BOROUME's presence in the media, please click [here](#).

Visits to charitable institutions



During 2014, we visited **67 charitable institutions and municipal social services departments** and we posted the needs of many of these organizations on our website (one every week). Many of the institutions saw a noticeable increase in the support they received as a result of our posts. One example was the Asylon Aniaton (Hospice for People with Chronic Diseases) that received support amounting to 15,000 euros after we posted information on our website about the institution's needs.



At the heart of everything we do at BOROUME are our numerous volunteers, collaborators and friends who wholeheartedly support us 365 days a year and without whom none of the above would have been possible.

Team members - 2014

Andriani Alexopoulou, Venia Allamani, Niki Antipa, George Antonakos, Maria Arvanitaki, Fanis Aritzis, Christina Ververaki, Anna Vesseli, Stella Varlami, Katerina Vlassopoulou, Eleni Geroulanou, Artemis Glarou, Despina Diokmetzidou, Ada Evagelou, Angeliki Efstathiou, Irini Zafiri, Alexandros Theodoridis (founding member), Kyriakos Theocharous, Christos Isas, Maria Kalogianni, Xenofon Karamalis, Xenia Karapiperi, Eleni Kesisoglou, Isadora Kovac, Thanos Kokkotos, Maria Koniari, Vaso Cosmetatos, Barbara Kosmidou, Garyfallia Kouvela, Veroniki Costopoulou, Antonia Liubi, Christina Manioudaki, Alexia Moatsou (founding member), Fanny Montesnitsa, Tatiana Moulouli, Katerina Barakou, Angelina Botsi, Sotiris Nanopoulos, Eleni Niarxou, Maria Olymbiou, Xenia Papastavrou (founding member), Thanos Pappas, Anthi Petromelidou, Anastasia Plessa, Nikos Politakis, Sophia Pritsi, Eleftheria Sintra, Nota Sklavounou, Maria Skoura, Marina Spyridon, Olivia Stai, Angeliki Stamelou, Aris Tsianakas, Konstantina Tsiknia, Maria Tsonona, Muhamet Fetian, Eugenia Fountanela, Maria Fotaki, Dimitris Fotopoulos, Philomila Christidou, Christina Chrysoula, CJ Keim, Alexander Maddox.



Training



- In 2014, we trained **65 new volunteers** at BOROUME. After completing the BOROUME Volunteer Application and being introduced to our team, new volunteers studied the volunteer handbook and started shadowing experienced volunteers thereby learning in detail the processes and procedures of our organization.
- We went on a **two day educational trip to Israel** to visit Leket Israel, a renowned organization whose goal is to reduce food waste and provide food relief. We learned about how Leket stores, handles and distributes food, how it gleans surplus agricultural production, how it partners with food aid programs as well as about other aspects such as fundraising and legal issues. Our travel costs were covered by Aegean Airlines.
- We went on an **educational trip to the USA**, during which we visited large organizations and institutions engaged in reducing food waste and helping the needy (City Harvest, Capital Area Food Bank, DC Central Kitchen and the Saint Andrews Gleaning Society). Our trip was funded entirely by the US Embassy in Greece.
- We traveled to **Cyprus** to learn how local institutions that serve the needy handle food donations to Cypriot soup kitchens. The trip was funded by the Leventis Foundation.



Awards

In July, 2014, BOROUME won the first **ASHOKA Changemakers** contest in Greece with a prize of 10,000 euros. We also received awards from the following:

- Acharnon Municipality – February 9
- Keratsinio Municipality – March 19
- Agia Paraskevi Municipality – May 11
- Asylon Aniaton (Hospice for People with Chronic Diseases) – June 23
- Future Leaders – June 30
- Network for Social Intervention for the Municipalities of Peristeri, Egaleo and Chaidari – September 23
- Aspropyrgos Municipality – December 12
- Friends of UNESCO – December 21



Our entire operation is funded 100% by private donations from charitable foundations, businesses, and individuals. The support we receive is either 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:

- A&K Ingegneria Geotecnica di Alessio Carlo e Georgios Kalamaras
- Alpha Bank
- Champion School
- Embassy of the United States in Greece
- Eva & Koni Hug
- The Hellenic Initiative
- Vezene
- World in Harmony
- NGO “Vapori”
- John S. Latsis Public Benefit Foundation
- Samourka Foundation
- Stavros Niarchos Foundation
- Bakaliko “Acharnes”



Supporters providing in-kind goods or services:

- Aegean Airlines
- Entersoft
- Eternal Optimists
- IKEA
- Kyriakides Georgopoulos Law Firm
- Philanthropy.gr
- Revival Consulting Services S.A.
- Microsoft
- AB Vassilopoulos
- Association of Hellenic Internet Users

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**KEEP
CALM
AND
SAVE
FOOD**