



Μπορούμε

Καμία μερίδα φαγητού χαμένη

# ANNUAL REPORT 2022

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# INTRODUCTION

Dear Friends of Boroume,

In the following pages you will have the opportunity to read a brief description of Boroume's actions for 2022, a special year for the organization, as we have completed **10 years of continuous actions** to reduce food waste and increase food donations in Greece.

For us, the best way to celebrate our anniversary was to give our best in order to, among many other things:

- increase even more the amount of food we save and offer daily
- significantly increase the number of students who participated in "Boroume at School"
- increase the number of collaborating farmers' markets, charitable organizations – recipients and partners who assist with volunteers in the program "Boroume at the Farmers' Market"
- develop the most dynamic online food waste awareness campaign ever implemented in Greece
- increase the positive environmental impact of our actions

However, nothing you will read in the following pages would have been possible without the substantial and continuous support offered to us by the many hundreds of food donors, the supporters of Boroume, and above all the hundreds of volunteers who chose our organization in 2022 to generously offer their time and skills.

A big thank you from the bottom of our hearts,

A big thank you from the bottom of our hearts,



**Alexander Theodoridis**  
Chief Food Saving Warrior

# NUMBERS



We saved and offered 11.584.386 portions of food, i.e. more than 31.700 portions per day on average with an estimated value of 17.376.579€ (average cost: 1,5€ per portion)



We saved & offered 191.930 kilos of fresh fruits and vegetables from 32 farmers' markets in Attica and Thessaloniki with the help of 595 volunteers



We placed donations of food from 720 separate donor locations to 291 charitable organizations all over Greece

**1 € operational cost**

**=**

**52 portions**

The ratio of offered food portions to the operational cost of our organization was 52

# CO2

Boroume's positive environmental impact for 2022 is estimated at the equivalent of 17 million kilos of CO2 that were not released into the atmosphere and are equivalent to 309,619 trips from Athens to Thessaloniki by conventional car or the annual CO2 removal from the atmosphere of 101,970 trees.



We presented our organization and our activities to 306 media entities and made 32 presentations, 206 companies used Boroume's sticker in 585 stores declaring that they were "Members of Boroume's Saving and Offering Food Network"



As part of our program "We Are Family", we converted 17.472€ of monetary donations into supermarket vouchers strictly for the purchase of food, which were offered to 114 beneficiaries from 5 municipal social service departments that were facing severe food insecurity



We held educational actions which were attended by 6129 students



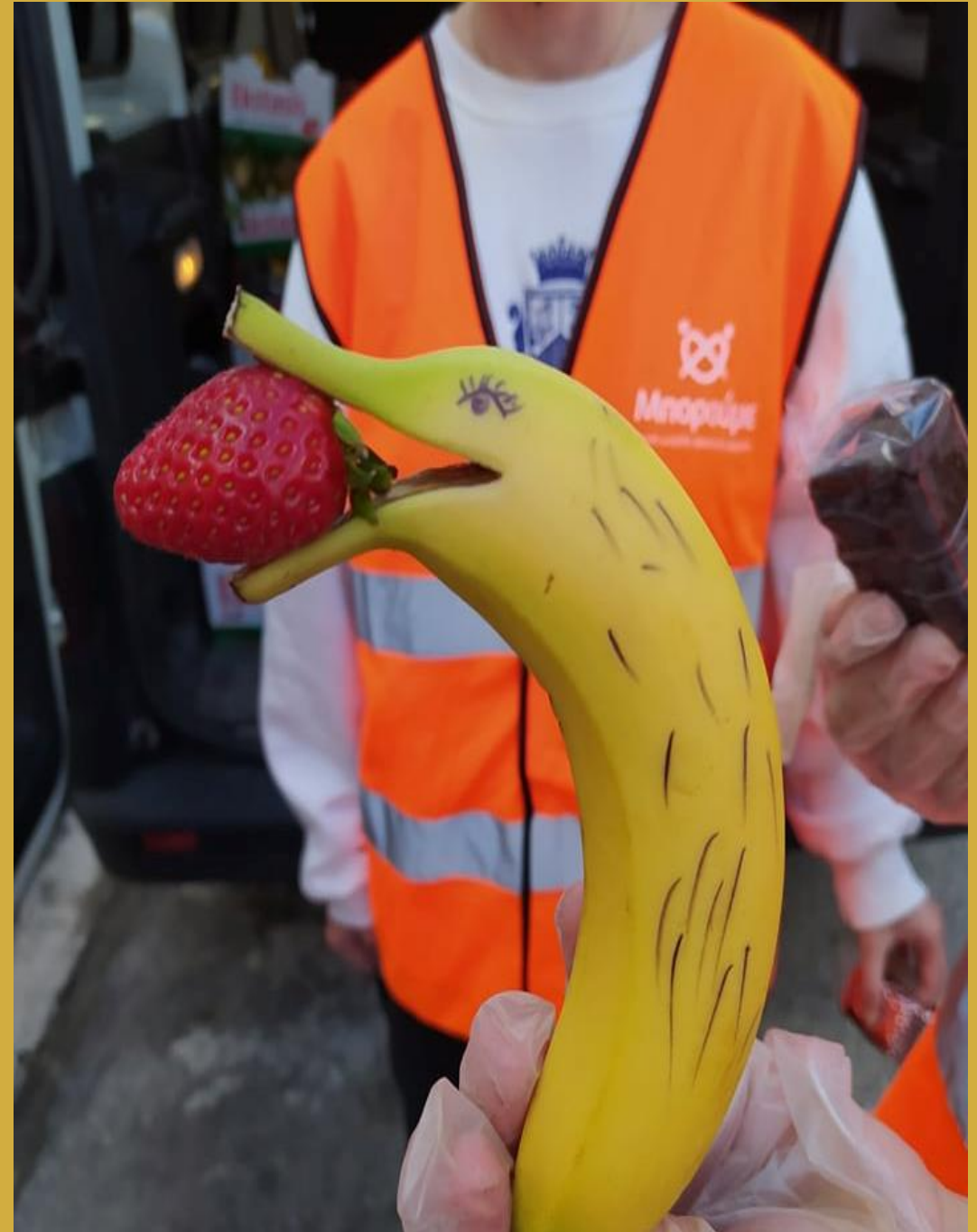
Boroume's actions were supported by 609 volunteers

# BOROUME'S PROGRAMS



Boroume's actions are based on two pillars:

- 1) saving & offering food through programs at every stage of the food chain ("Saving & Offering Food", "Boroume at the Farmers' Market", "Boroume Gleaning", "We Are Family")
- 2) raising awareness on the issue of food waste and the importance of prevention (awareness raising program "Every Meal Matters", "Boroume at School", "Alliance for the Reduction of Food Waste", certification scheme "No Food Waste")





# Saving & Offering Food



Boroume's core program aims to reduce food waste and increase food donations to beneficiaries of charitable organizations, through the easiest, fastest, and most direct way, namely its saving and offering food network.

In 2022 we saved & offered the largest amount of food in the 10 years of operation of Boroume.

More specifically:

- \*We saved & offered a total of 11.584.386 portions of food, with an estimated value of 17.376.579€ using an average value of 1.5€ per food portion, while since the beginning of our operation in 2012, we have exceeded 70 million portions of food
- \*The positive environmental impact of the above quantity corresponds to 17.029.047 kg of CO<sub>2</sub>, equivalent to 309.619 Athens-Thessaloniki trips by conventional car or the annual CO<sub>2</sub> sequestration of 101.970 trees
- \*The daily average for all of 2022 was 31.738 portions of food
- \*The main indicator of our effectiveness, i.e., the ratio of food portions offered to our total operating costs, amounted to 52 portions per 1€ of operation cost
- \*From 720 donor locations, we saved & donated food to 291 charitable organizations throughout Greece



# Boroume at the Farmers' Market

The purpose of this program is to reduce food waste connected to the primary sector of production by making good use of the leftover products from the producer and trader stalls at farmers' markets and helping in their distribution to local charitable organizations supporting people who are facing food insecurity.

In 2022, once again, we managed to increase the amount of products we saved & offered since the beginning of the program's operation in 2015.

Specifically, in 2022 we:

- saved 191.930 kg of fresh produce and offered it directly to 33 local charitable organizations
- increased the number of participating farmers markets to 32 in Attica and Thessaloniki
- carried out 1.211 actions to save and offer food
- had the honor to be supported by 595 volunteers
- coordinated the participation of volunteers from 26 companies, universities and organizations in actions of the program
- collaborated with 6 universities from France, the Netherlands and the USA to welcome 14 of their students, who carried out their internship within the framework of the program





## Boroume Gleaning



Taking into account that 30% of the world's agricultural production is wasted in the field, we have created this program, which aims to offer leftover agricultural production to those who need it most in Greece.

Since 2014 we have saved & offered over 30 tons of vegetables and fruits from fields and orchards all over Greece.

## We Are Family



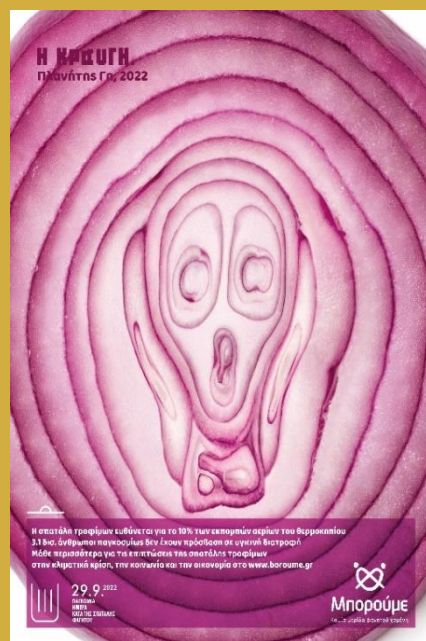
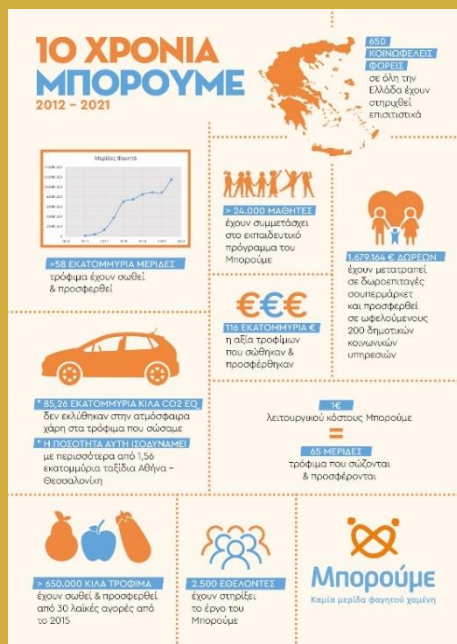
The purpose of the program "We Are Family" is to create "families" of support, consisting of those who wish to help and those facing food insecurity in Greece. This is done through a direct and transparent process which converts all monetary donations, with zero operational cost for the donors, into supermarket vouchers strictly for the purchase of food, thus ensuring the beneficiaries' dignity.

Overall, in 2022:

- ❖ 17.472,50€ in donations were converted to supermarket vouchers for the purchase of food
- ❖ 114 beneficiaries from municipal social service departments were supported
- ❖ We collaborated with 5 municipal social service departments



# Awareness Program "Every Meal Matters"



## Mass & social media

Boroume's presence in traditional and social media in 2022 was particularly dynamic and included:

- ❖ 306 mentions in television, radio, print and electronic press and free promotion of Boroume's message on TV stations in June and December
- ❖ Tens of thousands of followers on Facebook, Instagram, Twitter, LinkedIn

Of particular importance was the implementation of a year-long awareness raising project funded by the Green Fund of the Ministry of Environment & Energy.

In 2022, our efforts to raise awareness mainly took the form of actions and presentations in Greece and abroad as well as the dynamic presence in mass and social media.

### Awareness Raising Actions:

- ❖ Creation and implementation of a dynamic online information campaign, based on the results of the research of the University of Patras, impacting 627.941 people
- ❖ Presentation of Boroume and its activities at 32 events in Greece and abroad

- ❖ Organization of an awareness raising event on the occasion of the International Day of Awareness of Food Loss & Waste (29/9)
- ❖ Placement of the sticker "Member of the Boroume Saving & Offering Food Network" in 585 stores of 206 partner companies as an award for their contributions
- ❖ Implementation of 15 training seminars for more than 300 company employees
- ❖ Monthly newsletter in Greek and English reaching 2.318 recipients

The project included a survey on the quantitative and qualitative characteristics of food waste in Greek households, the results of which were integrated into the already existing Boroume programs in order to further support efforts to inform and raise awareness on the issue of waste

## Boroume at School



Firmly believing that educating children on the issue of food waste, volunteering and social solidarity are prerequisites for the development of a better society, we continued dynamically in 2022, the implementation of our educational program "Boroume at School",



increasing it quantitatively and geographically expanding the overall impact of the program while improving it also qualitatively.

More specifically, in 2022, we:

- ❖ spoke to a total of 6.129 students of all educational levels (a record number for the program) about food waste and tried to inspire them to become young "Food Saving Warriors"
- ❖ conducted 244 educational programs in 101 schools from 57 Municipalities throughout Greece
- ❖ started the implementation of the ERASMUS+ project "Food Rescue" with the aim of upgrading the quality of "Boroume at School" with the educational elements "Maker Education" and "Youth Participation"
- ❖ joined forces with the Loulis Museum as well as the Goulandris Natural History Museum to further expand the visibility of our message to reduce food waste

# Alliance for the Reduction of Food Waste



In 2020, we created the Alliance for the Reduction of Food Waste in order to join forces with all those who wish to reduce food waste in Greece. Now, public authorities, professional and scientific bodies, food and catering businesses from all stages of the supply chain, civil society organizations, academic and research community bodies exchange information, create synergies and partnerships, and formulate common positions on important legislative issues.

More specifically, in 2022 our achievements, among other things, were:

- \* a further expansion of the Alliance, which has 78 Cooperating Parties, 3 Communication Supporters and 4 Friends of the Alliance
- \* a steady, constructive cooperation with the Ministry of Environment & Energy – which has granted us its auspices– on issues of public policy and legislative initiative aimed at preventing food waste
- \* the contribution to the data collection process for the determination – by competent authorities – at national levels regarding food waste at all stages of the food chain and its systematic monitoring
- \* the first, after the pandemic, face-to-face workshop (7/12), at the Ministry of Environment and Energy with updates on regulatory developments at the national and European level, presentations of research results and presentations of best practices of companies
- \* the revised consultative document on the "Priority Axes – Areas of Action" of the Alliance, with proposes initiatives and actions that respond to the main causes and parameters of food waste in order to effectively address it
- \* the preparation of the 2nd Report "Food Waste Prevention & Reduction Actions", implemented by Alliance Members with the goal of exchanging information and knowledge, disseminating good practices, as well as highlighting areas of cooperation to maximize the impact of initiatives

## Certification Scheme «No Food Waste»



In 2021, in strategic collaboration with TÜV AUSTRIA HELLAS, the pioneering food saving certification scheme "No Food Waste" was created to monitor and evaluate food waste for every actor in the food value chain.

"No Food Waste" is a powerful tool in the effort to reduce food waste in Greece and aims to highlight the responsibility, the social and environmental awareness and sensitivity, as well as the business ethics that govern each entity that contributes to the reduction of food waste.

In 2022, Eurocatering and Hellenic Dairies were certified, while procedures for subsequent certifications have begun.



# COLLABORATIONS & ACTIONS

Boroume's actions in 2022, in addition to those within the framework of our programs, include important actions in the context of European

projects and collaboration with institutions, networks and companies that have supported our goals through CSR actions.

## European Projects

In 2022, we had the honor to participate through various fora with many other partners from other European countries in the joint effort to reduce food waste. Indicatively, we:

\*actively participated as an Expert in the regular meetings of the European Union Platform on Food Losses and Food Waste, the most important forum on reducing food waste in Europe

\*we started the implementation of the ERASMUS+ project entitled "Food Rescue" with the aim of upgrading the quality of our educational program

\*were selected to participate in the HORIZON project "CULTIVATE" as an exemplary food rescue initiative in Europe; "CULTIVATE" will explore, analyze and disseminate best practices in food rescue and increase the food resilience of cities in the EU.

\*participated in the "date marking & food waste" survey conducted on behalf of the European Commission as part of the upcoming revision of EU legislation on date labelling

## Collaborations (indicatively)

\* With the Laboratory of Rural Business Administration of the Department of Business Administration of Agricultural Products & Food of the University of Patras to conduct research on food waste in households in Greece

\*With ESSEC University, Sciences Po Lille, Rennes and Toulouse University and NYU Abu Dhabi to implement internships for their students at Boroume

\*With the creative agency Out to Lunch for the pro bono creation of promotional material (posters, banners, sous-plats) on the occasion of the International Day of Awareness of Food Loss & Waste (29/9)

\*With Cookpad Greece to promote food saving recipes

\* With the Greek America Foundation to support the program "Boroume at the Farmers' Market" with

volunteers from the USA for a total of 4 weeks

\*With director James Levelle for Boroume's participation in the documentary Climate Action that aimed to highlight actions with positive environmental impact on the occasion of the COP27 Conference

\*With the inmates of KETHEA EN DRASEI in Korydallos prison, upon their invitation, to inform them about food waste and ways to reduce it

\*With the European Food Safety Agency to promote online the #EUChooseSafeFood campaign

\*With Posidonia 2022 for rescuing & donating food from events during the exhibition in Athens

\*With the Consulate of Greece in Oman to inform and train local rescue & food donation organizations



# Corporate Social Responsibility Actions

As part of Boroume's goal to reduce food waste and increase food donations, in 2022, we collaborated with dozens of companies to design and implement corporate social responsibility actions.

Indicatively, in 2022, we:



# TEAM

Our many volunteers, partners and friends constitute the heart of our organization supporting us generously every day, for none of the above actions would have been possible without them and we thank them all from the bottom of our hearts.

Our team members in 2022:

Maria Agiostratidou, Manolis Athanasiadis, Stratos Asvestas, Chrysoula Archontaki, Emmanouil Valakis, Eleni Vouvali, Christos Vrettos, Stelios Gasparinatos, Theofilos Georgiadis, Konstantina Giannopoulou, Vasiliki Gountani, Dimitra Goudani, Phaedra Georgiadou, Maria Dandoulaki, Apostolos Dedeloudis, Fern Deligianni, Maria Doxa, Angeliki Efstathiou, Marina Zapounidou, Sofia Zachariadou, Vasilis Zisimopoulos, Eugenia Theodosiou, Alexandros Theodoridis, Heidi Theodoridou, Georgia Kalogri, Anna Kambouropoulou, Alexis Kappas, Theoni Karatzoglidi, Eleni Kesisoglou, Afroditi Kormanou, Barbara Kosmidou, Alexandros Kourtis, Katerina Kyriakopoulou, Margarita Lazarou, Ioannis Laoudis, Vasiliki Lappa, Haris Linardakis, Giorgos Logiadis, Loukas Loukas, Matthew Manousakis, Penny Mercouri, Konstantis Merkouris, Alia Moatsou, Dora Balabanis, Alexandros Boulgourtzis, Yiannis Neroutsopoulos, Alexandra Dalakosta, Alexandros Ali Omar, Juliana Papa, Papadimitriou, Filio Papadopoulou, Maria Papandreou, Maria Parakati, Xenia Papastavrou, Anthi Petromelidou, Nikos Politakis, Giorgos Sakellariou, Korina Sarikou, Nota Sklavounou, Angeliki Stamelou, Elina Stavropoulou, Dimitra Stavrousi, Maria Stefanouli, Ioanna Stratoudaki, Sofia Triantafyllou, Giorgos Tsepelidis, Haris Tsironis, Rebecca Tsohantari, Marita Filtisakou, Thodoris Chrysanthopoulos, Dia Chorafa, Iasonas Psinas, Brakay Ancell, Tayeb Bendaas, Xavier Casas, Amalia Christensen, Ines Da Encarnacao, Rodrigue Daniel, Eugenie Daviet, Toscane Guelfucci, Hasse Hasnoot, Anna Judson, Yanni Kailis, Victor Lotta, Coraline Mabire, Collen Mader, Leah Maounis, Joseph McCoy, Jehanne Merle, Katharina Mono, Vassiliki Onuchukwu, Laura Rouquette, Marion Seignovert, Venecia Stoyanova, Margaux Vincenti, Stergitsa Zamagias-Hill

In addition to the above-mentioned volunteers, many other individuals from companies and other organizations and educational institutions in Greece and abroad have assisted us in the actions of our program "Boroume at the Farmers' Market".



# DONORS

Boroume's donors consist of donors of food and those who support our operation, either through financial support or in-kind donations.

## Food Donors

Boroume's saving & offering food process starts with the people who wish to participate in our program, who save & offer, with our help, their food for a good cause. As a minimum token of gratitude, we list below the names of those who offered food in 2022:

AB Vassilopoulos, Alexandros Papandreou - Cooking Studio, Amarantos patisserie, Apollonion Pallini, Arsakeia - Tositseia Ekali Schools, Roupas Bakeries, Melina Bakery Patisserie, Bread Seed, Filothei Attica Tennis Club, Avra Catering, Austrian Embassy - Athens, BIOFARM, Gavanas bakery, Gaitanidis Family Dairy Shop, Dimitriou Galaktopleion, Gatidis Fresh, Gefsinous, Grigoris, Dipnosofistirion, Papandreou Diagnostic Center, DODONI, Argyris - Lemos Schools, PALLADIO SCHOOLS, HELLENIC DAIRIES, ELLINIKI ZYMI - ARABATZIS, Hellenic Football Federation, American-Hellenic Chamber of Commerce, Greek-French School of Ursulines, Christopoulos Workshop, Castello Workshop, ERT, Arsenis Restaurant, Zacharakis Traditional Dough Workshop, Fresh Patisseries, Averof Patisseries, Thrace Greenhouses, Bodossaki Foundation, Kathodon Cafe, Kafkas, Loumidis Coffee Roasters, Athens College, Koulourades, Komianos Butcher, KRITIKOS, Ktima Hatzi, KOSTAS PAPAELLINAS | GEISHA TUNA, Kostis Confectionery, Farmers Markets of Attica: Ag. Pavlos-Metaxourgeio, Alsoupoli, Ampelokipoi, Ano Ilisia, Acharnon,

Vyronas, Gerakas, Gyzi, Glyfada, Dafni, Ellinorosan, Kallithea, Kypseli, Lykovrysi, Moschato, , Nea Ionia, Nea Smyrni, Neo Psychiko, Pallini, Petralona, Pigada, Pl. Koliatsou, Chalandri, Holargos, Farmers Markets of Thessaloniki: Ano Toumpa Empedokleous, Ano Toumpa Kleanthous, Kalamaria, Kato Toumpa Artakis, Kimonos Voga, Konstantinou Gratsiou, Martiou, Xirokrini, Pavlou Mela Stavroupoli, Stavroupoli, Sykies, Chatzilazarou | Chefs Club Greece, LOUX MARLAFEKAS, Cooking Lessons, Maria Trachanatzi (producer), Melirryto N.Smyrni, MENOIKIO, Barba Stathis, Begnis Catering, Art Bakery Mill, Metaxa Hospital, The Bakery of Terpsithea, The Bakery of Papagou, The Papoutsis Bakery, Stergiou Family, Ecological Farm of Meteora, FOURLIS Group - IKEA, Quest Group, TITAN Group, OPAP, Organization Earth, Kindergarten Athinais, Kindergarten Delphinakia, Toy School, Paradosiako, Passas The nut shop, Pes Flour, Posidonia, Embassy of the Federal Republic of Germany - Athens, Rizos Elaia, Pink Panther Fire Kitchen, SEV, SETE, Wheat and Honey, Hellenic Advertisers Association, Association of Representatives & Executives of Insurance Companies (SESAE), Hellenic Air Force Academy, Moraitis School, Hill School, Greek Scout Corps, The Cookies, Kissos Tavern, To Vrasto, To Fournaki, Agathis Bakery, Fournos Vasiliou, Veneti Bakery, Goumenou Bakery, Dimitris Kotsis Bakery Bakery, Dracopoulos Bakery, Zeki Bakery, Thanasis Bakery, Mitsi Bakery, Tsatalbasi Bakery, Tsoukalas Bakery, Christina The Signature of Taste, 362 Grocery Store Ampelokipoi, Adus, AEGEAN, Agrifarm, Alba Graduate Business School, Alfa Pastry, Amarilia Hotel Vouliagmeni, Anatolia College, Arla Food Hellas, Artisti Sourdough, Athenaeum InterContinental Athens, , Athens Capital Center Hotel - MGallery Collection, Athinais Hotel, Baker, Barilla Hellas, Barking well media, Bean There Coffee Eatery, BEAT snack & coffee, Betty's Bakery, Bread and Roses, Cake Kolonaki, Canal Caféé -IT, Caramella, Christiana's Catering - Athens Tennis Club, City Bakery, Coca-Cola Greece, Colors Urban

Hotel Thessaloniki, Cookoobaroi, Cosmoclinic, Cosmote, Daily Taste, Délifrance, Despina Patisserie, Diageo, Different & Different, Divani Caravel Hotel, DNV GL, Dorothy Snot, doValue, Dreamhouse, Eatery Bairaktaris, Electra Metropolis Athens, ELEON LOFT, EPIMORFOSIS, EUROCATERING Φρεσκοϋλης, EuroGEO workshop 2022 (Organising Committee), Event Plus, Everest, Family, FOOD PLUS, Food Truck, Forte, Four Seasons Astir Palace Hotel Athens, FRESH LIFE UG, FrigoGlass, Fruit Hellas, Fyly Yachting & Travel, Galitel, Gazarte, GDM Megaron Hotel, Gilead Sciences Hellas, Golden Catering, Higgs, Holiday Inn Athens - Attica Ave. Airport West, Holy Llama, Horizon Travel, I Love Dyslexia, IAM Gourmet, Impact Hub Athens, InterCatering, KAFEA TERRA, Kalamea foods, KALLAS INCORPORATION, Katamaya Bakery, Kids Cooking Club, Kitchen Lab, Kojomi, KPMG Greece, Krivek, La Chocolatière, La Fornaretta, Le Petit Quartier, LeasePlan, Maison d' Olive, Marathos - All in a box, MARSH, Mauzac, Max Perry Γλυφάδας, Me Kolonaki, Medbest, Menoo by Platis, Mercedes Benz Hellas, METRO - My Market, Miland Suites, Mon Kulur, Moosend, MSD Greece, Neaters, NEFOOD, Nestlé Ελλάς, Newcomers in Athens, Newrest Ελλάς, NJV Athens Plaza, Notice Content & Services, Novotel Athenes, Ohh Boy, OK! Anytime Markets, Olon Catering, Oracle, Pablo's bakery, Pantony coffee and bakery, PAPASPIROU, PartnerNET, PAUL, Poseidon, Potpan, Praktiker Hellas, QUALCO, Rabbit app, Radisson Blu Park Hotel Athens, Reckitt Hellas, Roche Hellas, Secret Garden, Specifar, St. Catherine's British School, Starbucks, Street Papas, Studio Food Image, Studio Sweet Waters, The American College of Greece, The Cookie Spot, The Sweet Spot, Touron, Uni systems, Unilever Greece, Upfield Hellas, Upstream, Vodafone, Wella, Zimari Bakery & Coffee

# Boroume Supporters

Our non-profit activity is fully based on the trust and assistance of Boroume's friends in the form of financial support and/or support in kind (goods or services). In addition to the supporters listed below, we have been supported by others who wish to remain anonymous.

## Sponsors:

- \* AB Vassilopoulos
- \* Association of Representatives & Executives of Insurance Companies
- \* Association Femmes d' Europe
- \* Coca Cola Greece
- \* Friends of Boroume
- \* KPMG
- \* Loulis Food Ingredients
- \* Navitrust
- \* Nestlé Hellas
- \* Sarantis Group
- \* The Anglo-Hellenic League
- \* The Hellenic Initiative Australia
- \* TÜV Austria Hellas
- \* Unilever Greece

## In kind supporters (goods & services):

- \* AB Vassilopoulos
- \* Association of Greek Internet Users
- \* Atcom
- \* Clip News
- \* Entersoft
- \* Moosend
- \* Neat & Proper
- \* Out to Lunch
- \* Revival Consulting Services

# BOROUME THROUGH THE WORDS OF...

**... Mrs. Danou from the 6th Primary School of Messolonghi:**

*"The program inspired the older children, and we made apple jam from ripe apples, juices from ripe bananas and milk that was about to expire and distributed it to the younger students as a snack, smelled like apple, cinnamon and lemon throughout the school"*

**... Mrs. Lambrianidou from Social Services of Veria:**

*"The products we receive from your donations are exceptional and special. We haven't seen anything like it in our social pantry!"*



**... Mrs. Karapanagioti from the bakery Artosporo in Chalandri:**

*"For me, offering what is left over is like saying good morning!"*

**... Mrs. Mangaki, Primary School Director of Moraitis School:**

*"It is very moving and optimistic to see the response of young children when someone like you has the way and knowledge to work with them on issues related to values and attitudes!"*

**... Fr. Nikitas Papanikolaou of the H.M. of Kos & Nisyros:**

*"Thank you very much for your collaboration, you cannot imagine what help the products we receive with your help from AB Vassilopoulos are for us. Really anyone who thought of it should know that in Kos it means a lot!"*





# Μπορούμε

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