



Μπορούμε

Καμία μερίδα φαγητού χαμένη

ANNUAL REPORT

2023

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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 2023, a record year for the organization in which among many things, the following were accomplished:

- we saved & offered the largest amount of food since 2011, the year we launched "Saving & Offering Food"
- we achieved the highest cost-to-impact ratio and the highest positive environmental impact of our actions since we started measuring them
- we presented our educational program to the largest number of students since we started "Boroume at School"
- we collaborated with the largest number of farmers' markets, supported the largest number of charities and had the blessing to be supported by the largest number of volunteers since we started "Boroume at the Farmers' Market"

In 2023, we collaborated with hundreds of partners throughout Greece, we participated in activities together with thousands of friends and co-created new initiatives, always with a view to reducing food waste and increasing food support, and with as many smiles as possible.

For everything you read in the following pages, we owe immense gratitude to all those who, for yet another year, honored us with their trust, time and skills.

Thank you from the bottom of our hearts,



Alexander Theodoridis
Chief Food Saving Warrior

NUMBERS



We saved & offered a total of 15.420.350 portions of food, i.e. 42.248 portions per day on average, with an estimated value of more than 23.130.525€ (average cost assumption: 1,5€ per portion)



We saved & offered a total of 191.720 kilos of fresh vegetables and fruits from 36 farmers' markets in Attica and Thessaloniki



We saved & offered food from 745 separate donor locations to 332 charitable organizations all over Greece

1€ OPERATIONAL
COST
=
71 SERVINGS

The ratio of offered food portions to the operational cost of our organization was 71 servings / 1 € operating cost

CO2

The positive environmental impact of Boroume for 2023 is estimated at more than 22,6 million kilograms of CO2 not released into the atmosphere and equivalent to 412.140 journeys Athens-Thessaloniki by conventional car or the annual storage of CO2 of 135.736 trees



We presented our organization and our activities 315 times in the media and made 29 presentations and briefings and 10 educational seminars for companies



We converted 3.735 € monetary donations into supermarket gift vouchers, exclusively for the purchase of food, which were given through 5 social services departments of Municipalities to 65 beneficiaries that were facing major food insecurity through the program "We Are Family"



We held 359 educational actions which were attended by 8.017 in 59 municipalities in every corner of Greece



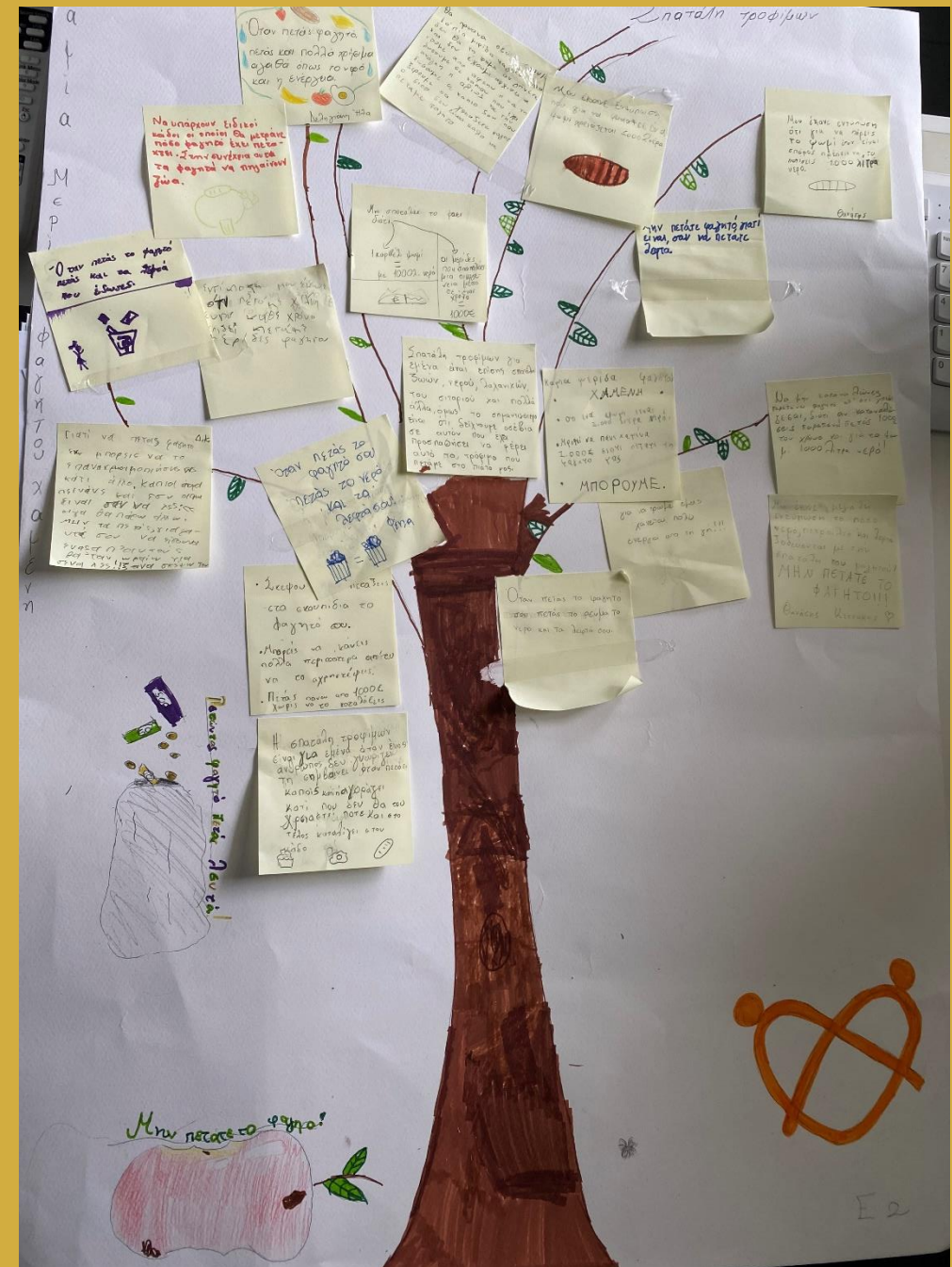
Boroume's actions were supported by a total of 722 volunteers

BOROUME'S PROGRAMS



Boroume's programs 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** and **educating** on the issue of food waste (awareness raising program "Every Meal Matters", Boroume at School, Alliance for the Reduction of Food Waste, certification "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 it's **Saving & Offering**

Food model.

In 2023 we saved & offered **the largest amount of food** in the 11 years of operation of Boroume. More specifically:

- * We saved & offered a total of **15.420.350** portions of food, with an estimated value of **23.130.525€** using an average value of 1,5€ per food portion, while since the beginning of our operation in 2012, we have exceeded **85 million portions of food**
- * The positive environmental impact of the above quantity corresponds to 22.667.915kg of CO₂, equivalent to **412.140 Athens-Thessaloniki trips** by conventional car or the annual CO₂ sequestration of **135.736 trees**
- * The **daily average** for all of 2023 was **42.248 portions of food**
- * The main indicator of our effectiveness, i.e. the ratio of food portions offered to our total operating costs, amounted to **71 portions per 1€** of operation cost
- * From **745 donor locations**, we saved & donated food to **332 charitable organizations** throughout Greece

Note: given that donations include all types of food and that Boroume works directly with charities without intermediate food storage that allows calculation in kilograms, quantification is based on calories and with the criterion: approx. 500-700 calories = 1 portion of food

Boroume at the Farmers' Market

The **purpose** of this program is to reduce food waste at 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.

Specifically, we accomplished the following in 2023:

- * We saved **191.723kg** of fresh fruits and vegetables and since the beginning of the program in 2015, we have saved over **1.000 tons**
- * We increased the number of participating **farmers' markets** to **36** in Attica and Thessaloniki and offered the above quantity directly to **35 local charitable organizations**
- * We carried out **1.056** actions to save and offer food with **714** volunteers, who supported the actions of the program
- * We coordinated the participation of volunteers from 29 companies, universities and organizations in actions of the program
- * We collaborated with 5 universities from France and the USA to welcome 12 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 **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 2023:

- ❖ **3.735€** in donations were converted to supermarket vouchers for the purchase of food
- ❖ **65 beneficiaries** from municipal social service departments were supported
- ❖ We collaborated with **5 municipal social service departments**

Awareness Program “Every Meal Matters”



While saving & offering food is clearly very important, Boroume believes that substantial behavioral change in reducing food waste will only be achieved by informing the public about its multiple social, environmental and economic benefits.

In 2023, 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:

- ❖ Presentations about Boroume and its activities at **29 events** in Greece and abroad
- ❖ Implementation of **10 training seminars** for more than **250 company employees**
- ❖ Our monthly newsletter in Greek and English goes out to **2.284 recipients**

Mass & Social Media

Boroume's presence in traditional and social media in 2023 was particularly dynamic and included:

- * 315 mentions in television, radio, print and online press
- * Tens of thousands of followers in Facebook, Instagram, Twitter, LinkedIn, Youtube



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 2023, 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 2023:

- ❖ We spoke to a total of **8.017 students** of all educational levels (a record number for the program) about food waste and attempted to inspire them to become young "**Food Saving Warriors**", while in total, since the beginning of the program in 2014, we have spoken to more than **35.000 students**
- ❖ We conducted **359 educational programs** in **103 schools** from **59 Municipalities** throughout Greece
- ❖ We continued the implementation of the **ERASMUS+ project "Food Rescue"** with the creation of educational material, the holding of a training seminar for the participating teachers of the pilot phase and the implementation in the selected pilot schools, which had a very positive response
- ❖ We continued to join forces with the **Loulis Museum** and the **Goulandris Natural History Museum** to support them in spreading the message about reducing 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 2023 our achievements, among other things, were:

- * a further **expansion** of the Alliance, which has **80 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
- * coordinate a **joint communication action** on the occasion of the International Food Loss and Waste Awareness Day (29/9) as well as the completion of 3 years since the official launch of the Alliance
- * to promote the **creation of synergies** between members such as the coordination of promotion of a joint effort to reduce food waste of DELTA products with: AB Vassilopoulos, MyMarket, Kritikos
- * to prepare the **3rd Report "Food Waste Prevention & Reduction Actions"**, implemented by Alliance Members with the aim 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.

Collaborations & Actions

Boroume's actions in 2023, 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

cooperation with companies that have supported our goals through CSR actions.

European Projects

In 2023, 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:

* We participated actively 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

* **"Food Rescue" (ERASMUS+)**: we continued the implementation of the project with the aim of upgrading the quality of our educational program

* **"CULTIVATE" (HORIZON)**: we started the implementation of the project, which aims to disseminate best practices in saving food and increase the food resilience of cities in the EU

* **"SOULFOOD" (European Social Fund)**: we started the implementation of the project, which aims to create digital tools that will improve the rescue & supply of food from the primary sector

Collaborations (indicatively)

* With the Universities of **ESSEC, Sciences Po Lille, Sciences Po Lyon and Sciences Po Strasbourg** for the implementation of their **student internships** at Boroume

* 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 **ALBA and Cranfield EMBA** students on finding solutions to various challenges of Boroume at the Farmers' Market

* With the **I Do Project** of the **Rotterdam School of Management**, in the framework of which Boroume was studied in

order to propose solutions for process improvements and general operation of the organization

* With a postgraduate student of **KU Leuven** to **create a volunteer coordination application** and more efficient quantity counting in Boroume at the Farmers' Market

* With the **Stavros Niarchos Foundation Cultural Center** for Boroume's participation in Green Weekend

* With the **MUNCH Museum** in Oslo, which highlighted the information campaign of Boroume with the posters of Edvard Munch's "The Scream", created by Out to Lunch



Corporate Social Responsibility (CSR) Actions

As part of Boroume's goal to reduce food waste and increase food donations, in 2023, we collaborated with dozens of companies to design and implement corporate social responsibility actions.

Indicatively, in 2023:



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.

Members of the team in 2023:

Manolis Athanasiadis, Eleni Anagnostopoulou, Stratos Asvestas, Emmanouil Valakis, Christos Georgoulas, Evangelos Giotis, Stella Gkiolena, Afroditi Gounta, Maria Dandoulaki, Apostolos Dedeloudis, Fern Deligianni, Angela Dimitrakaki, Aggeliki Efstathiou, Marina Zapounidou, Sofia Zachariadou, Eleni Zi, Vasilis Zisimopoulos, Alexandros Theodoridis, Eleni Kaloudi, Anna Kambouropoulou, Alexis Kappas, Andreas Karadakis, Nikos Katos, Barbara Kosmidou, Alexandros Kourtis, Katerina Kyriakopoulou, Giorgos Logiadis, Yiota Louizidou, Loukas Loukas, Konstantis Merkouris, Alia Moatsou, Dora Balabani, Alexandros Boulgourtzis, Ioannis Neroutsopoulos, Vasilis Nikoletos, Eva Papanikolaki, Xenia Papastavrou, Anthi Petromelidou, Sofia Pinakidou, Korina Sarikou, Nota Sklavounou, Dimitris Stamatopoulos, Dimitra Stavrousi, Angeliki Stamelou, Maria Stefanouli, Ioanna Stratoudaki, Elpida Troubouki, Giorgos Tsepelidis, Rebecca Tsochantari, Agis Tsimplakis, Nasos Tsirozidis, Haris Tsironis, Nikos Charalambidis, Emelina Hatzakou, Aris Chatzinikolaou, Dia Chorafa, Courtney Albertson, Pierre Amrhein, Andrew Amygdalos, Tesa Billens, Elia Desaw, Lisa Elias, Paul Garnier, Apolline Grzechnik, Louise Janodet, Eleonore Jauvert, Clement Jouffre, Angelos Limai, Anna Limai, Colin Lopez, Coraline Mabire, Elisa Martin, Leah Maounis, Clementine Mielnik, Alexandra Mitsis, Nick Mylonas, Helen Mylonas, Niki Ogata, Nick Pappas, Paul Poirot, Nick Politakis, Denisa Robaniuc, Belen Rodriguez, Martina Senoner, Olivia Stoetzer, Heidi Theodoridou, Clara Timmerbeil, Ramiro Villalobos, Dimitris Zounis

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 2023:

AB Vassilopoulos, Athenian Brewery, Alexandros Papandreou - Cooking Studio, Amarantos patisserie, American College of Greece, ANEDIK Kritikos, Apollonion (Pallini), ARABATZIS ELLINIKI ZIMI, Arsakeia - Tositseia Ekali, Roupas Bakeries, Artosporo, Attikes Diadromes, Tennis Club Filothei, Sarafidis Bros, B' Arsakeio Primary School of Psychiko, BioAgros, Gavanas bakery, Dimitriou Galaktopoleion, GATIDIS Fresh, German School of Athens, Gefsinous, Gregory's, PPC, Dipnosofistirion, DELTA, Delasalle Elementary School, Athens College Elementary School, Psychico College Elementary School, NCSR "Demokritos", PALLADIO Schools, ELGEKA, Greek Dairies, Hellenic Football Federation, Greek Patients Association, Union of Judicial Officers of the Council of State, Christopoulos Workshop, Castello Workshop, ERT, Zacharakis Traditional Dough Workshop, Pastry Shops fresh, Despina Confectionery Chalandri, Thrace Greenhouses, Kathodon Cafe, Misegianni Coffee Grinder, Attica Region Social Welfare Center, Kissos traditional tavern, Koulourades, Ktima Cataleya, Ktima Hatzi, Kostis Confectionery, KOTSOVOLOS,

Attica Farmers' Markets: Agia Paraskevi, Ag. Pavlos-Metaxourgeio, Alsoupoli, Ampelokipoi, Ano Ilisia, Acharnon, Gerakas, Glyfada, Ellinorosan, Kerameikos, Kypseli, Lykovrysi, Moschato, Nea Ionia, Nea Smyrni, Neo Psychiko, Pallini, Petralona, Pigada (Piraeus), Pl. Koliatsou, Toufa (Chalandri), Chalandri, Cholargos, Farmers Markets of Thessaloniki: Ano Toumpa Empedokleous, Ano Toumpa Kleanthous, Epanomi, Kalamaria, Kato Toumpa Artakis, Kimonos Voga, Konstantinou Gratsiou, Martiou, Xirokrini, Pavlou Mela Stavroupoli, Stavroupoli, Sykies, Chatzilazarou, Greek Chefs Club, Cooking Classes, Melirryto, Barba Stathis, Begnis Catering, Benaki Kifissia Children's School, Birbilo Restaurant, Smells, Athens College Kindergarten H.M. Carras, Metaxa Hospital, Terpsithea Bakery, Papagou Bakery, Papoutsis' Bakery, FOURLIS Group - IKEA, Quest Group, Sarantis Group, OPAP, Organization Earth, Pancretan Bank, Passas The nut shop, Pes Alevri, Kathimerini Plate, Rizos Elaia, Wheat and Honey, Association of Parents and Guardians of Costeas Geitonas Schools, Association of Parents of Psychico College Elementary Students, Hellenic Air Force Academy, Moraitis School, Hill School, Greek Scout Corps, Ta Delfinakia, Ta Zymota tou Argyris, Ta Koulourakia, TO VAZAKI Juice bar, Mitsopoulos Farm, Rokos Farm, Forests Bakery, Martini Bakery, Agathis Bakery, Vasiliou Bakery, Veneti Bakery, Dracopoulos Bakery, Zeki Bakery, Thanassis Peristeri Bakery, Siombola Bakery, Tsatalbasi Bakery, Tsoukala Bakery, Fotiou Bakery, Christina The Signature of Taste, ACS COLLEGE, Acun Medya Greece, Adam's, ADUS Group of companies, Agrifarm, Alfa Athanasios Koukoutaris, All About Events, Allwyn Lottery Solutions, Amarilia Hotel Vouliagmeni, Anatolia College, Andriaki Shipping Co., Antonis Selekos Conceptual Desserts, Arcadia Media, Aria Fine Catering, Artisanal Kifisia, Artisti Prozimi, Astra Ship Management, AstraZeneca Greece, Athenaeum InterContinental Athens Hotel, Athens Capital Hotel - MGallery Collection, Athinais Hotel, Bake Bar, Baraonda, Barilla Hellas, Bean There Coffee Eatery, BEAT snack & coffee (Menidi), Bernitsas Law, BLUE SPOON, Bonjour, Booking.com, Bread and Roses, Byron College, CALCO FOODS, Cannelait,

Chiesi Hellas, Cookoobaroi, Cosmoclinic, Cosmote - OTE Group, Costas Caltsoyas, COSTAS PAPAELLINAS (GEISHA), DadStronomy, Daily Taste, Danone Nutricia, Délifrance, Different & Different, Divani Caravel Hotel, DNV, Dreamhouse, Eatery Bairaktaris, Electra Metropolis Athens, Eleon Loft, Elvida Foods, EMISIA, Ergosteel, Esperisma catering, Eurocatering Freskoulis, Event Plus, everest, EY Greece, Filmiki Productions, FOOD PLUS, Food Truck, FOSS Productions, Four Seasons Hotel Astir Palace Hotel Athens, FRESH LIFE UG (Nulicious), FrieslandCampina Hellas, Galitel, Gazarte, GDM Megaron Hotel, Gilead Sciences Hellas, Grand Hyatt Athens, Grand Resort Lagonissi, Hemitheia, Hines Hellas, Holiday Inn, Athens-Attica Av. (Airport West), Holy Llama, IAM Gourmet, Ibo Restaurant, IGNITE, Impact Hub Athens, InterCatering, Kalamea foods Ltd, Kapa Studios, Katamaya Bakery, Kayak (Kapnikarea), Kitchen Lab, KPMG Greece, Krivek, La Chocolatiere, La Fornaretta, La Mensa Catering, Lambadarios Law Firm, Le Petit Quartier, LeasePlan Hellas, Lloyd's Register, Loulis Food Ingredients, Maison d' Olive, Marathos (All in a box), Mauzac, Max Media Greece, Max Perry Glyfada, Medbest, Melathron Food Services, Menoo by Platis, METRO - My Market, Mon Kooloor, Monokeros Bakery, MSD, Nespresso Hellas, Nestlé Ελλάς, Newrest Hellas, Nice n Easy, NN Hellas, Nova, Notice Content and Services, OK! Anytime Markets, Olon Catering, Olympic Foods, Oracle Greece, Pablo's bakery, Pantony coffee and bakery, PAPASPIROU, PAUL, PeopleCert, Posidonia Exhibitions, PwC Greece, Rabbit super market, Radisson Blu Park Hotel Athens, RAFARM, RBN SAT, Realfood Mageiroupolis, Rivulis, Roche Hellas, Samiotakis Catering, Samos Steamship Co, Secret Garden, Socialinnov, SoftOne Technologies, SOLID, St. Catherine's British School in Athens, St. George Lycabettus Hotel, Starbucks, Studio Sweet Waters, SUMMIT, Sunny Day Catering, Teras Athens, Teva, The Boardroom, The Coca Cola Company Greece, The Cookie Spot, The Mighty Kitchen, The Salad Project, TITAN, TÜV AUSTRIA Food Allergens Labs, Uni Systems, Upfield Hellas, Wecook, Wella Greece, Westnet, Wine is fine, WS Products, WWF Greece, Zepos & Yannopoulos, 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.

Financial Support

- * AB Vassilopoulos
- * Green Fund
- * Alpha Bank (Dine in Athens)
- * Coca Cola Greece
- * Danone / Nutricia
- * Friends of Boroume
- * Kapa Studies
- * Leaseplan
- * Mytilineos
- * Navitrust
- * Thenamaris
- * The Hellenic Initiative Australia
- * TÜV Austria Hellas
- * Unilever Greece

In kind supporters

- * AB Vassilopoulos
- * Association of Greek Internet Users
- * Atcom
- * Clip News
- * Entersoft
- * Eurolife
- * Lambadarios Law Firm
- * MoosendOut to Lunch
- * Praktiker
- * Revival Consulting Services

BOROUME THROUGH THE WORDS OF ...

**... Father Constantine of
the Holy Church of Agios
Constantinos of
Heraklion:**

"You set us free! Because now we have the ability not to say no if someone comes for help outside of the regular beneficiaries!"

... **student** at the **15th Primary School of Agios Demetrios**:

*"Today you made our day
sweeter, thank you very
much!"*



... **Vana Karatsikou** from **Spitogatos**:

"Boroume gives us the opportunity to experience a wonderful and insurmountable feeling, that of giving! Give back to people who really need you, and yes you're there!"

... **Sister Anna** from the **Holy Monastery of Timiou Stavrou:**

"With the products they received from AB & Fresh, a family with 2 children in Kypseli benefited. The children hugged and kissed the food because they craved it, they hadn't eaten sweets for months!"

... **Petros, a fourth grade student:**

"We don't leave food in the bins, the garbage doesn't get hungry!"



Μπορούμε

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