

Μπορούμε

Καμία μερίδα φαγητού χαμένη

ANNUAL REPORT 2024

INTRODUCTION

Dear friends of Boroume,

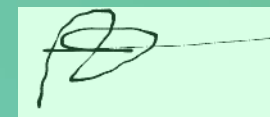
In the following pages you will have the opportunity to read a brief description of Boroume's actions for 2024, a record year for the organization in which among many things, the following were accomplished:

- we have saved & offered the largest amount of food since the end of 2011 when we launched our initial "Saving & Offering Food" program
- we achieved the highest cost-to-impact ratio and the highest positive environmental impact of our actions since we started measuring them
- we launched "The Journey of Food", the largest program in the history of Boroume

2024 was another year in which we had the great honor and pleasure to work with hundreds of partners across Greece with the common goal of reducing food waste and increasing the food supply in Greece, as well as the privilege of discussing the issue with thousands of pupils.

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

We warmly thank our long-term partners from the bottom of our hearts and welcome our new friends to our great food saving "family",



Alexander Theodoridis
Chief Food Saving Warrior

NUMBERS



We saved & offered a total of 20.046.226 portions of food, i.e. more than 54.900 portions per day on average, with an estimated value of 30.069.339€ (average cost assumption: 1.5€ / portion)



We organized 1.307 food saving actions, in which we saved & offered a total of 222.770 kilos of fresh vegetables and fruits from 37 farmers' markets in Attica and Thessaloniki



We saved & offered food from 781 individual donation locations to 290 charitable organizations in every region of Greece

1€ OPERATIONAL
COST
=
91 SERVINGS

The ratio of offered food portions per unit of operating cost of our organization was on average 91 portions of food / 1€ of operating cost

CO2

The positive environmental impact of our actions for 2024 is estimated at more than 52.5 million kg of CO2 eq. not emitted into the atmosphere, which is equivalent to 954.929 trips from Athens to Thessaloniki by conventional car or the annual CO2 storage of 314.49 trees



We presented Boroume and its actions 649 times in the media, held 21 presentations/briefings at events and implemented 8 training seminars with 590 participants in companies



“The Journey of Food” (Oct-Dec): we conducted 835 awareness workshops with 16.875 students in 276 schools from 101 different Municipalities throughout Greece



The positive environmental impact of our actions for 2024 is also estimated at 84.149.149 cubic meters of water, which is equivalent to 942.172.622 showers



Boroume at School:
We presented 172 educational programs, in which 6.121 students from 46 Municipalities in every corner of Greece participated



Boroume's actions were supported by a total of 753 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", "The Journey of Food").



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 2024 we saved & offered the largest amount of food in the 12 years of operation of Boroume. More specifically:

- We saved & offered a total of 20.046.226 portions of food, with an estimated value of 30.069.339€ (using an average value of 1,5€ per food portion), while since the beginning of our operation in 2012, we have exceeded 105 million portions of food
- The positive environmental impact of the above quantity corresponds to 52.521.112 kg of CO₂, equivalent to 954.929 Athens-Thessaloniki trips by conventional car or the annual CO₂ storage of 314.498 trees. It also corresponds to 84.149.149 m³ of water not wasted, which is equivalent to 942.172.622 showers
- The daily average for all of 2024 was 54.921 portions of food
- The main indicator of our effectiveness, i.e. the ratio of food portions offered to our total operating costs, amounted to 91 portions per 1€ of operation cost
- From 781 donor locations, we saved & donated food to 290 charitable organizations throughout Greece

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: 500-600 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 2024:

- We saved 222.770 kg of fresh fruits and vegetables, while since the beginning of the program in 2015, we have saved more than 1.200.000 kg
- We increased the number of participating farmers' markets to 37 in Attica and Thessaloniki
- We offered directly the above quantity to 35 local charitable organizations
- We carried out a total of 1.307 actions to save & offer food
- We were supported by 749 volunteers in the program's activities
- We welcomed 13 students from 3 French universities who completed their internships as part of the program



- We collaborated with 37 companies, educational institutions, and organizations to implement volunteer actions of the program



- We worked with the Municipality of Chalandri and the National Technical University of Athens (NTUA) for the precise measurement of the quantities saved and offered by the participating farmers' markets in the area

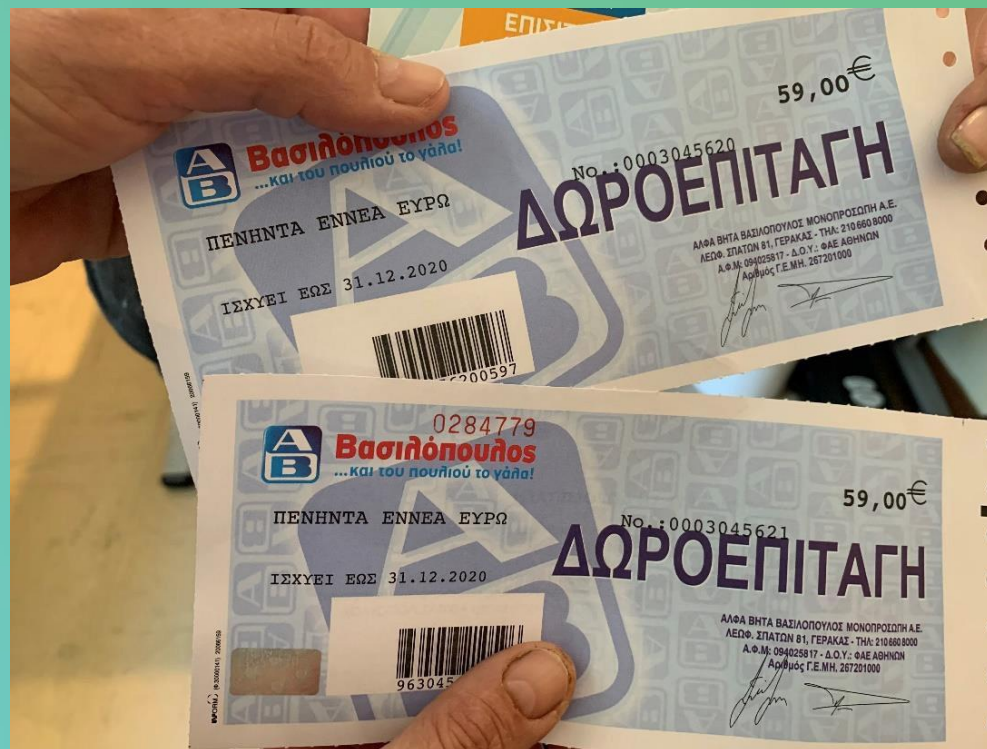
Boroume Gleaning



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.

In total, since 2013 we have converted more than 1.7 million euros in supermarket vouchers for the purchase of food, supporting more than 45.000 beneficiaries of 200 municipal social services throughout Greece.

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 social, environmental and economic benefits.

In 2024, 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:

- * Presentation of Boroume at 21 events in Greece and abroad
- * Implementation of 8 educational seminars to more than 590 company employees
- * 241 companies used the “Member of Boroume’s Saving Food Network” sticker in 632 of their stores
- * 649 mentions in print and online press, 3 interviews on TV channels and 4 on radio
- * Sending our newsletter in Greek and English to 2.255 recipients
- * Joint information initiative of members of the Alliance for the Reduction of Food Waste to a) raise public awareness on the occasion of the 29th of September, International Day of Awareness on Food Loss and Waste, as well as b) inform citizens on the subject of "Food Labels & Waste Prevention"
- * Collaboration for the creation of an 8-page information leaflet together with Barba Stathis, which is distributed to students who visit the company's facilities in Thessaloniki
- * Creation of informative videos for Boroume at the Farmers’ Market by students of City College of Thessaloniki

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 in the future, we continued dynamically in 2024, 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 2024:

- We spoke to a total of 6.121 pupils of all educational levels about food waste and tried 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 41.000 pupils
- We carried out 172 educational programs in 58 schools in 46 Municipalities throughout Greece
- We completed the ERASMUS+ "Food Rescue" project with the creation of the educational material, the conduct 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 have started a collaboration with Harokopio University and Doukas Schools with the aim of accurately counting waste at school, informing and raising awareness among pupils on the issue of food waste
- This year, we joined forces with the Loulis Museum, as well as with the Goulandriss Museum of Natural History to support them in spreading the message about reducing food waste

“The Journey of Food”



As part of the National Action against Childhood Obesity of the Ministry of Health, which is implemented in collaboration with UNICEF and funding from the Recovery and Resilience Fund Greece 2.0, Boroume participates as a partner in the implementation of interventions in schools to reduce food waste and promote healthy and sustainable eating habits for children.

The "Journey of Food" program is implemented throughout the country and includes:

- a) Awareness workshops for pupils aged 12-18
- b) Voluntary actions of pupils in farmers' markets for the rescue of unsold fruits and vegetables and their offer to socially vulnerable groups in



collaboration with local Municipalities

More specifically, in 2024 (October – December):

- We visited 276 schools in 101 different Municipalities throughout Greece
- We conducted 835 awareness workshops with 16.875 pupils

The "Journey of Food" will end in December 2025.

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 2024 our achievements, among other things, were:

- * to further expand the Alliance, which now has 84 Cooperating Parties
- * to present our positions and proposals – based on a holistic public policy approach – in a joint meeting with representation of three Ministries (General Secretary for Waste Management Coordination of the Ministry of Environment & Energy, Secretary General of Commerce, executive of the Ministry of Rural Development and Food)
- * to undertake a joint initiative of Alliance members a) to raise public awareness on the occasion of the 29th of September, International Day of Awareness on Food Loss and Waste, as well as b) to inform citizens on the subject of "Food Labels & Waste Prevention"
- * highlight good practices to reduce food waste, encourage synergies between Alliance members (e.g. for the optimal management of "short" products) and conduct consumer behavior research
- * to prepare the 4th Report "Actions for the prevention and reduction of food waste", implemented by Members of the Alliance

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 2024, 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 2024, 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 - for another consecutive year since 2016 - as an Expert in the regular meetings of the European Union Platform on Food Losses and Waste, the most important forum on reducing food waste in Europe
- * "FOODRESCUE" (ERASMUS+): we completed the implementation of the project, which aims to upgrade the quality of our educational program
- * "CULTIVATE" (HORIZON): we continued the implementation of the project, which aims to disseminate best practices in food rescue and increase the food resilience of cities in the EU.
- * "SOULFOOD" (European Social Fund): we continued the implementation of the project, which aims to create digital tools that will improve the rescue and supply of food from the primary sector
- * participated in the advisory committees of the Horizon BREADCRUMB and ROSETTA projects



Collaborations



- * With the Universities ESSEC, Sciences Po Rennes, Sciences Po Aix-en-Provence for the implementation of internships for their students in Boroume
- * With the Greek America Foundation for the support of the "Boroume at the Farmers' Market" program with volunteers from the USA for a total of 4 weeks
- * With ALBA and students from EMBA Cranfield and Kent Business School 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 context of which Boroume was analyzed in order to find improvements in processes and the general operation of the organization
- * With a postgraduate student from KU Leuven for the creation of a volunteer coordination and more efficient quantity counting application in Boroume at the Farmers' Market

Corporate Social Responsibility (CSR) Actions

As part of Boroume's goal to reduce food waste and increase food donations, in 2024, we collaborated with dozens of companies to design and implement corporate social responsibility actions.

Indicatively, in 2024:



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 our team in 2024:

Yiannis Anagnostopoulos, Maria Andrianopoulou, Stavroula Antara, Maria Arni, Eleftheria Gekou, Aphrodite Gouda, Irene Grigoriou, Maria Dandoulaki, Fern Deligianni, Angela Dimitrakaki, Maria Zapounidou, Eleni Zi, Alexandros Theodoridis, Ektoras Theodoridis, Heidi Theodoridou, Eleni Kaloudi, Anna Kambouropoulou, Alexis Kappas, Nikos Katos, Varvara Kosmidou, Andreas Koufopanos, Katerina Kyriakopoulou, Niovi Lavidia, Mercouris Konstantis, Alia Moatsou, Thodoris Marokos, Lia Maouni, Christina Barka-Katsenou, Alexandros Boulgourtzis, Kalliopi Mytilineou, Ioannis Neroutsopoulos, Stathis Nikolouzos, Anastasia Ntakosta, Panagiotis Panagopoulos, Ioanna Pantelidi, Eftychia Paltsidou, Maria Papandreou, Eva Papanikolaki, Xenia Papastavrou, Anthi Petromelidou, Evgenia Perdikomati, Nikos Politakis, Alexandra Roidou, Elenia Saloutsi, Simoni Stagaki, Chrysanthi Stamathioudaki, Despina Stamataki, Dimitris Stamatopoulos, Maria Stefanouli, Ioanna Stratoudaki, Elpida Troubouki, Haris Tsironis, Irene Hova, Chrysi Tsolaki, Theoni Tsoudi, Rebecca Tsochantari, Marianna Founta, Nikos Charalambidis, Aris Hadjinikolaou, Dia Chorafa, Jose Antonio Bueno Alvarez, Lola Bonutto, Jasmine Bentallah, Juliette Bertin, Brieuc Beuf, Titouan Bourdon, Lelaila Bridwell, Alessia Breget, Justine Brunel, Ninog Caradec, Roberto Omar Chaib, Eva Chaoui, Alice Damico, Tilia Fraembs, Raphael Georgeault, Bracha Goldsmith, Elizabeth Herschbach, Gaurav Jaswa, Clara Lebocay, Joseph Leborgne, Margot Lenin, Anna Limai, Angelos Limai, Phaedon Lomis, Tanguy Loquet, Florentine Massart, Louann Mehiri, Lou Millet, Margaux Monteix, Gaspar Rasse, Aya Schild, Theo Sreng, Leo Steff, Mohamad Nour Taskia, Yone Tiberghien, Perrine Trotel, Elodie Valegeas

DONORS

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

Food Donors

Boroume's saving & offering food process starts with the companies 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 2024:

AB Vassilopoulos, Athenian Brewery, Amarantos Confectionery, ANEDEK Kritikos, Apollonion Pallini, ARABATZIS GREEK DOUGH, Arsakia - Tositsia Ekali, Semolina Bakery, Artosporo, Attica Club, Filotheis Tennis Club, BioAgros, Gavanas bakery, Mandrakas Dairy, Gaitanidis Family Dairy, GATIDIS Fresh, German School of Athens, Gefsinous, Grigoris, Deipnosofistirion, DELTA, DESFA, "DELASAL" Primary School of Alimos, "DELASAL" College of Thessaloniki, Primary School of Athens College, Primary School of Psychico College, National Bank of Greece, Schools PALLADIO, EKPIZO, ELGEKA, Greek Dairies, Hellenic Football Federation, Greek-French Ursuline School, Christopoulos Workshop, ERT, EPSA, Zacharakis Traditional Dough Workshop, Fresh Pastry Shops, Physis Pastry Shop, Captain Vassilis & Carmen Konstantakopoulos Foundation, Jewish Community Athens

Kathodo Kafe, Miseigianni Coffee Shop, Koulourades, KOSTAS PAPAELLINAS (GEISHA), Kostis Confectionery, Attica Farmers' Markets: Agia Paraskevi, Agios Dimitrios (Wireless), Agios Pavlos-Metaxourgeio, Alsoupoli, Ampelokipi, Ano Ilisia, Acharnon, Gerakas, Glyfada, Ellinoroson, Kypseli, Lykovrysi, Moschato, Nea Ionia, Neo Psychiko, Pallini, Petralona, Pigada (Piraeus), Pl. Koliatsou, Toufa (Chalandri), Chalandri, Holargos, Thessaloniki Farmers' Markets: Ano Toumba (PAOK Stadium), Ano Toumba Empedokleous, Epanomi, Kalamaria, Kanari, Kato Toumba, Artakis, Kimonos Voga, Marchiou, Pavlou Mela Stavroupoli, Stavroupoli, Sykies, Hadjilazarou, Greek Chefs' Club, Magic Garden – IGC, Cooking Classes, Melirryto, Menoikio, Barba Stathis, Scents, Narcissus, Metaxas Hospital, Terpsithea Bakery, Papagos Bakery, FOURLIS – IKEA Group, Saracakis Group of Companies, OPAP, Organization Earth, Panhellenic Association of the Pharmaceutical Industry, Passas, Pes Alevri – Acharnes, Pre tou 55, Rizos Elaia, Hellenic Advertisers Association, Ikaron School, Moraitis School, Hill School, Greek Driving Corps, Greek Scout Corps, TA DOLPHINAKIA, Argyris' Yeasts, Cookies TO VAZAKI Juice bar, Dracopoulos Bakeries, Martini Bakery, Adasi Bakery, Vassiliou Bakery, Veneti Bakery, D. Doura & Co Bakery, Thanasis Peristeri Bakery, Tsaltampasis Bakery, Tsoukala Bakeries, Christina The Signature of Taste, Adam's, ADUS Group of companies, Agrifarm, Airtel Group Hotels - Stratos Vassilikos, Alfa Pastry, All About Events, Amarilia Hotel Vouliagmeni, Anatolia College, Antonis Selekos Conceptual Desserts, Aria Fine Catering, Armada Week, Artisti Sourdough, Astra Ship Management, Athens Capital Hotel - MGallery Collection, Athinais Hotel, Attica Green, Ayvens Greece, Bake Bar, Baraonda, Barilla Hellas, Barking well media, Bean There Coffee Eatery, BEAT snack & coffee – Menidi, British American Tobacco, CAKE Kolonaki, Cannelait, Cosmoclinic, Daily Taste, Délifrance, Different & Different, Divani Caravel Hotel, DNV Hellas, doValue, e-food, Bayraktaris Eatery

Electra Metropolis Athens, Eleon Loft, Emisia, Empire Navigation, Esophy, Esperisma Catering, Essendant, Eurobank, Eurocatering Φρεσκοούλης, Event Plus, Everest, EY Ελλάδος, Flaked Croissanterie, Food Plus, FRESH LIFE UG (Nulicius), FrieslandCampina Hellas, FrigoGlass, Galitel, Gazarte, GDM Megaron Hotel, Gilead Sciences Hellas, Grand Hyatt Athens Holiday Inn Athens-Attica Av. (Airport West), Horizon Travel, I am Gourmet Catering, Impact Hub Athens, InterCatering, Interfood, Kafea Terra, Kalamea foods, Kitchen Lab, KPMG Greece, Krivek, KYVERNITIS Travel, La Chocolatiere, Le Petit Quartier, Loulis Food Ingredients, Marathos (All in a box), MARS, Mauzac, Medbest, Medical Brace, Meetings & Incentives Worldwide, Melissa – Kikizas, Menoo by Platis, METRO - My Market, Mon Kooloor, MONK, Monokeros Bakery, MSD Greece, Newrest Hellas, Nice n Easy, NN Hellas, Nova Telecommunications & Media, Novo Nordisk Ελλάς, Ohh Boy, OK! Anytime Markets, Oracle Greece, Pablo's bakery, Pantony coffee and bakery, PAPASPIROU, PAUL, Pepper & Sugar, Pharmaserve Hellas, Filosofish, Premium Wellness, Raw House, Resolute Cepal Greece, ReInvest Greece, Roche Hellas, Samos Steamship Co, SCS Software, Secret Garden, Skroutz, Slim Bites, SOLID Spaces, Sovolos, St.Catherine's British School in Athens, Star Automotive Hellas, Starbucks, Stelios Foundation, Studio Sweet Waters, SUMMIT, Sunny Day Catering, Supreme Yachting, TEDxAthens, The American College of Greece, The Coca Cola Company Greece, The Cookie Spot, The Hub, The Salad Project, The Love Van, The Rolling chef, The Swedish Club, Triada IKE, TÜV AUSTRIA Hellas Food Allergens Labs, Uni Systems, Venice Events and Catering, Vorwerk Hellas, Wella Greece, Zepos & Yannopoulos

Boroume's Supporters

Our non-profit activity is fully based on the trust and assistance of Boroume's supporters 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
- * Arsakia-Tositsia Ekali
- * AKL Law
- * Arabatzis Greek Dough
- * Atypon
- * Barilla
- * BEATS
- * Coca Cola Greece
- * Edenred
- * Eurolife
- * FoodPlus
- * Friends of Boroume
- * I Do Project, Rotterdam University
- * BLAND
- * Navitrust
- * Association of Insurance Representatives and Executives
- * Nicosia Volunteer Coordinator
- * The Hellenic Initiative Australia
- * TÜV Austria Hellas
- * Verita International School

In Kind Supporters

- * AB Vassilopoulos
- * Atcom
- * Clip News
- * Entersoft
- * Eurolife
- * Lambadarios Law Firm
- * Moosend
- * Revival Consulting Services

BOROUME in 2024 through the words of...

... Katerina, a student of the 1st Elementary School of Pefka in Thessaloniki:

"Paying attention to and loving nature means I don't throw away food! I can't do anything about other things like cars or factories, but that's why I can"

... Mrs. Paschaki from the Social Service of the Municipality of Zakynthos:

"Due to the limitation of donations in the previous period, our cooperation with the two AB stores in Zakynthos helped to cover 80% of our needs. Thank you very much for that!"



... Mrs. Nazlidou from K.Y.A.D.A.:

"Coca-Cola's contribution with the Sunday Meals to the Multipurpose Center for the Homeless, has substantially contributed to the empowerment and joy of our homeless fellow citizens, who are hosted in the facility, in order to reintegrate them. We are grateful and proud to have partners like you and we hope that you will always be helpful in our work."

... of Sister Anna from the Holy Monastery of Holy Cross:

"The great offer of New Year's Eve pies during the festive period, gave us the opportunity to give smiles to families who unfortunately did not have the opportunity to buy. Thank you very much!"



Μπορούμε

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