

## 2.12 150x50x30

### ***150x50x30: 150 countries launch national public-private partnerships and campaigns to reduce their food loss and waste by 50% by 2030***

#### **What problem is your solution addressing?**

Globally 1/3 of food is lost and wasted between the farm and fork each year. This is a travesty in a world where 1 in 9 people goes to bed hungry. It results in \$940 billion in economic losses per year, depressing farmer incomes and pinching family budgets. This amount consumes ¼ of the world's fresh water use by agriculture, occupies farmland area greater than the size of China, and emits ~8% of global greenhouse gases. Although SDG Target 12.3 calls for cutting food waste rates by 50% and reducing food loss by 2030, the world is not yet on track.

#### **How does your solution address the problem?**

A proven approach to reducing food loss and waste (FLW) is the national public-private partnership dedicated to FLW reduction. Countries with such partnerships have had the most success so far (e.g., the UK has reduced FLW by 27%, the Netherlands has reduced consumer food waste by 29%).

Our solution scales up this approach. Initiative 150x50x30 will get 150 countries to establish national public-private partnerships to reduce their FLW by 50% by 2030. Countries will come from all six inhabited continents and will collaborate with companies, civil society, and the World Bank. Each partnership will:

- Develop a national FLW reduction strategy.
- Launch public awareness campaigns to encourage consumer food waste reduction.
- Get food companies to follow the “Target-Measure-Act” approach: Set a reduction target, measure FLW to identify hotspots, and take action to reduce the FLW hotspots.
- Connect finance with solutions providers.
- Monitor progress.

Our initiative will support these partnerships by:

- Providing guidance on how to establish and manage national FLW public-private partnerships.
- Providing guidance and training on how governments and companies pursue “Target-Measure-Act”.
- Convening countries so they can inspire and learn from each other.
- Bringing companies from CGF and WBCSD to become national “anchors” for domestic partnerships.
- Monitoring progress, publicly profiling successes, and maintaining momentum.

#### **Is this a new solution or an existing solution that needs scaling?**

Existing solution in need of scaling

**Which organization/s, institution/s or group of individuals are associated with the solution?**

WRI, WRAP, WWF, World Bank, Consumer Goods Forum (CGF), Champions 12.3, Partnering for Green Growth and the Global Goals 2030, Food & Land Use Coalition, 10x20x30 Initiative.

**If selected as a game-changing solution, how will you leverage the UN Food Systems Summit to scale your solution?**

This initiative will dramatically scale the spread and impact of national efforts to reduce FLW, leveraging the power of food supply chains and public campaigns. No such effort at a global scale has ever been launched. 150x50x30 thus would be a landmark initiative for the Food Systems Summit.

We will leverage the Summit to:

- Publicly announce the 150x50x30 (the “who, what, where, when, why, how”). Likely early members will include countries from Europe, some from Africa (e.g., South Africa), some from the Americas (e.g., Colombia, Mexico), and some from Asia (e.g., Indonesia, China).
- Invite additional countries to join (it is unlikely that we will have all 150 countries “signed up” by the time of the Summit so the Summit becomes a perfect venue for recruiting)
- Showcase successes by “early mover” countries to communicate to Summit audiences that progress can be achieved.
- Invite donors to help finance the management and convening of the Initiative.

**Is this idea applicable to a particular geography, demography, landscape or other type of setting (e.g. high- or low-income countries, aquaculture)? If so, please specify.**

Global (high- and low-income countries), private sector (those involved in food sector), multilateral development (e.g., World Bank), and civil society (e.g., NGOs)

**Who are the main actors that would put this action into place?**

Policymakers (government), private sector, civil society organizations

**Source and process:**

- Craig Hanson, World Resources Institute, through public survey.