



The SISTERS approach is to create a systemic action plan for reduction of food loss and waste, by applying innovations in each relevant step of the agri-food value chain. One of the project aims is to reduce food loss & waste during wholesaling/retailing through the implementation of guidelines which will foster sustainable practices.



SEAL OF EXCELLENCE

SISTERS will elaborate behavioural guidelines including sustainable best practices, and fostering their implementation among wholesalers and retailers, together with an associated “Seal of Excellence” for the entities committed to practices diminishing food loss & waste.



SISTERS will carry out assessments in market centers to validate results from this strategy as well as a pricing dynamic label for automatic and agile product price changing as closer it gets to the expiration date.

BENEFITS



Contribution to approval from consumers thanks to the “Seal of Excellence”



Sustainable practices applied by retailers/wholesalers



Less food waste generated

The different stages of the innovation development & the partners involved:



Analysis of the relevance of the packaging



Reports of the advantages for wholesalers and retailers



Design of the dynamic labelling



Development of a practical guide for wholesalers and retailers



Evaluation of the impact generated



18 PARTNERS & 3 LINKED THIRD PARTIES FROM 8 COUNTRIES



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