



espigoladors



Fundació Espigoladors

A social enterprise that
prevents food waste



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The idea



Espigoladors is a social enterprise that prevents food waste by empowering people at risk of social exclusion in a transformative, participatory, inclusive and sustainable manner.

Espigoladors develops a production model that makes a positive impact on three social interrelated dimensions.

- 1** FOOD WASTE
- 2** THE LACK OF ACCESS TO SAFE, HEALTHY AND NUTRITIOUS FOOD: FOOD INSECURITY
- 3** THE LACK OF OPPORTUNITIES FOR GROUPS AT RISK OF SOCIAL EXCLUSION

We strengthen a social Enterprise model that enhances the dignity of people who are in vulnerable situation. At the same time, Espigoladors raises awareness and promotes a social change towards a culture of efficient food management.

A LITTLE OF HISTORY...

Espigoladors, “Gleaners” in English, was the name given to those people that gathered from the field the useful remnants of a crop. In the lowest ranks of rural society, it was common practice to glean after the regular harvest, always with full permission from the landowner. The gleaners knelt down on the ground with dignity to pick up food and transformed it into other products.



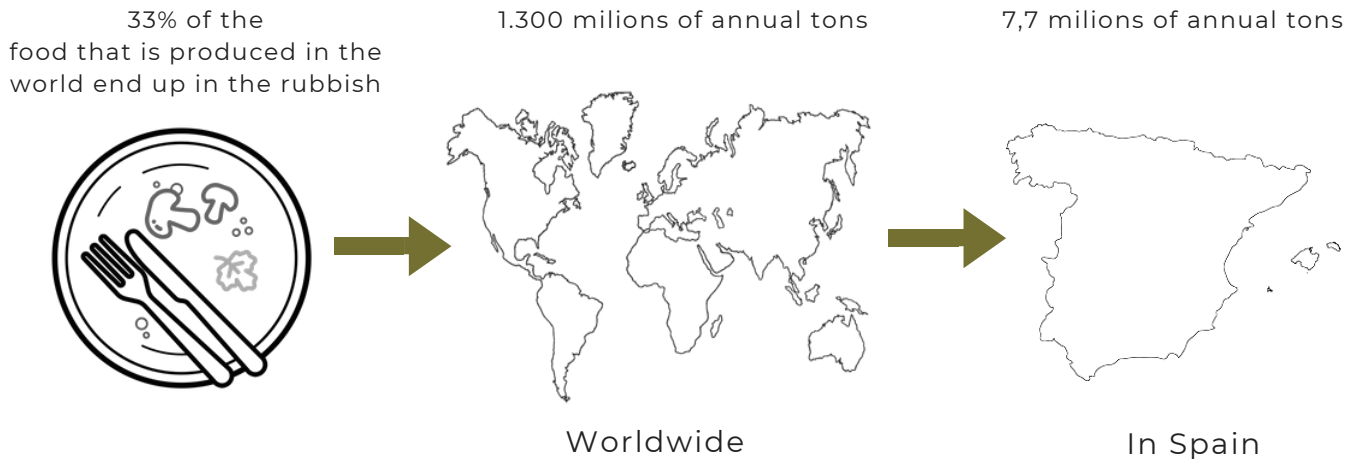
The current economic and moral crisis intensify a food insecurity situation, making it common to find a new generation of gleaners who glean from dumpsters. Nevertheless, now they are turned down by society and often have lost their dignity and self-esteem.

The Social Problem



FOOD WASTE

- Spain is the sixth country of the European Union with the higher amount of food wasted. As noted in the report of the BioIS, (2011) 7.7 million tones of food end up in the rubbish bin every year.



- This overwhelming amount of food could have been consumed or used in a variety of alternative ways. Loss and wastage occur at the stages of production, processing, retailing and consumption.

Food is discarded due to the high quality standards applied by the market, poor stock management, improper habits and inaccurate household planning, all possibly triggered by the system's overall conception of beauty and perfection.

LACK OF ACCESS TO SAFE, HEALTHY AND NUTRITIOUS FOOD

- As much as 27% of Spain population is at risk of poverty (INE 2013), which represents approximately 13 millions of people whose basic needs might not be met.
- The situation affects more than one out of four citizens (specifically 12,866,431) according to data from Idescat in 2013 (IDESCAT 2013). The fourth study on The State of Poverty in Spain published by the European Anti-Poverty network and Social Exclusion in Spain (Llano, 2015) analyses the evolution of AROPE rate, which stands for the share of the total population which is at risk of poverty or social exclusión, between 2009 and 2013.

Outstandingly, the amount of people suffering from poverty was increased by 38% between 2009 and 2013. That is, nearly 3 million people, 800,000 more than before the crisis, struggle to feed themselves adequately, suffer energy poverty or do not have the capacity to cope with unexpected expenses.

At the same time, it is noted that 18% of men and 16% of women over 18 suffer from obesity in Spain (INE 2011-2012) in many cases due to a poor diet.

LACK OF OPPORTUNITIES FOR SOME GROUPS

Espigoladors focuses on the lack of opportunities for young people who have left the educational system and for women over 45 years. Spain recorded in 2013 the highest high school dropout rate in the EU. At the same time, it is noteworthy that the youth unemployment rate is 51.6% and women over 45 years unemployment is 18% in Spain, according to the National Employment Institute.



The solution



WHAT IF UGLY AND IMPERFECT FRUITS AND VEGETABLES GIVE OPPORTUNITIES TO PEOPLE AT RISK OF SOCIAL EXCLUSION AND VICE VERSA?

Espigoladors makes the hypothesis real by the creation of a brand **es im-perfect®** which elaborates handmade and high quality preserves from food surplus with the participation of groups at risk of social exclusion.



es im-perfect®

es im-perfect® is the first brand in Spain that sells high quality products elaborated from discarded fruit and vegetables due to their imperfections or market reasons. Groups at risk of social exclusion are involved throughout the whole process, from the gleaning to the processing of the products.



All the products are recommended by a renowned Catalan chef named Ada Parellada



Ada Parellada became a cook by the influence of her parents and grandparents, who are hoteliers and restaurateurs by tradition. She is a lover of the gastronomy and mainly healthy food. She is a founder and runs the well-known restaurant "Semproniana". To spread her knowledge, she teaches courses, workshops and talks about food education, healthy eating and efficient food management.

The brand "es im-perfect®" values ugly and imperfect products, that are as tasty and nutritious as others. A variety of **jams, creams, sauces and patês** are produced with environmentally friendly raw materials.

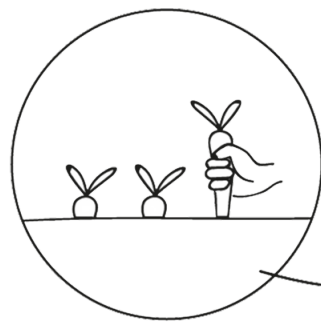
What We Do



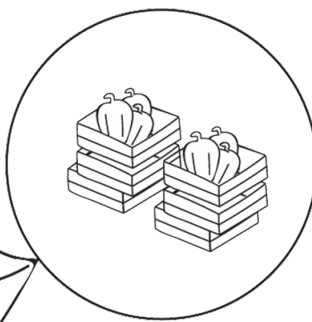
The social enterprise activity consists on the collection of fruits and vegetables that are discarded due to a decline in sales, aesthetic reasons, production surpluses... or because the fruit is ripe and the consumer no longer purchases it.

Under no circumstances food that is unfit for human consumption is collected.

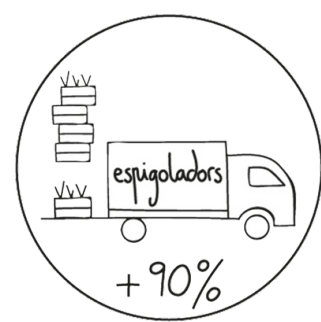
- 95% of the food “gleaned” is **redistributed directly to local social entities** that target people with lack of access to food.
- 5% of it is **transformed to create es im-perfect® range of products**: a variety of jams, creams, sauces and patês.



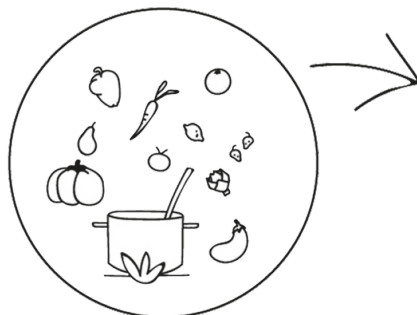
We collect fruits and vegetables that do not follow aesthetic standards for commercialization...



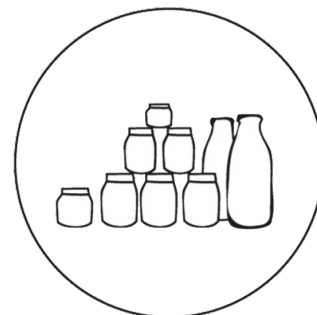
or surplus produce that comes directly from farmers' fields and wholesale distribution...



...we deliver them to food banks, enhancing healthy nutrition for people in vulnerability situation



...what is already left over, we transform those veggies into naturaland artisanal preserves under the brand **es im-perfect®**



Jams, creams, patês, sauces...
100% quality,
100% social and environmental impact.

Operational Plan + Social Innovation



GLEANNING PROGRAMS

We coordinate gleaning programs within the primary sector and distribution companies of fruits and vegetables.

The harvesting of the fruits and vegetables is done directly in the croplands or in the companies location. Our work with companies varies according to their needs. In some cases Espigoladors establishes a regular collection pattern, while in others the company contacts us via e-mail as soon as they foresee retail shrinkages, specify the product and the amount. The gleaning programs are being carried out across different territories with the following methodology:

1- We create networks of local producers of the same zone. These producers adhere to the network of Gleaners, making the commitment not to throw food away and warning us when they have surpluses or shrinkage. We therefore **raise awareness** in the primary sector and **reduce the food waste** occurring at the stage of production. Espigoladors makes positive environmental impact, expressed with indicators such as food waste reduction or CO2 kg emissions avoided.



2- We create a local network of social entities, which offer a food distribution point for people in situation of vulnerability, and they have the capacity to receive and preserve the fresh food Espigoladors collects for them. We work with entities which are developing alternative food donation methodologies, therefore aiming at breaking up assistentialism.

3- Promoting gleaner communities. The gleaning programs we coordinate are often joined by food distribution point users, as well as by people coming from social service programs. Within the community, they find new opportunities and their self-esteem is boosted.



Espigoladors collaborators, both producers, companies and others, receive a certification seal that guarantees that their actions are consistent with corporate social responsibility standards.

Espigoladors highly values its partners and expects this certification seal to be a model in the fight against food waste, inviting all the actors within the food chain to be part of the solution in a transformative way.



PRODUCT TRANSFORMATION

We currently offer different product ranges, mainly jams, creams, sauces and vegetable patés. The central kitchen together with our team have a great capacity to innovate and diversify in what efficient food management is concerned: new formulas are coming!

A laboratory of innovation in the fight against food waste.

1. The brand “es im-perfect®” commercializes artisanal preserves made from gleaned raw materials that would otherwise have been discarded.

2. The development of a **white-label branding** for farmers, organizations and companies that are willing to reduce food waste through the commercialization of preserves. This diversifies the company’s range of products and creates new revenue streams, while contributes to a positive social and environmental impact.

TO...

PEOPLE: the central kitchen allows the hiring of people at risk of social exclusion, mainly youth and women over 45 years, who find in Espigoladors a job opportunity in an organization that strengthens and empowers their dignity.

FRUITS AND VEGETABLES: The central kitchen transforms fruits and vegetables that would have been discarded, creating a product of high gastronomic value, with a positive environmental and social impact.



From imperfect fruits and vegetables, second chances grow.



PROJECTS



Educational Projects



Circular Economy Projects



Awareness Campaigns for Municipalities



Research Studies and Consultancy



Campaigns and actions for companies

AWARD #FOODISNOTWASTED

Since 2015, Espigoladors has been promoting the award #foodisnotwasted. It is a competition of ideas against food waste aimed at children and youngsters between 6 and 17 years old.

The Prize is divided in two categories: **the childhood one**, for boys and girls between 6 and 11 years old, proposes to present illustrated stories that encourage a reflection on the problem; **the youth one**, for young people between 11 and 17 years, consists of proposing solutions to face the challenge of food waste, through short videos.



Business Model + Innovation



ESPIGOLADORS CONSTITUTES AN INNOVATIVE AND TRANSFORMATIVE BUSINESS MODEL BECAUSE IT...

- 1** Redraws the conventional model of food donation, in which the beneficiary does not take part. Instead, Espigoladors promotes the beneficiary involvement in the food management and recovery process.
- 2** Promotes a model on **circular economy** in the food sector.
- 3** Facilitates the **access to fresh products** to people at risk of social exclusion
- 4** Creates "**es im-perfect®**", a high quality brand with social and environmental impact.
- 5** Focuses on the **recovery of fruits and vegetables** in the primary sector.
- 6** Raises **consumer awareness**, which has a direct impact on the food supply chain and its waste.
- 7** Offers a model which is **scalable and replicable** to other territories.
- 8** Generates **new opportunities** and promotes the dignity of people who do not have access to food.
- 9** It's a **participatory and inclusive** model.

Our Impact



OUR IMPACT

We believe in the importance of generating impact at different levels. For this reason, our efforts are aimed to:

- 1** Decreasing fruit and vegetable waste rate, as well as the reduction of CO2 emissions.
- 2** Creating new opportunities for people at risk of social exclusion.
- 3** Increasing citizen awareness and the promotion of a social change towards a culture of efficient food management.
- 4** Distributing healthy, fresh fruit and vegetables to social institutions, giving access to food to groups at risk of social exclusion.



IMPACT INDICATORS

706TONS OF
RECOVERED
FOOD**348**TONS OF CO2
EMISSIONS
AVOIDED**432**MILLIONS OF
LITERS OF
WATER SAVED**980**

AWARENESS ACTIONS

2.176.986

FOOD PORTIONS SERVED (300GR.)

3.163CLEANING
PARTICIPANTS**99**FARMERS AND COMPANIES
COLLABORATING**51**SOCIAL ENTITIES
COLLABORATING**213**POINTS OF SALE OF THE
BRAND "ES IM-PERFECT®"

Awards and Recognitions

2019

- Winners of the #Movethedate contest by The Global Footprint Network
- Special Mention of La Confederació Awards
- Runner-up award - Fundació Roca Galès awards - environment protection, environmental education and sustainability category
- Winners of Llobregat Awards in Afluent Verd category.

2018

- Winners of Environment Award of the Generalitat de Catalunya.
- Finalists of the european award EU Social Innovation Competition

2017

- Winners of the Ecological Educational Gardens, Triodos Foundation, Social Agriculture category.
- Special mention of the Tierra de Mujeres awards, Yves Rocher-Institut Foundation, France.

2016

- Winners of the Luis Fernández Noé 2016 prize of the Alimerka Foundation in the category "Action against hunger".
- Winners of the Eres Impulso de Fontvella prize for social projects led by women entrepreneurs.
- Finalist of Startup Pascual.

2015

- Finalists in the VI European Prize of Waste Prevention.
- Finalists in the Prize Ecodesign of Catalonia 2015 in strategy category,
- Project Finalists # Magrama challenges.
- Nina Carasso Foundation Award Project #challenges.
- Pinyol for Solidarity Action Against the Paro prize for the most innovative initiative of the year.
- 4th Prize Environmental Sciences in the category of entrepreneurship.
- Selected as one of the 7 best initiatives that reduce food waste at the state level at the ExpoMilano in the Spanish Pavilion.

2014

- Selected in the social entrepreneurship program of the Obra Social La Caixa.

The team

Espigoladors is a social enterprise incorporated under the legal form of Foundation, with 7 members in the board of trustees from different sectors of interest and 20 members in the work team.

BOARD OF TRUSTEES



Mireia Barba
President

Director of Espigoladors. More than 10 years of experience in dynamization of enterprises and more than 5 coordinating groups at risk of social inclusion.



Jaume Oller
Secretary

Co-founder member of Tandem Social cooperative. Expert in strategic consulting in Social Economy enterprises.



Xavier Costa
Treasure

Managing Director de Manusa Automatic Doors, experience in sales, marketing and internationalization, as well as innovation and design.



M. Asunción Pujol
Chair

CEO en Nomon Design. Specialist in generating business growth through Design and Brand Solutions.



Jordi Bruna
Chair

More than 15 years of experience in actuarial functions, experience in Embedded Value and social welfare.



Marina Pons
Chair

More than 10 years of experience as a consultant in the public administration and creation of knowledge networks.



Ada Parellada
Chair

Founder, director and chef of "Semproniana" restaurant, in Barcelona.

Those who believe in us

INSTITUTIONS



Ajuntament del
Prat de Llobregat



Unió Europea
Fons social europeu
L'FSE inverteix en el teu futur



Generalitat de Catalunya
Departament d'Agricultura, Ramaderia,
Pesca, Alimentació i Medi Natural

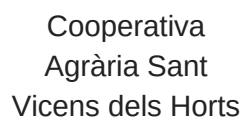
ENTERPRISES



SOCIAL ENTITIES



AGRICULTURAL SECTOR



... and 89 producers from all
over Catalonia who participate
in the gullyng programs



MIREIA BARBA

mireia@espigoladors.com

COMMUNICATION

comunicacio@espigoladors.com

Location: Barcelona, El Prat de Llobregat

Website: espigoladors.com



[@espigoladors](https://www.instagram.com/espigoladors)



[@esimperfect](https://www.instagram.com/esimperfect)



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