

## CESME

# LAST MINUTE MARKET

Presented by Matteo Guidi

### Point of contact

#### Contact info

LAST MINUTE MARKET

Via Jacopo della Lana 3/A - 40137 Bologna (BO)

Tel: +39 051 8498365

Web: [www.lastminutemarket.it](http://www.lastminutemarket.it)

Email: [info@lastminutemarket.it](mailto:info@lastminutemarket.it)

### Brief Description of Good Practice

Last Minute Market (LMM) is a Spin Off from the University of Bologna, founded in 1998 as a research initiatives, today is a entrepreneurial society working at Italian national level developing local projects aimed at the recovery of unsold goods (marketable or not) in favor of non-profit organizations.

LMM favors the creation of a solidarity network in the area and the contact between demand (non-profit institutions) and offer (businesses). The objective is the ZERO WASTE: all services offered by LMM are studied and designed to prevent and reduce losses and wastage.

LMM was created to assist companies in recovering surplus food, turning waste into a resource. Now LMM's fields of activity have expanded to different types of goods (e.g. Medicines and non-food), and thanks to the package of services ever more innovative, LMM handles 360° waste prevention. The services offered are:

- recovery of surpluses (food, meals, medicines, books, non food goods, etc.)
- monitoring and data analysis
- estimating the environmental and social impacts
- training
- communication and marketing projects
- content production.

### Problems/challenges and how they were overcome

Examples:

- difficult to recover food products with very tight deadline date but still edible (e.g. Fresh and very fresh food): creation of a Km0 recovery system, creating direct contact between donor and beneficiary organization, no intermediate steps with logistics and organizational criticality (e.g. Warehouse, storage, etc.)
- Lack of appropriate legislation to facilitate recoveries: LMM participates in several institutional working groups (Chamber of Deputies, the Senate, Ministries, etc.) in order to propose innovation also in legislative matters and push for innovative experiences from LMM can also result in new regulations towards zero waste (e.g. Italian Law "No-Waste" 2007, etc.)
- Business Benefits: LMM has always been at the forefront in proposing to public institutions the applications of incentives, such as discount on waste tax in order to reward virtuous companies and encourage them to participate in recovery projects.

For example in Ferrara, in collaboration with the Hera (the waste collection company) and the Municipality, it is applied this discount. 2012 results: the 25 shops involved saved €20,865.09.

### ***Impact from Good Practice***

Some examples of LMM projects and their impacts:

- NO-FOOD GOODS RECOVERY: the project “Change the final”, promoted by Hera, allows citizens to give a second life to large goods you no longer use (e.g. furniture, appliances, etc.). In 2015 we recovered more than 700 tons of bulky goods in 5 provinces of Emilia-Romagna.
- PHARMACY RECOVERY: thanks to the project “Pharmaceutical friend” we recover still valid pharmaceuticals purchased and not used by citizens and allocate them to organizations that assist disadvantaged people. In the last 3 years pharmaceuticals were covered for a total economic value of about 1 million Euros.
- RECOVERY FROM LARGE RETAIL SECTOR: with Despar Nordest (Aspiag spa) we have enabled the recovery of surpluses throughout the whole sales network. After 2 years of work, the 200 supermarkets directly managed do not throw into the trash unsold products, but they donate them to non-profit organizations of the area. In 2014 they donated goods for an economic value of € 2.5 millions.
- RECOVERY OF COOKED MEALS NOT SERVED BY CANTEEN: the recovery of meals is active since 2004 and currently involves multiple structures: canteens, such as those of the Hera group or Maserati; hospital cooking centres, such as Sant'Orsola (about 6,500 meals donated per years) and Maggiore in Bologna; school canteens and catering centres.

### **Lessons learnt from the Good Practice**

Reduce waste is possible: it is crucial to study this phenomenon, with dedicated researches and studies in order to identify the causes and possible solutions, all along the production and distribution chain up to the final consumer. LMM is a win-win project, with benefits for the different stakeholders as well as for the environment.

### **For more information**

- [www.lastminutemarket.it](http://www.lastminutemarket.it)
- <http://www.sprecozero.it/>
- <http://www.sprecozero.it/waste-watcher/>
- <http://www.eu-fusions.org/>