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Dear Friends of Boroume,

The following pages will give you an opportunity to read a brief description of Boroume’s actions in 2021.

In an ongoing climate of uncertainty due to the pandemic, Boroume not only managed to cope with the continuous challenges in the daily operation of the organization, but also managed to increase the overall saving and offering of food as well as to create new programs related to the reduction of food waste in Greece.

More specifically, in 2021 we saved and offered more than 11.5 million servings of food, the largest quantity since the launch of Boroume in 2012. Also, respecting the principle of our organization to achieve the biggest possible result for every financial support of our donors, the ratio of food portions offered to the cost of our operation was increased by 25% from 2020 to 65 portions for every 1€.

Responding to the new conditions, we digitally adapted our educational program “Boroume at School”, which enabled us to communicate with students all over Greece. We further developed “Boroume at the Farmers’ Market” by saving and offering a total of more than 173 tons of fresh fruits and vegetables and we increased the membership and the activities of the “Alliance for the Reduction of Food Waste” in Greece. Finally, in strategic cooperation with TÜV AUSTRIA Hellas, we created the first certification scheme for the reduction of food waste called “No Food Waste”.

However, nothing you will read in the following pages would have been possible without the substantial and continuous support offered to us by the many hundreds of food donors, our sponsors, and above all, the hundreds of volunteers who chose our organization in 2021 to generously offer their time and skills.

A big thank you from the bottom of our heart,

Alexander Theodoridis
Chief Food Saving Warrior
We saved and offered 11,577,445 portions of food (increase of 30% from 2020), which is more than 31,700 portions per day on average with an estimated value of 17,366,168€ (average cost: 1,5€ per portion).

We saved & offered 173,300 kilos of fresh fruits and vegetables from 29 farmers’ markets in Attica and Thessaloniki with the help of 220 volunteers.

We placed donations of food from 672 separate donor locations to 364 charitable organizations all over Greece.

We presented our organization and our activities to 123 media entities and made 20 presentations, 242 companies used Boroume’s sticker in 633 stores declaring that they were “Members of Boroume’s Saving and Offering Food Network”.

Boroume’s positive environmental impact for 2021 is estimated at the equivalent of 17 million kilos of CO2 that were not released into the atmosphere and are equivalent to 309,434 trips from Athens to Thessaloniki by conventional car or the annual CO2 removal from the atmosphere of 101,909 trees.

As part of our program “We Are Family”, we converted 173,861€ of monetary donations into supermarket vouchers strictly for the purchase of food, which were offered to 3,556 beneficiaries from 52 municipal social service departments that were facing severe food insecurity.

We held 89 educational actions which were attended by 1,607 students.

Boroume’s actions were supported by 230 volunteers.

The ratio of offered food portions to the operational cost of our organization was 65.

1 € operational cost = 65 portions
Boroume’s actions 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** on the issue of food waste and the importance of **prevention** (awareness raising program “Every Meal Matters”, “Boroume at School”, “Alliance for the Reduction of Food Waste”, certification scheme “No Food Waste”)
Boroume’s core program aims to reduce food waste and increase food donations to charitable organizations and their beneficiaries, in an easy, fast and direct manner, through its saving & offering food network. In 2021, despite many pandemic related challenges, we saved & offered the largest quantity of food in over 10 years of operations. More specifically:

* We increased the quantity of food we saved & offered by 30% to a total of 11,577,445 food portions the value of which is estimated at 17,366,000 € using an average of 1,5 € per food portion

* The positive environmental impact for 2021 is estimated at the equivalent of 17 million kilos of CO2 that were not released into the atmosphere and are equivalent to 309,434 trips from Athens to Thessaloniki by conventional car or the annual CO2 sequestration of 101,909 trees

* In 2021, we offered an average of 31,719 portions of food per day

* For the 10th consecutive year we increased by 25% the ratio of offered food portions to our total operating costs to 65 portions per 1€ of operating cost

* 672 donors saved food and we offered it to 364 charitable organizations all over Greece

Because donations include all types of food and Boroume places the food with charities without storing it, making weighing of the food impossible, the quantification of one food portion is based on calories and specifically 750 calories/food portion.
**Boroume at the Farmers’ Market**

The purpose of this program is to reduce food waste connected to 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 supporting people who are facing food insecurity.

In 2021, despite the adverse conditions of the pandemic, we managed to save & offer the largest quantity of products since the beginning of the program’s operation in 2015.

Specifically we accomplished the following in 2021:

* We saved 173 tons of fresh fruits and vegetables
* We offered the above quantity to 32 local charitable organizations
* We increased the number of participating farmers’ markets to 29 in Attica and Thessaloniki
* We carried out 929 actions of saving and offering fresh products
* 220 volunteers (from Boroume and other sources such as companies, educational institutions) supported the actions
* We coordinated the participation of volunteering teams from 8 companies and organizations in “Boroume at the Farmers’ Market” program activities
* We welcomed 9 students from 3 French universities, who successfully implemented their internships within this program
* We created informative videos about Boroume and Athens in general and about the program specifically in English and French for our foreign volunteers
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 into supermarket vouchers strictly for the purchase of food, this ensuring the beneficiaries’ dignity with zero operational costs for the donors.

Overall in 2021:
* 173,860 € in donations were converted to supermarket vouchers for the purchase of food
* 3,556 beneficiaries from municipal social service departments were supported
* We collaborated with 52 municipal social service departments

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.

Overall in 2021:
* We saved & offered 400 kilos of fruits and vegetables from fields and orchards
While saving & offering of 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 multiple social, environmental and economic benefits.

In 2021, 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.

Particularly important was the acceptance of our proposal to the Green Fund of the Ministry of Environment & Energy for conducting extensive research on household food waste in Greece in collaboration with the University of Patras. The results of the research will be included in the existing programs of Boroume in order to further support the information and awareness-raising efforts (project duration: October 2021 – December 2022).

Awareness raising actions
* Presentation about Boroume and its activities at 20 events in Greece and abroad
* 242 companies have placed the Boroume sticker “Member of Boroume’s Saving & Offering Food Network” in 633 stores as an award for their contributions
* Our monthly newsletter goes out in Greek and English to 2,525 recipients

Mass & social media
Boroume’s presence in traditional and social media included:
* 123 appearances & mentions in TV, radio, printed and digital press and free promotion of Boroume’s message on television stations in June and December
* 48,305 likes on Facebook
* 4,304 followers on Twitter
* 2,801 followers on Instagram
Firmly believing that educating children on the issues of food waste, volunteering and social solidarity constitutes the foundation of a society that will adopt those practices in the future, in 2021 we carried on with the implementation of our educational program “Boroume at School”. The ongoing adverse conditions of the pandemic created an opportunity and motivation to accelerate the online adaptation of the program. This gave us for the first time the opportunity and joy to present our program outside Attica and Thessaloniki and resulted to numerous presentations in schools all over Greece.

In 2021, we conducted 89 educational programs that were attended by 1,607 students, 57% of which participated online from the following areas: Argolida, Volos, Evros, Heraklion, Ioannina, Kavala, Kastoria, Metsovo, Nafplio, Xanthi, Patras, Rhodes, Sitia, and Hersonissos. Of the students who honored us with their participation, 21% were from kindergartens, 38% from primary schools and 41% from secondary schools.

In 2021, the illustration of Dinosaur (a children’s book on food waste by Antonis Papatheodoulou and Alexandra K* with illustrations by Daphne Sivetidis) was used in digital form for online presentations in kindergartens outside Attica.

“Boroume at School” was mainly supported in 2021 by the “Lifescore” program of Corteva which also involves an ongoing student art competition. The winning projects will be publicly presented in September 2022.
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 2021 we achieved among other things, the following:

* the expansion of the Alliance, which at the end of 2021 had 57 Partner Parties, 2 Communication Supporters and 4 Friends of the Alliance
* a stable, constructive cooperation with the Ministry of Environment and Energy on issues of public policy and legislative initiatives aimed at the prevention of food waste
* the revised advisory document on the Alliance’s “Priority Axis – Areas of Action”, with proposed initiatives and actions that respond to the main causes and parameters of food waste in order to produce meaningful results
* the 1st Report of Member’s initiatives entitled “Actions to prevent and reduce 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 2021, in addition to those within the framework of our programs, include important actions in the context of European projects, promotion of changes in the national legal framework related to our statutory objectives and collaboration with educational institutions, charities, networks and companies that have supported our goals through CSR actions.

European Projects

In 2021, we had the honor to participate through various forums with many other partners from other European countries in the joint effort to reduce food waste.

Indicatively:
* we participated in the regular meetings of the experts’ European Union Platform on Food Losses and Food Waste
* our application for participation in the above Platform for its second term (2022-2025) was accepted
* the ERASMUS+ project proposal for the upgrading of our educational program was accepted (start date: February 2022)

Collaborations

* Collaboration with the University of Patras for extensive research on food waste in households in Greece. The results of the survey will be included in Boroume’s awareness programs. The project is financed entirely by the Green Fund of the Ministry of Environment & Energy
* Collaboration with the Greek School of Sign Language “Kratylos” for the translation of Boroume’s videos into Greek sign language
* Collaborations with the French Universities ESSEC, Sciences Po and Caen for the implementation of internships of its students at Boroume
* Collaboration with the Greek America Foundation and specifically the Greek America Corps program, whereby volunteers from the USA participated for a total of 4 weeks in the “Boroume Farmers’ Market” program
* Collaboration with the Harokopio University for the implementation of student internships in Boroume
* Collaboration with the New York University at Abu Dhabi to create podcast on food waste
Promote legal framework changes

From Boroume’s inception we have contributed to the formulation of public policy (package of legislative and non-legislative measures) to effectively tackle food waste and improve the legal framework for NGOs.

In 2021, indicatively we:

* Participated in the consultation on a legislative proposal on Civil Society
* Contributed creatively to the process of integrating into national law EU legislation on food waste through close cooperation with the Ministry of Environment & Energy (until the enactment of Law 4819/21 “Integrated framework for waste management” and accordingly then in the implementation of the measures)
* Prepared, as Coordinator of the Alliance for the Reduction of Food Waste, a memorandum on legislative / regulatory framework issues in the individual policy fields with direct or indirect impact on food waste. Additionally, we coordinated the internal consultation among the Members and submitted expanded proposals with a view to form a favorable framework for the prevention of food waste in Greece (e.g. facilitating and incentivizing the donation of food surpluses)
* Addressed actively issues related to the quantification of national food waste levels separately for each stage of the supply chain
Corporate Social Responsibility (CSR) Actions

As part of Boroume’s goals to reduce food waste and increase food donations, in 2021, we collaborated with many companies in order to design and implement various CSR actions that supported these goals.

Indicatively, in 2021, we:

- Continued linking 289 AB Vassilopoulos stores with nearby charitable organizations in our effort to reduce food waste at the company’s stores. We also continued our collaboration with the company for the eighth year on the program “52 Weeks”
- Helped AB Vassilopoulos offer gift vouchers for the purchase of food to more than 3,500 beneficiaries of 50 municipal social services utilizing our “We Are Family” program
- Supported Eurocatering – Freskoulis for the sixth consecutive year in the implementation of the company’s annual program to fully cover the need for fruits and vegetables of 13 public benefit organizations in Athens, Thessaloniki, Larissa, Patras and Livadia
- Continued our collaboration with Corteva in the framework of the “Lifescore” program which expanded in 2021, covering the annual cost as well as the digital adaptation of the “Boroume at School” program
- Collaborated with Nestlé and Metro MyMarket for the promotion of informative messages on food waste and on supporting Boroume to save and offer food to charitable organizations
- Offered thousands of food portions in the framework of corporate social responsibility actions with AB Vassilopoulos, Chefs’ Club of Greece, Barba Stathis, Sarantis (Sanitas), Coca-Cola, Eurocatering/ Freskoulis, Hellenic Dairies, JT International Hellas, KPMG, MSD, TÜV Austria Hellas
- Were honored from the support of volunteers from American College of Greece, American Hellenic Chamber of Commerce, College Year in Athens, Connect Your City, e-food, Greek America Corps, Hellenic Youth Participation, KETHEA, 3E for the “Boroume at the Farmers’ Market” program
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 the team in 2021:


In addition to the above-mentioned volunteers, many other individuals from companies and other organizations and educational institutions in Greece and abroad have assisted us in the actions of our program “Boroume at the Farmers’ Market”.
DONORS

Boroume’s donors are divided into the donors of food and the supporters, either through financial support or through donations in kind.

Food Donors

Boroume’s saving & offering food process starts with the people 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 2021:

AEGEAN, 362 grocery (Ampelokipoi), Acun Medya, Agrifarm, Alfa ATHANASIOS D. KOUKOUTARIS SA, Amarilia Hotel (Vouliagmeni), Aria Fine Catering, Arla Foods Hellas, Artisti Prozimi (Voula), Artisti Prozimi (Peristeri), Athens Capital Hotel - MGallery Collection, Athinains Hotel, Bakari Bellas, Bean There Coffee Eatery, BEAT snack & coffee (Menidi), Betty’s Bakery, Cake Kolonaki, Campion School, City Bakery, Coca Cola Hellas, Constantini Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin Potou - Group of Companies, Cosmoclinic, DadStomony, Daily Fresh, Daily Cake Kolonaki, City Bakery, Coca Cola Hellas, Constantin
Boroume Supporters

Our non-profit activity is fully based on the trust and assistance of Boroume’s friends in the form of financial support and/or support in kind or services. In addition to the supporters listed below, we have been supported by others who wish to remain anonymous.

Sponsors
* AB Vassilopoulos
* Stavros Niarchos Foundation
* Sarantis S.A.
* Association of Representatives & Executives of Insurance Companies
* Costas M. Lemos Foundation
* CVC Fund
* Edenred
* Friends of Boroume
* Nestlé
* he Hellenic Initiative – Australia

In kind sponsorship (goods & services)
* AB Vassilopoulos
* Association of Greek Internet Users
* Greek School of Sign Language “Kratylos”
* Fourlis Group
* Atcom
* Entersoft
* Moosend
* Revival Consulting Services
... Katerina, student of the Primary School of Piskokefalo, Lassithi:
“With your help, we will live in a better world”

... Mrs. Papadopoulou from the Nursing Home «Ag. Nektarios»:
“Our elderly do not often have the joy to taste sweets like those we received today with your help from Fresh, it is something rare for them, we thank you very much!”

... Mrs. Karali of the Boarding School of EPAPSY in Penteli:
“There is very much for the collaborations you have proposed to us. Thanks to them, our residents can taste products that we could not afford to offer them. You help us not to feel alone and continue our work”

... Giorgos, student of the High School of Kyprinos in Evros:
“The only good thing about distance learning is that we have the ability to learn and hear such things, no matter where we live”

... Mrs. Psathidou of La Chocolatiere catering:
“We thank you for the good collaboration and also because you give us a way out for something that when it becomes useless, weighs down the soul”

... Mrs. Dourou from the Municipality of Metamorfosi Social Services:
“Thank you for the excellent collaboration, you help us give extra hope to our fellow citizens in need”