

نعمة ne'ma

المبادرة الوطنية للحد من فقد وهدر الغذاء
National Food Loss and Waste Initiative

The National Food Loss and Waste Initiative Roadmap

2023



The National Food Loss and Waste Initiative Roadmap

Table of Contents

| | |
|------------|--|
| i | ne'ma |
| iii | Sustainable Development Goals |
| 2 | Section 01 Food Loss and Waste in the UAE |
| 8 | Section 02 A Nationwide Movement |
| 14 | Section 03 ne'ma Strategic Objectives |
| 22 | Section 04 Areas of Impact |
| 26 | Section 05 Enacting Policies to Scale Impact across the Emirates |
| 30 | Section 06 Ushering in a New Norm |

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ne'ma - the National Food Loss and Waste Initiative, is a response to the call to action by the President of the United Arab Emirates, **His Highness Sheikh Mohamed bin Zayed Al Nahyan**, to reduce food waste, encourage individual and social responsibility, and promote sustainable practices across the food value chain.

TARGET 12-3



HALVE GLOBAL PER
CAPITA FOOD
WASTE



The UAE is committed to achieving United Nations Sustainable Development Goals 12.3 targets by reducing food loss and waste by 50% by 2030 and beyond leading the regional movement towards change through the collaborative efforts of ne'ma.

Section 01

Food Loss and Waste in the UAE

Food Loss and Waste in the UAE

In the diverse landscape of the UAE, the challenge of food loss and waste resonates across households, industries, and communities.

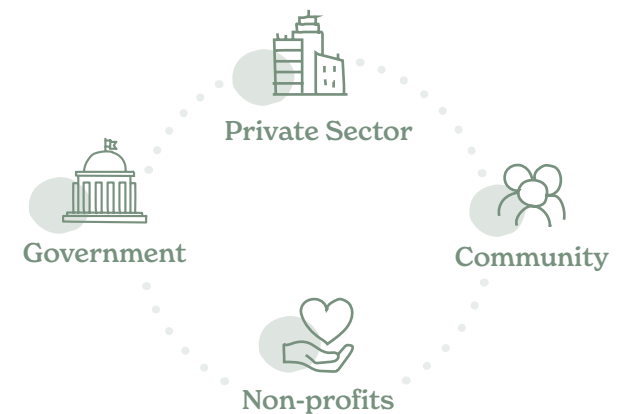
It extends beyond unconsumed meals, impacting our society, economy, and environment significantly. And when we consider that a sustainable future and food security for all are national and global priorities, the challenges posed by food loss and waste become evidently clear.

Urgency of Change

These challenges necessitate not just action but a complete transformation. With ne'ma, we stand on the cusp of a new era, driven by a nationwide roadmap forged in collaboration with public and private sector stakeholders and co-driven by the Ministry of Climate Change and Environment, and Emirates Foundation.

This roadmap is about more than addressing food loss and food waste; it is about redefining our culture, mindsets, and lifestyles while promoting sustainability and ensuring food security to reflect the UAE leadership's vision.

ne'ma offers a roadmap for a structured and holistic movement, engaging every participant in the food ecosystem, from farmers to retailers, processors to waste managers, and households like yours and ours. We inspire collective responsibility for our environment, society, and local economy by fostering partnerships across the entire food value chain.



ne'ma Vision

To become a nation where no food is wasted.

ne'ma Mission

To drive food loss and waste reduction by fostering collaboration, inspiring sustainable behaviors, enacting regulation, and measuring impact to achieve zero waste.

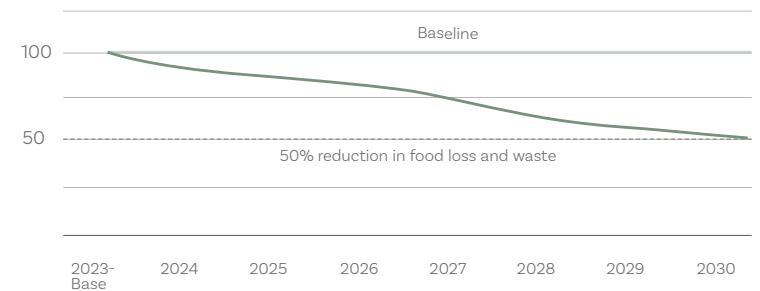
Defining a New Norm

ne'ma's ambition is to introduce a new norm rooted in the essence of **"Target-Measure-Act"**, guiding us to pinpoint areas of loss and waste, measure progress, and take decisive action.



It is a collective responsibility to identify where food loss and waste occur and design interventions and actions to achieve net zero by 2030.

Food Loss Index/ Food Waste Index (Baseline equals 100)



Section 02

A Nationwide Movement

A Nationwide Movement

At the heart of the UAE's commitment to a net zero target by 2030 lies ne'ma, the national custodian of food loss and waste reduction targets. ne'ma is a movement transforming society, instilling a profound understanding of the value of preserving our resources and the impact of wasteful practices.

Tackling both Food Loss and Food Waste

ne'ma's role as the custodian encompasses the development of the UAE Food Loss Index and Food Waste Index through the national baseline study to better understand and quantify the problem. This will feed into the implementation and revision of the National Roadmap for Food Loss and Food Waste.



Food loss occurs before food reaches consumers due to poor harvesting, storage, and logistics.



Food waste happens at a consumer level, often due to overbuying, over-catering, and stockpiling.

Addressing both food loss and food waste is crucial for sustainable food systems, as it helps conserve resources, reduce environmental impact, and ensure more equitable access to food.

Food Loss Index UN SDG 12.3.1.a

Food loss happens from production to retails due to poor harvest, transportation or storage.



Primary Production



Processing and manufacturing



Imports and Distribution

Food Waste Index UN SDG 12.3.1.b

Food waste is food thrown away before or after it spoils by consumer.



Retailers



Food service



Households

ne'ma operates on a federal level, supporting the entire nation and transcending specific sectors; it encompasses every facet of our society.



Section 03

ne'ma Strategic Objectives

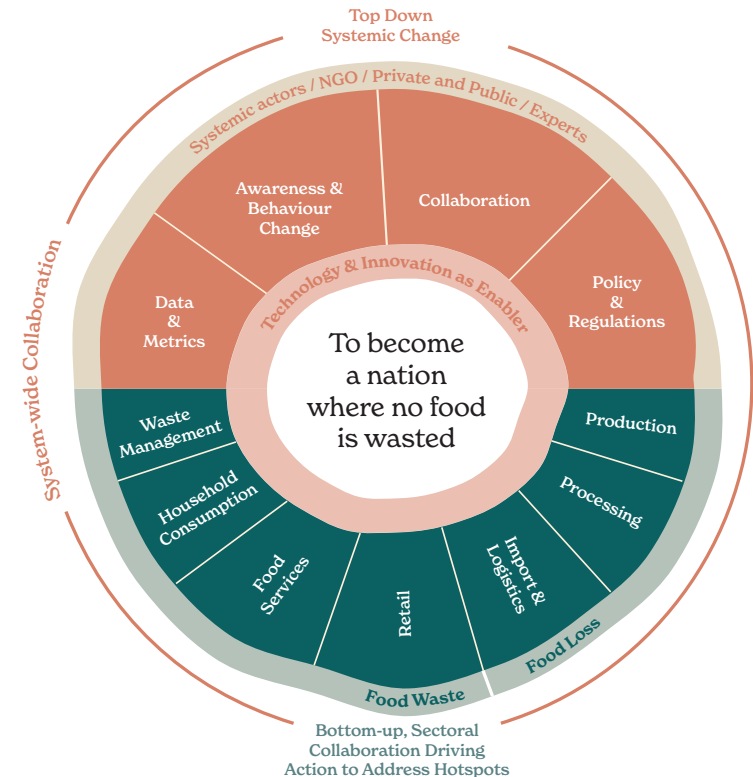
ne'ma's Theory of Change

ne'ma's Theory of Change requires collaborative efforts across the food ecosystem through top-down approach to create enabling environments and bottom-up approach to drive sectorial initiatives to become a nation where no food is wasted.

Strategic Pillars

Top Down Action

ne'ma will drive a systemic and holistic approach through 5 key strategic pillars of change, which are key enablers to achieve its vision and strategic objectives.



Sectorial Initiatives

Bottom-up Action

ne'ma will address food loss and waste hotspots across all sectors of the food value-chain by collaborating to increase awareness, pilot and scale initiatives, influence behavior and policy to deliver on its strategic objectives.

How will ne'ma solve the food loss and food waste problem?

ne'ma will drive a systemic and holistic approach through key enablers and systemic initiatives to achieve its vision and strategic objectives by:

1 Capacity Building

Develop robust systems for measuring, monitoring, and reporting FLW data in line with international standards.

2 Community Engagement

Increase awareness and drive behavioral change through targeted community outreach.

3 Public-Private Partnerships

Promote collaboration between sectors to implement effective FLW solutions.

4 Innovation

Leverage innovative solutions to drive systemic change and support circular food systems.

5 Policy Leadership

Advocate for and support the development of federal and emirate-level FLW mandates, policies and regulations.

What will ne'ma do to solve the food loss and food waste problem?

ne'ma will activate all sectors to address identified hotspots and scale opportunities areas across the food value chain including:

1 Open Channels for Imperfect Produce

Address challenges related to retailers' specifications and buyer preferences to reduce waste.

2 Optimize the Supply Chain

Implement solutions to minimize food loss and advocate for investments in cold chain technologies to extend food product longevity.

3 Regulate Shelf Life

Explore regulations to prolong food shelf life and educate the public on label specifics.

4 Scale Food Rescue

Enhance food rescue and valorization practices across the value chain.

5 Develop Infrastructure

Collaborate to create systems for separating food waste from general waste to measure the scale of the food waste problem.

Section 04

Areas of Impact

Areas of Impact

Reducing Food Loss and Food Waste helps the environment, our communities, and the local economy in many ways.



Economic Impact

Driving collaboration and encouraging public and private sector entities, as well as individuals, to collectively address Food Loss and Waste will sustain food security and promote local production. This initiative creates an enabling and circular food ecosystem, fostering technology and innovation for sustainable economic growth.



Social Impact

ne'ma's collaborative efforts lead to redistributing food surpluses to communities in need, supporting health and safety, inclusive growth and gender equality. Additionally, it creates conscious consumption, promoting a society that values sustainability.



Environmental Impact

By diverting food waste from landfills, ne'ma significantly reduces greenhouse gas emissions, contributing to efforts to slow climate change. The initiative also advocates for the preservation of resources such as water, energy, land, and food, mitigating environmental risks.

Moreover, ne'ma's approach improves biodiversity, creating a healthier ecosystem.

Section 05

Enacting Policies
to **Scale Impact**
across the
Emirates

Enacting Policies to Scale Impact across the Emirates

Potential to Scale Amplifying Success Stories

ne'ma's commitment to inclusivity extends to every emirate. It identifies and amplifies successful initiatives, ensuring impactful practices become the norm. Scaling up proven solutions creates a ripple effect, fostering a sustainable circular food system. Every community actively participates, making each emirate an essential part of our collective effort.

Sustainable Practices

ne'ma's initiatives progress from pilot programs to establishing new norms. Carefully tested innovative solutions are transformed into sectoral guidelines, reshaping behaviors, and attitudes. From experimental stages to setting a new standard, coupled with enacting policies to scale impact, we work towards a more sustainable and resilient food ecosystem for the UAE.



Size of Impact



Potential to Scale



Cover all Emirates



Engage Key Stakeholders

Section 06

Ushering in a
New Norm

Ushering in a New Norm



Food waste is a global problem. If food waste were a country, it would be the 3rd largest greenhouse gas emitter.

ne'ma stands as a testament to His Highness Sheikh Mohamed bin Zayed Al Nahyan's visionary call to action. As we journey towards achieving our targets, reducing food loss and waste by 50% by 2030, ne'ma invites you to be a crucial part of this transformative movement.

The challenges of food loss and waste resonate across society, economy, and environment. Join us in redefining our culture, mindsets, and lifestyles, promoting sustainability, and ensuring food security for all.

Together, let's embrace the ne'ma vision:



A nation where no food is wasted.



Be a custodian of change, usher in the new norm, and secure a food-secure future for the UAE.



Act now on this groundbreaking goal towards zero waste by 2030.

Together, we can make a lasting impact.

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