

Professional Readers Challenged Again by Prof. Dr. Bernd HALLIER
with “Food Waste Management”

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JEL Classification: A32, F18, O13, Q01, Q18, Q53, Q56, Y30

Prof. Dr. Bernd Hallier, President of European Retail Academy, keeps working and moving “FoRWaRd”... and announces a new challenging book: *“Food Waste Management. Systeme gegen Lebensmittelverschwendung”*.



Prof. Dr. Bernd Hallier introduced the book to the readers by underlining that this special book should be the print edition of an open international platform for all those believing in a

Global House of Harmony consisting out of Economics, Ecology and Ethics. It is argued that the reduction of food waste is seen as an important lever for achieving global food security, freeing up finite resources for other uses, diminishing environmental risks and avoiding financial losses (and by suggesting from the very beginning the distinction between “food loss” and “food waste”).

The book starts with two pages review „*From Mass Distribution to the Affluent Society in the West*”, not forgetting to give very interesting examples such as the case of „Harvard Design Guide to Shopping“ in which Rem Koolhaas compared figures from retail with other areas of life (for instance, twelve years ago, in 2002, Wal Mart already generated a higher gross domestic product than Finland or Saudi Arabia; in the USA there were 3.6 stores to every church or synagoBue; and also in 2002 about 1.9 million square kilometers of the earth’s surface were covered by sales areas).

The information in the module concerning “*Where and why waste is generated & measurement of food waste*” (except for the youtube movies) is derived from “Technology options for feeding 10 billion people, options for Cutting Food Waste Study” (October 2013) written by Carmen Priefer, Project Leader (ITAS), Juliane Jörisen (ITAS) and Klaus-Rainer Bräutigam. While approaching the topic of “*Where is food waste generated?*”, the following was underlined: although the assessment of global losses along the food chain is fraught with considerable uncertainties, there is no doubt that these losses are substantial. And the amount of food waste was computed along the stages of the food chain: (1) agricultural production, (2) post-harvest handling and storage, (3) processing and packaging, (4) distribution and (5) consumption. As for the module “Approaches to reduce food waste at manufacturing, distribution, wholesale and retail level”, it started from the fact that the reduction of food losses is seen as an important starting point for achieving global food security, freeing up finite resources for other uses, diminishing environmental risks and avoiding financial losses (IMECHE 2013; Grethe et al. 2011; Gustavsson et al. 2011; The Government Office of Science 2011), by also grouping the approaches - submitted, and partially already implemented in the current national and international debate in order to encourage the different players along the supply chain to a sparing and responsible handling of food - in persuasive, cooperative, regulatory, economic, organizational and technical measures.

On the other hand, it was highlighted that “Measuring food waste” is a first step in reducing it, in this respect the Environmental Protection Agency offering useful tools to help businesses track their food waste and measure their success in reducing it: Food Waste Audit Log (a pre-consumer food waste tool that should be tracked every day); The Food Waste Management Cost Calculator (which estimates the cost competitiveness of alternatives to food waste disposal, including source reduction, donation, composting, and recycling of yellow grease); Participants in EPA’s Food Recovery Challenge have access to data management software and technical assistance to help them quantify and improve their sustainable food management practices (they receive an annual climate profile report); EPA Municipal Solid Waste Characterization Reports (which provide national waste generation, recycling/composting, and disposal data that can be used to estimate or compare to local data and trends).

This challenging book ends with two pages referring to art and the motto „*The level of Civil Society can be judged by its donors and sponsors.*” Prof. Dr. Bernd Hallier also added a “*Conclusion: it is not the knowledge which is changing the world but the skills of awareness for needs.*”

Profesorul Bernd Hallier - invitat la Universitatea Româno-Americană

Domnul profesor doctor Bernd Hallier, Managing Director EHI Retail Institute din Köln (fost EuroRetailInstitute - Institutul Comerțului European), Președinte al EuCVoT (European Competence Center for Vocational Training for Retail), Președinte al Academiei Europene de Retail (European Retail Academy - ERA), Președinte al EuroShop ("world's largest capital goods show in the retail sector") va susține o serie de prelegeri și va participa la două mese rotunde organizate în cadrul Universității Româno-Americane.

Prelegeri:

"Introduction of the European Retail Academy"
31.05.2011,
ora 9:00 - 10:30,
Laborator MBA

"Branding: the successful example of EuroShop"
31.05.2011,
ora 11:00 - 12:30,
Laborator MBA

Mese rotunde:

"The interweave of Culture and Trade"
30.05.2011,
ora 16:30,
Sala Senatului

"Environmental Retail Management"
1.06.2011,
ora 11:00,
Sala Senatului

The collage also features three photographs: a man standing at a podium during a presentation, two men shaking hands in front of flags, and a group of men seated around a table in a meeting.

It is worth remembering that on June 1st 2011, Romanian American University (RAU) awarded the prestigious “Diploma of Special Academic Merit” to Professor Bernd Hallier in recognition of his outstanding contribution to the promotion of the international transfer of know-how between business and universities, bringing more transparency on retail-research and retail-education, his successful involvement in the Social Dialogue project “Establishing a European Network for Anticipating skill needs in the commerce sector”, the attention paid to the evaluation of philosophies offered by the steady upgrade of retail-technologies, and his active involvement in developing cooperation between Germany and Eastern markets. Diploma was handed over to Professor Bernd Hallier by RAU Rector Ovidiu Folcut.



Prof. Dr. Bernd Hallier at the Romanian American University

Photo posted on the European Retail Academy website