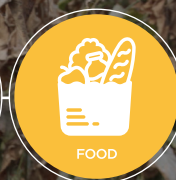


# ESPIGOLADORS GLEANING MOVEMENT

SINCE 2014  
BARCELONA, SPAIN  
ESPIGOLADORS



In 2014, a gleaning social enterprise began in northeastern Spain. Through Espigoladors, fresh fruits and vegetables that are discarded due to aesthetic imperfections or over-supply are collected and donated to social organizations addressing hunger or processed for sale.

Espigoladors' vision is to reduce food waste by rescuing and transforming "ugly" foods into healthy products. By doing so, they also address hunger and unemployment in Spain. Despite rising hunger levels, 8.5 million tons of food, or 359 lbs. per person,<sup>1</sup> are wasted every year in Spain. Gleaners are often volunteers, and people at risk of socio-economic exclusion are employed in the processing facilities. Gleaners take home some of the food, and participating producers and food companies receive a digital web stamp acknowledging their commitment to social responsibility.

## PROJECT GOALS

- Reduce food waste
- Donate food to people at risk of social exclusion
- Promote healthy eating habits
- Create equitable job opportunities
- Reduce CO<sub>2</sub> emissions and conserve water

## OVERCOMING OBSTACLES

As their mission is to overcome the negative conceptions of aesthetically unappealing fruits and vegetables, Espigoladors' behavior change campaign, "I'm imperfect too," encourages consumers to support giving second chances to the imperfect in society.<sup>2</sup>

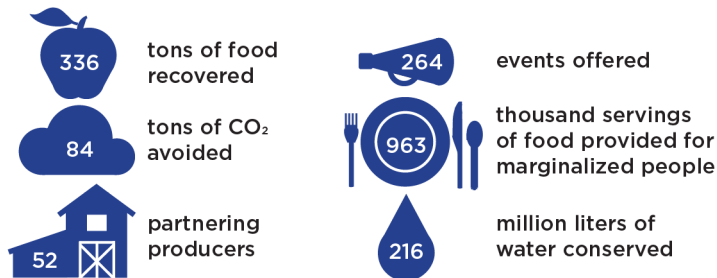
The program uses a variety of solutions to address funding concerns. A local family business offered Espigoladors food processing space during the project's initial stages, and endorsements from celebrity chefs helped raise most of the funds needed to build their own processing workshop. By processing 5% of the food collected into a range of sauces and other products, Espigoladors earns income that sustains its activities.

## THE GLEANING MODEL<sup>3, 4</sup>



Through Espigoladors, "Society gets educated about the importance of 'imperfections and second chances' (for food (wasted) and for people (unemployed))."

## ESPIGOLADORS AT A GLANCE<sup>5</sup>



## LEADERSHIP AND COLLABORATION

### BUSINESS

Food producers (A)  
Local businesses (I)  
Food Banks (I)

### GOVERNMENT

City Council of El Prat (F)  
Barcelona Provincial Council (F)

### SOCIAL MISSION

Espigoladors (C, D, I, A)

### VOLUNTEERS

Consumers (A, I)  
Gleaners (A, I)

A: Advocacy, C: Champion,  
D: Design, F: Funding,  
I: Implementation

The social enterprise was founded by several young Catalan residents and currently employs 11 staff. Since 2014, it has engaged over 960 volunteer gleaners, farmers, and environmental activists. The success of the movement is based on dialogues that build trust with producers and food companies and well-organized logistics with gleaners, communities, and food distribution points.

## REPLICATION

Espigoladors is changing people's perceptions of food waste and promoting healthy eating habits. They have been invited for talks and training sessions at schools, markets, and factories. They intend to replicate the model in different parts of Catalonia and Spain, promoting a culture of eliminating waste while creating social, economic, and environmental benefits.

## BENEFITS

### CLIMATE BENEFITS



Reducing food waste helps reduce land use pressure and emissions from agriculture, as well as reducing methane emissions from landfills.

### HEALTH BENEFITS



## OTHER BENEFITS



**FOOD & WATER**  
**JOBS & ASSETS**  
**HEALTH, WELL-BEING, & SAFETY**

**CONNECTION**  
**RESILIENCE**

## CONTACT INFORMATION

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# Multisolving at the Intersection of Health and Climate References

## Espigoladors

<sup>1</sup> Kassam, Ashifa. 30 August 2015. "Catalan Project Harvests Unwanted Fruit and Veg for People in Need." *The Guardian*. <https://www.theguardian.com/lifeandstyle/2015/aug/30/espigoladors-barcelona-catalan-food-funny-shaped-vegetables-people-need>.

<sup>2</sup> Espigoladors. "About Us." <http://www.espigoladors.cat/>.

<sup>3</sup> Rodeja, Maria. 2014. "Espigoladors: Transforming Ugly Fruits in Beautiful Opportunities." Ashoka Changemakers. <https://www.changemakers.com/sustliving2014/entries/espigoladors>.

<sup>4</sup> Espigoladors. "About Us."