



“ONE PLANET FOOD” and “Afuture”: Autogrill and WWF start up a food waste experimentation HUB

Waste feeds kitchen gardens: integrated organic waste management across a number of Autogrill locations on the outskirts of Milan and Oasi WWF Bosco di Vanzago.

Milan, 11 October 2013 - WWF Italia and Autogrill are launching a hub to carry out experiments on the theme of food waste; it will involve the Villoresi Est, Brianza Nord and Brianza Sud motorway service areas on the outskirts of Milan. Within the framework of the WWF’s One Planet Food programme, the project will develop a vertically integrated process whereby the organic waste of the three points of sale will be turned into compost to “feed” a kitchen garden in the Oasi WWF Bosco di Vanzago.

Autogrill’s collaboration with WWF Italia, presented today at the event entitled “Reduce food waste: a recipe for saving the planet”, is within the framework of **Afuture**, the project with which the Company has committed to developing good sustainability practices aimed at generating innovation within an integrated vision of eco-compatibility and cost efficiency. A process that led in 2011 to the definition of the **2012-2015 Sustainability Roadmap**, a strategically important set of guidelines for the whole Group based on improvement objectives identified in the three areas: People, Products, Planet.

The project has high innovation content that Autogrill is testing out in the Greater Milan area as its contribution to **Expo 2015**. The initiative comes just a few months after the opening of **Villoresi Est** on the A8 Milano-Laghi motorway (representing the Group’s international best practice in the field of environmental protection and sustainable innovation), the Bistrot Milano Centrale (in Milan’s main railway station, developed with Università di Scienze Gastronomiche, Pollenzo), and the new Terrazza Aperol and Caffè Motta in Piazza Duomo, Milan. They will form a point of sale network acting as an avant-garde showcase in the world of f&b for the millions of national and international visitors who will be taking part in the event.

The WWF-Autogrill experimental HUB will operate in three main phases:

1. collection and recovery of waste and organic waste at the Autogrill points of sale involved (eg. waste from the processing of fruit and vegetables, left-over food, coffee-grounds, tea and infusion filters, orange peel, etc.);
2. transformation into certified compost;
3. subsequent use of the compost to create a kitchen garden for teaching purposes in the Oasi WWF Bosco di Vanzago. The kitchen garden will be “fed” compost made from organic waste produced by the points of sale involved and will be used to promote an educational programme and awareness raising campaign addressing local schools.

The composting process plays an important strategic and ecological but also educational role in the struggle to eliminate waste. As well as contributing to proper integrated waste management, it can recover and upgrade organic waste from agricultural activities to use as a fertilizer. The **“waste-compost” yield is around 25%, ie. 100 kg of organic waste may produce around 25 kg of compost.** It’s been



estimated
Waste for a living planet



that recycling all the organic waste produced in a year at Villoresi Brianza Nord and Brianza Sud, for example, would be sufficient to fertilize a kitchen garden of around 280 m².



The chosen WWF Oasis, Bosco di Vanzago, is on the edge of Milan and is one of the last surviving woods in the Po Valley, on a Site of Community Importance. It covers around 200 hectares of typical Po Valley woodland and also has a Wild Animal Recovery Centre (CRAS) within its confines. **Vanzago is one of the Oases involved in “Terre dell’Oasi”, a sustainable agriculture programme promoted by the WWF** in which organic and biodynamic agriculture is carried on in harmony with nature within a number of select WWF Oases.

Using Terre dell’Oasi products (oil, pasta, honey, rice, salt) not only means rediscovering natural flavours but also makes a **concrete contribution towards safeguarding the rural landscape and biodiversity**. All revenues from the sale and distribution of the products are in fact re-invested in the management of the Oases or in conservation projects organized in them. In the " **WWF Bosco di Vanzago**" Oasis, **rice is cultivated with certified organic methods** in an area where traditional techniques had been abandoned to make way for indiscriminate use of chemical products and intensive mechanization. **Within the framework of collaboration with the WWF, Autogrill decided to promote “Terre dell’Oasi” products in its Villoresi Est point of sale.** By purchasing “Terre dell’Oasi” products customers will be able to help safeguard the rural landscape and biodiversity.

Dialogue between the WWF and Autogrill, which began with the special collaboration project on “food waste”, will continue with the aim of developing processes with lower environmental impact. Action will be taken on one hand under the wider **WWF One Planet Food programme** and, on the other, under the Afuture sustainability programme promoted by Autogrill.

Autogrill Villoresi Est, a sustainability workshop within the framework of the Afuture project

Villoresi Est embodies the Group’s international best practice in the field of environmental protection and sustainable innovation. Here, a number of virtuous solutions are being developed to optimize consumption of energy and other resources, solutions which may then be reproduced singly in other points of sale on the Group’s international network. Villoresi Est has obtained **Gold LEED certification** (Leadership in Energy and Environmental Design) and the **Design for All** Quality mark issued to projects that fully satisfy certain requisites of excellence in accessible design.

Group Autogrill

Autogrill is the world’s leading provider of f&b services for travellers. Active in 30 countries with over 56,000 employees, it has over 4,700 points of sale in 1,070 locations and operates prevalently under concession agreements in airports, on motorways and in railway stations, as well as in select shopping centres, trade fairs and museums. The Company has a portfolio of over 250 international and local brands, managed directly or under license.

For further information:

Rosalba Benedetto
Communication Manager
Gruppo Autogrill
T: +39 02 4826 3209
rosalba.benedetto@autogrill.net

Antonella Pinto
Press office
Gruppo Autogrill
T: +39 02 4826 3499
antonella.pinto@autogrill.net