



GREEN RIO 2019
The Bioeconomy Marketplace

MESA BRASIL SESC

Food waste in big scale kitchens – the Brazilian experience. Maria Beatriz Bley Martins Costa, CEO of Planeta Organico and chair of Green Rio & Antonia Regina Pinho, Executive Director, Mesa Brasil, SESC RIO



Big Foodservice Big Foodwaste Time to Reimink



GREEN RIO 2019

Sesc

BIOECONOMIA

STARTUPS

GREEN RIO 2019




GREEN RIO

Why school food


- Unhealthy eating patterns are spreading
- School is an learning arena
- Students are the consumers of tomorrow
- Eating habits and good health tracks into adulthood
- That's why school food is high on the European policy agenda

Prof. Bent Mikkelsen



Sesc

Created in 1946 by entrepreneurs from the commerce of goods, services and tourism, Sesc - Social Service of Commerce is a private non-profit entity that carries the social and environmental responsibility in its essence.



Sesc+Green It is the conceptual line that encompasses all SESC sustainability initiatives.

Five Sesc RJ activities are UN Habitat certified


The UN Agency recognized the importance of sustainable and environmental work carried out by the Sesc + Verde project in 2018.



Sesc RJ has been recognized by UN-Habitat, the United Nations agency responsible for promoting sustainable urban development and adequate housing, as one of the partner organizations that 'promotes initiatives on important issues for achieving social, economic and environmental sustainable development. Five Sesc RJ schedules were certified by the entity and mapped as part of the Urban Circuit.



Sistema Fecomércio RJ




Sesc Rio is part of the Fecomércio Rio de Janeiro system, also composed of Senac. In the state of Rio de Janeiro we operate through 22 service units, four hotel units in 12 municipalities of the state of Rio de Janeiro, and 11 itinerant units (4 - BilibioSesc , 6 - OdontoSesc and 1 - CineSesc), it the scenarios of culture, health, social tourism, education, sports and assistance.

SESC UNITS IN RIO DE JANEIRO

22 Operational units

11 Mobile Units





Food and Nutrition Security Program based on education and distribution of surplus or non-commercial food

Our goal is to contribute to the promotion of citizenship and the improvement of the quality of life of people in vulnerable situations, in a perspective of social inclusion.



2019 – 110 Creches
17.082 atendimentos

DE 2006 a 2018
166.693 atendimentos



At Mesa Brasil, nothing is lost and everything becomes tasty, healthy and economical dishes. Founded in 2000 by Sesc RJ, the Mesa Brasil Program distributes tons of food every month to various institutions in 33 municipalities of the state of Rio de Janeiro.

These are products that have lost commercial value but are still fit for consumption, and would go to waste if they were not donated, separated and distributed to registered organizations.



With new vehicle fleet, Mesa Brasil Sesc increases its distribution capacity by 5 times in the state of Rio

The 13 vehicles purchased have the capacity to carry together 38 tons of food. Sesc program collects donor surpluses and delivers to charities



In 2018, MESA BRASIL SESC RJ HAS EXPANDED ITS OPERATIONS TO RURAL AREA

“MESA NO CAMPO”
JUNE 2018 - JULY 2019



733 tons
Food distributed



850
Organizations and companies registered



42 itens
Kinds of food



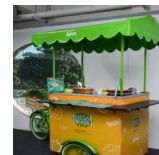
87
farmers



100.000
People registered



89
Municipalities



GREEN **RI**  **October 1-3, 2020**
Marina da Glória –
Rio de Janeiro - RJ - BRAZIL

The Bioeconomy Marketplace



2A2 
Marketing & Eventos

