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## **Call for Proposals Reducing Food Waste by Reshaping Consumer Environments**

### **Overview**

Many solutions to wasted food intersect with goals related to economic development, climate change, food systems, sustainable agriculture, and public health, and thus reflect the various [priority areas of the Posner Foundation](#). In 2017, the Foundation began its support of initiatives solving the problem of food waste as part of its larger strategy in environment funding. Since then, the Foundation has funded organizations and initiatives such as ReFED; an umbrella organization for the entire food waste ecosystem; the Community Food Bank of Southern Arizona which works with farmers at the US/Mexico border to distribute surplus produce; and the National Resources Defense Council for its work to help cities build systems to reduce waste.

In 2021, the Posner Foundation established a strategic plan to guide and assess our funding efforts in food waste, with emphasis on prevention solutions. The Foundation envisions a waste-free food system that prioritizes efficient use of human, financial, and natural resources. The Foundation welcomes the opportunity to support promising but perhaps lesser-known or newly emerging solutions that require more funding to realize their potential.

### **Area of Focus: Reshaping Consumer Environments**

Food waste is a system-wide issue and thus requires solutions addressing all aspects of the food system, from production to consumption. These solutions fall into three categories: prevention, rescue, and recycling. Prevention (stopping waste before it happens) offers the greatest potential environmental and financial impact. However, in recent years, grant funding has largely focused on rescue-related solutions.

Given these factors, the Posner Foundation seeks proposals in the area of food waste prevention, targeted specifically at reshaping consumer environments, which is one of [seven key action areas](#) identified by ReFED in its Roadmap to 2030. By reshaping consumer environments, the Foundation believes we can prevent unnecessary household food waste that costs consumers money, wastes resources throughout the food supply chain, and ends up in landfills. Consumers have an important role to play in reducing waste at the individual level, but also in influencing industry to adopt practices that reduce waste at scale.

### **Examples of Fundable Projects**

[Reshaping consumer environments](#) involves addressing the ways we shop for, cook, and eat food, both at home and in public spaces. Examples of projects might include (but are not limited to!):

- An awareness or education campaign that encourages cultural and behavioral changes to encourage a greater appreciation for and understanding of the food we consume, and ultimately less food waste.
- Creative use of social media and messaging strategies to teach fun, engaging strategies to reduce food waste in consumers' own homes.



- A specific intervention to reshape consumer environments in a targeted food retail, restaurant dining, school, and/or institutional setting.
- A planning grant to form a strategic partnership amongst organizations with the goal of designing and rolling out a major initiative that may take time to incubate and implement.
- Partnerships between nonprofit organizations and for-profit actors to explore market-based strategies that bring solutions to broad audiences quickly. *(Note that all grant recipients must be 501(c)3 nonprofit organizations).*

### Criteria for Evaluation

The Posner Foundation is not geographically restricted in its grantmaking and is open to funding projects at local, regional, state, national, or international scales. The most competitive applications under this funding opportunity will:

- Clearly state how the project prevents food waste by reshaping consumer environments.
- Describe the potential impact of the project, including impacts, communities affected, and scaling opportunities.
- Articulate a strategy to assess effectiveness of the project – both successes and opportunities for improvement.
- Have experienced leadership and the capacity to initiate and carry out the project.
- Demonstrate the ability to leverage additional resources to successfully execute the project.

### Award Amounts and Grant Period

The Posner Foundation intends to make several awards ranging in size from \$50,000 up to \$500,000, depending on the scope and scale of the proposed solution. The grant period is expected to be one year, with potential for continued funding depending on outcomes of the initial project year.

### Timeline

RFP Released	March 14, 2022
LOI deadline	April 28, 2022
Finalists notified	May 9, 2022
Full proposal deadline	May 31, 2022
Awardees notified	No later than July 31, 2022

### Eligibility & How to Apply

Applicants must be 501(c)3 nonprofit organizations or use a fiscal sponsor. To submit an LOI for consideration, visit <https://posner-portal.givingdata.com/campaign/foodwaste2022>.

If you have questions about this opportunity, contact our Food Waste Fellow Rachel McDonald at [info@posnerfoundation.org](mailto:info@posnerfoundation.org).