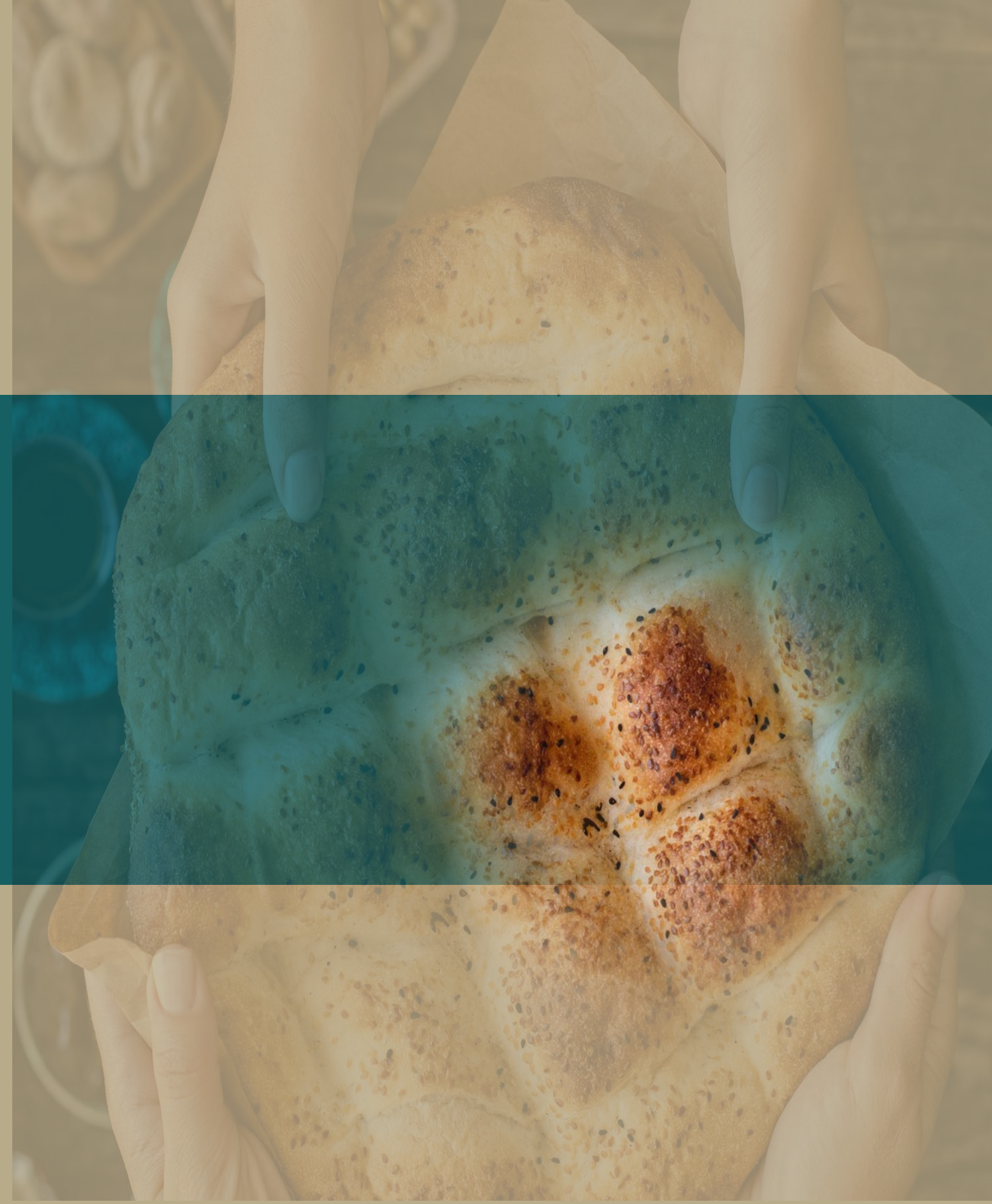


ne'ma Food Rescue Program



نعمة ne'ma
المبادرة الوطنية للحد من فقد وهدر الغذاء
National Food Loss and Waste Initiative

In collaboration with

تكاتوف
TAKATOF

مؤسسة الإمارات
BY EMIRATES FOUNDATION

ne'ma Food Rescue initiatives during Ramadan

In 2024, recognized as the "Year of Sustainability" ne'ma is committed to promoting sustainable practices and collective actions. This involves initiatives like encouraging savings, facilitating donations, and sharing surplus food to significantly reduce food waste.

The ultimate goal is "Zero Food Waste to Landfill" during Ramadan and beyond, while also contributing to **achieve the UAE's target of cutting Food Loss and Waste by 50% by 2030.**

Objectives:

- Rescue and repurpose Food Surpluses
- Divert Food Waste & Loss from Landfill
- Recycle inedible food and converting it into oils and agricultural fertilizers. *{Give back to nature}*
- CSR, Provide opportunities for **corporate volunteers** to directly engage with the community.
- Unify data collection around food Loss & waste reduction waste as inputs for UAE Baseline



Community Fridges

≈6 in AD

Rescue edible surplus meals from HORECA to be packed and served in Smart fridges, allocated in the Rural areas



Food for Good Family Iftar Box

Support 3000 Families in AD, Al Ain , Sharjah

Redirecting healthy and nutritious surplus foods, which would otherwise go to landfills due to being unsold or nearing expiration dates, to low-income families in need.

Contributes to the National & SDG goals

نعمة ne'ma
المبادرة الوطنية للحد من فقد وهدر الغذاء
National Food Loss and Waste Initiative



Partnership

Strategic Partners

تكاتف
TAKATOF

مؤسسة الإمارات
BY EMIRATES FOUNDATION

KHALIFA BIN ZAYED AL NAHYAN
FOUNDATION



مؤسسة خليفة بن زايد آل نهيان
للأعمال الإنسانية

مكتب أبوظبي الإعلامي
Abu Dhabi Media Office



نعمة ne'ma
المبادرة الوطنية للحد من فقد وهدر الغذاء
National Food Loss and Waste Initiative

Partnership/Sponsorship Options



Partners have the option to choose from the following opportunities to participate:

Community Fridges Initiative

1 Opportunity to Sponsor the Community Fridges- during Ramadan

This Ramadan, ne'ma will once again activate the Community Fridges initiative, following the great success of last year's pilot. The aim is to **rescue surplus untouched food from iftar buffets that would typically be discarded.**

ne'ma will collaborate with **tech solution startups** to **collect** surplus cooked meals, what will be distributed to low-income families every day after Iftar.

Objectives

- Reduce food surpluses and redistribute them to achieve the UAE's goal of reducing food loss and waste by 50% by 2030
- Save small quantities of food that would not typically be collected through the Food Bank framework.
- Raise awareness about food waste and inspire chefs to consider quantity planning.

#Fridges

+ Community Fridges – 6 in AD

Timeline

Collection Process will be Everyday after Iftar/30days

Beneficiaries

Rural Areas- serve 500+ meals/day

Locations

 Aiming to install Total of the Machines **6** in Abu Dhabi

Sponsorship Benefits

- Branding Opportunities
- Event Recognition
- Media Exposure
- Digital Marketing Collaborations
- On-Site Engagement and Activation
- Post-Event Recognition in Final Impact Report for Leadership

Packages

- One Fridge
- 2,700 meals containers /month
- Secure big thermal containers
- Chiller vehicle over 30 days –one trip from hotels to fridge location
- Training to Hotel Staff
- Installation/daily Reporting

**AED
23,000**

Payments are to be made to the Emirates Foundation.

Next Step Join us and contact ne'ma team for sponsoring the community fridges

Sponsor

Rescue

15,000+
meals

All Fridges are licensed and Complied with ADFSA Food Safety measures



Family Iftar Boxes Initiative

2 Partners opportunity to Sponsor Family Iftar Boxes during Ramadan

Through collaborative efforts, **ne'ma** will rescue edible imperfect food (surplus) and redistribute them in **Family Iftar Boxes** to low-income families

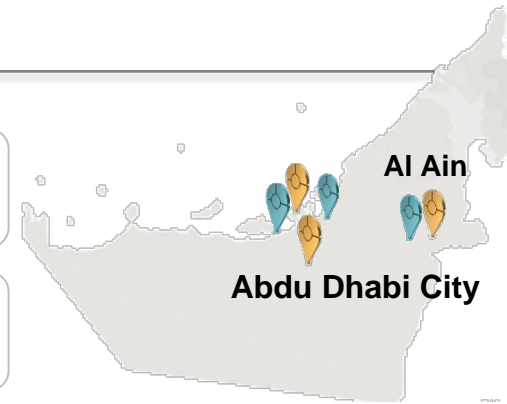
**Sponsor
10,000
Family
Iftar Boxes**

Target Beneficiaries

Low-income Families

Distribution Locations

2 locations in AD City, 2 location in Al Ain



Objectives

- **Reducing Food Loss and Waste:** Rescuing imperfect food, any surpluses,
- Contributing to achieve the UAE of FLW reduction Goal 50 % BY 2023
- **CSR:** Engaging corporate volunteers in community service aligned with CSR goals.
- **Social and Environmental Impact:** Monitoring food rescue outcomes, including quantity rescued and individuals served.
- **Empowering Communities:** Providing opportunities for corporate volunteers to engage directly with communities.

Sponsor Opportunity



- Contribute to rescue **10,000 Family Iftar Boxes** with a selection of Odd-Veggies & Locally Grown Produce, which is perfectly edible and distant to landfill.
- Each box is 10 KG which is enough for a family of 4 for one week , and includes iftar recipe by “Chef Morish by K”

Sponsorship Benefits

- Branding Opportunities
- Event Recognition
- Media Exposure
- Digital Marketing Collaborations
- On-Site Engagement and Activation
- Post-Event Recognition

Sponsorship Packages

Boxes	Sponsor Package
200	AED 23,000
500+	AED 50,000 +
1,000 +	AED 97,000 +

Payments are to be made to the Emirates Foundation.

Next step

Partners should confirm the quantity by 9th of March 2024, and provide the company logo

Family Iftar Boxes Initiative

3 Corporate Volunteering opportunity to support in Packing & Distribution of **Family Iftar Boxes** to low-income families during Ramadan

Through a collaborative effort, **ne'ma** will team up with **Takatof & Corporate Volunteers** to re-distribute rescued imperfect veggies and food surpluses to people in need

Corporate Volunteers

Packing & distribution

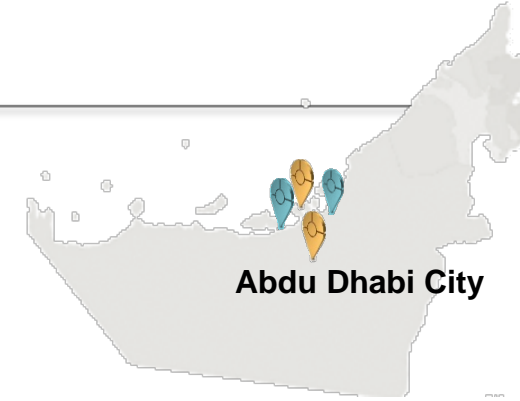
Family Iftar Boxes

Target Beneficiaries

Low-income Families

Distribution Locations

2 locations in AD City



Objectives

- **Reducing Food Loss and Waste:** Rescuing imperfect food and surplus, achieving to the UAE of FLW reduction Goal 50 % BY 2030
- **CSR:** Engaging corporate volunteers in community service aligned with CSR goals.
- **Social and Environmental Impact:** Monitoring food rescue outcomes, including quantity rescued and individuals served.
- **Empowering Communities:** Providing opportunities for corporate volunteers to engage directly with communities.

Volunteer Opportunity details

- Your employees will have access to all volunteering opportunities as corporate volunteers, participating in rescuing food and redistributing it to low-income families.
- Timeline: distribution will be 1-2 days a week during the holy month
- Schedule will be shared later once approved

Next steps

Register to Volunteer

- To assure your employees participation, please send us a confirmation for your participation as in this Corporate Volunteering opportunity
- All partners need to urge their employees to register to be shortlisted in this opportunity as follows:
 1. Registration in Volunteers.ae to get volunteer ID.
 2. Upload all documents need (Photo, Passport and Emirates ID)
 3. Register in volunteering opportunity

Please find the below link to register in the tolerance schools during Ramadan.

<https://www.volunteers.ae/opportunity/?id=32988>

Food Doners Contributions Options



Partners have the option to choose from the following opportunities to participate:

Community Fridges Initiative in collaboration with Hotel donors

CTA
Rescue
15,000+
meals

4 An opportunity for Hotels to give the surplus small portioned cooked meals that would otherwise end up in landfills from Iftar buffets.

CTA to Hotels in the emirate of Abu Dhabi and Al Ain, to collaborate with NE'MA to Implement Sustainable Practices, Reducing Food Waste.

ne'ma will activate the **Community Fridges** via collaborating with HORECA and **tech solution startups** to **collect surplus small portioned cooked meals** that would otherwise end up in landfills from Iftar buffets.

All Fridges are licensed and Complied with ADFSA Food Safety measures

What is the Operational process



- **Confirmation:** confirmation your participation by **9 March**
- **Minimum # of meals** 20 meals
- **Meal Weight:** Meals should be around 400 gm
- **Location:** Hotel should be in AD City

- **Training** will be provided to Chefs and Kitchen team
- **Meals containers** will be provided ahead of time
- Kitchen team to help in packing the surpluses as per ADFSA regulations

- **Collection :** The ne'ma –tech solution company will collect in thermal containers
- **Transportation:** Will transport the meals in chiller vehicle
- **Labeling :** Will add the expiry date

- **Fill the Fridge**
- **Programing the Fridge:** Will program the slots of the machines as per expiry date
- **Beneficiary** can access the meals

What is Required from Hotels?

- The amount of untouched food that might be collected every day
- The collection point for surplus items will be at the hotel branch, with recommended branches in Abu Dhabi and Al Ain. **Approval will be based on the location.**

Next Step

Hotels should confirm via email to ne'ma with below by no later than 9th March

Family Iftar Boxes Initiative in collaboration with Food suppliers

5 An opportunity for **Food Suppliers, Retailers, Farmers** to join forces, and team up with **ne'ma** to rescue imperfect food (surplus or near expiry date) as **Food Donors**, with the goal of diverting food from landfills. These supplies will be packed and distributed in **Family Iftar Boxes** by Volunteers to low-income families,

Food Donors
Veggies & Fruits & non-perishable

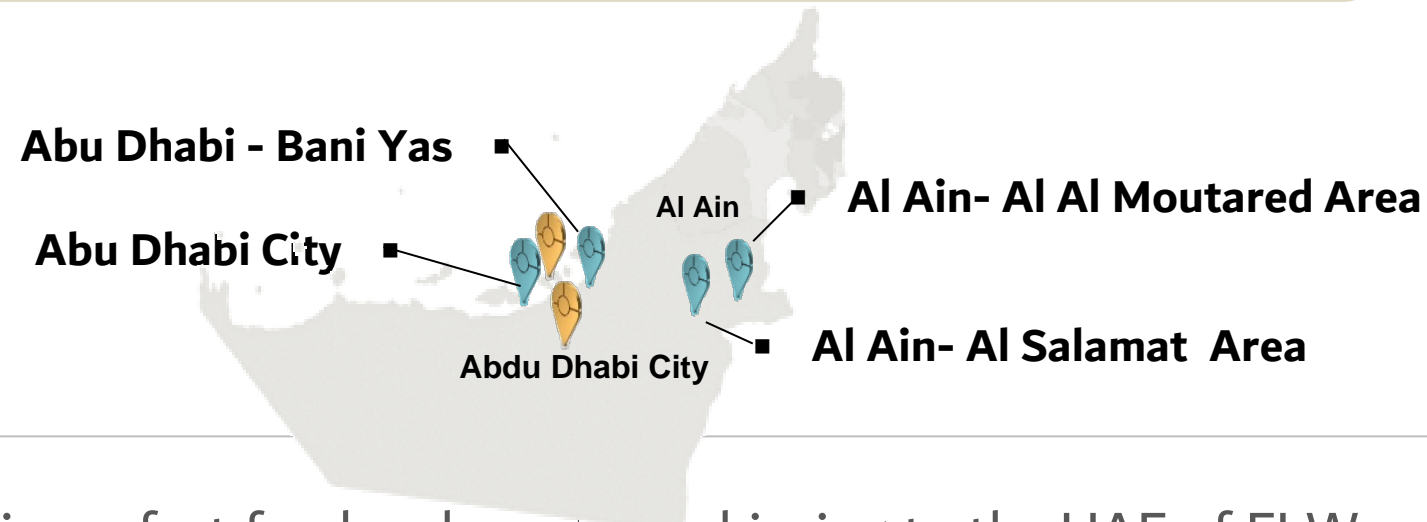
Family Iftar Boxes

Target Beneficiaries

3000 + Low-income Families

Drop Locations

2 locations in AD City, 2 location in Al Ain



Objectives

- **Reducing Food Loss and Waste:** Rescuing imperfect food and surplus, achieving to the UAE of FLW reduction Goal 50 % BY 2030
- **CSR Initiative:** Supporting the Community by Donating Surplus and Imperfect Fresh Produce, Along with Non-perishable Items, to Low-income Families, Creating a Meaningful Impact in Their Lives.
- **Social and Environmental Impact:** Monitoring food rescue outcomes, including quantity rescued and individuals served.

What items to be donated

1. **Staple Grains:** rice, pasta, quinoa, or whole grain bread
2. **Protein Sources:** canned beans (such as black beans, chickpeas, or kidney beans), canned tuna or chicken, peanut butter, or shelf-stable tofu
3. **Canned Vegetables and Fruits:** canned vegetables and fruits with no added sugar or salt whenever possible.
4. **Healthy Snacks:** Add nutritious snacks such as granola bars, dried fruit, nuts, or whole grain crackers
5. **Healthy Beverages:** bottled water, 100% fruit juice, or shelf-stable milk alternatives like almond milk or soy milk
6. **Cooking Essentials:** cooking staples like vegetable oil, spices, herbs, and condiments (such as salt, pepper, and tomato sauce)
7. **Nutrient-Rich Extras** canned soup, oatmeal packets, instant noodles, or meal kits that require minimal preparation and provide additional nutrients.
8. **Educational Materials:** simple recipe cards, nutrition tips, or information on accessing local food assistance programs to empower families to make healthy food choices and utilize available resources effectively.

Support required from Food Donor

- Provide items packed in boxes
- Provide transportation to drop these items to the locations above as per the schedule

Food Donor Benefits

- Branding Opportunities
- Event Recognition
- Media Exposure
- Digital Marketing Collaborations
- On-Site Engagement and Activation
- Post-Event Recognition

Next steps

Please contact ne'ma team, by no later than **9 of March, 2024**

JOIN US
TO BECOME A NATION WITH
NO FOOD WASTE

 /nema  /nema  /nema

Abu Dhabi st., Abu Dhabi, UAE

