



**FoodCloud**

**Sustainability Impact Assessment Report**

**2025**

# Contents

|                                     |       |
|-------------------------------------|-------|
| 1. Introduction                     | p. 3  |
| 2. Impact summary report            | p. 4  |
| 3. Sustainability impact assessment | p. 8  |
| 4. Disclaimer                       | p. 23 |

# 1. INTRODUCTION

This Sustainability Impact Assessment (SIA) report presents the impacts of FoodCloud. This report was created using SHARING SOLUTIONS – the SHARING SOLUTIONS Impact Assessment Toolkit.

SHARING SOLUTIONS was designed to illustrate the broad spectrum of impacts that food sharing initiatives have on the sustainability of food systems. Any initiative engaged in such activities around food can be classed as a food sharing initiative. Food sharing can be growing, cooking and eating together or redistributing surplus food to others.

The SHARING SOLUTIONS framework contains 34 sustainability indicators that initiatives can select from as relevant to their specific activities. An indicator can be a quantitative or qualitative factor or variable. An indicator provides a simple and reliable means to capture information at a particular point and which can be used over time to identify changes. The indicators cover four pillars of sustainability for our food systems – Social, Environmental, Economic and Governance. Within these pillars, indicators are organised into 13 impact areas. For each indicator, initiatives are provided with several options to demonstrate their impact using quantitative and/or qualitative evidence.

For more information about the SHARING SOLUTIONS tool including the SIA framework please refer to the SHARING SOLUTIONS webpage: <https://app.sharingsolutions.eu>

## 2. IMPACT SUMMARY REPORT



### WHO WE ARE

**Name:** FoodCloud

**Location:** Dublin



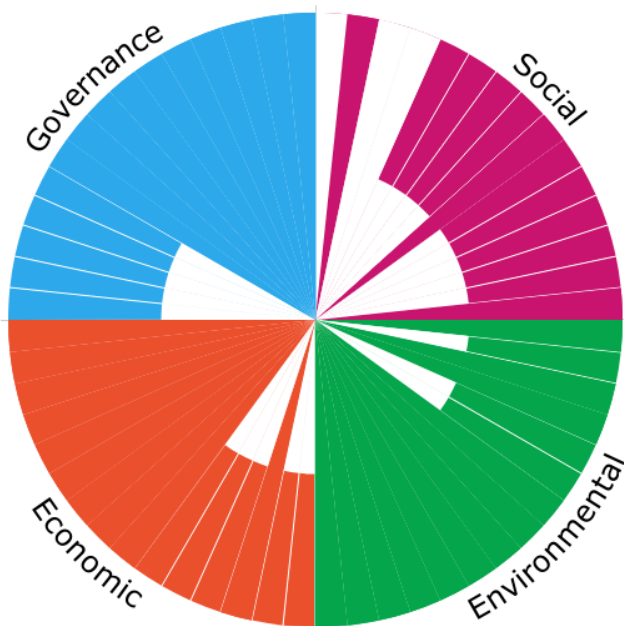
### GOALS AND ACTIVITIES

**Goals:** tackling food waste and food insecurity by redistributing surplus food.

**Activities:** Redistributing Surplus Food



### IMPACT HIGHLIGHTS



Indicator where we have reported our impact



Indicator where we are having a significant impact

#### ► Our key areas of significant impact are

- Increasing appreciation of different cultures across and within communities
- Fostering a wider food and sharing culture
- Increased access to and consumption of fruit and vegetables



## KEY IMPACTS



**3834262.5**

portions of fruit &  
vegetables distributed to  
participants



**2322364**

people received meals  
from our initiative



**3400000**

kg of CO2 emissions  
avoided

All figures presented in this SIA pertain specifically to food surplus. While we don't currently capture direct participant stories related to changing purchasing habits, FoodCloud regularly engages with themes that go beyond price—such as nutrition, sustainability, and food waste—through media, learning events, and collaborations. These efforts include engaging a wide range of stakeholders, from community partners and volunteers to employees and corporate partners. Through these interactions, we encourage conversation and awareness around choosing foods with lower environmental impact (e.g. reduced meat consumption, lower carbon miles), as well as making the most of surplus, seasonal, and nutritious ingredients.

FoodCloud actively engages with policymakers, testifying before committees like the Oireachtas Committee on the Environment and Climate Change, which recognised their leadership in reducing food waste. We partner on research initiatives like The Global Food Donation Policy Atlas and we work with the European Federation of Food Banks on various issues connected with food redistribution. We are leading on the Food Circle project to identify and remove regulatory barriers to food donation and inform national waste reduction frameworks.

While we don't directly recover water, by diverting surplus food from landfill, we help avoid the waste of the water used to produce that food. In 2024 alone, our food redistribution activities contributed to saving an estimated 5.5 million cubic metres of water, that would otherwise have gone to waste if the food had ended up in landfill.



# FOOD SHARING BENEFITS

The sharing element of food sharing creates unique positive benefits like fostering social cohesion and reducing loneliness. The direct and indirect benefits our food sharing generates are indicated below.





# HOW WE CONTRIBUTE TO THE UN SUSTAINABLE DEVELOPMENT GOALS

The United Nations uses a range of impact areas and indicators to measure progress towards the Sustainable Development Goals (SDGs). The following graphic shows how our activities are contributing to these goals at three levels by: (1) Contributing to the general ethos of a goal (2) Making a direct impact to an impact area; and (3) Making a major impact by contributing to an indicator.



## Legend:

- Making a major direct impact towards this goal
- Making a direct impact towards this goal
- Contributing to the ethos of this goal

### 3. SUSTAINABILITY IMPACT ASSESSMENT

#### SOCIAL

##### COMMUNITY INTEGRATION AND SHARING

###### Increasing appreciation of different cultures across and within communities

Do any of your activities specifically aim to empower and promote the inclusion of any vulnerable or marginalized groups of people (e.g. youth, persons with disabilities, indigenous peoples, women, etc)?

We support a variety of different community organisations. The majority of them would focus on supporting marginalised communities

Share any other relevant information about how your initiative helps empower and promote the inclusion of vulnerable or marginalised groups (e.g. youth, persons with disabilities, indigenous peoples, women, etc)

FoodCloud supports vulnerable and marginalised people in a multi-faceted approach to surplus and procured food sharing working through our community partners to alleviate financial burdens, enhance social connections and wellbeing, and capacity building within communities

###### Fostering a wider food and sharing culture

How many other food sharing initiatives are you in regular contact with to exchange knowledge or collaborate?

148

How many volunteers and/or employees have moved on to join or establish another food sharing initiative?

7



Share any other relevant information about how your initiative helps foster a wider food and sharing culture (e.g. stories from participants, volunteers, employees, and/or other food sharing initiatives that you collaborate with)

Q 3.1 is the amount of charity partners FoodCloud worked with in Dublin in 2024. Q3.2: Answer is an estimate. "The food from FoodCloud helps our members cook with wholesome ingredients and build lifelong skills. We call it 'The Help Yourself Shelf'—everyone shares and benefits." "The concept is fabulous—I'm still enthusiastic 10 years on." "My project wouldn't exist without FoodCloud." "It's more than logistics—it's shifting mindsets and building community." – FoodCloud team

ACCESS AND AFFORDABILITY OF FOOD

Increased access to and consumption of fruit and vegetables

How many portions of fruit and/or vegetables did your initiative distribute to people in the year being reported?

3834262.5

Share any other relevant information about how your initiative increases access to and consumption of fruit and vegetables (e.g. an awareness campaign you have run about healthy eating)

Context for 4.1 In 2024 we have redistributed 247,945kgs vegetables and 58,796kg Fruit: = 306,741kg 306,741 kg × 1,000 = 306,741,000 grams Divide by portion size (80g HSE):306,741,000 ÷ 80 = 3,834,262.5 portions. Context for 4:2: We don't ask this question, however thanks to the Growers project we have been able to increase the supply of fresh fruit and vegetables in 2024 by 235 tonnes and this is in demand across our community partners.

Increased access to and consumption of fresh food

How many meals did your initiative distribute?

2322364

Share any other relevant information about how your initiative increases access to and consumption of fresh food and/or freshly prepared meals. (e.g. stories from people who attended events, cooking classes, workshops, etc.)

Context for 5:2: In 2024 in Dublin FoodCloud redistributed 1,161,182 kg of food. If 1 meal = 0.5 kg (500g) of food. Then FoodCloud redistributed approximately 2,322,364 meals

## HEALTH AND WELL-BEING

### Connecting and creating new support networks within communities

How many people have increased their support or friendship network because of encountering your initiative?

1767

Share any other relevant information about how your initiative supports connecting and creating new support networks within communities (e.g. stories about friendships formed because of engaging with your initiative)

Context: question 6:1 answer 1,767 is the amount of corporate and community volunteers that worked with FoodCloud in 2024 nationally. Just corporate volunteers in Dublin in 2024 was 876. Testimonials from Volunteers: Volunteering with FoodCloud is always a chance to meet lots of great people, hardworking and very dedicated, having different and very interesting backgrounds. - Fabrice From the Volunteer team: "Both in their 70's Tom and Tom are two friends who met while volunteering at FoodCloud, they have shared that their volunteer sessions puts a shape on their week, provides social connections and a bit of banter in the Dublin hubs"

### Boosting levels of meal sharing

How many people have shared meals at events run by your initiative

1350

How many meals has your initiative distributed to other organisations that facilitate people eating together

38190

How many people are eating shared meals at least once per week due to your initiative's activities

26

Share any other relevant information about how your initiative is boosting levels of meal sharing (e.g. stories from participants about how opportunities to share a meal has improved their wellbeing)

Context 7:1 Volunteers eat lunch together, either brought or bought or made together: Corporate volunteers in Dublin was 876 people in 2024, Kitchen volunteers were 474 in Dublin in 2024 = 1,350 people. Context 7:2 FoodCloud Kitchen has redistributed 40,200 meals nationally, 95% of those meals are all in Dublin so we estimate 38,190 meals. Context for 7.3 Taking the corporate and kitchen volunteers in Dublin 1,350 over a year that's 112.5 volunteers a month, a week it's 26 volunteers. We can't say how many meals are shared at least once a week, but we do supply food and meals to people eating in a community context, such as in childcare services, homelessness services and after schools clubs.

## Increasing well-being through volunteering

How many volunteers have reported that their self-confidence has improved through participating in your initiative?

1767

How many volunteers have reported that their physical health and well-being has improved through participating in your initiative?

1767

How many volunteers have reported that their mental health and well-being has improved through participating in your initiative?

1767

How many volunteers have reported an increased feeling of belonging in their community through participating in your initiative?

1767

How many volunteers have reported increased social interactions and friendships through participating in your initiative?

1767

Share any other relevant information about how your initiative is increasing well-being through volunteering (e.g. stories of volunteers making new friends)

We don't ask these questions, these are the number of corporate and community volunteers across Ireland in 2024. Testimonials: Despite being relatively new to the FoodCloud volunteering network, I already feel a sense of pride and purpose through contributing to a mission, which has such vast impact socially, economically and environmentally. I believe in respect and care for others and for our planet, so this volunteering role is perfect for me. I feel I am behind the scenes, yet definitely part of the wider objective to both rescue surplus food and nourish those who need it the most. It is hugely fulfilling to know that your contribution to this mission is recognized, appreciated and most of all, valuable. I would recommend anyone to volunteer at FoodCloud as the team is communicative, approachable and kind. - Hazel

## Increasing movement and exercise

How many people engaged in moderate exercise through participating in your initiative?

564

How many people have been inspired to exercise more because of participating in your initiative?

564

Share any other relevant information about how your initiative is increasing movement and exercise (e.g. stories of how participants became more active and/or experienced other health benefits from getting involved in your programs)

Context for section 10 figures: All food cloud employees partake in Manual handling training to assist with work activities, we also have volunteers who take part in "gleaning" the practice of gathering leftover crops from fields after the main harvest or from areas where harvesting isn't commercially viable. 375 people did manual handling training course through FoodCloud in 2024, and 189 volunteers did gleaning in 2024.

## Increasing access to health and well-being services

Share any other relevant information about how your initiative is increasing access to health and well-being services

Not relevant. We can only provide information on the type of services that use our service, and the profile of our service users. Our community network includes 23% food sharing or food bank 15% homeless or housing 15% community services 10% meals on wheels / Adult day services 9% youth / education. Our community partners often tell us that access to food often serves as a gateway for the public to engage with other essential services, such as health and welfare support.

## EDUCATION AND FOOD CHOICES – SOCIAL

### Thinking about issues beyond price when buying food

Share any other relevant information about how your initiative supports thinking about issues beyond price when buying food

All figures presented in this SIA pertain specifically to food surplus. While we don't currently capture direct participant stories related to changing purchasing habits, FoodCloud regularly engages with themes that go beyond price—such as nutrition, sustainability, and food waste—through media, learning events, and collaborations. These efforts include engaging a wide range of stakeholders, from community partners and volunteers to employees and corporate partners. Through these interactions, we encourage conversation and awareness around choosing foods with lower environmental impact (e.g. reduced meat consumption, lower carbon miles), as well as making the most of surplus, seasonal, and nutritious ingredients.

### Increasing engagement in growing food

Share any other relevant information about how your initiative is increasing engagement in growing food

Through the Growers' Project we are highlighting the importance of commercial growers and providing support to them

### Increased confidence and participation in cooking

How many people attended your events that were (at least partially) designed to improve their confidence and ability to cook for themselves and others?

131

How many people report that they are more likely to cook for others because of participating in your initiative?

131

Share any other relevant information about how your initiative increases confidence and participation in cooking

Numbers relate to participants on Danone Nutrition and Cooking webinar in 2024. We also put recipes that can use surplus on our website

ENVIRONMENTAL

AGRICULTURAL PRACTICES

Water recovery

Describe the system you have in place for water recovery

While we don't directly recover water, by diverting surplus food from landfill, we help avoid the waste of the water used to produce that food. In 2024 alone, our food redistribution activities contributed to saving an estimated 5.5 million cubic metres of water, that would otherwise have gone to waste if the food had ended up in landfill.

FOOD WASTE

Food waste reduction

How many people attended your events that were designed to reduce their food waste?

5359

How many estimated kg of food waste did your initiative rescue?

106000

How many estimated kg of rescued food did your initiative use at events?

19095

How many people report that they have reduced their food waste because of your initiative?

5359

Share any other relevant information about how your initiative reduces food waste

For 20.1 and 20.5 These figures relate to people engaged in FoodCloud's waste reduction courses or educational material. In 2024 291 people engaged through workshops and courses and 5,068 people viewed or downloaded our educational material eg webinars, case studies, toolkit. The numbers above are national, we do not have access to location information about participants or learners. For 20.2 This number relates to Dublin, in 2024. For 20.4 this figure is based on 38,190 meals in Dublin 0.5 kg per meal  $38,190 \times 0.5 = 19,095 \text{ kg}$

## CARBON FOOTPRINT

### Reducing the carbon footprint of the food system

How many people attended your events or received educational materials about reducing the carbon footprint of their food choices?

5359

How many estimated kg of CO<sub>2</sub> emissions did your initiative avoid (e.g. by rescuing waste food, reducing fertiliser use, increasing energy efficiency)?

3400000

Select from the following any carbon footprint reducing activities your initiative does (can select multiple options):

Rescuing food that would otherwise have been sent to landfill, Accepting donated food that may otherwise have been sent to landfill

Share any other relevant information about how your initiative reduces its carbon footprint (e.g. stories of your participants being inspired to make changes to reduce their carbon footprint because of your events or programs)

For 21.1: These figures relate to people engaged in FoodCloud's waste reduction courses or educational material. In 2024 291 people engaged through workshops and courses and 5,068 people viewed or downloaded our educational material eg webinars, case studies, toolkit. The numbers above are national, we do not have access to location information about participants or learners. For 21.2 in 2024 in Dublin 3,400 tonnes CO<sub>2</sub>-eq saved from going to waste in KG this is 3,400,000 kg CO<sub>2</sub>-eq



## ECONOMIC

### JOBS

#### Training and jobs

How many people participated in a training or employment scheme with your initiative?

41

How many people have found work after participating in a training or employment scheme with your initiative?

1

Share any other relevant information about how your initiative supports training and jobs.

We have several members of staff here who would have joined us as part of a training scheme, both in warehouse and other roles. In 2024 FoodCloud hired 1 participant of the TUS scheme.

#### Fairly paid work

What percentage of your part-time employees are paid a rate 10% or more above the legal minimum wage?

100

What percentage of your full-time employees are paid a rate 10% or more above the legal minimum wage?

100

Share any other relevant information about how your initiative supports fairly paid work.

All colleagues are paid at a minimum the living wage currently approximately €14.75 per hour which is about 9% above the statutory minimum.

## AFFORDABILITY OF FOOD

## Reducing pressure on food budgets

Share any other relevant information about how your initiative is reducing pressure on food budgets.

70% of our community partners (nationally) distribute surplus food from FoodCloud to people who could not afford it otherwise in other words, food poverty charities or organisations supporting people experiencing financial hardship.

## EDUCATION AND FOOD CHOICES – ECONOMIC

### Sharing specific skills and knowledge about the food system

How many people attended your events or received educational material specifically aimed at increasing knowledge about food or the food system?

5359

How many people reported an increase in their knowledge and skills about food because of participating in your initiative?

5359

Share any other relevant information about how your initiative shares specific skills and knowledge about food and the food system.

Context for 28.1 and 2: In 2024, 291 people engaged through workshops and courses and 5,068 people viewed or downloaded our educational material eg webinars, case studies, toolkit. The numbers above are national, we do not have access to location information about participants or learners. FoodCloud’s social media and website traction data is also relevant: LinkedIn: 5,559 Dublin-based followers (41%), 829 Dublin visitors in H2 2024. Facebook: 3,524 Dublin followers (30% of 11.7K total). Instagram: 2,589 Dublin followers (39.8% of 6.5K total).Website: Total active users in 2024: 37K (22K from Ireland) Education-focused pages (e.g. “About Us”, “Volunteer”) show strong user engagement. Primary acquisition channel: Organic Search (45K sessions) – indicates public interest in food waste, volunteering, and FoodCloud’s mission. Some testimonials on education courses: “It was a great opportunity to have access to a course, through Foodcloud, that was a profound eye opener on the extent of food waste and its detrimental impact on our environment. We gained a clearer understanding of the importance of a circular economy and its potential to address this pressing issue. The programme equipped us with valuable insights on how to effectively raise awareness among the general public for a collective action towards a more sustainable future as we discovered the stigma often associated with food banks. We were able to use the Clonmany community pantry model as a practical, inspiring example of how to promote the circular economy in a way that respects dignity and fosters inclusivity when we were working on ways to palliate to stigma. This model didn't hold any stigma and also demonstrated the meaningful benefits it brings to the community, fostering a sense of solidarity when addressing food waste. Through Foodcloud, we were able to access a course that was structured with clarity and the concepts were easy to understand for everyone.” - Dominique McDaid

**Formal qualifications**

How many people gained formal qualifications relating, at least partially, to food because of participating in your initiative?

Share any other relevant information about how your initiative supports formal qualifications.

Testimonial: "The ATU Certificate in Sustainable Food Surplus Practice with a focus on Food Safety & Legislation has been an invaluable experience. The course provided me with a comprehensive understanding of the complex issues surrounding food waste and food insecurity. The practical insights and up-to-date knowledge on food safety and legal regulations have equipped me with the necessary skills to make a real impact in my community. The online format was flexible and allowed me to balance my studies with work commitments. I highly recommend this course to anyone passionate about sustainable food systems and reducing food waste. The content was comprehensive and easy to understand, even for someone with no prior knowledge of food safety regulations. The module covered all the essential aspects of food safety, including hygiene, temperature control, and labeling requirements. I particularly appreciated the practical examples and real-world scenarios that were used to illustrate the concepts. The module also provided a clear overview of the legal framework surrounding food safety and surplus food redistribution. This knowledge is crucial for anyone working in the food industry, especially those involved in handling surplus food. The course materials were well-organized and easy to navigate, making it convenient to study at my own pace. Overall, I highly recommend this module to anyone who is interested in learning more about food safety and legislation in the context of food surplus. It is a valuable tool for anyone working in the food industry, whether you are a volunteer, a community organization, or a business owner." - Laura Madden

## GOVERNANCE

### CIVIC ENGAGEMENT

#### Contributing to policy development

List key activities your initiative did to establish more sustainable food policies at the local, regional, or national level.

FoodCloud engages with policymakers, incl. testifying before the Oireachtas Committee.

Share any other relevant information about how your initiative contributes to policy development.

FoodCloud actively engages with policymakers, testifying before committees like the Oireachtas Committee on the Environment and Climate Change, which recognised their leadership in reducing food waste. We partner on research initiatives like The Global Food Donation Policy Atlas and we work with the European Federation of Food Banks on various issues connected with food redistribution. We are leading on the Food Circle project to identify and remove regulatory barriers to food donation and inform national waste reduction frameworks.

#### Sharing knowledge and good practice

Select from the following any activities your initiative does to share knowledge and best practices.

Hosted events to promote and educate about specialist practices your initiative implements.,Advised or assisted other food initiatives in adopting similar practices to your initiative.,Posted online content promoting the use of practices you implement which tackle important issues in the food system.,Participated in relevant region or regional networks for food sharing activities. For example, a community growers network.

### STRATEGIC PLANNING

#### Strategic planning and sustainability

Select from the following the best description of your formal planning processes.

We have a formal sustainability plan, which sets out a strategy to maximise our impact relating to important issues for food sustainability.

## Stakeholder engagement

Select from the following the best description of your strategy for identifying, engaging, and managing your relationships with stakeholders.

We have a strategy to identify the relevant stakeholders for our initiative and regularly review them.,We have a strategy for stakeholder engagement to understand how our operations impact others.,We have a formal strategy to resolve any conflicts with stakeholders.

Share any other relevant information about how you engage with stakeholders.

FoodCloud has a stakeholder engagement strategy and map to identify and prioritise key stakeholders across our network. We maintain regular communication to build trust, align expectations, and avoid conflict where possible. If issues arise, we aim to resolve them early through open dialogue, shared goals, and mutual accountability. This approach helps us maintain strong relationships with our suppliers, community partners, and donors.

## RISK CONTROL

### Risk control

Select from the following the best description of your current strategy for identifying and reducing risks facing your initiative.

We have successfully implemented a strategy which has already reduced major risks facing our initiative (for example by purchasing a property or securing long term funding)

Provide a summary of any steps you have taken in the last twelve months to minimise the major risks to the viability of your initiative.

Foodcloud performs a comprehensive risk assessment and has a complete suite of governance documents in place to identify and minimise risk

## 4. Disclaimer

This report was produced using the SHARING SOLUTIONS Toolkit which was designed as part of the European Research Council (ERC) SHARECITY project (Grant No. 646883) and developed with an ERC PoC Award (No. 101069183). The data entered in this report is the sole responsibility of the initiative entering the data, it was not independently verified by the SHARING SOLUTIONS Team. Any errors therefore remain the responsibility of the initiative.



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