



neighbourly®

Our approach

“Back of store” surplus is a visible and emotive part of the food waste problem. The expectations on retailers to keep fully stocked are leading to large amounts of waste. Alongside popular campaigns, supermarket employees themselves are calling for action.

We use our technology to connect food surplus from retailer back of store with suitable receiving organisations, such as charities and community groups, at scale. All food is free for the receiving organisations to collect.

By not charging the receiving organisations and connecting them directly to stores, we have seen positive results. Our platform also helps food charities to seek volunteers and donations, supporting their survival.

Key Facts

- Neighbourly has rolled out a national scheme at all Marks and Spencer (M&S) fully owned stores.
- Since the scheme started in 2015 M&S has provided 730,000 meals to 520 charities and community groups nationally.
- We have seen a noticeable increase in staff engagement at M&S including volunteering at partner charities and fundraising, and we continue to grow our Charity and community group network.
- We will continue to monitor trends and contribute as a WRAP working group member and signatory to the Courtauld Commitment 2025.

Our approach

The issue

Actions taken

How Neighbourly works

Working with M&S

Neighbourly Partnerships

Future plans

How to get involved



neighbourly®

The issue

Through discussions with retailers and charity networks, we discovered the need for a solution to enable local collections of surplus food. This is needed to:

- be measurable and easy to operate for the retailers at scale;
- provide visibility for the retailer; and
- help to cement and develop relationships locally with charities and community groups.

It is also important for such a solution to provide transparency so the retailer could share their story, whilst removing onerous administration and day to day management from the retailer to run the scheme.

At the same time, charities are facing ever increasing expectations to deliver redistribution without sufficient funding and struggling to connect with willing volunteers. Neighbourly actively supports those charities to secure new sources of funding and volunteer support.



Our approach

The issue

Actions
taken

How Neighbourly
works

Working with
M&S

Neighbourly
Partnerships

Future plans

How to get
involved

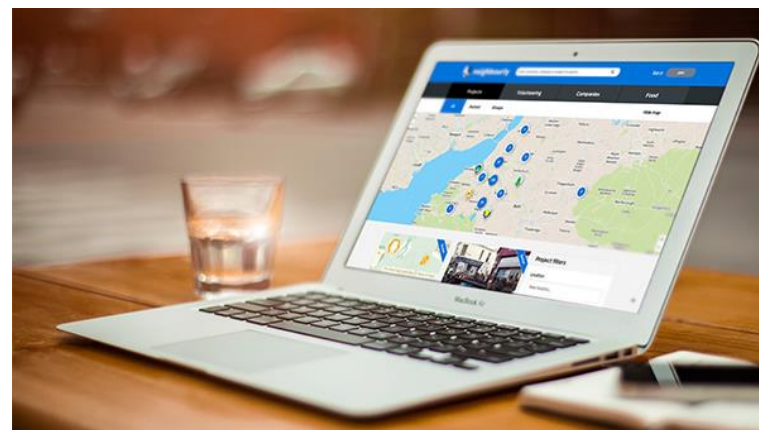


neighbourly®

Actions taken

We took the following steps to address the issue:

- Created a platform and messaging system to be utilized within Neighbourly.com platform.
- Built a network of charities and community groups nationally as the receiving organisations. With visibility on Neighbourly.com, charities and community groups gained exposure to other interested organisations and individuals.
- Launched scheme with M&S through a phased roll-out, including an initial pilot.
- Talked with policy makers, research groups and other interested parties and to use these discussions as a basis to inform future policy.



Our approach

The issue

Actions
taken

How Neighbourly
works

Working with
M&S

Neighbourly
Partnerships

Future plans

How to get
involved



neighbourly[®]

HOW TO | Get the most from your food donations



[Our approach](#)

[The issue](#)

[Actions
taken](#)

[How Neighbourly
works](#)

[Working with
M&S](#)

[Neighbourly
Partnerships](#)

[Future plans](#)

[How to get
involved](#)



neighbourly®

M&S

LOVE FOOD hate waste

Working with M&S

M&S is working in partnership with Neighbourly, the social network for social good, to deliver the scheme through Neighbourly's website www.neighbourly.com, which provides a simple process for food charities to register and receive food from their local store.

The site enables M&S to centrally monitor which products are resulting in surplus and how this can be reduced. M&S is the first major retailer to provide live updates on the number of tonnes of surplus food redistributed.

Managing the nationwide scheme through a single platform also removes some of the logistical barriers to redistribution, for instance ensuring that all those registered have the necessary charity and food hygiene credentials in place.

More and more companies are joining the Neighbourly family including Starbucks, Heineken and Wessex Water.



Our approach

The issue

Actions
taken

How Neighbourly
works

Working with
M&S

Neighbourly
Partnerships

Future plans

How to get
involved



neighbourly[®]

Neighbourly for businesses



Our approach

The issue

Actions
taken

How Neighbourly
works

Working with
M&S

Neighbourly
Partnerships

Future plans

How to get
involved



neighbourly[®]

Future plans

We are building more partnerships with retailers and leading campaigns with food charities to build their capacity to deliver. We are working with the Food Standards Agency, Food Foundation, Feedback and others to drive a policy agenda to reduce food waste – not just tolerate it and seek to redistribute it – and to use food to support communities.

The breadth of functionality and rapidly growing lists of companies using Neighbourly means we can help drive systemic change across the food system from “gleaning” to teaching young people cooking skills.

The success of our schemes are measured by retailer and charity activation and engagement, and this does not stop at food. We are promoting the idea that food is the starting point, but charities and community groups gain so much more via Neighbourly, as do our retail partners.



[Our approach](#)

[The issue](#)

[Actions taken](#)

[How Neighbourly works](#)

[Working with M&S](#)

[Neighbourly Partnerships](#)

[Future plans](#)

[How to get involved](#)



neighbourly[®]

Let's get started...

To get involved

**CLICK
HERE**

Our approach

The issue

**Actions
taken**

**How Neighbourly
works**

**Working with
M&S**

**Neighbourly
Partnerships**

Future plans

**How to get
involved**