



Bread waste, a key ingredient for a European exhibition

Emerging media technologies & food storytelling
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According to a [recent report](#) by the UN, **one-third** of all **food** produced in the **world** is lost or **wasted every year**. If food waste could be represented as its own country, it would be the third largest greenhouse gas emitter, behind China and the U.S.

Reports indicate that **bread** is the **most wasted** food in the **Netherlands**. According to an [article](#) by NRC Handelsblad about **25%** of all **bread** in the Netherlands ends up as **waste**.

[Baking Lab Amsterdam](#) explores ways to **reduce food waste**. Among one of these applications is the **use of old bread**, as an ingredient to **improve the flavour and quality of new breads**. The procedure in itself is not new. It is rather an old custom, which got forgotten due to the abundance and relative cheap price of flour, consumer convenience and large scale industrial baking. This waste trend is worsened by the loss of artisanal baking skills and the dependence of small bakers on the suppliers of raw materials, whose economic interest is to sell as many ingredients as possible.

To share our knowledge and inspire **future food innovators**, Baking Lab hosted thirty master students from the Italian **University of Gastronomic Sciences** ([UNISG](#)) for a special workshop. The goal was to engage the students in new ways that may help reduce food waste, including the use of novel multimedia technologies to **develop** and **share inspiring stories** about **food, health** and **sustainability**. During the evening the students learnt more about developing storylines using **focus group software** ([QandR](#)). Moreover the content co-created during this workshop will be integrated into a multimedia exhibition coordinated by the [WeAre#EuropeForCulture project](#). This cross European multimedia initiative is based on a novel **pop-up media platform** ([Mu-pop](#)). WeAre#EuropeForCulture will allow people in ten European cities to interact with digital screens using their smartphones, thereby transforming material recorded during cultural events and workshops into a modern storytelling experience.



About Baking Lab Amsterdam

We explore ways to share the ancient narrative and science of baking bread. As a science communicator, we also organize workshops and tailor-made programs for companies, schools and the general public about science, nutrition, sustainability and health. During these programs we also explain fundamental principles from biochemistry, biology and physics which eventually underlie the process of baking. Another important part of our mission is to provide a meaningful workplace for students, and engage them early in their career in the development of programs which may lead to social impact in the future.

Baking Lab

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References

Food waste

[UN minimising food waste report](#)
[NRC. \(May 10, 2019\) Bijna een kwart van al het brood gaat verloren](#)
[The value of and recycling old bread](#)

Multimedia exhibitions and new technologies

[QandR](#) and [Mu-pop](#).
[WeAre#EuropeForCulture project](#)

More information about UNISG

[University of gastronomic sciences](#)
[the Lexicon project, part of the master UNISG programme](#)

Note for editors

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Tags

#bakinglab.amsterdam #unisg #foodwaste #culture #sciencecommunicator #sustainability #innovation
#workshop #WeAre#EuropeForCulture #culture #focusgroup #KULeuven #qandr #mupop
#thelexicon.org #bread #recycling #REviveEU