



# 2026

# PREMIO VIVERE A SPRECO ZERO

For best practices in circular economy and sustainable development

Public bodies, associations, businesses, schools, citizens.  
A recognition of a circular and sustainable Italy.

## THE “LIVING WITH ZERO WASTE” AWARD



The “Living with Zero Waste” Award was established in 2012 to promote concrete and virtuous actions aimed at reducing waste of food, water, and energy, preventing waste generation, encouraging green public procurement, fostering sustainable mobility, reducing land consumption, promoting the efficient use of natural resources, and supporting food and sustainability education.

The Award is dedicated to innovative actions and projects that can potentially be replicated in other contexts, as the good practices identified and shared, implemented across the national territory by both public and private actors, represent relevant and innovative experiences, whose dissemination and replication should be encouraged.

The Award is aligned with Goal 12.3 of the United Nations 2030 Agenda for Sustainable Development and aims to promote best practices among all actors within the food supply chain.

Since the very first edition of the public awareness campaign “Spreco Zero”, promoted by Last Minute Market, a social enterprise and accredited spin-off of Alma Mater Studiorum – University of Bologna, the idea emerged of creating an annual contest open to stakeholders, public bodies, businesses, schools, associations, and citizens, to identify and share the best practices in the prevention and reduction of food waste, as well as in circular economy and sustainable development initiatives.

The first edition of the “Living with #zerowaste” Award was established drawing inspiration from the title and objectives of the book “Vivere a Spreco Zero. Una rivoluzione alla portata di tutti” (Marsilio, 2011) by Andrea Segrè, founder of Last Minute Market. Since then, the Award has developed as an

annual contest, expanding both the range of participants and the categories involved.

Starting from the third edition, the Award introduced the role of “Ambassadors” of best practices, recognizing the commitment of prominent figures from the fields of culture, science, entertainment, and the food sector in promoting the values of sustainability.

Since 2015, the Award has featured as ambassadors: the writer Susanna Tamaro, the author Paolo Rumiz, Michelin-starred chef Moreno Cedroni, illustrator and cartoonist Francesco Tullio Altan, artists Giobbe Covatta and Neri Marcorè, actress, author and TV host Veronica Pivetti, climatologist and science communicator Luca Mercalli, science communicator Eliana Liotta, psychologist, writer and journalist Massimo Cirri, teacher and writer Andrea Maggi, chefs Cristina Bowerman and Filippo La Mantia, and for the 2026 edition, Sara Segantin.



# 14<sup>th</sup> Edition of the Living with Zero Waste Award: Calling 2030

Conflicts and tensions across the planet, the already devastating consequences of climate change, issues related to migration flows, and the prolonged pandemic crisis have put the achievement of the main Goals set by the United Nations 2030 Agenda for Sustainable Development into question. Supporting the future of the planet first and foremost means supporting these Goals, which must remain at the center of action for both institutions and individual citizens.

The benefits of transitioning to a more sustainable and resilient food system are highlighted, among others, in Target 3 of Goal 12 of the SDGs, which explicitly refers to food waste and the objective of reducing it by 50% by 2030. This is a goal that is still achievable, even if it appears to be moving further away each year.

The call to adopt appropriate tools for sharing and promoting best practices in waste prevention was already present in the European Parliament Resolution of 2012 and in the European Commission's Guidelines on the preparation of food waste prevention programmes, and is explicitly referenced in Article 180, paragraph 1, letter 1-quinquies of Legislative Decree 152/2006, as well as in the more recent European Waste Directive (2025/1892/EU). For this reason, the "Living with Zero Waste" Award supports and promotes the mapping, sharing, and systematic valorisation of best practices for the prevention and reduction of food waste.



Over time, strategic categories have been introduced, reflecting the global commitment to sustainable development and the priorities identified by the United Nations, such as biodiversity, the promotion of healthy and sustainable diets like the Mediterranean diet, sustainable mobility, the circular economy, and the prevention of waste in the fruit and vegetable sector, historically at the top of the unfortunate ranking of household food waste.

## **The Final Push: Generations Facing the Sustainability Challenge**

The countdown has begun. With only four years remaining until the deadline set by the UN Agenda, the 14th edition of the "Living with Zero Waste" Award sends a clear and urgent message: "Calling 2030." This is no longer the time for planning alone; we have officially entered the phase of collective acceleration. In an era marked by global tensions and climate crises, reducing food waste is no longer just an ethical duty—it has become a strategic necessity for the security of our country and of Europe as a whole.

## **A Bridge Between Past and Future: The "Generational Relay"**

Data from the Waste Watcher Observatory 2026 reveal a paradox worth reflecting upon. On the one hand, there are the Boomers, true guardians of prevention and of a culture of resourcefulness, masters of seasonality and household planning; on the other hand, there is Generation Z, which, despite struggling with "forgotten items" in the fridge, possesses an innate talent for digital solidarity and social communication.

Precisely to bring these two worlds together, we are launching the special category "Generational Relay." We aim to reward projects capable of triggering a genuine "transfer of knowledge": initiatives where the traditional wisdom of avoiding waste is translated into technological and viral languages thanks to the energy of younger generations. The goal is to transform traditional know-how into modern, scalable solutions accessible to all.

## **Special Award "Mediterranean Zero Waste"**

For the 2026 edition, the Award establishes the special recognition "Mediterranean Zero Waste," dedicated to projects, initiatives, and best practices that promote concrete and virtuous actions in combating the waste of food, water, and energy; in waste prevention; in green public procurement; in sustainable mobility; in reducing land consumption; in the efficient use of natural resources; and in food and sustainability education.

This recognition is specifically addressed to experiences developed within the FOOT project, part of the Strategic Assistance programme for the "Food is Never Waste" and "True Value of Food" Coalitions, coordinated by CIHEAM Bari – Mediterranean Agronomic Institute of Bari.

For the 2026 edition, applications may be submitted by best practices originating from the countries involved in the project: Albania, Egypt, and Tunisia.

# A CHALLENGE FOR EVERYONE!

## HOW TO APPLY

### TO THE ZERO WASTE CAMPAIGN CALL

Are you a public authority, a company, an association, a third sector organisation, a school, a research institution, or a citizen?

Have you promoted and/or supported measures, actions, or projects aimed at combating and/or preventing food waste, and/or other concrete initiatives within the framework of the circular economy and sustainable development, with particular reference to extreme events linked to global warming?

Have you promoted or supported, within an educational context, measures, actions, or projects capable of raising awareness among students and their families about food waste, while also fostering food education and the values of healthy and sustainable diets?

Have you promoted and/or supported a significant project characterised by digital and/or technological innovation that has demonstrably contributed to the prevention/reduction of food waste and/or to raising awareness on circular economy and sustainable development issues?

Have you promoted and/or supported a project that promotes the Mediterranean Diet, a UNESCO heritage since 2010 and universally recognised as a healthy and sustainable lifestyle?

Have you promoted and/or supported a project in Italy, Albania, Egypt, or Tunisia within the field of social and educational training for the protection of global biodiversity?

Have you promoted and/or supported a project that combines efforts for the prevention and reduction of waste, scraps, and refuse with the concept of the circular economy?

Have you published, during 2025 and until 31 January 2026, an essay, a novel, or a short story on topics related to the circular economy and sustainable development?

## THEN APPLY NOW!

Applications must be submitted by 20 June 2026 through the form available on the Zero Waste Campaign website: [apply now!](#)

The winners will be awarded during the celebration event (date to be confirmed) of the International Day of Awareness of Food Loss and Waste on 29 September 2026.

## THE AWARD JURY

The Jury of the “Living with Zero Waste” Award, chaired by Andrea Segrè, founder of Last Minute Market and Spreco Zero, and Full Professor of Circular Economy and Policies for Sustainable Development at the University of Bologna, is composed of a team of journalists and leading voices in the field of sustainability: Antonio Cianciullo, Massimo Cirri, Luca Falasconi, Marco Fratoddi, Massimo Giannetti, Roberto Giovannini, Elisabetta Guidobaldi, Francesca Romano, Edoardo Vigna, and Daniela Volpe.

The Jury will be supported, for each category, by a representative of the corresponding partner company.

Jury Chair: Andrea Segrè  
Scientific Coordinator: Luca Falasconi  
Project Designer / Project Manager: Daniela Volpe  
Secretariat Coordination: Anna Barbero  
Communication: studio Vuesse&c, Alessia Petrilli



Information, call for applications and updates : [www.sprecozero.it](http://www.sprecozero.it)