

USER GUIDE

FLW INTERVENTION DESIGN CANVAS

When designing a FLW intervention strategy there are a number of variables to consider. The FLW intervention design CANVAS can help you to summarize the central elements of an integrated and effective FLW intervention strategy. The CANVAS consists of four quadrants. This user guide provides a detailed overview of the type of information and insights required to fill out the boxes in each quadrant.

Are there elements of your intervention strategy for which you require additional in-depth insights? The canvas and this accompanying user guide will point out where (in this website) you can find information about existing tools and approaches to obtain those specific insights. In each box and each quadrant you will find a heading with live-links that will direct you to additional information and references.

Use **Quadrant 1** to describe the current FLW issue at hand. The information that needs to be added to this quadrant provides an overview of the specific FLW case, including the type of commodity, the specific value chain, the geographical context, and the market destination of the product in question. Key insights that should be added in this quadrant include: WHERE in the supply chain FLW is occurring, the reasons and root causes WHY FLW is occurring, and WHAT percentages or volumes are being lost or wasted at the different FLW points in the chain.

The three boxes, that can be found on the right side of this quadrant, allow users to describe the types of impact that the FLW is generating. Three types of impact are distinguished: i) the socio economic impact in terms of losses of income and livelihoods ii) the food and nutrition security impact that FLW has in terms of affecting the availability, affordability and accessibility of the specific food production in question, and iii) the environmental impact of FLW when taking into account the land, water and energy that was used to produce the food product which is lost or wasted, and the greenhouse gas emissions associated with the entire process.

Do you have limited insights into the FLW profile for the specific value chain and product you are looking at? Are you missing insights about the current impact of FLW? If that is the case, consider looking into the products and tools in the FLW solutions website to learn how you can obtain these insights. You can find detailed information on FLW profiles and impacts of specific commodities in the [factsheets](#) and you can find aggregated data on FLW profiles of specific products in specific geographies in our interactive [FLW hotspot tool](#) and the [country profiles](#).

Are you looking for tools and methodologies to measure, estimate and assess FLW and the types of impacts it generates in a specific value chain, sector or location? Have a look at the different tools that can be used for that purpose and decide which one is most suitable for you: [Methodologies to assess and design FLW interventions](#)

Would you like to get more insights into the greenhouse gas emissions associated with the current levels of FLW? Go to a detailed description of the [ACE calculator](#), a tool for estimating total greenhouse gas emissions associated to a food product.

Use **Quadrant 2** to describe your “targets” in terms of the impacts of your FLW intervention and your ambitions for FLW reduction/ mitigation. Explain how much FLW you aim to reduce, and how you expect to impact SDGs, and socio-economic, food and nutrition security, and environmental outcomes.

Are you not certain on how to formulate your FLW reduction targets? Use this link to access information and insights into [FLW quantification approaches](#) that can help you define your ambitions

and aspired impact from a FLW intervention and consider how you could set up a system to monitor and measure FLW.

Have a look at the tools and approaches that are available [assess these aspired impacts and the possible trade-offs](#).

Are you considering [re-valourising your FLW streams](#)? Have a look at the [procestimator](#) tool which can support you in assessing the viability and feasibility of that process.

Use **Quadrant 3**, to focus on three key components that are needed to design a FLW intervention strategy namely: i) The technological components (specific technologies you plan to use to reduce FLW), ii) The awareness, training, skills and knowledge components required for people to interact with the product in question, and effectively use the abovementioned technologies iii) the procedural and organizational agreements required to ensure all stakeholders actively contribute to the aspired FLW reduction strategy and benefit from it. These include behavioural changes and operational innovations. The three integrated elements are essential for an effective FLW strategy. Make sure to reflect if the proposed strategy is technically feasible, affordable, accessible and acceptable for all relevant actors.

Have a look at the [roadmap tool](#) to see how such an FLW intervention strategy can be designed.

If you have sufficient insights regarding critical loss points in your supply chain and the root causes of these losses, you can use [the FLW cause and intervention tool](#) to quickly assess what type of intervention might be most suitable to address your FLW issue.

Use the [stakeholder analysis matrix](#) to reflect on the diversity of stakeholders to engage and involve in the FLW intervention strategy.

Use **Quadrant 4**, to create a detailed implementation plan. This plan describes concrete activities, the aspired outcomes of each activity, actors to involve in respective activities, resources required for each of the activities, the timeline for implementing the activity, and how one will monitor, measure and assess progress of the FLW intervention strategy, monitoring and evaluating the outcomes of the activities and the overall plan.

A great way to start a FLW intervention process, is by planning a coordination and kick-off meeting with a selection of key stakeholders. With the [stakeholder analysis matrix](#) you can map out the key stakeholders that should be invited and engaged in the process.

The four combined quadrants of the FLW intervention design canvas provide an overview of the current FLW situation, the FLW reduction objectives, the FLW intervention strategy and a detailed implementation plan. Use the CANVAS to summarize your FLW intervention ideas and share them with others.

Contact our experts via foodloss-solutions@wur.nl to get support and further information about using the FLW intervention design canvas or any of the mentioned tools and methodologies.