

## Practice Abstract No 12

### Social Enterprise Best Practice: The case of Robin Food



#### Description

Social enterprises are characterized by a high degree of hybridity: in the pursuit of social sustainability, they are required to be economically viable. This requires social enterprises to create sustainable bonds with their customers/users who would support their vision. Successful social enterprises are led by “green entrepreneurs” who can assimilate their own values into their enterprises’ business models. Robin Food is a social enterprise, initiated to fight food waste and enhance food security. One of the success factors of Robin Food is staying focused on accomplishing their ‘triple win mission’: a) impact on food waste, b) impact on companies and society by employing vulnerable in business and c) impact on healthy meals for children. Robin Food buys fruits and vegetables leftovers from farmers and transform them to longer shelf-life products like soup, sauce and juice. Robin Food’s success was influenced positively by its brand which created sustainable bonds with customers to foster closer stakeholders’ communication. Robin Food acts both as a social enterprise, and as a value chain orchestrator by connecting actors. Robin Food’s future plan is to dedicate 2% of their annual profit to boost similar social projects such as providing healthy meals to school kids. In the strategic partnerships Robin Food is establishing, they aim at value alignment among partners which is one of the most important success factors for partnership success. Robin Food critically evaluates its future collaboration opportunities based on their own mission and values. To successfully navigate through social values and being economically viable, Robin Food chooses to keep their product range simple so it can ensure impact for everyone.

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#### Stakeholders

Start-ups, Agri-food practitioners, consumers

#### Country/Region

EU

#### Keywords

Food wastes, social enterprise, social innovation



## Additional Information (context, links, etc.)

<https://robin-foods.org/>

### About CO-FRESH

The CO-FRESH project aims to provide techniques, tools and insights on how to make agri-food value chains more environmentally sustainable, socio-economically balanced and economically competitive. The project pilots several agri-food value chain innovations to see how they, in combination, can improve environmental and socio-economic sustainability.

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