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At the beginning of 2016, we felt that Gastromotiva needed to reinvent itself. We needed to go elsewhere to ensure that this methodology that worked so well in Brazil arrived in new countries, new languages and new cultures. We also needed to diversify our activities.

Initially, we worked only with professional training and food education, and we then decided to seek new challenges. The creation of Refettorio Gastromotiva was the perfect fulfillment of this new dream. We began to meet dozens of people daily, who needed our help, every night in the city of Rio de Janeiro. Our work had come to communities, to the prison system, but never to the population that lives in socioeconomic vulnerability and in a homeless situation.

Today, we work with a population who is in constant danger, which may include situations like family abandonment, neglect, destroyed family and social bonds, chemical dependency and violence, among others. In an organized, welcoming and structured space, we have succeeded in creating an environment that favors the socialization and reconstruction of weakened or broken ties. In addition, we work actively with one of the central problems of hunger known to man: food waste.

All these actions carried out in our Refettorio opened the doors of Gastromotiva to the world, and brought other important elements for the construction of what we believe to be Social Gastronomy: the union of people through food. Here we identify the dining table as a space of congregation and the kitchen as a place of creation and transformation. We noticed that several people shared our views and we started to receive many chefs in the kitchen of Refettorio cooking for one night, and many volunteers serving all our guests.

For us, it is very clear that Gastromotiva — through education, training and the fight against waste — cooperates directly with the UN Sustainable Development Goals (ODS). Through the actions we deliver on a daily basis, we contribute to the fight against hunger, poverty, malnutrition and social inequality.

In 2017, committed to advancing our transformational proposal, we went deeper into our mission and worldview. We understand that Social Gastronomy goes beyond Gastromotiva, that is, it has a life of its own and goes hand in hand with our projects: we all walk together. There is a great potential for these initiatives to join together for an exchange of good practices on a global scale, seeking the co-creation of a new standard in the food system. It is a seed that can and should inspire governments to create public policies and collaborate so bilateral agencies can recognize practices that have resulted in potential scalability.

These two years were intensely transformational and a new Gastromotiva has emerged: an organization that makes partnerships, which draws on the concepts of Social Gastronomy and prepares to be present in the world in an active and transformative way.

In this report you will find a brief history of Gastromotiva with the changes, achievements and results already achieved until 2017. And to continue growing in a serious and structured way, we have a dedicated team to create a more dignified and equal world. Let there be 2018.

David Hertz
After four years at the World Economic Forum’s Centre for Regional Strategies on Latin America, the Forum enabled me to work from Brazil where, after a few months, I decided to join David and the Gastromotiva team in January 2016. The beginning of an exciting journey. Already back then it was evident what level of inherent potential the organization has to spread its impact and vision around the globe. Since then we have been working rigorously on developing and testing different expansion models in four diverse countries, linking our mission and vision to new areas and contexts. Gastromotivas’ success and achievements are fruits of a passionate and hard working team, long standing and dedicated partners, tireless supporters as well as countless volunteers, who have allowed the organization to evolve to the next level.

For all of us the both joyful and gratifying experience of the past 2 years sparks eager and happy anticipation about 2018, a year in which I am absolutely convinced we will make an even more profound impact on many lives.

By writing this report for our stakeholders, supporters and friends, we are provided with the opportunity to express our gratefulness to all of you who have been part of this journey and wholeheartedly became an integral part of the Gastromotiva Family. We could not do it without you.

Nicola Gryczka
Gastromotiva transforms the lives of thousands of people through food and education, and I am the proof of this concept in the organization that has been part of my life since 2013. It is with great pride, admiration and emotion that I think of the team which, in my opinion, was largely responsible for the emergence of this brand. It is so strong and true that it adapts to any scenario and, most of all, surpasses all challenges. The São Paulo team — Bia, Erica, Jessica, Ernani, Marina, Stephanie, Lucia and Urideia — was essential for Gastromotiva to be able to consolidate its structure and start a process of expansion with a focus on a global brand. Without this incredible team, and its unique form, we wouldn’t have consolidated the brand over the last fours years. They have dominated not only in the educational department, but also in the strategic one.

We saw, with much effort, dedication and affection, the Refettorio’s launch. A place built with such love, dignity and a lot of sweat so that it could function in a full and absolute way every day, as it is today, and will be for many years.

At the time, with the fixed Refettorio in the city of Rio de Janeiro, it was necessary to make a very difficult decision for the entire team, and bring the operation in full form here, where our showcase of projects is. My (our) eternal gratitude to such a professional and unforgettable team that left a unique achievement in this organization. Today’s success is undoubtedly the fruit of this work that was started in São Paulo. I welcome the new team, with the certainty that there is still much to do, much to transform and of course to be transformed.

Samantha Souza
Social Impact Manager

I met David in 2013 for a wonderful dinner in New York. I fell in love with the cause, with David’s passion and transforming purpose. Immediately I became a collaborator, both with donations, and as a lifetime friend and advisor.

The mission of Gastromotiva, with Nicky and David is not something simple. What was “just” changing the lives of a few hundred people, in a few cities of Brazil, through professional training courses and then still employ them, today is much greater than “just” this.

Today, Gastromotiva, with its unceasing desire to change the world, has a mission still greater, through the Social Gastronomy Movement! This is a project that will change the world and relationship we have with the food. It will change millions of people around the world, impact food waste, and consistantly put decent and healthy food on everyone’s table. It is an ambitious project, that only a team with the passion that Gastromotiva has, can accomplish. There is no doubt about success. Let’s do this together!

Pedro Silveira
Member of the Board and Investor
Letter from Kholiwe Patricia Dyavane, Gastromotiva female from Cape Town, South Africa

After completing high school, Kholiwe had difficulty accessing any form of continuation of her studies due to her age and commitment to raising her children. She managed to earn a Professional Cookery Qualification at no cost through Infinity Culinary Training and currently works at The Belmont Mount Nelson Hotel where she has become a superstar, and is held dear by all peers. The letter was written during her course.
PARTNERS OF GASTROMOTIVA

INSTITUTIONAL SPONSORS


SUPPORTERS

São Paulo partners

Rio de Janeiro partners

PRESS
Agência TAO, Documenta Comunicação e Página 1 Comunicação
2016 2017 PERFORMANCE

DONATIONS FOR THE YEAR 2016

- National donation of legal persons: R$ 1,163,433.30
- National and international donation of individuals: R$ 454,017.39
- International corporate donation: R$ 2,386,168.26
- Foundations, Institutes and Grants: R$ 1,292,693.30
- Gastromotiva Network: R$ 230,212.00

DONATIONS FOR THE YEAR 2017

- National donation of legal persons: R$ 880,800.87
- National and international donation of physical persons: R$ 249,537.83
- International corporate donation: R$ 2,940,341.65
- Foundations, Institutes and Grants: R$ 1,824,287.50
- Gastromotiva Network: R$ 70,132.00

OPERATIONAL EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
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<td>5%</td>
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<tr>
<td>Administrative Expenses</td>
<td>23%</td>
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<tr>
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100% 100%
Closing the production cycle in the life of a product is a cornerstone of Gastromotiva’s ideology. When a product is idealized and finalized without any waste throughout its chain, it means that all steps have been completed with excellence, effectiveness and success. This was the case of ‘Toast’, the first Brazilian beer to have bread in the recipe, launched in a partnership between Gastromotiva, Toast UK, Green Lab and Antwerp Breweries.

‘Toast’ is not produced with any type of actual bread. They take buns that would otherwise go into the trash just because they have not been sold by bakeries at the end of the day. After taking this unused bread, Toast uses the yeast as a production agent in their beer. In the first round of production, they used 180 kilos of bread, all collected from bakeries, and another 120 kilos of other ingredients. At the end of production, TOAST closes the cycle by utilizing leftover malt to be re-made into new bread. The leftover malt was given to us and, through an exclusive recipe developed by Gastromotiva, was transformed into breads that were served in the Refettorio.

More than just a beverage, this is a sustainability project.
GNT

In October 2017, the GNT joined Gastromotiva and embraced the cause of Social Gastronomy. Throughout the month, this theme was the highlight of the channel’s programming, which addressed issues related to food waste, as well as presenting gastronomy as an important agent of transformation, be it social or economic. Throughout the month, there were more than 700 insertions of two different videos in the channel grid. The first, a sequence of three provocative vignettes with the same concept: to awaken the viewer in caring for the waste of food in our own refrigerators. Tomato, lettuce and melon were the chosen ones. Watch them on our channel. The other video showed action from the GNT cast one evening serving our guests. https://bit.ly/2s7ZFiV

Media report

The launch of Refettorio Gastromotiva during the Olympic Games attracted the world press and dozens of television crews and hundreds of journalists told the world the good news. The measured value of the media exposure in this period exceeds US$ 15 million.
Many people want to help improve the country and the world, but do not know how. Our sector — gastronomy and food & beverages — has an enormous potential for transformation, in addition to moving almost 10.1% of Brazilian GDP, according to data from 2016 of ABIA (Brazilian Association of Food Industries). It is also one of the largest sectors of employers, and a rich ground for human development.

Using the power of food, and all its elements, to transform society, we unite people and help reduce social inequality. This is a beautiful project of transformation, not to mention the possibility of giving real opportunity to thousands of young people who have unrealized potential. We have been able to prove that it is possible to change the lives of those on the margins of global society through cooking and food.

Gastromotiva is the first Organization and Social Enterprise of Brazil to inspire and promote transformation and social inclusion through gastronomy. We helped create the Social Gastronomy Movement in Brazil, which today has the support of the gastronomic market and social investors — companies, foundations, institutes and people like you.

*It is not enough to be good, food has to do good for society.*
Founded in 2006 in São Paulo, Gastromotiva promotes inclusion through Social Gastronomy. The organization now headquartered in Rio de Janeiro — where it maintains Refettorio Gastromotiva — is also present in Curitiba, Mexico City, San Salvador and Cape Town. Through education and professional training, the organization has already graduated and sent to the labor market about 3,500 young people in socioeconomic vulnerability, carried nutrition education to more than 100,000 people and, in its Refettorio, rescued more than 50 thousand kilos of food in perfect condition for consumption that would have otherwise been thrown away. These foods were transformed by students, cooks and great volunteer chefs into more than 80,000 nutritious meals for the homeless community.

WHERE WE ARE

**Rio de Janeiro**  Unisuam
**Curitiba**  Positivo University
**São Paulo**  Anhembi Morumbi

**El Salvador**  World Food Program and Universidad Francisco Gavidia
**México**  Corbuse Aliat Universities
**África do Sul**  Infinity Culinary Program
Gastromotiva was founded in the city of São Paulo (2006) and today operates in Rio de Janeiro (2013), Curitiba (2016) and has a subsidiary in Mexico City (2016). In addition, it coordinates two other projects with local partners in South Africa (2017) and El Salvador (2017).

An expansion plan is underway and we will soon be in Argentina and Colombia.

While universities do not use their kitchens and labs, Gastromotiva shares tools and facilities with their academic partners to conduct the courses in the best learning infrastructure possible.

Each team seeks to innovate and create different opportunities to promote the potential, power and responsibility of social gastronomy. We wholeheartedly believe it is an agent capable of transforming lives and communities around the world.

TO INSPIRE

Disseminate the potential of the Social Gastronomy Movement around the world in lectures, events and, thus, build bridges of action between chefs, companies, governments and citizens.

MULTIPLY

Education is the key to a more fair world and is the root of Gastromotiva’s DNA. With special attention to the population of young people in Latin America in a socially vulnerable state, the free courses are aimed at generating employment and opportunities for these new cooks. We are aware of the importance of combating waste and of their role as citizens in the world, and want to support them.

TO INFLUENCE

The emergence of climate change requires the formation of a new consumer class. Nutritious and healthy products following the Social Gastronomy standards are made from food waste and packaged in biodegradable packaging. All income from the sales of these products is reverted back to Gastromotiva.
GASTROMOTIVA IN NUMBERS

2016-2017

+100,000 people had access to nutritional education in community action work.

+4,000 hours of audiovisual content captured for the production of a documentary, a short film and web-series

The waiting list to volunteer in Refettorio Gastromotiva has an average of 500 people on it.

2 global campaigns to fight food waste involving more than 80 top chefs from around the world.

+4,500 Graduated students.
+90 graduates of the prison system.
+42 classes.
+ 80% of all this contingent, sent to the labor market.

+30 Events already held in the HUB of social gastronomy.
+200 caterings of Social gastronomy served in private events.
+100 recipes with full use of food.
+10 products made from ingredients salvaged from the waste being tested for commercialization.

+54,000 dishes (entrance, main and dessert) served to people in social vulnerability.

+160 chefs and sous chefs have cooked in Refettorio.

+1800 volunteers served the dinners and were impacted by this experience.

+35 tons of food rescued from waste.
GASTROMOTIVA 3.0

1.0 SOCIAL PROJECT: GASTROMOTIVA VOCATIONAL COURSE

Gastromotiva was founded as a social business, a grassroots organization, in São Paulo in 2006. The organization operated until 2011 and was passed to the first Gastromotiva student, Uridéia Andrade. The impact of the social business was the training of 800 kitchen assistants. At that time, a social project was not the best model for expansion and was transformed, in a non-profit organization focused on education and diversified programs to increase impact.

2.0 NON-PROFIT: GASTROMOTIVA / EDUCATION

From 2012 to 2016, Gastromotiva operated as a non-profit organization and focused on three key educational programs. With this, it staggered its impact and expanded to three cities in Brazil, in addition to Mexico City and Cape Town, South Africa. They also founded the first Social Gastronomy HUB, Refettorio Gastromotiva.

3.0 A HYBRID MODEL ADDING ALL OUR EXPERTISES: SOCIAL BUSINESS & OSCIP

Seeking to expand its activities at a global level, Gastromotiva is developing a model of hybrid social business, in partnership with the IDB, in Social Gastronomy, which aims to achieve 50% of financial sustainability by 2020. For the consolidation of this version 3.0 Gastromotiva is inviting individuals and institutions to become Founding Members. This goes to enable Gastromotiva to become a strong international food and social gastronomy brand.
Our courses

PROFESSIONAL COOKING COURSE WITH EMPHASIS ON SOCIAL GASTRONOMY

The Professional Cooking course with emphasis on Gastronomy has a mission to multiply and share the knowledge of rescuing and integrating food, inspired by the work of Gastromotiva and Refettorio, to unite our know-how in an educational setting to progress towards our Social Gastronomy goals.

The course meets for 285 hours of theoretical and practical classes, focusing on cuisine, confectionery, bakery, safety and management, and food sorting. Our proposal is to multiply this knowledge, while transforming society in various situations. This can be done through hopeful students aiming to break into the job market, current employees in the gastronomy sector, or participants in a social business or non-profit organization hoping to bring this message to their communities.

Our students are trained and incorporated into the daily routine at Refettorio Gastromotiva. From sorting through produce, to helping cook, these students are encouraged to think about the full use of the foods we receive, to develop dishes, personal recipes, and to create alternatives that minimize waste without sacrificing the quality of each meal. We should always serve our guests with dignity each night, and understand the full impact of the movement at Refettorio.

PROFESSIONAL TRAINING IN KITCHEN

The Training course transforms the lives of a number of young people who are passionate about cooking, having already graduated more than 3,500 young people as of the second quarter in 2017. There are 216 hours of training that contribute to the technical development of basic skills in gastronomy and the training of young people with limited marketable skills. It has no costs for the student, and therefore, there are some socio-economic prerequisites, adjusted to the reality of each country for student selection.

The project is funded by companies, foundations, institutes and individuals who believe in the cause and also by the network of the gastronomic and hospitality market that supports Gastromotiva. Our sponsors typically welcome apprentices after graduating, helping to insert them into the job market.

In the final work to be completed for the course, The Action in Communities (TAC), students develop a project in which they replicate what they have learned and become advocates in their communities. Sharing knowledge and information about sustainable and social gastronomy, they help other NGOs, schools and individuals put this learning into practice. In this way, young people incorporate the values and principles of the organization and empower themselves as Social Gastronomy Advocates.
METHODOLOGY: SUPERLIGA DA COMIDA

With the aim of alerting people to the problems of childhood obesity and raising awareness about the importance of healthy eating, SuperLiga was born from a concern of Gastromotiva and its students regarding the problems related to childhood obesity found in the communities.

The project began in the Work of Action in Communities (final phase of completion of the course), which takes place within the vocational course. As it gained greater proportions, it also became an independent project. In this way, we develop actions and formats with a fun and entertaining approach to create links and attract children and adults (parents, caregivers, lunch boxes, school managers) in order to raise awareness about diseases and problems caused by poor diet.

In 2015, AMil awarded Gastromotiva the Prize to Fight Against Childhood Obesity through the initiative of SuperLiga. This award was very important to validate and give credibility to the project, which, in a short time, was able to prove its impact on society.
COURSE: MAKE AND SELL

This course offers technical training to low-income entrepreneurs in confectionery and baking so that they are able to structure their own businesses in the communities in which they live, contributing to the increased employability and local economic contribution. In addition to these practices, the course also aims to stimulate the personal development and empowerment of these young people.

The socioeconomic profile of the candidate of this course is similar to that of the Professional Qualification in Cooking (PQC), however, those interested in this entrepreneurship journey must already have proven some experience with food and cooking or at least have an idea for a small gastronomic enterprise.

Upon completion of the training, the alumni are monitored for a period of six months and have the possibility to display their products to our network and to the public, at Refettorio Gastromotiva, in Rio de Janeiro, or at other locations of Gastromotiva.

Impact on the communities:
Passing the knowledge forward

As a course completion assignment, students replicate some of the knowledge gained in their communities. To each class, we propose a theme and the students are divided into groups to teach to hundreds of residents. Only in the last class, completed in June 2017, more than 1000 people were impacted by the work of Gastromotiva.
In 2016, we started our first partner in Mexico, with the first group beginning in March, transforming the life of several students. In Mexico City we offer training for Kitchen Assistants and we apply the Super Food League in four places to each new class. At the end of the year, a new partnership model presented itself when we had the chance to join forces with the Infinity Culinary Training, ICT in South Africa. Together, we train kitchen assistants and entrepreneurs. This brief trajectory has prepared us to join forces with the World Food Program in 2017 to begin our auxiliary training in El Salvador. In September 2017 we started our first course of the Assistant Cookery Course in El Salvador thanks to the partnership with the World Food Program (WFP). The last country statistics estimate that around 40% of the population live on or below the poverty line. Another difficult element of this reality is the unfavorable international moment immigrants, about 45% of the population have at least one member of the family that lives and works in the United States. With the return to the country of origin, the need for qualification is essential to employ these young people, who have acted as workers in an informal way. Gastromotiva offers consulting and support for deployment course of kitchen assistant, coordinated by the team of the World Food Program.
Our students — success stories

For each class, we have new stories of life and transformation. Some students already arrive determined, with the dream of opening their own restaurant; others seek to be able to get a good job in one of the gastronomic establishments partners of the Gastromotiva Network. But, no doubt, everyone is always ready to learn and grow a lot during this process. Then students take the power of gastronomy into their homes and communities.

PABLO SILVA, GRADUATED FROM GASTROMOTIVA CURITIBA

Pablo Silva is one of our former students of the first group of the Professional Course in the Curitiba Nucleus Kitchen. He entered Gastromotiva with the dream of being a great chef, but at first, communication with the students was complicated, he did not interact with his classmates, for example. As the days went by, he began to open up to other students and to participate more and more in citizenship classes, and soon we had the pleasure of knowing a little more about his life story. Pablo came from a simple family, lived with his mother and two twin brothers, younger than him. The father left the family when his brothers were born, and from there, childhood and adolescence were left to help the mother raise his brothers. His mother worked in a restaurant every day, without rest, to keep the family standing.

Pablo then decided to change the course of his story. When he finished high school with a certain difficulty, he began to look for courses. That’s when he got to know Gastromotiva from Curitiba. He completed the whole course without fail, very committed, and his will to grow was evident. At the end of the course, we received a visit from sponsors of Gastromotiva Curitiba to the Fair of Opportunities where Pablo was selected and called by the restaurant Limoeiro to work as a temporary. Since then, he has not stopped. Today, Pablo is an employee of the restaurant and the owner, Vania Krekniski, does not give up his talent. Pablo started at the restaurant washing dishes and today, next to the sous chef, he commands the stove every day. The phrase we always hear from him is: “Believing in yourself is the best way to get where you want it most.”
“I worked for almost six years in a pizzeria in Belford Roxo, in the state of Baixada Fluminense, where I live. I always wanted to grow as a person and as a professional, but I never had the opportunity to do so, even with the expectation of a better life.

I found Gastromotiva and even though I did not know what it was, I signed up and waited for contact. After almost five months of much anxiety and almost no hope of being called, I received the long-awaited call. I participated in the selection process and I got the opportunity. It was there that I really knew what Gastromotiva was and its wonderful project of social inclusion and awareness of healthy eating.

With all that, I was able to absorb from Gastromotiva. I improved as a professional and, above all, I transformed my health. I was type 2 diabetic and depended on medicines for normal everyday life. After a year in Gastromotiva, and with all its teaching about healthy eating, I cut out various industrialized things, and managed to lose 30 kg. The passion for the project was so great that soon after graduating I was invited by Agnes and Samantha to join the team of Gastromotiva as an assistant of social impact courses. Everyone’s trust in me only increased, and after a year I am pleased to say that I assumed the role of Course Coordinator. I do everything that is within my reach with a lot of love and commitment, in an attempt to try to reciprocate everything that Gastromotiva has allowed me to become, beyond a job and a professional qualification. Here, I learned that my expectations are limitless for every dream, and most importantly, I came to have the reins of my own health.

Jander da Silva Lima, 28 years old
former student of class 12, Gastromotiva in 2016

As Jander, the projects of Gastromotiva, in all places, are led by our ex-students. We believe in the power of multiplication.
Universities — testimonials from partners

Gastromotiva is very proud of the pedagogical partnerships, because only through them, lessons are possible in kitchens and state-of-the-art laboratories. With the Universities who believe in our project, we can transform lives through Gastronomy.

“We at Positivo University are very happy with this partnership. It is very satisfying to be able to contribute to the dream of people who, without this project, would have many difficulties to enter this fascinating world of gastronomy. In addition, with this partnership, we can offer the market qualified professionals to work in restaurants, which is in line with our Mission to produce and disseminate knowledge. “

Ronaldo Casagrande
Pro-Rector of Postgraduate and Research at Positivo University

“The consolidation of the partnership between UNISUAM and Gastromotiva is based on the principle of effective social inclusion actions, since many young people and adults seek the project as an opportunity for social mobility. Another issue worth mentioning is the project’s potential in providing a practical field for students of the UNISUAM Gastronomy Course, who work on the project, providing training for socially responsible professionals. “

Prof. Arapuan Netto
Rector of UNISUAM
“Gastromotiva is a project that transforms the lives of many people using gastronomy as a motivation. Young people with low income and without access to vocational courses learn the culinary arts to help them, and gain momentum in spreading this knowledge acquired to their community. It is extremely motivating to be able to contribute to the training and development of these young professionals in the labor market. I can say that it is a concrete representation of our mission as an institution of higher education. It is the University connected to society to build a better world. For this reason, I can say that the University Anhembi Morumbi is proud to be part of this history and great pleasure to receive, every day, in our Gastronomy Center the young people of Gastromotiva “

Oscar Hipólito
Rector of the Anhembi Morumbi University

“In the first ten minutes of conversation with David, at Complexo do Alemão, I understood the cause and importance of Gastromotiva. I was very poor, and at that time in my life I missed having an opportunity like that. At the age of 18 I wanted to do a gastronomy course, but since I did not have a high school diploma or money, I had to go the long and difficult way and learn alone. That’s why today I help and believe in this cause because I know what it’s like to live in the shoes of these young students when you do not have help.”

Katia Barbosa
Chef of Aconchego Carioca and Kalango and godmother of Gastromotiva in Rio de Janeiro

“We at the Limoeiro Restaurant support Gastromotiva because we truly believe that gastronomy has the power to transform people’s lives. Through it the person develops self-knowledge, perceives himself in society, broadens his horizons and creates a more optimistic perspective on life, and this transformation extends and multiplies in the coexistence of family, street and community. “

Vania Krekniski
Chef de cuisine and owner of Limoeiro Restaurant
During 2016 and 2017 around forty social events, corporate events, charity dinners and corporate volunteers were hosted at Refettorio Gastromotiva. It is worth highlighting some important events such as the Owners Forum and the United Nations Development Program. Among the companies that chose Refettorio Gastromotiva as a space for their events, it is important to highlight Coca Cola, Rede Globo, Perdigão and Casa & Video. Through these events, more than a thousand people were able to better understand our project and work methodology, realizing the power of reducing food waste to transform lives.

In addition to the events at Refettorio Gastromotiva, a Gala dinner was hosted each year by our partners, Great Food for a Better World. Journalist, and co-founder of Refettorio Gastromotiva, Ale Forbes, partnered with TAO Pr. for the organization of the event each year. The first was held in São Paulo with featured chefs Virgilio Martinez of Restaurant Central, Mitsuharu Tsumura of Maido, and Renzo Garibaldi of Restaurant Osso Carniceria & Salumeria. The following year, the gala event was held in Paris, at the starry Pavillon Ledoyen, with special guest chef Yannick Alléno.
Refettorio Gastromotiva is the largest project I have done so far in life, and has been one of the most impactful personally too. I’m a journalist, and I really have many difficulties with my qualifications in gastronomy. This dream has truly become a reality because of my partners. Massimo Bottura, great Italian chef and founder of Food for Soul, and David Hertz, founder of of Gastromtiva, an NGO I have always supported. Together, we have built a space where, daily, we serve 90 dinners for people in socioeconomic vulnerability in three courses, starter, main course and dessert, with comfort and dignity.

Looking back, I think of how this idea, initially impossible to become reality, today is part of the day to day life of the city of Rio de Janeiro. We did not know how to create a restaurant that uses surplus food — ingredients that went to the people did not know what the way would be before the project actually happened. Much less, where the money would come from to build and maintain a location, because our guests have dinner for free, there is no check to be paid at the end of the meals served. I really was unprepared. It all started at a lunch that Gastromotiva made in Denmark, in a Gastronomy forum. I introduced David to Massimo, who loved Gastromotiva, found the project incredible and told about social action in Italy, which ended turning the restaurant that served food to the poor in an old donated theater. He invited us to cook there, we went and stayed a long time and saw what an impact it had. We went back to Brazil and one day David said that Rio needed a lot more of projects like Milan. I said let’s do it and I accepted within the hour!

Immediately we begin to wade through the unknown. We serve dinner today for only 90 people, it’s very little, but I expect that the message that we give every night, the journey, spreads. It’s a lot of trash that’s not trash, but it will end up in the trash, even though it’s good food. I feel very proud of what we did, because the will surpasses the unpreparedness. I learned, with this transformative project that can not stop us from doing something, be it small or large. From a compost inside a home, to Refettorio, everything is transforming, and starts from a desire for change. Just do it. There is a lot that needs to be known in the world, but the issue of food waste is something that touches me more deeply. We have to understand that it’s time to act, no more excuses. Refettorio Gastromotiva is a space that transforms lives and already proved that it is not a pop up, it came to stay. We ‘give affection in the form of food’ to dozens of people every day through service with 10 volunteers who serve our beneficiaries. People can and should come to know, to live this experience that is very enriching. Whoever comes, gets excited.

Alexandra Forbes
Journalist
In 2016 and 2017, we made two editions of the Gastromotiva Great Food For a Better World in São Paulo and Paris, with an important collection funds for the training of new students in the Organization. The renowned Peruvian chefs Mitsuharu Tsumura, Renzo Garibaldi and Virgilio Martinez participated in the edition in São Paulo, in 2016, and the 3 Michelin stars, the French chef Yannick Alléno, of the event in Paris, during and fashion week in the city of light. Two unforgettable nights, in which the hosts David Hertz and Alexandra Forbes offered guests a unique experience with the best of the world’s gastronomy, and were sponsored by in tune with the social issue and that transforms people's lives through food.

The Great Food For a Better World project was created by the journalist and food curator Alexandra Forbes and the journalists and members of TAO PUBLIC RELATIONS Monique Paoletti e Thais Gagliardi to raise funds for Gastromotiva. Previous editions have Eleven Madison Park (2014) in New York, and in São Paulo, with a dinner signed by Quique Dacosta (2015).
In August 2016 the city of Rio de Janeiro witnessed something unheard of. With the joined forces of Gastromotiva, Food for Soul founder Massimo Bottura, and journalist Ale Forbes, the city accompanied the inauguration of a new community restaurant in Lapa. With a disruptive concept, it became the HUB, or the home, of Social Gastronomy. Refettorio Gastromotiva was born from the inspiration proposed by Italian chef Massimo Bottura, who was voted the best chef in the world at the time, at his Refettorio Ambrosiano in the city of Milan. He proposed to cook — together with other renowned chefs — with the unused food products leftover from the largest fashion fair in the world, the Milan Expo. His vision was to transform that waste into dinners that combine aesthetic, ethics and dignity. The sole guests for these dinners were people suffering from homelessness on the outskirts of the city. David Hertz was one of the chefs invited to cook at this event, and this transformative experience has altered his perception of the world. Upon leaving deeply changed, he began to plan the beginning of this partnership to create a Refettorio in Rio.

The space that Refettorio Gastromotiva occupies today is seated by the city hall of Rio de Janeiro, in the neighborhood of Lapa. One of the postcard spaced of “Cidade Maravilhosa”. Refettorio is immersed in a very peculiar context of Carioca daily life. In this space, people coexist those who are in acute socioeconomic vulnerability, tourists, businessmen and small traders. The social contrast is a strong characteristic of Brazil, a country marked by enormous social inequality, and here we see such contrast personify itself around the space where every night we serve dinners for 92 people.
Since opening its doors in August 2016 the Refettorio works from Monday to Friday, offering a unique dining experience with culture and dignity. We receive weekly donations of fruits and vegetables that would be thrown away because they are not in the standard considered suitable for the final consumer. Foods in perfect condition are sometimes discarded for having faults in the shell, or for not being within the expected aesthetic pattern. Our biggest partner in combating this waste is the Benassi Group, the largest wholesaler in the state. With food arriving every week our team of chefs and visiting chefs prepare special menus for our guests who dine with us.

Today this work is focused on people in situation of social vulnerability, some are in a homeless situation, others are sheltered, some occupy illegal housing and so on. To offer a more complete service, we work in partnership with other governmental, social and private organizations that already serve this population, and they forward their guests to the dinners. This type of partnership allows us to ensure that our beneficiaries are receiving more than just a plate of food, but a wider follow-up offered by the state or by civil society.

The social impact delivered to society from Refettorio Gastromotiva made it become more than a popular restaurant. With the expansion of the activities offered, each day more space become a HUB of Social Gastronomy. A showcase for all that Gastromotiva has been working on since 2016 and credits it: a fairer world and a more inclusive society through Gastronomy.

We have many incredible partners who collaborate with us so that the projects of Refettorio Gastromotiva continue to develop daily. Many chefs donated their day as a volunteer to prepare dinner, not just once, but several times over a year and a half of activities. One such example is Chef Bruno Duarte who has been our volunteer on ten occasions.
“I believe that if each one gives a little, over time the project becomes bigger and bigger and makes the difference transforming the world into what we want: fairer, egalitarian and where everyone has access to quality food!”
Chef and Gastronomy Consultant — Gastrotek Company.

In the front of Refettorio’s kitchen is chef Luiz Malta.

“It is my responsibility to collaborate with the training of new professionals through the courses that take place here, and this is very gratifying. I am part of this organization because I believe in the possibility of doing different and with a real purpose through gastronomy. To work with foods that would be discarded, and turning them into decent meals for people living in social vulnerability is a consistent and motivating work. In addition, contributing to the training of cooks with a conscience of not wasting food, for a job market full of addictions and practices which deserve to be questioned, I believe that this will contribute to a better world. “
Luiz Malta, Gastromotiva’s Chef

The Refettorio Gastromotiva project made it possible to expand the network of partners with others.

“Gastromotiva is more than an Olympic legacy, it is an intangible heritage to the city. Our partnership feeds the dreams of many people in social vulnerable situation and goes beyond, supporting them to overcome this unworthy condition.
Through social policies, the partnership contributes to foster food security for a very discredited group. Congratulations and thanks for those who work tirelessly at this endeavor.”
Evelim Serra Parente, Social Worker of City Hall of Rio
Thank you,

Chefs invited from all over the world have created delicious and nutritious menus from ingredientes rescued from the Olympic Games in 2016. The model adopted followed the same as the Refettorio Ambrosiano, created by Massimo Bottura, where more than 65 international chefs cooked with ingredients from Expo Milano 2015.
The Social Gastronomy Movement is a joint movement, centered on the human being which uses the power of food and gastronomy to address inequality, access to education, nutrition, fight against food waste and generate jobs. It is a global initiative to disseminate and replicate best practices in Social Gastronomy when connecting several stakeholders. Gastronomy is one of the most effective tools we have to fight against hunger and poverty. However, its maximum potential has not yet been reached. While projects are being developed by chefs and organizations around the world, they may still be stronger and expand if they are connected, exchanging experiences and learning together.

Powered by Gastromotiva

Since 2012, David Hertz and the Gastromotiva team have been visited and inspired by gastronomy projects around the world. They realized, then the need and opportunity to connect such projects and facilitate the exchange of knowledge and good practices around the world. Starting from the success of Refettorio Gastromotiva in Rio de Janeiro, and the momentum surrounding Social Gastronomy, David and other co-founders launched the Social Gastronomy Movement. The desire and need to create an environment with a multidisciplinary approach to co-creations focused on people, food and gastronomy, has always been with David. In early 2017, he was selected to participate in the Ashoka Globalizer, an initiative to accelerate the social impact around the world and empowering transformative entrepreneurs, and from there, the Social Gastronomy Movement began to be formatted. After dozens of meetings and mentoring, it has come to life and was presented at the 2018 World Economic Forum in Davos in partnership with Cargill.
MOVEMENT GUIDELINES OF SOCIAL GASTRONOMY

EDUCATION AND DIGNITY
- Promote awareness and generate dialogues between different social realities, using food as a connection tool.
- Promote cultural integration and diversity by encouraging people to put into practice their own gastronomic traditions.

EDUCATION AND COMBATING WASTE
- Combat hunger by reducing waste throughout the production chain.
- To value each and every ingredient, using it always in its entirety.

EDUCATION AND NUTRITION
- Contribute to the fight against malnutrition and obesity, actively collaborating with the qualification access to food education.
- Help ensure that every human being, especially the excluded, have access to a balanced diet.

EDUCATION AND OPPORTUNITY
- Train entrepreneurs living in vulnerability socioeconomic level so that they sustainably grow.
- Train and connect people in vulnerability to market gastronomic opportunities, allowing them to become professionals.
Talking about Gastromotiva for me is always very exciting. I was very committed to all the deliveries of the sweets it made, but something was lacking for the outside customer. One day with my husband unemployed, I went to the workshop where my father worked, and I put it in my head that I was going to sell there. He saw me, put his hand in his pocket and just looked. I thought: I’m going to sell everything now. But no, he asked. How much do I want to get out of it? He was ashamed of my job idea. He offered me a freezer, refrigerator, mixer, money, and I said that I did not want anything from him, that I was going to prove to him that I was going to conquer everything with my work. Then one day I passed the UniSuam and I saw a lot of young people with the white cooking jackets and it called me. Then I saw the name Gastromotiva and went to ask, taking the time off my shift in the hospital, but I could not try for a space, because the dedication needed would be great. When they finally open applications, I went to the interview and I told him I worked at night, but had a candy bar in the front of house, and that I had a dream to wear a cooking jacket, to train, and I heard: “Welcome, you are part of the new student group of Gastromotiva, basic skills.” My dream eats to become reality. I graduated from Gastromotiva, a wonderful NGO which gave me the opportunity to put myself inside a full kitchen with incredible teachers, a course that I would never be able to pay. Only those who have ever wanted to eat, understand the completely transformative power of this project. I became a cook because at 9 years of age I wanted to! In addition to the courses, Gastromotiva also was very lucky, when Luciano Huck surprised me in the program that made me famous and made me not be known as the cleaning lady that makes a sweet, but the lady who always loved to cook and fought until she rewrote history itself. Words do not explain so much happiness and fulfillment. My eternal thanks to Gastromotiva.

Gerlândia Gomes de Lima
Ex-student Gastromotiva
My name is Ruan, I’m 25 years old and I participated in the class XII of the professional cooking course of Gastromotiva. I had already decided that I wanted to become a cook, but my financial conditions did not make it possible for me to enroll in some paid courses at the time. Then, through MicroRainbow, an NGO focused on empowerment and inclusion socioeconomic status of LGBTs, I got in the Gastromotiva course. The course gave me all the initial support I needed to be able to improve the project that I had worked on for so long. I no longer spent many hours cooking at home, because I’ve learned to optimize my time in the kitchen, I learned that wrong cuts create more delay than the right cut, and so many other things that before the course, wouldn’t have been able to learn. Being part of Gastromotiva, I also received training in the concept of “food as agent of transformation.” That’s when I started to look at my life and realized how much it had actually changed with what I was offered. It was also through Gastromotiva that the doors opened for an internship in São Paulo with the chef Priscila Herrera, chef of one of the largest vegetarian restaurants in the country. It was through the contact with such great chefs in Refettorio Gastromotiva that I could have more certainty in my future paths. Who, living in such a hard reality within a favela, could imagine a day coming close to a reality opposite: that of the gastronomic universe? There are teachings that I could only have maturity to understand now, two years later. But the teaching that has always been present with me, and one of the greatest gifts I’ve won with Gastromotiva, was the perception that the place where we came from will not delimit our dreams. We will be great as the chefs who were presented and admired so much. We will be the future of Gastronomy. Today, I study and work constantly to be a reference in a kitchen-based plant. It is one of my life’s purposes to be able to repay all that I was given, teaching what I have learned and helping in the transformation process of realities of hundreds of other Ruans, who are out there, just needing a little hand.

Ruan Felix Schneider
Ex-student Gastromotiva
Gastromotiva has made history in the national and international media, with its own actions, partnerships and participation in events in Brazil and the world.

Press coverage of the launch of Refettorio Gastromotiva exceeded the figure of US$ 15 million in media exposure. Some highlights were:

- Michelin-star chef prepares gourmet meals for Rio’s homeless

- Massimo Bottura, el mejor chef del mundo, puso un comedor comunitario en Rio de Janeiro

- Celebrity Chefs Turn Wasted Olympics Food Into Meals for Homeless
The New York Times: https://nyti.ms/2b8xGYH
The Telegraph: https://bit.ly/2IKTx7o
CNN: https://cnn.it/2KQjT8r
The Guardian: https://ind.pn/2IKP1Uu
Agência Brasil: https://bit.ly/2swQJV4
Veja Rio: https://abr.ai/2ac1jWi
CGTN: https://bit.ly/2ILzY2Z
NBC: https://nbcnews.to/2kmAdTb

Daklozen Rio smullen elke avond van gratis maaltijd Italiaanse topchef

10.000 sporters in Rio de Janeiro. Die hebben voor elke maaltijd samen 2,9 ton aan ingrediënten nodig. De Italiaanse chefkoks Massimo Bottura, die neemt deel bij het wereldberoemde Osteria Francescana, wist dat daarvan veel wordt weggegooid. En dus koos hij elke avond een maaltijd voor 100 dalaaien in Rio.

The Telegraph: https://bit.ly/2xHCWt

Rio 2016: International chefs cooking surplus Olympic food for city's poorest residents

Italian chef Massimo Bottura launched the initiative to tackle Rio’s hunger problem.

Rio chefs use leftover Olympic food to feed the poor

Links

The New York Times: https://nyti.ms/2b8xGYH
The Telegraph: https://bit.ly/2IKTx7o
CNN: https://cnn.it/2KQjT8r
The Guardian: https://ind.pn/2IKP1Uu
Agência Brasil: https://bit.ly/2swQJV4
Veja Rio: https://abr.ai/2ac1jWi
CGTN: https://bit.ly/2ILzY2Z
NBC: https://nbcnews.to/2kmAdTb

Eater: https://bit.ly/2aBEqMz
O Globo: https://glo.bo/2IFdroa
O Globo: https://glo.bo/2xgpbbk
Casa Vogue: https://glo.bo/2J0HCWt
Época Negócios: https://bit.ly/2sAMAQb
A job of excellence is always recognized. Gastromotiva became a national and international reference for its transforming power, both in the gastronomic market and in the third sector. The organization has already received awards and honors on behalf of chef and founder David Hertz and CEO Nicola Gryczka, who value the initiatives and projects we are committed to.

**AWARDS RECEIVED IN 2016 AND 2017**

- EcoEra Award, by Casa Vogue, 2017
- Architecture Prix Versailles, 2017
- Top 6 Remarkable moments in WEF Davos, 2017
- Finalists of MIT Solve, 2017
- Alumni Award Ecole Hôtelière de Lausanne, Entrepreneur of the Year 2017
- The GLOBO Makes a Difference Award, 2016
- Trip Transformers Award, 2017

**ACKNOWLEDGMENTS**

- GQ Man of the Year and Month, 2016
- Carioca of the Year by VEJA Rio, 2016
- TOP 10 finalists in the Basque Culinary World Prize, 2016 and 2017
- Leader SDG # 2 at the Young Global Leaders Network, 2017

**Links**

- Trip Transformadores: https://bit.ly/2IM3p0A
- GQ Man of the Year and Month: https://glo.bo/2J4slUs
THE GASTROMOTIVA TEAM

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Gastromotiva had a very important group that supported the organization: our advisors. Professionals who were also passionate about gastronomy and donated their time, knowledge and contribution to the development of the organization. Ana Luiza Trajano, Elaine Smith, Georges Schnyder, Graziella Comini, Joana Figueiredo, Juan Carlos Repucci, Katia Barbosa, Manoela Figueiredo, Patrícia Villela, Pedro Silveira, Renata Biselli and Rosa Moraes.

Gastromotiva counts on very important groups that promote organization in several ways, making it possible to carry out this dream daily. We thank all companies, partners and people who are with us, whether through financial donation, food or materials; volunteer work in loco or remote, or be all the ways that guarantee that this hard and rewarding walk not be interrupted. Our special recognition and ours, thank you very much.

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This document was built by several hands, old collaborators and current partners, as well as Gastromotiva’s partners, contributed with important information for the years 2016 and 2017, in order so that everyone could know about our activities and their results.

Text Gastromotiva team
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