



DigiEduHack Solution

Torino DigiEduHack 4 Urban Food Circularity

Challenge: Urban Food Circular

Business Models: Digital Solutions to 'nudge' Sustainable Behaviors

BIN-GO

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BIN-GO represents a smart bin solution to diversify organic food into recyclable and not items. The company offers to citizens, restaurants and so on a smart bin, equipped with artificial intelligence software, which distinguishes bio-degradable products to transport them to manufacturing firms.

Team: BIN-GO

Team members

BAIMA Gabriele, CASTAGNOLI Rebecca, NIRINO Niccolò, SERRAVALLE Francesca, SINICROPI Silvia

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Solution Details

Solution description

BIN-GO develops several solutions, along with its main benefits, summed in the following bullets points:

Solutions:

- Dustbin equipped with artificial intelligence (AI) to separate organic waste into reusable waste for different manufacturing sectors (i.e., cosmetics, food, dyes, textiles, etc.);
- Sale of waste to companies;
- Waste collection at home in addition to municipal services, through electric vehicles;

- The educational element of our solution is to raise awareness of the circular economy and sustainability.

Benefits:

- The benefits are measured through the implementation of digital systems that can track the tonnes of material collected and transported to business customers of our company;
- reduction of disposal costs;
- environmental benefits (i.e., CO2 reduction, etc).

Solution context

The problem BIN-GO is facing, it is the reduction in the cost of disposing organic waste, transforming this latter into new products, that can be used through a new industrial chain.

Through the sensitization of firms and individuals. BIN-GO aims to place emphasis on the possibility of developing a circular economy within the cities being able to an added value for individuals, businesses and the territory.

Solution target group

The target groups are citizens, restaurants and large-scale distribution companies

BIN-GO represents a smart bin solution to diversify organic food into recyclable and not-recyclable items. The company offers to citizens, restaurants and so on a smart bin, equipped with artificial intelligence software, capable of distinguishing certain bio-degradable products and transporting them to the manufacturing companies, which will use them for the processing of finished products.

Solution impact

Environmental and educational impact:

- •We measure the environmental and educational impact through the administration of questionnaires to all stakeholders involved in our project.

Solution tweet text

BIN-GO! The solution to give a new life to organic waste

Solution innovativeness

Our innovation lies in the product, as there are no intelligent bins that can automatically sort organic waste.

Solution transferability

Everywhere, it can be apply in many contexts

Solution sustainability

BIN-GO forms some partnerships with municipalities and urban collection networks to distribute waste bins and then collect waste. In addition, the waste is subsequently sold to a number of companies, which are able to transform the "waste" product into a new finished product, which can be sold on the market.

Solution team work

The team is a compact and participative group, able to show multidisciplinary skills. The team has worked in synergy to produce a potential start-up, capable of creating value and sustainability in a long-term perspective.

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