niceToeat

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niceTOeat is an app that organizes social dinners between "amateur chefs" and "good forks" with the aim to reduce household food waste.

Thanks to a gamification and a cashback system, we want to promote local food consumption.

Team: niceTOeat

Team members

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Members roles and background

Background and studies: international sciences, gastronomic sciences, agricultural sciences, economics and communication sciences.

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Solution Details

Solution description

The "niceTOeat" app creates a community thanks to social dinners. It is made up of "amateur chefs" and "good forks" with a single goal: to share through a social dinner food from their own pantry, close to expiration or perishable in the short term, which would otherwise be thrown away. The cooks provide their home for the social dinner and a shopping list with their food close to the expiration. "Good forks " book dinner paying a fee. This fee may decrease if users add their own food (always close to expiration) to the cook's shopping list. The cook will receive a fee in the form of a digital voucher to be spent at local producers. At the end of the dinner, the menu is evaluated through a feedback system and the amount of food saved is measured and communicated. For each dinner, users will receive points that can be transformed into vouchers or opportunities to participate in educational events that promote the circular economy. The success of NiceTOeat will be measured by the number of social dinners that will be organized and the amount of expiring food saved. In addition, the amount of cashback that will be spent at local producers will be calculated.

NiceTOeat allows to educate not to throw away, reuse and design "recovery recipes" and encourages the consumption of local products, decreasing the total environmental impact.

Solution context

At European level, 53% of food waste occurs in households. This is due to many factors, such as the lack of attention to the shopping list, the incentives to buy more than you need thanks to promotional discounts from the large-scale retail stores trade, the mismanagement of the pantry, the little time available to cook and eat well. In Italy, the average annual total food waste per person is 179 kg.

niceTOeat wants to reduce food waste in the home by creating a new cultural model that can give value to what would otherwise be discarded.

Moreover, the consumption of local products is encouraged to create a virtuous circle between the countryside and the city.

Solution target group

The target that we want to intercept is the urban population between 20 and 40 years old. The ideal profile of a "good fork " is a person who has little time to do an accurate shopping, but seeks new experiences, he/she has a strong attitude to socialization, innovation and sustainability. Instead, the profile of the cook has a passion for cooking, predisposed to hospitality and creativity. An urban target that we can certainly intercept is composed of those who live in university residences. Everyone will benefit from niceTOeat, it's a win-win-win business plan. In fact, food wins because it is not thrown away, cooks win because they have the cashback in vouchers to spend at local producers, good forks win for the low-cost food experience, the gamification and niceTOeat wins for the gain it receives.

Solution impact

At the end of the dinner, it will be possible to define the quantity of products saved, thus reducing food waste.

Registering with the app will make it possible to collect data from users and compile statistics and

studies on food consumption.

The use of gamification through vouchers to cooks will allow the increase of purchases from local producers and consequently, develop new marketing strategies.

The use of social networks will allow a cascade dissemination of education in conscious food consumption through the sharing of digital content on social dinners.

Solution tweet text

#niceTOeat, imagine a world where with the food you forget at the bottom of the pantry you prepare a dinner, a party and you win. Everyone wins: who eats, who cooks, who cultivates. Because together it's better. #nofoodwaste #social dinner #local producers

Solution innovativeness

The use of products close to their expiry date or perishability together with conviviality allows a food experience.

The gamification activity and the system of vouchers for the consumption of local products is unique.

Unlike existing social dinners applications, niceTOeat aims to reduce domestic food waste.

Solution transferability

The App can be used in different neighbourhoods and contexts exclusively in European and non-European urban contexts.

Solution sustainability

The App will first be developed in a district of Turin, generating a network between users, cooks and local producers.

Subsequently, thanks to the positive feedback and user loyalty, the network would extend to other neighborhoods to cover the entire city and other cities.

Solution team work

We are a multidisciplinary team that complements each other. We have studied international sciences, gastronomic sciences, agricultural sciences, economics and communication sciences. We have a strong inclination to create a collaborative but determined working environment for a possible future project. We love challenges.