



DigiEduHack Solution

Turin - DigiEduHack Goes Circular!

Challenge: Turin - DigiEduHack Goes Circular! Challenge 2020

Buy Less, Waste less. Save money, time and the planet.

Solving the problem of consumer waste

Our solution is an app that will increase the awareness on food waste and help young people with little time to reduce waste and to save money. Our focus is on the use of educational content to increase awareness, and of targeted planned recipes in form of shopping lists to help reduce waste.

Team: Team 11

Team members

Tommaso Cremonini; Gianluca Russo; Simone Gibellato; Valerio Tubaro; Michelangelo Serpico

Members roles and background

Our team is composed by 4 student of ESCP master on International food and beverage management. Tommaso is the guy the will present our idea, Michelangelo was the coordinator of our work and helped us to build our presentation, Valerio anf Gianluca were focused on brainstorming and to connect the ideas to everyone. Finally, the last member of teamability is Simone Gibellato that is a PhD student in innovation for the circulae economy and helped the team as supervisor for the sustainability aspects and given feedback about the presentation.

Contact details

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Solution Details

Solution description

Our soultion is an app to help reduce the waste of food, money and time; this is done scanning

receipts of consumers to understand their preferences (from their shopping behaviour), and offering them a series of highly targeted educational content and personalized shopping lists in form of planned recipes, which the consumer can buy directly online and have the food delivered at home or pick them up at the supermarket. The consumer will be able to monitor his performances (in terms of food saved using the optimized shopping list and educational content viewed), receiving special discounts as immediate rewards, and comparing his performances with the ones from other users (as a social incentive).

For example a consumer buying broccoli will receive educational content on how to conserve it, videos on what he can do with the stem of the broccoli, and other tips related to food waste. Afterwards the app will advise the consumer a series of recipes with broccoli inside (highly targeted on consumer preference); the application will develop an optimized shopping list for the consumer depending on the recipes that the consumer have chosen; afterwards the consumer can decide to buy the product himself, buy the product online on our app and pick them up at the supermarket, or have the product delivered directly at home in the form of a food box.

Both the food boxes and the food sold online and picked up at the supermarket, are then managed by existing companies (producers of food box, supermarket that allow people to pick up food), which therefore represent our key partners.

The revenue will therefore come from taking a small percentage on the sales of products and boxes online; from product placement in the educational videos; and from advertisement in the platform.

The solution will enhance digital education both directly, with educational content, and indirectly, influencing the buying and consumption behaviour.

The solution success could be measured monitoring the number of recipes bought (to estimate the food waste reduced) and the number of hours of educational content viewed.

Solution context

We are facing the problem of food waste, in particular for households, which represent 50% of the total food waste in Italy.

Statistics say that the main problem is related to the fact the consumer tend to buy too much.

We think that lack of planning in the buying and cooking process is one of the main reason for excessive wastes.

Therefore we decided to focus on the problem of the food waste at the consumer stage, trying to help consumer to buy more appropriate quantities of food, therefore reducing waste.

Solution target group

Our target group are young people, with low-medium income, who don't have enough time to plan properly their meals and groceries. In addition, they are high-tech and tend to use apps for daily tasks.

Solution impact

The reduction of waste of food and increase of awareness; the impact is measured with two metrics:

1) Depending on the number of recipes sold, you can estimate the quantity of food waste saved, as the recipe proposed do not produce waste.

2) The number of hours of educational content seen.

Solution tweet text

Buy less, waste less. Save money, time and the planet

Solution innovativeness

The high level of personalization, and the focus on consumer waste, as a lot of app exist related to healthy food, but very few address the problem of food waste, helping consumer to save time and money.

Solution transferability

Our solution can be proposed in different contexts with no strong limitations; the most important step would be the collaboration with key partners, which need time to build up in a new context.

Solution sustainability

In our business model the key activity is to create a list of food products and recipes which respect the environment and try to reduce food consumption establishing the amount of food needs of every specific consumer. Other activities offered by our app will be: possibility to order food from home and go to take the food already prepared, and different tutorials about food conservation proposed by our platform. Secondly, our key partners will be supermarket because the food lists will be proposed there and box producers which will help us to build our business. Regarding consumers we have decided to focus on people that have not time or that do not waste time in buying food at supermarket that we have identified in students and young workers (middle-low incomes). Finally, our revenues will come from the agreement that we will take with supermarket about percentage in food sale, with advertising through the app and the agreement with box food producers

Solution team work

The team work was smooth and productive; we enjoyed working together and putting together different backgrounds; our team may keep working together in the future for personal interests.