



DigiEduHack Solution

Turin - DigiEduHack Goes Circular!

Challenge: Turin - DigiEduHack Goes Circular! Challenge 2020

Madame Veronique

Encouraging communities to make differentiated sorting

Madame Veronique proposes a business model that encourages communities to collect organic waste by providing waste collection points in cities, offering a voucher for each kilo of waste received in partner shops and reselling the organic material to local farmers to produce natural compost.

Team: French-Italian food waste haters axis

Team members

Jacopo Ballerini, Corinna Bullo, Audrène Dubiez, Francesco Perotti, Eustache Sander

Members roles and background

Jacopo Ballerini:

Actually Ph.D. Scholar and COnttracted lecturer in Innovation management at Università Degli Studi di Torino.

Ex marketer, backed by an international background, with six-year substantial experience in the Consumer goods industry, especially in DIY and Consumer Electronics, become the youngest Product Manager in Sony at the age of 24. Starting from a proven record of success managing different product categories' P&L through offline and E-retail channels, his professional career and interests led him to focus his research on the dynamics of online sales and digital marketing.

Corinna Bullo:

Master in Food and Beverage Management student at ESCP

Audrène Dubiez:

Master in Food and Beverage Management student at ESCP

Francesco Perotti:

Ph.D student in Business and Management at Università Degli Studi di Torino

Eustache Sander:

Master in Food and Beverage Management student at ESCP

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Solution Details

Solution description

Madame Veronique proposes a business model that encourages communities to collect organic waste by providing waste collection points in cities, offering a voucher (through a mobile app) for each kilo of waste received in partner shops and reselling the organic material to local farmers to produce natural compost.

- It is a digital education tool that directly involves consumers by including them in a circular mechanism together with retailers and farmers.
- Every actor in the system benefits from others and does good for the community, providing a model for other economies.

Solution context

The proposition of Madame Veronique arises from two big fact:

- 1) 50% of global waste is food
- 2) Just a very limited number of municipalities is adopting a public and mandatory policy of organic waste sorting.

As people don't know what to do with their organic food waste, when they care about it, we found a way to transform it and involve food waste in urban food circular economy, helping producers and smaller groceries to improve.

Solution target group

Geographical:

- Cities which do not the selective organic wastes sorting. Starting mainly from big capital like Paris (for ex.)

Demographics:

- People to educate: Citizens of big cities (from the beginning)
- Customers: local farmers and compost producers

PSYCOGRAPHICS:

- Environmentally friendly
- Food waste sensitive
- Price sensitive

Solution impact

Madame Veronique will allow a global reuse of food waste on a larger scale than today, and increase the awareness, and engagement of urban communities in the food circular economy. We can measure it first by the kilos of food waste harvested and the number of users.

Solution tweet text

#MmeVeronique encourages people to do differentiated sorting by giving them stores cashbacks. Don't waste what can be reused!

Solution innovativeness

Our solution complements the work done by municipalities when they are not able to provide food sorting. Moreover, this incentivizes the community to do it spontaneously instead of being forced, thanks to cashback and vouchers provided by the application.

Solution transferability

Can your solution be used in other contexts?

It could be used for any recyclable materials, everything that has a sustainable dimension. We can

use it for most of the cities of the globe which actually are not implementing differentiated sorting.

What parts can be applied to other contexts?

The discount given for an amount of recyclable materials to motivate the customer to introduce himself in the circular economy.

The mobile application through which users get their cashback and vouchers

Solution sustainability

What is your plan for the implementation of the solution, in the mid and long terms?

- Targeting the Organic Grocery Shops as first partners inside the cities.
- Once we have these targets, we will approach bigger retailers, as supermarkets.
- Create in a future, a premium membership to people who want to get involved in our community.

Solution team work

How well did you work as a team?

- All in all, we worked very well together, considering that it is difficult to communicate online.
- We have skillfully overcome the difficulty of having to start from scratch after the decision to discard the initial idea

Could you continue to work as a team in the future?

- We managed to find a winning understanding that would allow us to work well in the future too

What were your roles in the team?

- Each of us has covered every section of the project
- Not dividing ourselves into roles allowed us to have a broad picture of the situation