



DigiEduHack Solution

Turin - DigiEduHack Goes Circular!

Challenge: Turin - DigiEduHack Goes Circular! Challenge 2020

CirclePlay

Challenge yourself and change the world

Linear economy is devastating our planet, so a change in direction is crucial. Food and education play a key role in redefining the course.

The aim of this innovation is to educate people about circular economy and engage them in the matter to become ambassadors of the fight against food waste.

Team: TEAM 3

Team members

Danilo Abis, Matteo Bosticco, Alice Fognini, Ilaria Rinaldi

Members roles and background

Our team is composed by Alice, Danilo, Ilaria and Matteo. We make this group miscellaneous through our different skills and backgrounds.

This project represents our first work done together and, in general, we actively listened to each others ideas and we strongly collaborated to achieve our common goal without stressing each other.

We tried to combine everybody's solutions in one single innovation, in order that we could feel it as our own.

Danilo contributed with his analytical approach, acquired during his studies in Finance. Matteo provided inspiring information learned during his studies in Gastronomic Sciences and he actively collaborated with a high creative mindset. Alice and Ilaria actively participated to the project sharing managerial skills developed during their studies in Marketing and Management. They organized and coordinated the activities and managed communication, strongly contributing to the elaboration and development of the ideas.

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Solution Details

Solution description

Circleplay is an educational mobile application for curious young generations who want to challenge themselves and stand for planet preservation. In particular, our value proposition focuses on reducing home food waste through the power of sharing and creativity. This innovation aims at fostering and generating education through gamification, challenges and digital workshops, allowing everybody to experience both teaching and learning in a seamless way.

The application will contain traditional educational content (e.g. readings and videos provided by experts and scholars) in the circular economy field, with a focus on food waste. Furthermore, gaming is characterized by quizzes, launched once a week. Winners obtain credits, which, cumulated until certain amounts, allow consumers to gain discount codes or vouchers that can be used to buy products/services from partners that boost circular economy. Moreover, virtual challenges are introduced to boost creativity and find new ways to reuse food left-over: an example could be the «Recipe of the month award», encouraging consumers to find solutions on how to reuse mainly left-overs as ingredients and share them, thus fostering the willingness to eliminate food waste. In this way, Circleplay leads to the creation of a strong community that shares ways to accelerate the transition towards circular economy.

This application is delivered in a Freemium version: the premium subscription includes additional material, virtual events with experts and entrepreneurs and workshops.

Benefits to the challenge owner are provided by in-app advertising, subscription fees and big data collection & sale.

Partnerships with other brands and institutions, such as universities, play a key role in value proposition, value distribution and value capture.

Success of this innovation will be measured through the number of users, active users and the app store category ranking.

Solution context

Nowadays people have been developing sensitivity towards environmental issues more and more and the modern world is slowly building awareness and taking practical actions towards planet preservation. However, even though people are interested in managing more sustainable habits, one of the biggest issues of our age is food waste at the consumption stage. In particular, people waste food on a daily basis both at home and in restaurants, so it is necessary to provide education about this problem in new effective ways in order to change course.

Solution target group

Circleplay is addressed to both Generation Z and Millennials.

Generation Z wants to be heard, it is entrepreneurial, competitive, interactions lover; for them, change is welcomed and they are financially focused, moreover their world is all about technology. Quizzes and challenges boost their competitive, innovative, creative and entrepreneurial personality,

while educational material provides guidelines, data, inspiration and encourages them to change preserving the environment and their financial resources, too. The possibility to share their innovations answers to their need to share and create relationships also through technology.

Millennials are characterized by their passion for learning, their achievement-orientation, their intuitive knowledge of technology and their openness to change. Circleplay provides significant elements to satisfy their needs, such as the interactive education model and the possibility to address the change in society towards a circular economy world, through sharing on the digital platform.

Solution impact

CirclePlay would show impact at a global scale by increasing awareness in food waste and circular economy. We hope that through our gaming app, people will develop new behavioural habits through having fun with our interactive app. In terms of the main KPIs (Key Performance Indicators) for our mobile app they would include overall number of users of the app, number of users of the premium version of the app versus the ones using the free version only, length of stay on the app, number of users of the community services of the app (interactive games, advice sharing), analysis of new users versus returning users (loyalty to the app). Our solution's impact could also be measured through external means: app ranking (Apple store, Android store, Google Play), Word Of Mouth and social listening, media releases and app/brand awareness. Lastly, for such an interactive and innovative app, we would expect to be able to see positive impact in the middle to long term.

Solution tweet text

CIRCLEPLAY is the ultimate #game to counter #foodwaste: play, cook and learn to participate to a more #circular and #sustainable world! Participate in quizzes, #learn, win great opportunities and help create a brighter #future!

Solution innovativeness

The most innovative part of this project is to deliver education and information and capture it at the same time through Gaming. The structure of this application allows people to engage through the creation of a community: indeed, combining prizes and the possibility to share everybody's own experience aims at making people engaged about the matter and ready to stand for it and for as many solutions as possible to save planet, people and economy. Moreover, the delivery of education through an application allows people to learn anywhere and anytime, satisfying the need of consumers living in a time-pressure world.

Solution transferability

As far as the transferability of our solution is concerned, we believe our idea is mostly easy to replicate onto other markets, which makes it highly scalable. We could imagine entering new markets if the app is a success, both at a national level and internationally. We thought of our app as highly repeatable, as it only requires downloading the app to access it. This would represent the most replicable aspect and one of the main transferability strengths of our business. On the other hand, our app development counts on the local community building, as it would be a main trait of our solution in order to engage users, make them willing to interact and raise awareness even further. That is why, the least replicable aspect of our business would be the local communities. We would need to work locally on each market with local marketing and local partnerships in order to

enhance locally-built communities.

Solution sustainability

Our business model is primarily B2C (Business-to-Consumer) as our mobile app is directly designed for consumer use. However, we would definitely need to work with other actors and partners beforehand in order to develop partnerships and collaborations required to our business' development. Indeed, other actors with the same values and interest into driving awareness on food waste and sustainability would be featured on our app when challenges would be organised and winning prizes required. This could include public institutions, universities, and private companies engaged in circular economy development. In the implementation phase of our mobile app, we would mainly rely on our gaming aspect (quizzes, challenges) fostering user engagement; as well as on our communities advice and recipes which would ease the pain point of at-home food waste.

Regarding our revenue sustainability, our revenues would come from two main sources: our premium subscription as our mobile app model would be Freemium, and in-app advertising such as pop-up banners. These would be the most revenue generating sources when launching our app. Nevertheless, once our business would have reached sufficient recognition and benefited from a stable and rather decent position on its markets, our company could also introduce a new revenue stream, consisting of monetised partnerships. Indeed, if our community becomes massive enough to be of value for the other actors with whom we collaborate, the change for them to be featured on our app could be monetised and create an additional revenue stream for us. Lastly, our sustainability is also linked to our resources. We would mainly need technological and human resources. Both these types of resources will have to grow steadily following the growth of the app and the number of markets entered. However, they seem perfectly scalable and sustainable on a long-term basis.

Solution team work

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