



DigiEduHack Solution Turin - DigiEduHack Goes Circular! Challenge: Turin - DigiEduHack Goes Circular! Challenge 2020

NO WASTE APP

NO WASTE APP AS A PERSONAL ASSISTANT OF FOOD'S EXPIRE DATE

We want to CHANGE THE HABITS of the consumers through the implementation of DIGITAL SUPPORT.

We provide you a PERSONAL ASSISTANT that will help you track your food's expire date.

The stages are the following:

- Plan your expenses
- Scan the invoice
- Get a reward by don't wasting your food

Team: TEAM 4

Team members

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Solution Details

Solution description

We want to CHANGE THE HABITS of the consumers through the implementation of DIGITAL SUPPORT.

We provide you a PERSONAL ASSISTANT that will help you trackyour food's expire date.

Solution context

We are facing such a HUGE problem that affects EVERYONE

What you can do?

Changing patterns to shift the current paradigm

How? No waste app is the best solution

Why? To promote an environmentally sound consumption of food that has been previously acquired.

Solution target group

Busy workers

Students

Companies

Sensitive customers to food waste

Solution impact

To save 220.000 tonnes of food

To save 12 billion €

Reducing food waste at home

Solution tweet text

Hey world, I just downloaded NO WASTE APP. It's amazing, I can manage food expiry date from my couch. I've stopped wasting food, and I can save money, something I couldn't do before!

Solution innovativeness

- Buy your products: Plan your expenses so you will not buy what you don't need
- Scan the invoice: Change your habits to let us know the expiry date of your products
- Get reminders on food expiry: Get a reward by don't wasting your food

Solution transferability

Our app can also be used as TRACKING TOOL of the spending habits of customers so to better improve the effectiveness of TARGETED ADS

Solution sustainability

Business model Canvas which includes Key Partners (stakeholder and shareholders), Key Activities (Platform development, Marketing pr), Value Propositions (empowerment, waste reduction, food

waste awareness), Customer Relationship (ethical reward, less waste), Customer Segments, Key Resources (HR, Network), Channels (iOS and Google Store), Cost Structure (R&D, Marketing, HR cost), Revenue Streams (subscription based, targeted ads, adv based)

Solution team work

Team productivity allowed as to:

- improve productivity
- bring better results
- facilitate ideas
- generate a more accurate and feasible business idea

Through the implementation of a COLLABORATORY STRATEGY we have been able to utilise our different background and expertise area so to maximise the flow of ideas and concepts