



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

COFO-PACK

It is REAL zero waste and biodegradable

It is a biodegradable package that can be put directly in to soil to grow whatever type of plant people need or want.

Customers buy a product with COFO-PACK packaging. At home, they scan a QR-code on the packaging that leads them to a website with all the information about COFO-PACK.

Team: COFO-PACK

Team members

Alicia De Roover, Umberto Varvelli, Armand Challet, Piero Vancini, Sarah El-Khatib

Members roles and background

No specific roles

Contact details

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Solution Details

Solution description

Our product is an innovative type of packaging:

It is a REAL zero waste, biodegradable packaging for food that can be put directly in soil to grow

vegetables/fruit/flowers, whatever people need or want. The packaging can be developed from a composition of corn seeds and pineapple peels or from paper pulp, flour and starch all mixed with the wanted seeds.

The circularity of this innovation goes as follows:

1. Customers buy a product in the supermarket with COFO-PACK packaging
2. At home, the costumers remove the packaging and they should scan the QR-code present on the packaging. This QR-code brings them to a website that provides them with all the necessary information about COFO-PACK and brings them to a digital forest.
3. After scanning the QR-code, instead of throwing the packaging away, the customers should follow the instructions from the website in order to correctly put the packaging in soil to grow plants.

The QR-code leads our customers to a website where our story, vision, mission and process is told and where our digital forest community can be found. The digital forest will be created by our customers, the forest represents all the plants that came from planting the packaging what makes our innovation measurable. The digital forest is also in collaboration with Ecosia, an online searching engine that will also help growing the digital forest. The website also provides a forum where customers can share their ideas, ask their questions and communicate with other customers.

We can distinguish ourselves from our competition because our packaging is a REAL zero waste innovation.

Solution context

With our solution we tackle the food waste packaging.

We show full transparency by telling our customers the full process of how our packaging is made.

With this COFO-PACK we really aim to create a sense of community between people, while we all work together to lower our carbon footprint.

Solution target group

The target group for our solution are environmentally oriented Millennials and families.

The activity of planting our packaging allows parents and children to work together and connect over this.

Solution impact

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Solution tweet text

In our drive for a better future, COFO-PACK made #realsustainability a top priority, and we view everything we do through that lens. A new product doesn't only need to be a profitable solution, but it also has to be educational and "do real good" for the environment.

Solution innovativeness

We can distinguish ourselves from our competition because our packaging is a REAL zero waste innovation.

Solution transferability

The packaging can be used for all kind of products not only food.

Solution sustainability

We would first start with targeting bio and organic oriented stores. After people get to know our packaging we would want to go supermarkets and large convenient stores.

Solution team work

Team work went very smoothly. We all had an equal amount of input and involvement. We listened to eachother and learned from eachother. We could certainly work together in the future.