



DigiEduHack Solution Canvas

Title of the solution:..... Re-FRESH

Team name:..... Refreshing Team

Challenge addressed:..... Household food waste

Challenge category:..... Circular food economy

Describe it in a tweet:

Describe your solution in a short catchy way in maximum 280 characters

Re-FRESH your mind! Your solution to avoid food waste.

Solution description:

Please describe your solution. What is your final product/service/tool/activity? How could the solution be used to enhance digital education in the your challenge area? How could the success of the solution be measured? How will the solution provide benefits to the challenge owner?

- Our final product is an application for smart devices which helps you buy and organize your fresh food, tracks expiration dates and warns you to take action to avoid waste.
- It also promotes healthy eating habits, food sharing and a socializing community
- All in all, it reduces the food waste from the households and helps building awareness on sustainable food circularity

Target group:

Who is the target group for your solution?

Who will this solution affect and how? How will they benefit?

- *People:*
 - *By wasting less (or no) food*
 - *By training to have a fresh and healthy diet*
 - *By having discounts, coupons or benefits in shopping or restaurants*
 - *By self-motivation and self-improvement*
- *Supermarkets, Restaurants, Cafés, etc.:*
 - *By increasing publicity therefore increase the number of their customers*
 - *By increase customer fidelity and the number of returning customers*

Innovativeness:

What makes your solution different and original? Can anything similar be found on the market? How innovative is it?

- *Although there are apps in the same category, we are better because:*
 - *We are free*
 - *We offer ease of use (automatic scanning and updating)*
 - *We provide store benefits (discounts, coupons, etc.)*
 - *We boost social interactions while reducing food waste*
 - *We promote food circularity and a sharing community*

Transferability :

Can your solution be used in other contexts?

What parts of it can be applied to other context?

- *Can be transferred to a larger community, broader customer segments*
- *Can be updated with features to extend the capacity of the app*
- *Can be modified to be combined with other health or food sharing apps*

Impact:

What is the impact of your solution? How do you measure it?

- *Households can reduce the wasted food for 100%*
- *Promoting fresh and healthy diet in a community*
- *Create social interactions in a community*
- *Food circularity*
- *The economic and environmental impact of the food saved will be expressed in CO2 and euro.*

Sustainability:

What is your plan for the implementation of the solution and how do you see it in the mid- and long term?

- *The project will possibly to start and gain popularity through online shopping and then will be extended to a larger amount of people and businesses.*
- *The app will be used to decrease wasted food from households*
- *The app will promote a progressive community*

Context:

What is the problem you are facing?

What is the challenge that you are solving?

- Too much food is wasted in each household
- Forgetting food up to the expiration date
- 100% reduction in household food waste
- Promoting food circularity and awareness through digital media

Team work:

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

- This team is an exemplary combination of multi-cultural group from multi-disciplinary backgrounds
- Different influences strengthened the versatility and created a balanced and long-term bond between teammates.