

DIGI EDU HACK2020

TEAM 5



SOLUTION DESCRIPTION



Being locked down with 10 people made us realize how much food waste we produced every day. When thinking about an impacting idea for this project, taking organic waste into consideration came into our minds. Moreover, as a team of French students we noticed that in France the organic waste was not managed and that it was not easy for all citizens to deal with it in a responsible manner. Indeed, we came up with the following idea:

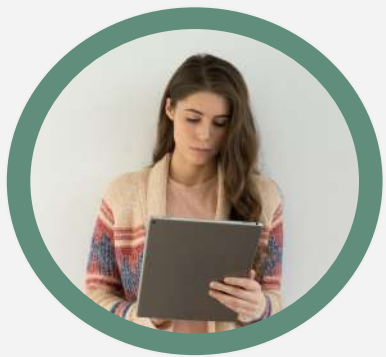
Offer the consumers a way to compost their organic wastes and allow the farmers to use it back



Solution Context

Food waste → unused organic waste

Offering an easy solution to every citizens for the management of their organic waste



Solution Target group



Chloé Dupont, 23 years old
Student in Sciences Po in Paris

- Committed to **sustainable development**
- Member of the community “*La Ruche qui dit oui*”
- Shops in Biocop and buys **local French quality** products
- **Cooking lover**
- Instagrammer : personal account about **food and sustainability**.

Henri Duflot, 55 years old
Lawyer in Aix-en-Provence, Happy father of 3

- **Loves gardening** but doesn't have a garden in town.
- Cares about the **environment**
- Shops in organic stores and buys mostly **locally sourced products** to cook meals to his family on the weekend
- Tech-savvy, Apple user

Solution Impact



ECOLOGICAL

Reducing food waste, and allowing farmers to reduce their chemical impact



EDUCATIONAL

Citizen participation in selective sorting : compost recycling



SOCIAL

Allowing the consumers to connect with local producers



ECONOMICAL

Reducing the spending in chemical fertilizers & promotion on the products

Innovativeness

Connects the farmers and the urban consumers together to reduce the impact on the planet and increase the organic agriculture

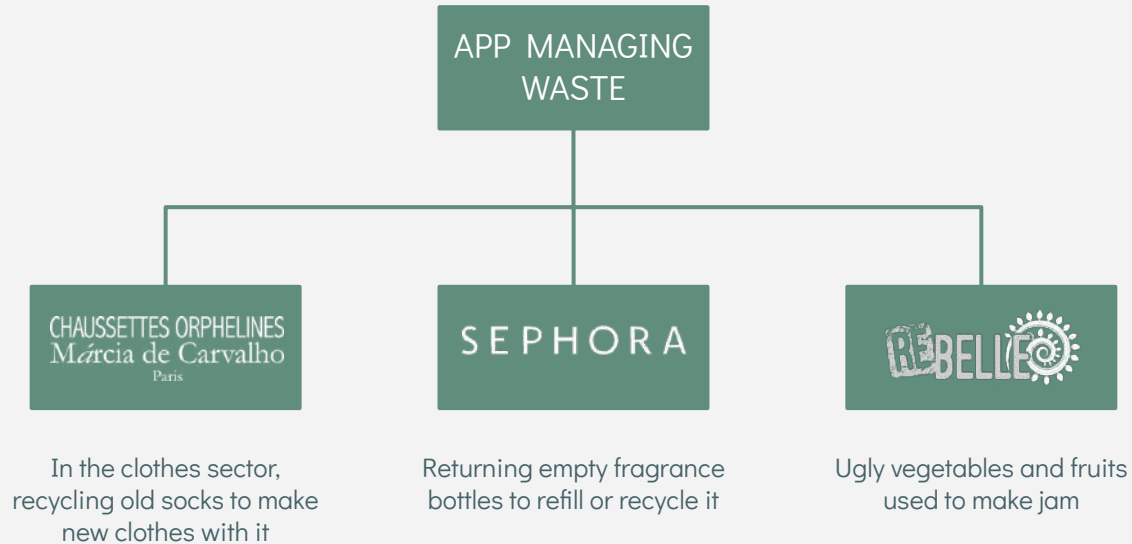
Similar projects in the market ?



LA RUCHE  QUI DIT OUI !



TRANSFERABILITY



SUSTAINABILITY

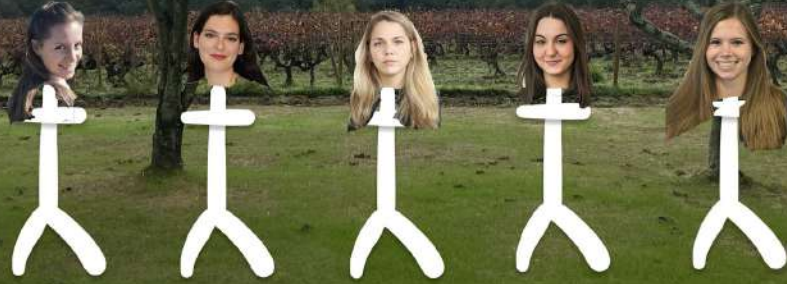
15€/month

subscription for farmers

1 kg = 0.50€

1kg of compost = 50 cents saved

TEAMWORK





Producers & customers together
against food waste!
#compost4life





THANKS!

Any question?

THANKS!