An Innovative Solution to tackle food waste through the collaborative power of ICT networks
The Challenge

Food waste: a global paradox

Whilst approximately 1/3 of the food produced in the world each year is being wasted, at the same time nearly 1 billion people are unable to cover their daily needs in food.

Our mission is to address this challenge by offering an innovative solution to reduce food waste & help people in need
**Project ID**

SavingFood is developing a CAPs platform that aims to offer a **socially & environmentally responsible solution** to tackle food waste by facilitating the redistribution of **surplus food** for the **benefit of vulnerable groups** in our society.

**Start date:** January 2016  
**End date:** April 2018

**Collaborative consumption**
Objectives

- Develop a **bottom up solution** to reduce food waste with the collaborative powers of ICT networks.
- Improve **awareness** and engagement across multiple stakeholders.
- Create a more **effective operational model** for food redistribution that will increase current levels of engagement.
- Drive **behaviour change** towards food waste reduction.
- Understand the processes of **collective awareness**, collective intelligence and online networks.
- Offer a **Europe-wide social innovation solution** to food waste.
SavingFood model

Traditional food redistribution model:
• classic warehouse model - Food Banks - complex logistics, high operational costs, insufficient information flow.

SavingFood model:
• A new form of participatory innovation for tackling food waste
• “online” bridges between food donors and recipients
• Citizens empowerment
• Promotion of pro-social behaviours
The SavingFood platform

- General food rescue
- Gleaning
- Farmer’s market

- Fosters collaborations between donors and recipients: **Matchmaking, crowdsourcing map, quantification of donated food**
- Citizen engagement: **SavingFood Ambassadors, Human sensors**
- Behavioral change: **badges, pledge, prompts, awareness raising events**
Pilots

Greece

Hungary

UK & Belgium
Contact us

Thank you!

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