

## SavingFood 2.0

### An innovative solution to tackle food waste through the collaborative power of ICT networks

#### Partners



#### The project at a glance

SavingFood 2.0 offers a novel approach to tackle food waste, by turning this environmental issue into an innovative solution to reduce food waste and fight hunger through the redistribution of surplus food to welfare organisations that support people in need. Moving forward from existing food redistribution channels SavingFood 2.0 seeks to create a social movement for reducing food waste, by engaging all actors of the food waste cycle to become part of the solution.

The project brings together the food waste community and the technical and scientific community in a mutually beneficial context to provide a complete, sustainable and flexible platform where all participants – food donors, beneficiaries, policy-makers and society at large – can engage, discuss and deliver within a pro-social environment in which everyone's needs are met, information is shared and food is effectively distributed.

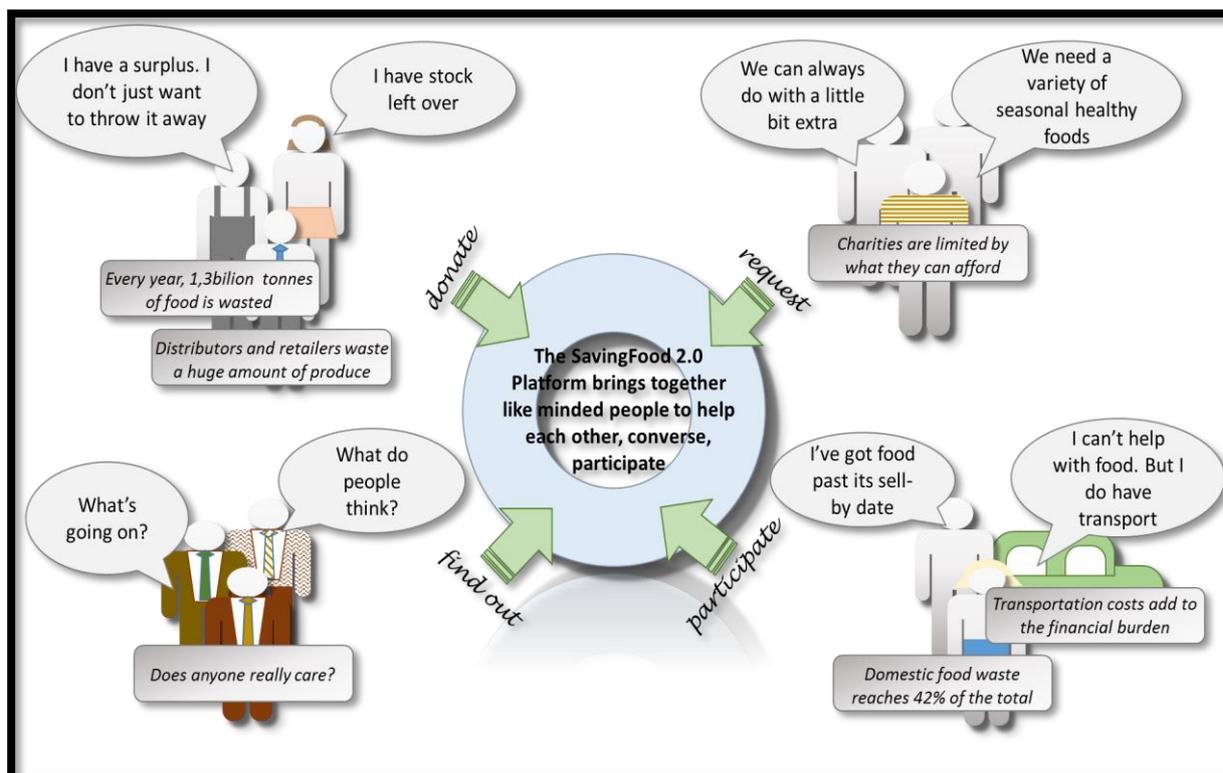
SavingFood2.0 will be tested in 4 countries, namely Greece, Hungary, the UK and Belgium, where the project partners (particularly: Boroume, HFA and Feedback) have a strong presence since they collaborate with thousands of stakeholders including citizens towards tackling food waste.

#### Objectives

- ✓ Develop a bottom up solution for reducing food waste and fighting hunger by harnessing the collaborative powers of ICT networks.
- ✓ Go beyond food redistribution to improve awareness and engagement across multiple stakeholders.
- ✓ Create a novel and more effective operational model for food redistribution that will dramatically increase current levels of engagement.
- ✓ Drive and sustain behaviour change towards food waste reduction on personal and collective levels.
- ✓ Gain a better understanding on the processes of collective awareness, collective intelligence and online behaviours and networks
- ✓ Enable adoption of SavingFood2.0 so as to offer a Europe-wide social innovation solution towards food waste.

## The Platform

SavingFood 2.0 offers an innovative and socially responsible solution to the food waste challenge by developing an online networked community of various stakeholders that through collective awareness, knowledge sharing, motivations and incentives, will facilitate the redistribution of surplus food and leftover crops for the benefit of the vulnerable groups of our society.



The SavingFood2.0 platform will:

- **Foster large scale collaboration between food donors and recipient organisations:** Based on a crowdsourced map and through the creation of online bridges it will link organisations with surplus food (farmers, super markets, groceries, restaurants, hotels etc.) with welfare organisations that help people in need (charities, soup-kitchens, municipal social services etc.)
- **Make gleaning activities more efficient and scalable:** In order to rescue food from the field the project builds on the experience of our partner Feedback, who run the first and biggest Gleaning Network in Europe. SavingFood 2.0 will exploit this knowledge so as to enable greater efficiency and effectiveness in operating gleaning activities. This will be achieved by streamlining interaction among stakeholders by creating a virtual hub for bridging food donors and recipients, and through providing real time information and notifications.
- **Raise awareness and engage citizens to become part of the suggested food waste solution:** For empowering citizens SavingFood2.0 will build on the power of social networks and enable the collaboration and coordination between citizens so as to take action on the following levels:
  - To self-organise to rescue food from retail outlets and catering establishments in the neighbourhood thus acting as human sensors of potential donors and recipients at a local level
  - To organise local gleaning groups by inviting their friends into local gleaning Facebook groups.

- To take action at a smaller scale by inviting their friends to share their excess food, hold social meals etc.
- **Provide motivation and drive changes in lifestyles:** Building on the multiplication capacity of social media, SavingFood 2.0 will develop and promote pro-social behaviours towards food waste by encouraging all the potential users to become SavingFood2.0 Campaigners. SavingFood2.0 Campaigners can be active citizens who act as human sensors of donors in their neighbourhoods or even gleaning volunteers who are able to upload images from gleaning days and invite their friend to participate.

**Leveraging on the collaborative power of social networks, on crowdsourcing applications and open data sources SavingFood 2.0 fosters the creation and sharing of knowledge that can activate the collective intelligence of people and lead to highly cooperative behaviours and enhanced lifestyles.**