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

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BELGIUM

Hungarian Foodbank Association
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The challenge

Food waste highlights a global paradox...

Whilst approximately a third of the food produced in the world each year is being wasted, at the same time nearly a 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 and fight hunger.

The project

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

SavingFood is a CAPS project, starting in January 2016 and finishing in December 2017.
Objectives

• Develop a **bottom up solution** for reducing food waste by harnessing 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.

**Target groups**

**We can all be part of the solution...**

Farmers, food wholesalers and retailers, restaurants...
Welfare organisations, social enterprises...
Citizens
Food rescue and food redistribution organisations

**SavingFood fosters collaboration between food donors and recipients and makes gleaning activities more efficient**

**It raises awareness, drives changes in lifestyle and engages citizens to act as human sensors and savingfood campaigners**

**SavingFood is offered as an open source tool to provide the opportunity for other organisations to replicate, adopt and use.**
Thank you!

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