

KEY RESOURCES

- Mobile app
- Network of donors and recipients
- NGOs/volunteers
- Retailer personnel
- Edible unsold food surplus

PARTNERS + KEY STAKEHOLDERS

- NGOs/volunteers
- Retailers
- Centres of social work
- Municipalities

KEY ACTIVITIES

- Platform development and management

PICK-UP POINT

- Maintenance of sanitary standards
- Notifying users about available food items
- Increased involvement of recipients

RETAILERS

- Transport to pick-up points
- Sorting of donated food

NGOs

- Food distribution to less mobile or ill recipients

TYPE OF INTERVENTION

- Mobile application
- Self service pick-up point food lockers
- Home delivery service

CHANNELS

- Mobile application
- Self service pick-up point food lockers
- Volunteers
- Social media advertisements
- Stakeholders' websites advertisements
- Ministry of Labour, Family, Social Affairs and Equal Opportunities
- Ministry for Agriculture, Forestry and Food

SEGMENTS

BENEFICIARIES

- People lacking the finances for food
- Volunteers and humanitarian organisations

CUSTOMERS

- Retailers
- Municipalities

VALUE PROPOSITIONS

RECIPIENTS

- Less uncertainties when receiving donated food (available items and locations can be seen in advance)
- Improved accessibility and timeframe of food donation (the recipient determines the time for food pick up himself, the process no longer takes place only at night)
- Decreased stigma

VOLUNTEERS

- Reduced workload
- Simplified navigation when carrying out food donation deliveries

RETAILERS

- Improved public image thanks to participation in a socially conscious scheme
- Greater amount of tax reliefs by maximizing the amount of donated food (up to 57.000€ annually)
- Reduced costs of waste disposal

MUNICIPALITIES

- Decreased amount of food waste
- Less hunger
- Improved societal well being

COST STRUCTURE

- App development (cca. 50.000€), but existing solutions could be adopted and adapted to local needs
- Pick-up point infrastructure (cca. 5.000- 7.000€)
- Suitable location for pick-up point food locker infrastructure
- Finances for maintenance and repair

FUTURE

- Expansion to smaller cities
- Expansion of the donor scheme to restaurants, catering, hotels, schools
- Expansion of the recipient groups to all people and households
- Creation of shared food banks

REVENUE STREAMS

- Mobile application financed by Ministry for Agriculture, Forestry and Food
- Self-service pick-up point locations are provided by the municipalities
- Investments in further development acquired via donations of socially aware enterprises and EU funds
- Infrastructure enables sponsorship model for retailers