



**ANCONA MOLE Auditorium 18 giugno 2019**

## SCHEMA GIURIA

Università - corso di laurea - insegnamento

Università - corso di laurea - insegnamento- docente *University - degree -subject - teacher*

Marche Polytechnic University  
 Master Degree Course of Food and Beverage Innovation and Management  
 Food Marketing and Management  
 Prof. Raffaele Zanolì

Nome progetto *Project name*

Waste-FREEdge

Squadra *Team*

ÖZNUR YILDAR  
 KOFI ARMAH BOAKYE-YIADOM  
 MARIE GROSSELIN  
 LAURA AIMONE GIGGIO  
 FEDERICO FACENNA

Idea *Idea*

Waste-FREEdge is a software application to manage fresh products in the fridge to avoid food waste. Users receive regular notifications on expiring products. It is free, quick and easy to use. Using artificial intelligence through machine learning, products can be identified and relevant information recorded from a scan or photo. Other features include share management which allows you to share items with your flatmates, receiving exciting info about sustainability and also an option to donate extra food to charity organization.



Problema e soluzione *Problem and solution*

The background to our initiative is based on the global problem of food waste. Large amounts of food is lost globally every year which corresponds to about 30 – 40% of global food production (FAO, 2018). The EU alone loses 88 millions of tonnes of food equivalent to € 143 billion annually, which is higher at the consumer level. Consumers can play a critical role in preventing food waste (76%).

Due to well organized food supply chains and large market share enjoyed by retailers, consumers in developed countries are encouraged to purchase more food than they actually need and subsequently fail to plan their food purchases properly. Thus, a lot of food waste is generated at the domestic levels when these products are not consumed in time.

Therefore to help mitigate this challenge, we came up with the concept of developing a software application to reduce domestic food waste through better management. In addition, this will help save money and the environment.

Obiettivi *Objectives*

To develop a software application that notifies consumers concerning the expiry dates of their products.

To increase the sensitivity and awareness on reduction in food waste.



### Impatto *Impact*

1. Increased awareness on the importance of checking expiry dates of products.
2. Keep an inventory list of purchased food products to help regulate purchases.
3. Contribute to global domestic food waste reduction.
4. Reduction in food illness cases associated with consumption of expired products
5. Data on dietary pattern can help provide tailor-made mitigation strategies and solutions in dealing with food health issues such as obesity, CVDs and cancers.
6. Fulfilment of social responsibility in donating food products close to expiry.
7. Positive impact on environmental and economic sustainability.

### Sviluppi futuri *Future Plans*

- Paid Pro version of the application for professional use such as restaurants and supermarkets
- Educational programmes for children such as small school visiting conferences related with food waste and how to reduce it.
- Creating some Voluntary Actions Group from our users and let them to share their experiences with local people, especially for old people who can not use the application.
- 'Waste-FreedgEAT' session will add into the application for friends to cook their about to expire products together.