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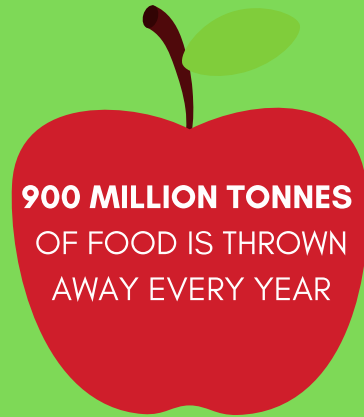


# LONDON : RAISING AWARENESS ON FOOD WASTE MANAGEMENT AT A DOMESTIC LEVEL

## KEY AIM

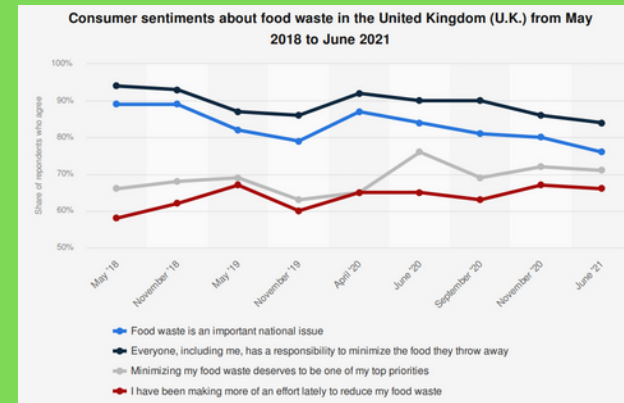
The key aim is to develop a **mobile application** that allows people to sell household food waste to be used as fertiliser for farms, including the pharmaceutical industry. Moreover, these will be focusing on the **SDG's 11th and 12th goals**.

## BACKGROUND INFO



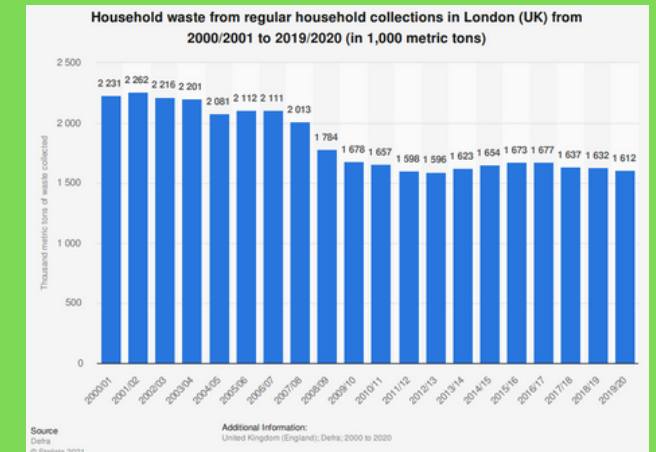
- 17% of the food available to consumers goes directly into the bin (60% of this is in the home) (BBC, 2022)
- Throwing out food is one of the **biggest contributors to climate change** (City Of London Corporation, 2022)

## UK AND LONDON



(Statista, 2022)

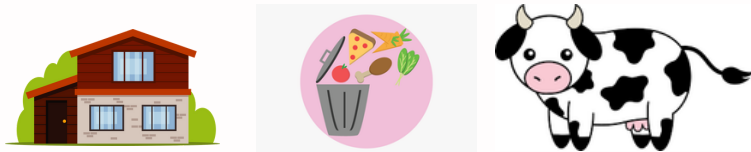
- UK alone creates **seven million tonnes** of household food and drink waste (BBC, 2022)
- London has significantly reduced its volume of regular household waste throughout the years (Tiseo, 2021)
- In 2016 it was estimated that **52%** of London's municipal waste was recycled or composted while around **37%** to landfill or incineration (London.gov.uk, 2021)



(Statista, 2022)

## THE CHALLENGE AT HAND:

**WITHIN LONDON, FOOD-WASTE ACCOUNTS FOR 20% (COOPER.L 2022), OF HOUSEHOLD WASTE ACROSS THE CITY AND NEARLY 30 PERCENT OF ALL AVAILABLE AGRICULTURAL LAND ON EARTH IS USED FOR FOOD WHICH IS LEFT UNEATEN OR EVENTUALLY WASTED.**



**890,000 TONNES OF FOOD IS THROWN AWAY IN LONDON PER YEAR AND 540,000 TONNES OF THAT WASTE IS COMPLETELY UNAVOIDABLE. (CHEAPER.W 2021)**



**THIS ALL HAS A DEVASTATING IMPACT ON THE PLANET: WASTE IS PROCESSED; PRODUCES 250,000 TONNES OF UNNECESSARY CO2 EMISSIONS EVERY YEAR, FUELLING GLOBAL WARMING .**



## SDG'S 11 AND 12



- 11th goal:** can only be achieved by significantly changing the way we manage our urban commodities.
- Extra fertiliser supply from our business will only aid in the sustainable growth of crops of farmers, bolstering food security to supply growing population with food.

The 12th goal has **two sub-indicators** to its '12.3.1 Global food loss and waste' target.

- Food Loss (FL)** - focuses on food losses that occur from production up to and not including the retail level.
- Food Waste (FW)** - Decrease in the quantity/quality of food resulting from decisions and actions by retailer and consumption levels.

### OUR TARGET

Guiding consumers to **make sustainable choices** more easily, while making a small revenue for themselves.

## BUSINESS PLAN

### Key Activities and Value Propostion

- Allow users a method to dispose of their food waste in an sustainable manner
- Processing Food waste into compostable items for sale
- Provide farmers and pharmaceutical companies an sustainable source of materials

### Key resources & Key partners

- Food waste management application
- Delivery Vehicles and Drivers
- Composting Centre

### Revenue Streams

- Sale of Fertilizer, animal feed, vitamins & proteins
- Donations
- Monetizing Ads through our App

### Consumer Segments

Local Farmers  
Community HouseHolds  
Pharmaceutical Companies

### Cost Structure

- Processing Plant costs
- App Development/Maintenance Cost
- Transportation Costs



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