Project Charter

General Project Information

Project Name	EcoEats Local Sourcing Initiative
Document Version	1.0
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Expected Completion Date	26th Dec 2025

Project Details

Background	EcoEats is a leading food delivery platform operating in urban and suburban areas across the India, with over 5 million active users and 10,000 partnered restaurants. In recent years, consumer demand for sustainable and locally sourced food has surged, driven by environmental concerns and support for small farmers. Market research (e.g., Nielsen reports) indicates that 65% of millennials prefer meals with transparent sourcing, yet only 15% of dishes on platforms like EcoEats are highlighted for local ingredients.
Business Need	Restaurants struggle to differentiate their menus based on sustainability, leading to missed revenue opportunities. Users lack tools to easily discover and prioritize eco-friendly options, resulting in lower engagement with sustainable choices. This initiative addresses these gaps by enhancing the platform to promote local sourcing, aligning with EcoEats' corporate sustainability goals (e.g., reducing carbon footprint by 25% by 2030).
Problem Statement	Current platform features do not allow restaurants to tag or verify locally sourced ingredients, nor do they provide users with filters or recommendations for sustainable meals. This hinders support for small farmers and limits business growth in the green economy segment.

Objectives	Enable restaurants to upload and verify locally sourced dish data, increasing listings by 30%.Empower users to filter and discover sustainable meals, boosting order volume for such dishes by 20%.Integrate sustainability metrics into KPIs, such as tracking CO_2 savings from local sourcing
In-Scope	- Development of backend APIs for ingredient sourcing verification. - Frontend updates for restaurant dashboards and user apps (iOS/Android/web). - Integration with third-party geolocation services (e.g., Google Maps API) to define "local" (within 100 miles). - Pilot rollout in three cities (e.g., Mumbai, Bangalore, Pune etc).
Out of Scope	- Full supply chain blockchain integration (phase 2 consideration). - Physical verification of farms (rely on self-certification with audits).
Stakeholders	Internal: PM, Ops, Dev Team, Marketing. External: Restaurant Owners, Users, Small Farmers/Suppliers, Regulatory Bodies (e.g., FSSAI).
Success Criteria	80% of pilot restaurants adopt local tagging within 3 months. 15% uplift in user satisfaction scores for sustainability features (via NPS surveys). - Measurable reduction in delivery emissions through localized sourcing data.
Stakeholder Discussion Points:	In kickoff meeting (10/01/2025), PM emphasized alignment with ESG reporting; Ops requested phased rollout to minimize disruptions. Decision: Proceed with MVP focusing on core features.