



Sust Empowering Sustainable Behaviour



Matthew Bailey
(Backend / API)



Johnson Chau
(Business Case /
Backend)



Michael Jacinto
(Business Case /
Slide Design)



Michael Lee
(External API /
Backend)



Henry Opie
(Frontend)




Agenda

- 1 Problem Identification
- 2 Our Solution
- 3 The Technology
- 4 Future Development and Reflection



Problem Identification

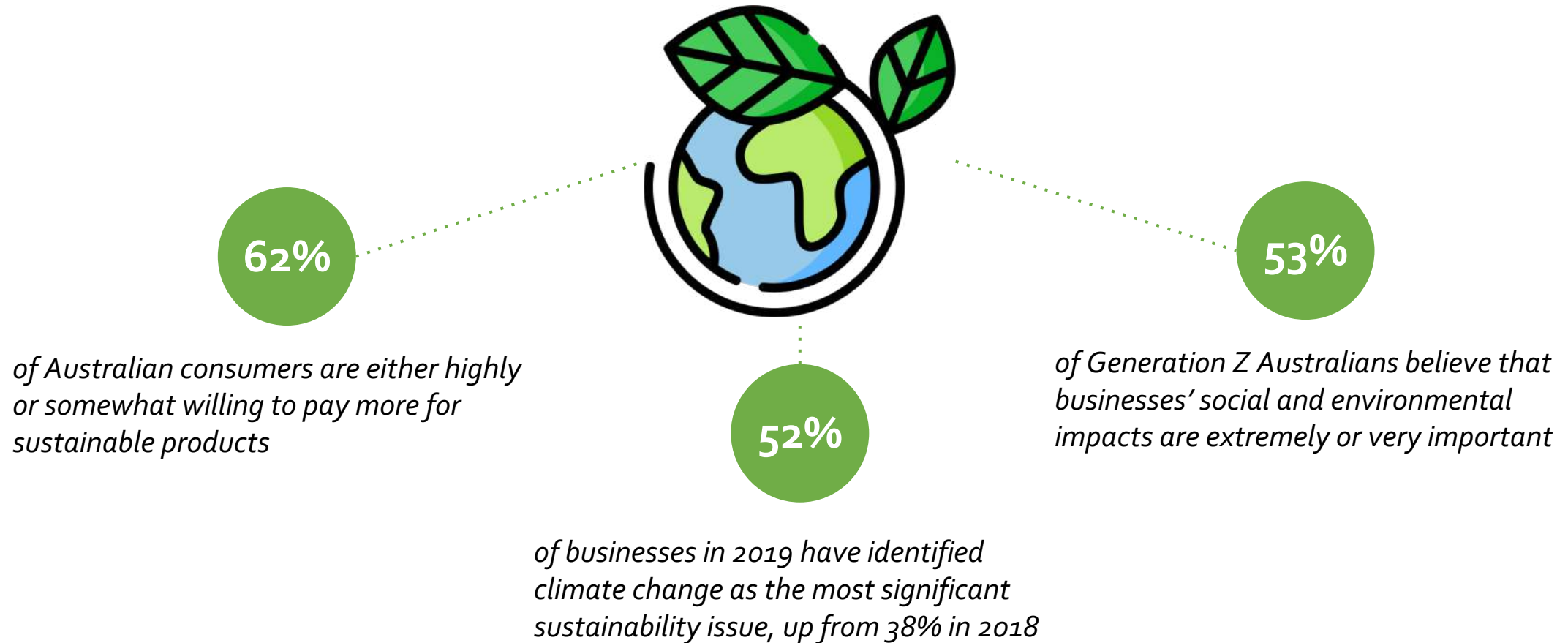
A close-up photograph of several small green seedlings with two leaves each, growing out of dark brown soil. The background is softly blurred, showing more plants. A semi-transparent dark grey rectangle is overlaid on the image, containing white text. A thin purple line forms a rectangular frame around the text area.

"Promoting innovations to improve the way the world works and lives"

-Accenture Vision Statement



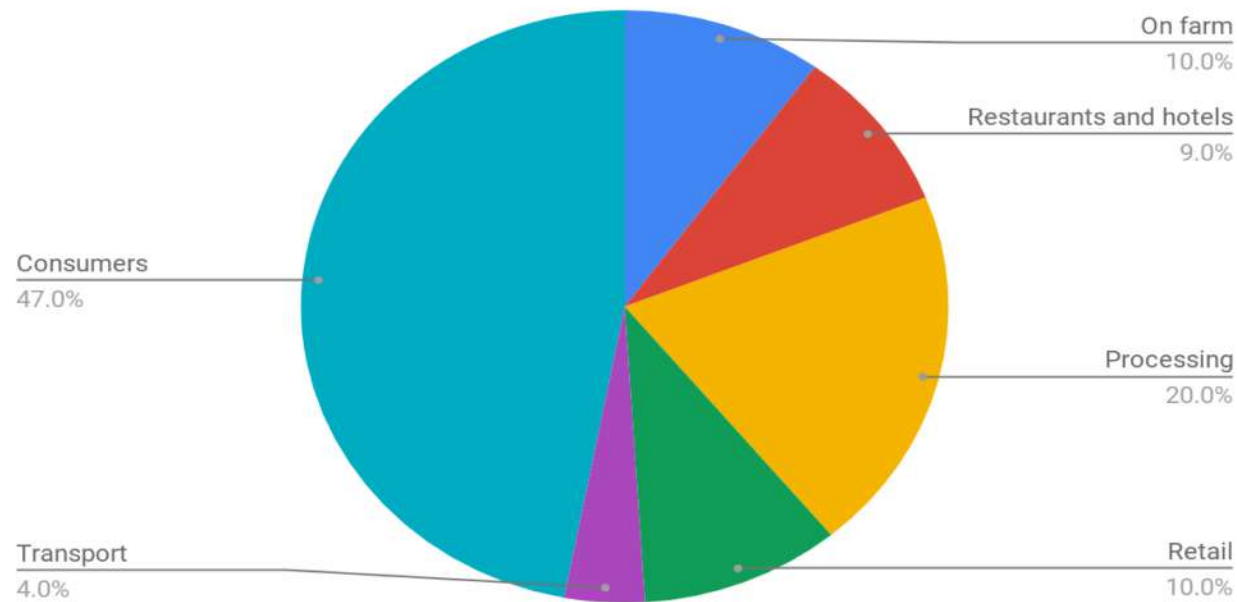
An Insight into Sustainability





The Growing Problem of Food Waste

Food waste in food value chain



Consumers contribute to 47% of food waste globally in 2016

33%

of food is wasted worldwide

5 million

tonnes of food end up in landfill each year in Australia alone

200,000

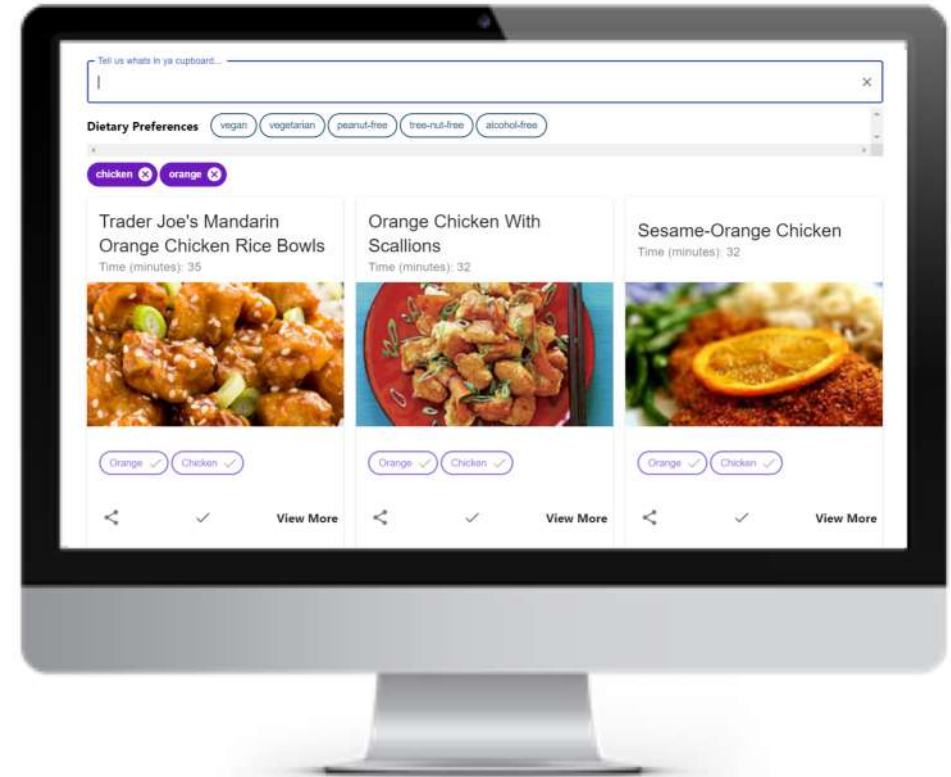
tonnes of waste will end in landfills in the local city council area by 2030

How can Accenture empower individuals to combat food waste and promote sustainability?



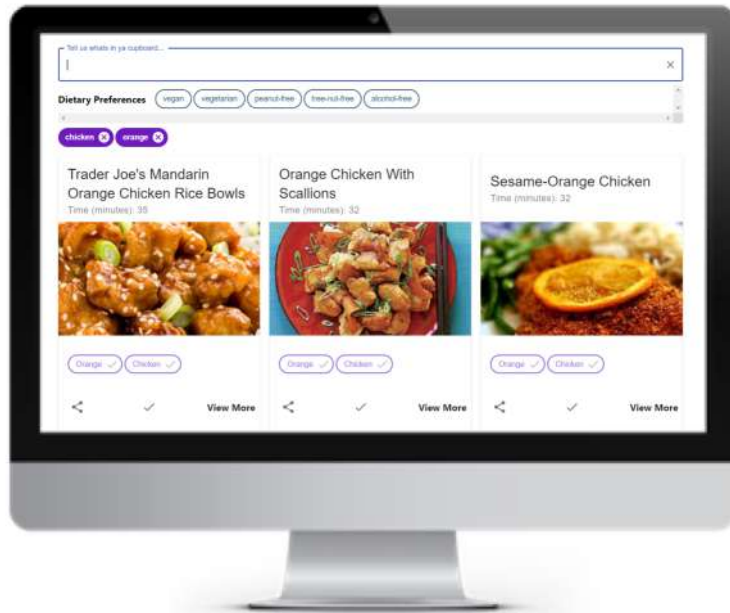
Our Solution

Sust is a web app that empowers individuals to reduce food waste in their community





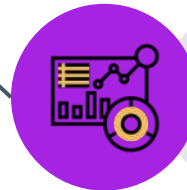
What Does *Sust* Do?



Enter any leftover ingredients and get recommended recipes



Access personalised recommendations for over 1 million recipes



Track your sustainability progress with dashboards and badges



Our Target Market

Sust is targeted to Australian consumers who want to minimise their environmental footprint



Environmental Awareness

90% of Australian consumers and businesses are concerned about environmental sustainability



Demographic

- Aged between 15 to 65 (65%)
- Cooks homemade meals (74%)
- Environmentally conscious



Expected Reach

The expected reach is 43% of Australians (~10 million)



What Makes *Sust* Different?



Personalisation

Customers detail their dietary preferences and *Sust's* ML model continually improves its recommendations based on community behaviour



Sustainability

Sust allows users to track their environmental impact on food, money and CO₂



Gamification

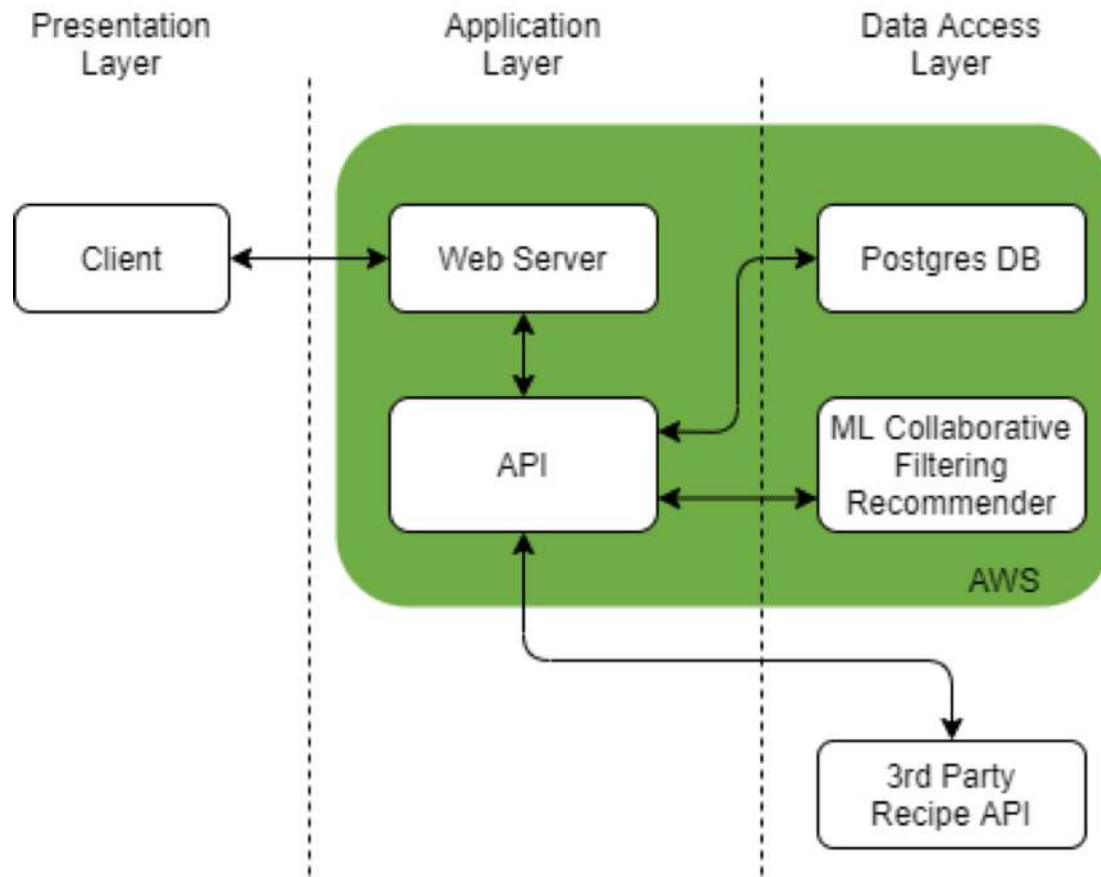
Users collect badges and achievements, incentivising more people to use *Sust*



Our Technology



Solution Architecture



A web app that builds on a 3rd party recipe API



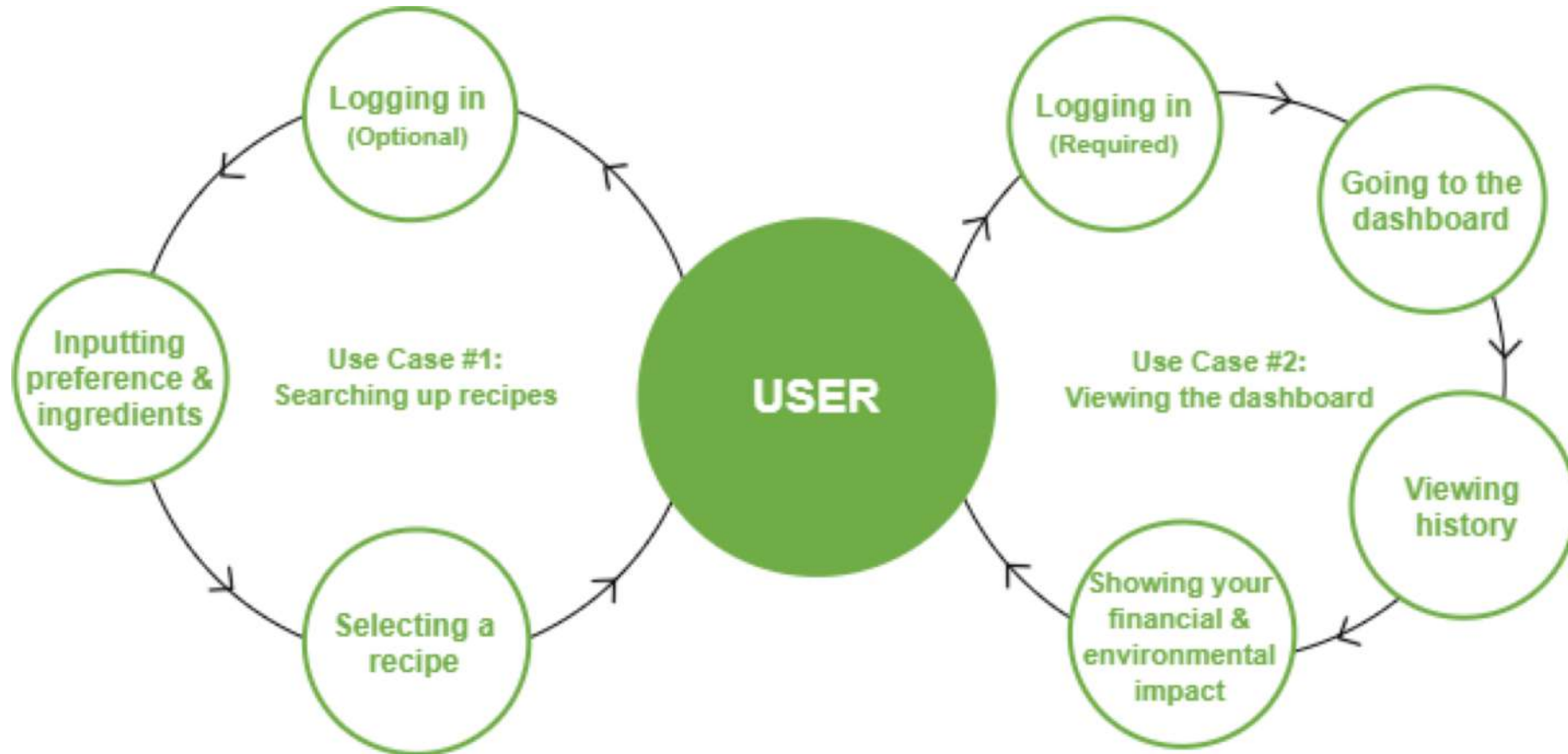
Tracks user impact on a Postgres database



Offers a better user experience by applying a recipe recommendation machine learning model



Use Cases





What is *Sust*'s Value for Accenture?



Creating Shared Value for the Community

Sust helps consumers to reduce food waste, lowering air and land pollution in Australia



Sustainable Brand Image and Awareness

Sust will increase Accenture's brand awareness and develop its perception as a sustainable company



Attract More Clients for Accenture

By promoting sustainability, Accenture will entice clients who are aiming to minimise food waste, increasing revenue for Accenture



Future Developments



Potential Future Developments

1

Automating the ingredient input process through scanning receipts

2

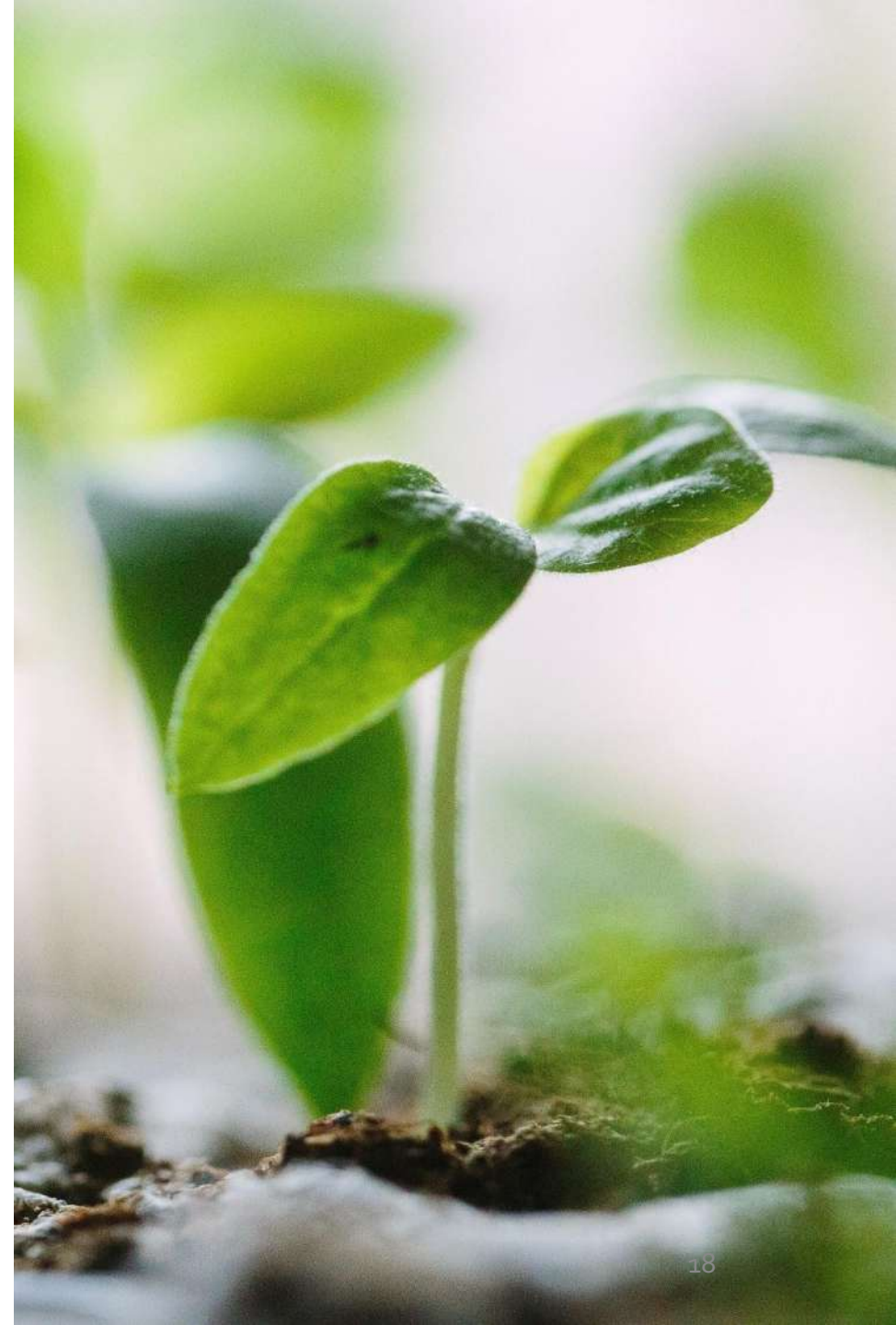
Substitute ingredients based on flavour profile

3

OzHarvest donation button

4

Improved recipe rating system



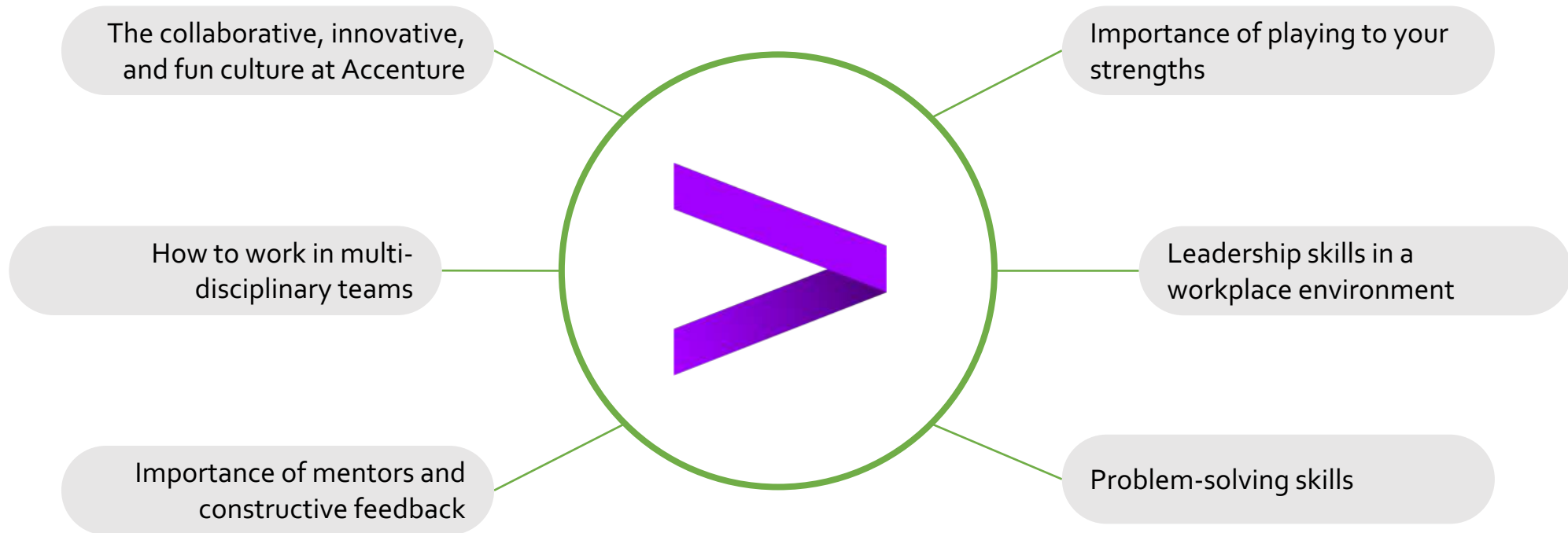


The *Sust* Team Process

	Monday	Tuesday	Wednesday	Thursday	Friday
Created business cases, system architecture, and use cases					
Brainstormed initial app design including front-end and back-end					
Developing the search engine					
Developing the dashboards					
Developing the login landing page					
Building the recipe recommender system					
Creating the presentation					



What Did We Learn?

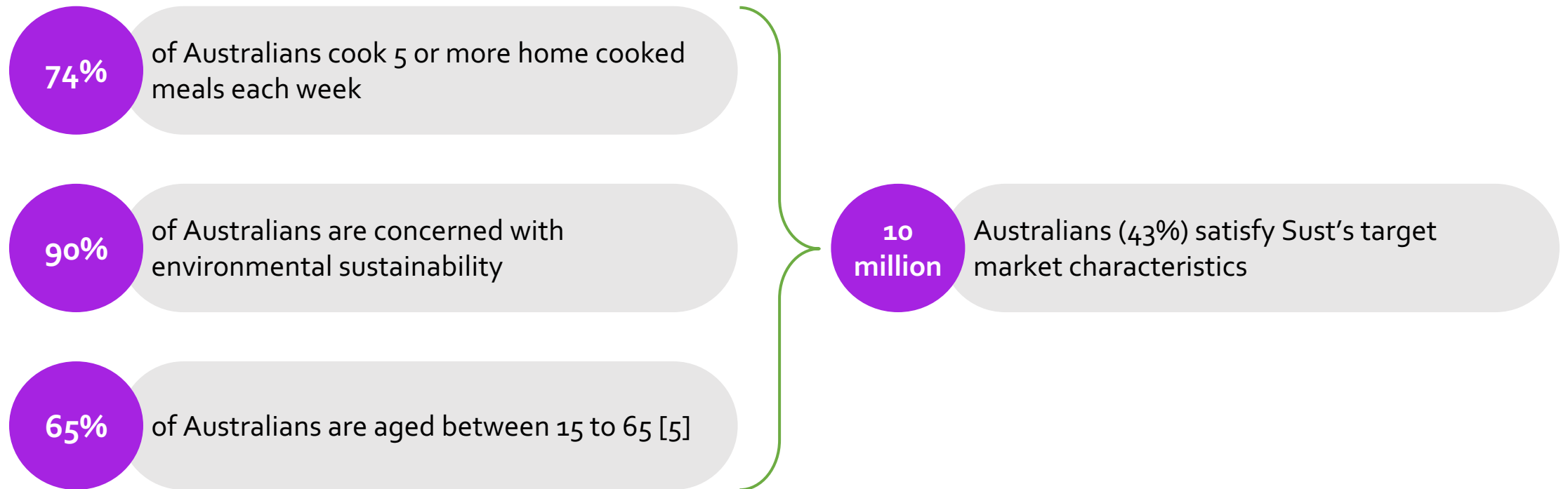




Questions?



Additional Information





What is *Sust's* Value for Society and the Environment?



Reduce consumer food waste costs

By reusing leftovers, less food ends up in landfill, thereby minimising land and air pollution



Food waste in landfills produces methane during decomposition - a greenhouse gas up to 34 times more powerful than carbon dioxide



Reduces demand for new food

Because less new food is needed, producers must lower their output - food production accounts for 26% of global greenhouse gas emissions.



Saves money otherwise spent on food

Food becomes less of a financial strain on consumers, especially for those with lower incomes



Potential Clients



Australian Government
**Department of Agriculture
and Water Resources**

- Department of Agriculture implemented a national food waste strategy to improve environmental sustainability
- Implementation of the strategy is supported by a \$1.37 million investment



FIAL

- Food Innovation Australia Limited is a non-profit organisation, aiming to reduce food waste by 50%
- Received a \$1 million investment from government



Partnerships and Internal Resources

Accenture can utilise existing relationships and resources to implement *Sust*:



- Australian food rescue organisation and works closely with Accenture's catering services
- Sust can benefit from Ozharvest partnerships by utilising their brand image, whilst achieving their food rescue goals



- Consulting firm recently acquired by Accenture in 2019, specialised in government clients
- Leverage Accenture's existing resources to deliver solutions to clients



Staging Plan

