Benchmarking

Objective:

The purpose of this benchmarking is to analyze existing initiatives that aim to reduce food waste and hunger, identifying their main strengths, limitations, and potential opportunities for innovation. This comparison will help inform the development of our own solution within the framework of the **Sustainable Development Goal 2 – Zero Hunger**.

Benchmarking of existing projects related to food waste and hunger

Project / Initiative	Description	Strengths	Limitations / Failures	Gaps & Opportunities
Too Good To Go	Mobile application that allows users to buy surplus food from restaurants and shops at a reduced price, preventing waste.	• User-friendly and widely adopted in Europe. • Strong partnerships with major food retailers. • Actually demonstrated environmental impact by reducing waste.	• Targets paying customers rather than people in food insecurity. • Depends on voluntary participation of businesses. • No system for free redistribution to vulnerable groups.	• Opportunity to include non-paying users through sponsored donations. • Potential to extend the model toward community-based food redistribution rather than profit-driven sales.
Olio	Peer-to-peer sharing app connecting neighbors to give away surplus food or items for free.	• Encourages local community engagement. • Promotes sustainable consumption culture. • Simple and accessible interface.	• Relies on user motivation; low activity in some areas. • Limited control over food safety. • Small-scale impact in low-income neighborhoods.	• Opportunity to connect verified food donors (restaurants, NGOs) with local receivers. • Could integrate food safety guidelines and real-time tracking.
Food Rescue Hero	Platform based in the United States that coordinates volunteers to collect surplus food from retailers and deliver it to non-profit organizations.	• Clear social mission and community involvement. • Efficient use of technology for logistics optimization. • High quantities of food recovered annually.	• Requires continuous coordination of volunteers. • Currently limited to North America. • Dependent on funding and partnerships.	• Opportunity to automate donor–receiver matching using AI. • Can be adapted to smaller-scale communities with fewer logistical resources.

Summary and Insights:

The analyzed projects demonstrate that technology and collaboration can significantly reduce food waste. Notwithstanding, all three initiatives present a similar limitation: they fail to fully include **people experiencing food insecurity** in their operational models.

Some of the common patterns we have identified include **fragmentation** with donors, volunteers, and beneficiaries (not being efficiently connected) and **accessibility and inclusivity** (some apps require payment or advanced digital literacy). In addition, we verified that food redistribution is sometimes lacking (it could be improved with **real-time communication, transparency, and local engagement).**

Thus, our **opportunity** lies in creating a **hybrid digital–community model** that combines efficiency with empathy, ensuring that surplus food is shared fairly, safely, and inclusively.