PROJECT NAME: *FoodShare*
TEAM MEMBER: STAN RAREȘ-MIHAI

- **IDEEA IN SHORT:**

    Acording to the Law 217/2016 -**Prevention of food waste**, food retailers must:

- Implement measures to prevent waste in the supply chain (production, storage, transport, sale).

- Prioritize food donations over destruction of unmarketable (but safe to eat) food.

- Collaborate with authorized NGOs to redistribute the surplus to vulnerable people.

FoodShare is a mobile application built with Flutter that connects food retailers (shops) with NGOs to facilitate efficient food donations. The app aims to reduce food waste by providing a seamless platform for shops to donate surplus food and for NGOs to reserve and distribute it to communities in need. With features like real-time inventory tracking and donation/reservation management, FoodShare bridges the gap between food donors and recipients, fostering sustainability and social responsibility.

1.PRODUCT - PROBLEM WE SOLVE

- **Reduce Food Waste**: Streamline the donation process to ensure surplus food reaches those in need.

- **Empower NGOs**: Provide NGOs with tools to efficiently reserve and track donations.

- **User-Centric Design**: Deliver an intuitive interface for both shops and NGOs.

- **Scalability**: Expand to regional and national markets within three years.

- **Sustainability**: Promote eco-friendly practices by minimizing food waste.

2. OUR TARGET GROUP & SDGs

Shops: Businesses that can donate food products.

NGOs: Organizations that can receive food donations.

The application aligns with several Sustainable Development Goals (SDGs) set by the United Nations, particularly:

SDG 2: Zero Hunger: The app directly addresses food waste and hunger by facilitating the donation of surplus food from shops to NGOs that can distribute it to those in need.

SDG 12: Responsible Consumption and Production: By promoting the donation of food that would otherwise go to waste, the app encourages responsible consumption and production patterns.

SDG 17: Partnerships for the Goals: The app fosters partnerships between shops and NGOs, promoting collaboration to achieve common goals related to food security and sustainability.

3. SMART OBJECTIVES

For Shops (Food Donors):

- Reduce food waste by diverting 20 tons of surplus food to NGOs via the app within 12 months.
- Track donations through in-app metrics (e.g., kg donated per category, number of transactions).
- Provide shops with streamlined donation workflows (e.g., category-based product entry, bulk submissions).
- Aligns with SDG 12 (Responsible Consumption) by repurposing 90% of near-expiry or excess stock.
- Achieve a 20% increase in shop participation and donation volume by Q4 2025.

For NGOs (Recipients):

- Distribute 20 tons of food to food-insecure communities using donated products within 12 months.
- Monitor reserved products (e.g., kg claimed, beneficiary count) via real-time app dashboards.
- Enable NGOs to reserve donations within 24 hours of availability, reducing logistical delays.
- Supports SDG 2 (Zero Hunger) by ensuring 70% of reserved food reaches vulnerable populations.
- Scale operations to serve 20+ communities by mid-2026.

4. Price

Basic Tier (Free):
- Free for 14 days.
- Basic analytics (e.g., total kg donated/reserved).

Pro Tier (20 €/month for shops, 0 € /month for NGOs):
- Unlimited donations/reservations.
- Priority listing in search results.

Sponsorships: Partner with eco-conscious brands for in-app promotions (**500 €/month**).

5.Promotion

A. Digital Marketing:

- **Social Media**
    - **Instagram/Facebook**: Share success stories (e.g., "Shop X donated 500 kg of food to NGO Y").

    - **YouTube**: Create short demo videos showing how shops/NGOs use the app.

- **Google Ads**
    - Run targeted ads for keywords like "donate surplus food" or "NGO food partnerships."

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B. Partnerships
- **Food Banks & Sustainability Organizations.**
- **Local Governments.**

C. Content Marketing
Case Studies: Highlight shops/NGOs that reduced waste or fed communities using the app.
Webinars: Host sessions on "How to Align Your Business with SDGs Using Tech."
User-Generated Content: Encourage users to share their donation/reservation stories with a hashtag (e.g., #FoodShare).

D. App Store Optimization (ASO)
Use keywords like "food donation," "SDG app," and "NGO platform" in your app's title/description.
Include screenshots of the donation/reservation process and SDG impact metrics.