

# January - Diet & Food Waste

## High Tech - Case Study



**Calendar for  
Climate  
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# Case Study: Food Cloud

<b>Month:</b>	<b>January</b>
<b>Topic:</b>	<b>Diet and Food Waste</b>
<b>Case Study Title:</b>	<b>FoodCloud</b>



Source: Unsplash, Alexandr Podvalny

<b>Name of the Climate or Social Enterprise or Activist Group:</b>	<b>FoodCloud</b> (Ireland) - A social enterprise that works with suppliers to reduce food waste by facilitating the distribution of surplus food to those who need it most.
<b>What is their Story?</b>	FoodCloud is an Irish social enterprise that aims to reduce food poverty throughout Ireland and the UK. They take surplus food off the hands of retail suppliers and redistribute it to charities that can use the supplies. FoodCloud uses an app where retailers can log their surplus





	<p>food products. This then notifies local charities that food is ready for collection. Local charities can see these posts and then collect the food at an agreed upon time. FoodCloud also runs 'Hubs', or warehouses, which receive larger donations of food from manufacturers.</p> <p>FoodCloud helps companies to reduce disposal costs while providing much needed food to charities such as homeless shelters and family support services. Charities can reallocate funds towards other essential services that support their underlying mission.</p>
<b>Link to the Case Study:</b>	<p>FoodCloud's Website <a href="http://www.food.cloud">www.food.cloud</a></p> <p>Video about FoodCloud <a href="https://www.youtube.com/watch?v=xj9P2Gawk9I">https://www.youtube.com/watch?v=xj9P2Gawk9I</a></p> <p>FoodCloud's Facebook Page <a href="https://www.facebook.com/foodcloudireland/">https://www.facebook.com/foodcloudireland/</a></p> <p>FoodCloud's Instagram <a href="https://www.instagram.com/foodcloud/?hl=en">https://www.instagram.com/foodcloud/?hl=en</a></p>
<b>Why is this a Good Example to Follow?</b>	<p>FoodCloud tackles food poverty using food that would have otherwise gone to waste. Recent reports show that one in eight people in Ireland is living in food poverty, yet one million tonnes of food is wasted each year.</p> <p>FoodCloud connects people in food poverty with retailers that produce food surplus which would otherwise go to waste. It works as a platform to transport the food between the two groups. This ensures that less food is wasted and that charities get the supplies they need. It appeals to retailers by reducing their waste disposal costs</p> <p>High-quality food is wasted, costing retailers extra money. But as most food banks operate as local charities, they rely on small, individual donations. They do not have the means to tap into the resources of larger retailers and manufacturers</p> <p>FoodCloud works with Tesco, Aldi, and Lidl, among others. Since launching, they have diverted the equivalent of 75 million meals from landfill waste and used this food to help many on the bread line.</p>



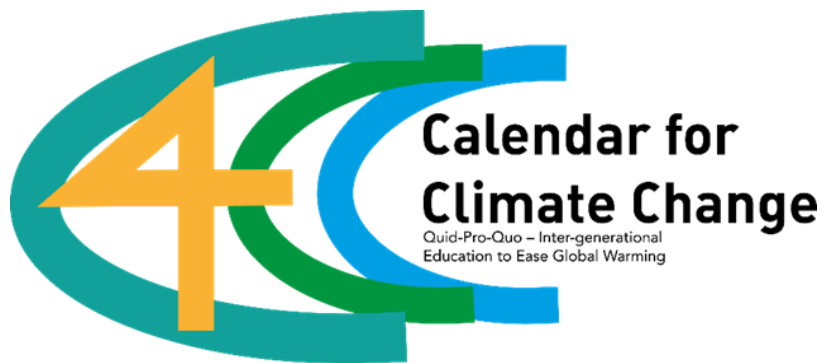
<b>What Impact has this case study example achieved?</b>	<p>FoodCloud's system has prevented an estimated 188,000 tonnes of unnecessary carbon dioxide emissions. They have redistributed 58,900 tonnes of food and 140 million meals in Ireland and internationally. This equates to approximately 95 million Euro worth of food for people who can't afford it.</p> <p>There are 9,000 charitable recipients and 3,000 donating supermarkets on the platform. 25 counties The app allows companies to find out how many meals they have donated alongside other key statistics, such as what food types are most likely to be left over and collected by charities.</p> <p>FoodCloud won Charity of the Year in Ireland for 2022. They also won the Irish Aid Enterprise Fund Award of international Climate change</p>
<b>References</b>	<p>Article on food poverty and food waste <a href="https://socialmedia-nelis.medium.com/case-study-foodcloud-combating-food-poverty-and-food-waste-together-c8f8024ddd9f">https://socialmedia-nelis.medium.com/case-study-foodcloud-combating-food-poverty-and-food-waste-together-c8f8024ddd9f</a></p> <p><a href="http://www.food.cloud">www.food.cloud</a></p> <p><a href="https://www.thinkbusiness.ie/articles/foodcloud-in-ireland-opel/">https://www.thinkbusiness.ie/articles/foodcloud-in-ireland-opel/</a></p>



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