

"OLIO", a mobile app for food-sharing aiming to reduce food waste

Organization

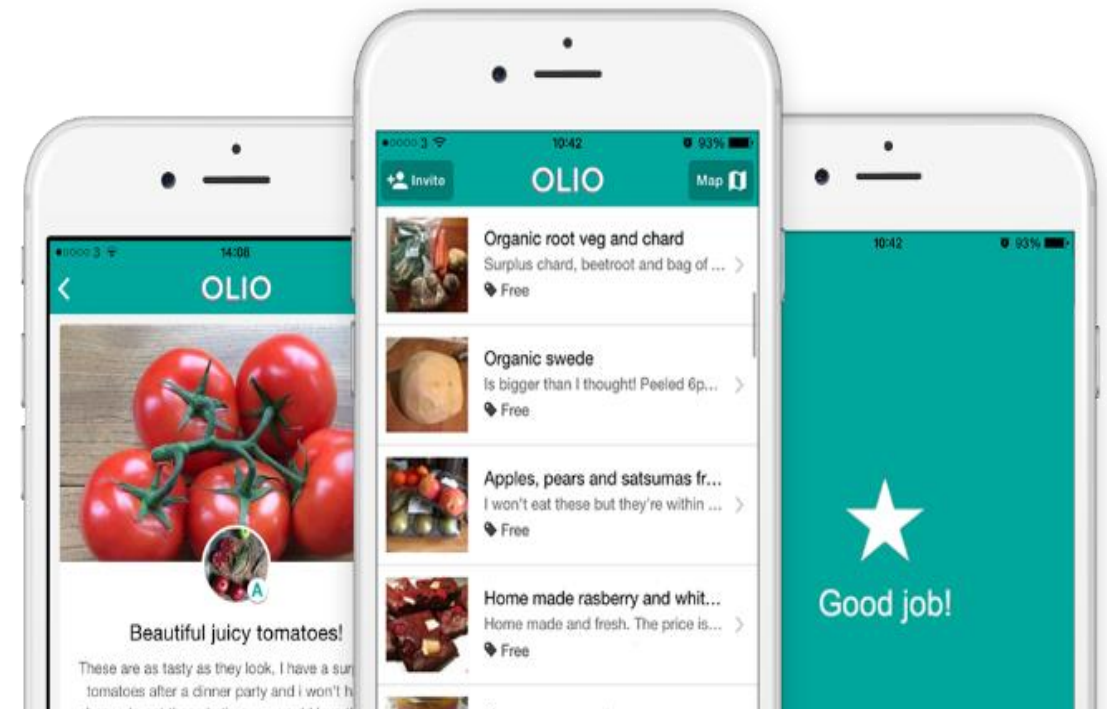
OLIO

Launched time

2015

Overview

- The application helps people share food by connecting those with surplus food to those who need or wish to consume such food. And those donating surplus food can be individuals or companies such as food retailers, restaurants, corporate canteens.
- The application was first launched in 2015 and it has 5 million users in over 59 countries as of August 2021.
- Portions of food shared on OLIO are already about 25 million and the environmental impact of the portions is equivalent to taking over 80 million car miles off the road and 4 billion liters of water saved.



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Barriers on developing the innovation

- The biggest barrier except for fundraising has been encouraging new users to take a leap of faith on the food sharing app.

Success factors to overcome the above barriers

- A program called "Ambassador program" which has harnessed the passion of 50,000+ volunteers to spread the word about OLIO in their local communities on both online and offline.
- The ambassadors and OLIO crews asked all users to just give it a try, and once they've experienced how fun and easy it is to share food with neighbors and they are converted.

Future action plan

- The ideal status of implementation for OLIO is that all people on the earth realize that we simply cannot continue to throw away 1/3 of all the food we produce via the application.
- Making the effort above, OLIO is working to get more than 1 billion users over the world by 2030 so that we can solve the climate crisis and feed a world of 10 billion people.

