**Our approach**

OLIO is a free mobile app that has created a thriving hyper-local marketplace for surplus food. Anyone with surplus food - a consumer, local business or OLIO volunteer - simply snaps a photo of the food and uploads it to the app.

People who live nearby then receive customised alerts and can request whatever takes their fancy and then go pick it up. OLIO is fun, easy and convenient to use; and not only stops good food from going to waste, but also brings local communities closer together.

Demand for this surplus food is extremely high with over 50% of items posted on the OLIO platform being snapped up in less than an hour, which is great for short shelf life products.

And between 70-90% of all food and drink products added to the OLIO app are successfully redistributed, which is a fantastic result!

**Key Facts**

- **Established in January 2016, OLIO now has over 120,000 registered users... and we're gaining over 15,000 per month!**

- **OLIO has so far shared over 150,000 items of food.**

- **An initial pilot project with Sainsbury’s saw 10,000 items of food being shared between neighbours over 6 months.**

- **Our “Food Waste Hero” programme is now live at over 40 business locations... and we plan to roll this out to hundreds more.**

- **OLIO is now global, with food sharing taking place in 31 countries, from Russia to South Africa**
The issue

Over half of all food waste is produced in the home, with the average UK family throwing away £700 of food each year, which could have been eaten.

Local shops & cafes also generate surplus food through the course of doing business. In many cases this food cannot be collected by charitable organisations because of the:

• Small quantities of food and drink involved
• Type of food available
• Food donors location
• Food being past its ‘Best Before’ date
OLIO has developed our “Food Waste Hero” (FWH) programme and piloted this innovative approach with Sainsbury’s at their supermarkets in Swadlincote in 2016.

Our FWH Programme involves OLIO matching small groups of volunteers, who are sourced via the app, with their local food business or store. Once matched our FWHs provide a service by collecting any unsold surplus food at the end of the day. They then use the OLIO app to re-distribute the saved food within their local community. OLIO’s FWHs collect from business locations that have not been able to put charitable arrangements in place, or alongside existing charities as a final collector.

The initial pilot project with Sainsbury’s saw 10,000 items of food being shared between neighbours over 6 months. The programme is now live in 6 Sainsbury stores, and at over 40 other retail locations, with plans for hundreds more.
“It was heartbreaking putting good food in the bin. With OLIO we are saving time and money as we are reducing our waste and paying less for our waste garbage collection.”

Alba, Manager of SOURCED market

“We absolutely love it! Not only did we get rid of items that were about to go off but we also had new people come to the store who had never been here before.”

Amabel, Owner of the Haelan Centre (organic food store)

“Its simplicity is the key to its success, connecting local people to share food they can’t use. The app has also encouraged people to try new foods too!”

Debbie Clark, manager of Sainsbury’s Waste Less, Save More campaign

“When we’re not giving our surplus baked goods to charity, we love having the FWHs pick up our loaves and cakes! Anything that stops waste is good with us”.

Axelle, manager at the Real Patisserie
Future plans

OLIO is looking for other partners to implement our ‘Food Waste Heroes’ (FWHs) programme. Supermarkets, street food markets, farmers’ markets, bakeries, delis, cafes, greengrocers or other local food businesses... in fact anyone who has surplus food that they want to see re-distributed to the local community, rather than thrown away.

We would recommend starting with a single pilot location - which we can get up and running in less than 2 weeks. And then use this to develop a blueprint for roll out to other locations.

OLIO’s FWHs programme offers the following benefits:
• Single convenient pick-up 24x7
• No cannibalisation of existing business
• Food ends up in bellies not bins
• Enables your business to become truly zero food waste!
Contact us to discuss how we can help your organisation become truly zero food waste!

Please email us: hello@olioex.com