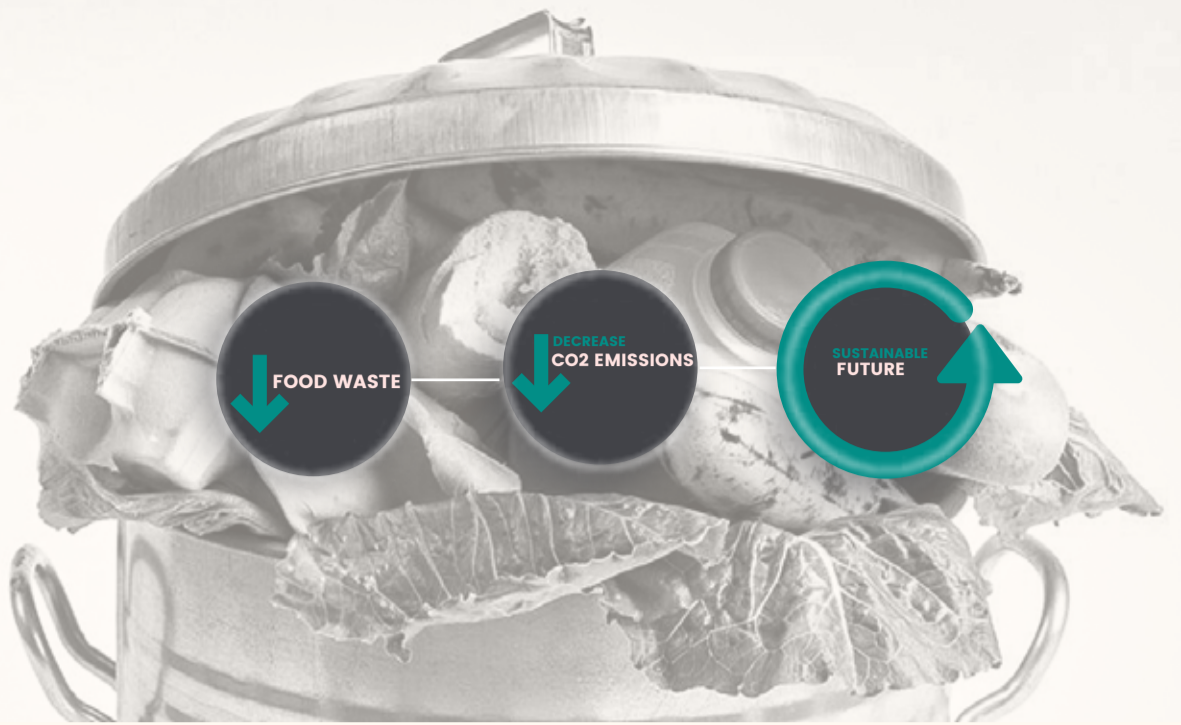
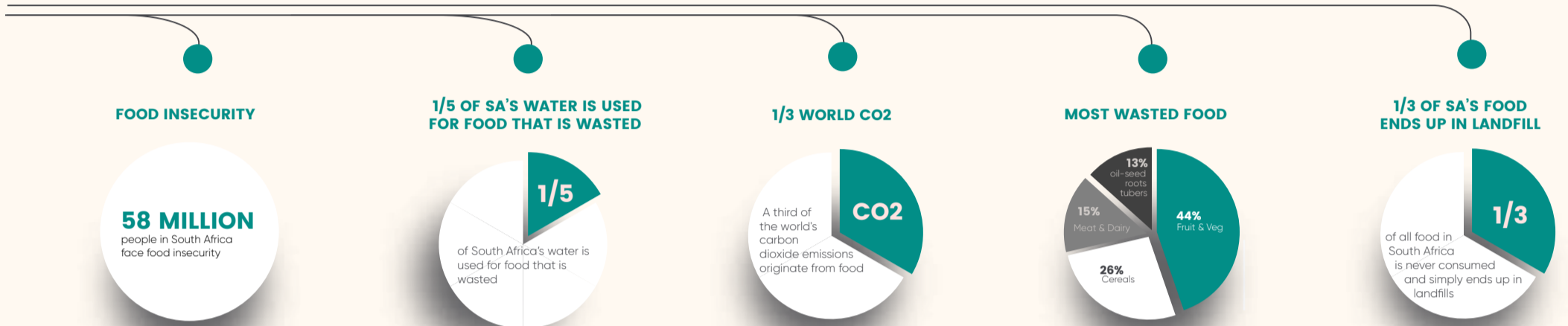


SOLUTIONS OFFERED BY NATURE

For this project we chose to focus on the category 'Solutions offered by nature'. Our proposed innovative solution 'Second Chance' actively contributes to the global transition towards a sustainable and prosperous future. By implementing our solution, urban/city ecosystems will benefit from improved management, leading to a reduction in carbon dioxide emissions. This, in turn, contributes to the fight against climate change and supports the conservation and restoration of city ecosystems.



ADDRESSING FOOD WASTE IN SOUTH AFRICA



SOUTH AFRICA'S FRUIT AND VEG VALUE CHAIN

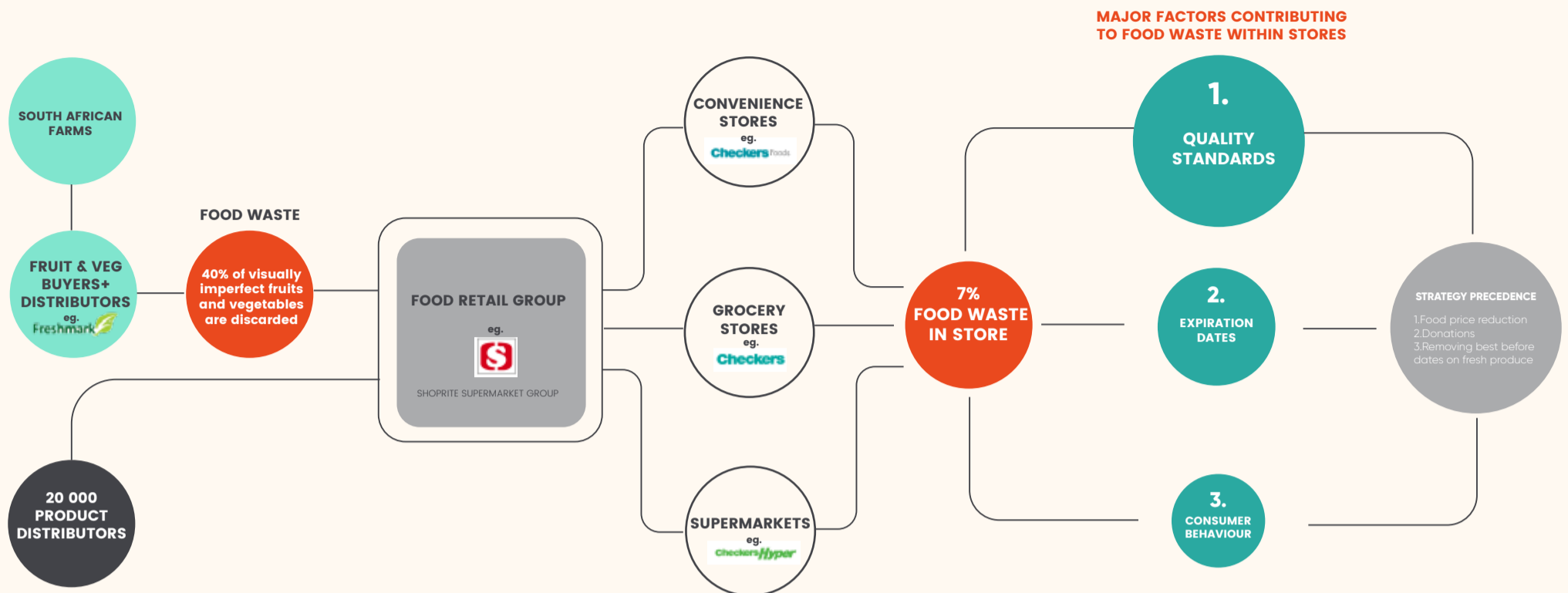


SDG'S



CURRENT SUPERMARKET FRUIT + VEG LIFECYCLE

in South Africa



PROBLEM STATEMENT:

One-third of South Africa's food production ends up in landfills, contributing significantly to methane and carbon dioxide emissions and exacerbating climate change. Fruits, vegetables, and cereals make up around 70% of the country's food waste. Despite supermarkets contributing only 5-7% to overall food waste, the relationship between supermarkets, distributors, and consumers plays a crucial role. Marketing standards set for distributors lead to 40% of visually impaired fruits and vegetables being discarded before reaching supermarkets. In-store waste occurs due to overstocking, risking reputation and potential sales, and unsold items past their best-by date, as fewer people tend to purchase them.

OUR AIM

In the light of this issue, we aim to explore ways to minimise food waste, particularly fruit and vegetable waste generated by supermarkets by reconsidering how food is labelled and marketed.

**Second
Chance
INITIATIVE**

SOLUTION

Our goal is to eliminate supermarkets' marketing standards imposed on distributors, opting to accept all types of fruits and vegetables, regardless of their appearance. Therefore, introducing our proposed solution, "Second Chance," involves a marketing strategy that encourages consumers to buy visually imperfect produce by offering rewards. Additionally, we suggest selling items nearing expiration at a discount through our "Second Chance Discount Unit." Through the implementation of our solution, the aim is to significantly reduce food wastage within the supermarket sector.

OVERVIEW

As part of our comprehensive 'Second Chance Initiative,' we present two innovative measures aimed at reducing food waste. Firstly, to address the discard of visually imperfect fruits. We advocate for supermarkets to abandon strict marketing standards and embrace these 'ugly fruits' these are produce that get rejected due to their size, colour and shape. This is complemented by our 'Second Chance' marketing strategy, involving labelling the packaging of visually imperfect fruits and vegetables. This encourages customers to make informed choices, earn rewards, and actively contribute to waste reduction, thereby boosting supermarket sales.

Secondly, to minimize in-store food waste associated with expiration dates, we have introduced the 'Second Chance Discount Fruit and Veg Unit.' In this approach, both 'ugly' and 'pretty' packaged fruits and vegetables nearing expiry are categorized and moved to the 'discount' unit. Loose fruits are organized in crates with increasing discounts as the expiration date approaches, creating a sense of urgency and effectively boosting sales. Together, these initiatives under the 'Second Chance Initiative' work harmoniously to combat food waste, promote sustainability, and enhance customer engagement.