

# BECOME **ZERO** FOOD WASTE



## What is the **Food Waste Heroes** programme?

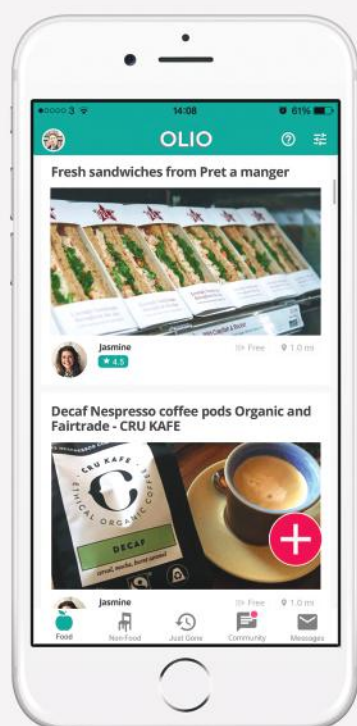
Our Food Waste Heroes (FWH) programme involves OLIO matching small groups of fully trained volunteers with local food businesses (supermarkets, cafes, bakeries, greengrocers etc) to rescue and redistribute surplus food to the local community via the OLIO app.

We have 2000+ trained Food Waste Heroes who safely collect and redistribute food from 300+ business donors each week.



## Benefits of the programme

- Hassle-free pick-up at close of business
- Approved Food Safety Management System
- Improves staff retention and morale
- Enables your business to become zero food waste



## What is **OLIO**?

OLIO is a free app that connects neighbours with each other and volunteers with local businesses, so surplus food can be shared, not thrown away.

## How it works

Users simply snap a photo of their surplus food and add it to OLIO. Neighbours who live nearby receive customised alerts and can request anything that takes their fancy. Pick-up then takes place at home/an agreed location.

## Since launching...

- OLIO has over 650,000 users
- Over 1 million portions of food have been shared
- Over 23,000 users have reached out to be OLIO volunteers
- OLIO is now global, with users in over 139 countries

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## How it works

1. Decide to join our FWH programme
2. You tell us when you have surplus food to pick-up
3. We recruit and train the volunteers (FWHs)
4. FWHs pick-up your surplus food and re-distribute your surplus within their local community
5. Sit back, relax and be confident in the knowledge that your business is now zero food waste!

## What our **businesses** say...

"Pret is delighted to work with OLIO. They are **nimble, well organised** and **very passionate** about ensuring good food is not thrown away. A big thanks to OLIO!"

Nicki Fisher Head of the Pret Foundation

"OLIO helps us to become **zero edible store waste**. It's not just the right thing to do, it also **helps improve staff retention and morale.**"

Caroline Ottoy Food Service Director at Planet Organic

"OLIO was a **complete revolution** for us as a company. It allowed us to put **food waste to good use** rather than just into the bin."

Deliciously Ella Owner of the Mae Deli

"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

## FAQ'S

### Q: What sort of business is appropriate for the FWH programme?

A: Any business that generates surplus food and wants an easy way to redistribute this to the benefit of the local community.

### Q: Does it matter how often I have surplus food available?

A: No! We can either provide a regular service with a daily/weekly rota of volunteers, who are connected to one another via group messaging to arrange any cover/holidays as required. Or you can let our volunteers know on an ad-hoc basis as and when you've got surplus food available for collection.

### Q: Do the FWHs have any training?

A: Yes! Together with our Primary Authority and input from the FSA, we've developed a robust and easy-to-apply Food Safety Management System that all Food Waste Heroes adhere to.

It's easy to use yet sophisticated enough to ensure all types of food are distributed in a safe way.

### Q: Is there any cost associated with the programme?

A: The service is free for small businesses who want the basic version of the programme (we recruit the volunteers, who then liaise with your business directly). For larger businesses with multiple locations we do provide an enhanced, hands-on version with full management of volunteers and reporting (# of meals saved, CO2 diverted, # of people who benefit from your donations, etc.) for a small fee to cover our operating costs. We offer all business donors a free pilot. Please email FWH@olioex.com to get started!