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| **Name of the Good Practice:**  Last Minute Sotto Casa ("Last Minute Close to Home”) | **Contact:** Name: Last Minute Sotto Casa **Address:** Via Alfonso Lamarmora, 16, 10128 Torino **Mail:** [info@lastminutesottocasa.it](mailto:info@lastminutesottocasa.it) |
| |  |  | | --- | --- | | **Domain concerned:**  **Good Practice - General**  **Good Practice - Collection**  **Good Practice – Valorization** | **Good Practice - Sale**  **Good Practice - Sensitization** | | |
| **Implementation context (territory, starting point, ...)**   |  | | --- | |  |   **Every year over one billion tons of food is thrown into the trash**. Expired or perishable foods that are disposed of, when they may still be good.  The "Last Minute Sotto Casa" project, born under the intuition of Francesco Ardito and Massimo Ivul and started in experimental form in March 2014 by the Politecnico di Torino and only for the Santa Rita district of Turin (to recover the bread not sold during the day). Today, "Last Minute Sotto Casa" is slowly reaching many cities in Italy, already counting on a network of more than 200 different shops and about 15,000 registered users. | |
| **Practice, method of intervention and objectives of the approach**   |  | | --- | | Last Minute Sotto Casa is an innovative social-vocational start up against food waste. The goal of the project is to involve people to improve the health of the planet through **digital food waste management**.  Every evening thousands of shopkeepers, before closing, have the need to dispose of the goods they cannot re-propose the next day. Offering those products at a discounted price they can make a profit instead of losing it by throwing the goods.  Last Minute Sotto Casa has built a portal that wants to meet traders and people who live in the same neighborhood. Once registered, the merchant will be able to send bids (describing the product, the price and the duration of the promotion) in a targeted manner. In fact, only "positioned" customers will be able to receive (via email) the offer, only for those products that they have decided to "track" when enrolling in the system. Or they can get to know by checking real-time maps of the deals around them.  **Crossing supply and demand for perishable products** can **optimize consumption**, making a favor to everyone. | | |
| **Results (impacts on the public, the territory, ...)**   |  | | --- | | * Diminishing the environmental impact of our waste * Improve consuming * Sellers do not waste, but even earning something * Customers buy fresh products while saving | | **Target audience:**   * Sellers (ovens, confectioners, butchers, fish farms, regional markets, small neighborhood markers) * Customers (people) |
| **Perspective of use and dissemination:**   |  | | --- | | * Transfer the experience to other European countries | | |