



CASE STUDY

Food Cloud

Name of Company
Food Cloud

Category
Tech-Driven Model - Surplus Food into Support

Location
Ireland

Website
<https://food.cloud/>

[Food Cloud Article](#)

Feeding Millions through Digital Sharing

FoodCloud is one of Ireland's largest social enterprises, redistributing surplus food from retailers and food businesses to charities who need it. It uses a **digital platform to connect surplus food** from retailers and producers with charities. It helps **redistribute edible food** that would otherwise go to waste.

Thanks to its **tech-driven model**, FoodCloud has redistributed **360 million meals** across five countries. They also recently launched **FoodCloud Kitchen**, producing meals for charities without kitchen capabilities, and aim to redistribute a **billion meals by 2030**

www.start-dsp.eu

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The Foodcloud system has the ability to receive both ad-hoc and regular supplies of food from supermarkets.

Due to their size and reach, they can provide a reliable stream of food to local charities in need of the food.

Foodcloud is an Irish social enterprise that aims to reduce food poverty throughout Ireland and the UK. They take surplus food off the hands of retail suppliers and redistribute it to charities that can use the supplies. As a social enterprise, Foodcloud charges retailers for the service it provides, which helps fund a customer support team; warehouses as distribution 'Hubs', and an app that connects local charities and retailers.

Foodcloud uses an app where retailers can log their surplus food products. This then notifies local charities that food is ready for collection. Local charities can see these posts and then collect the food at an agreed upon time. Foodcloud also runs 'Hubs', or warehouses, which receive larger donations of food from manufacturers. This food is redistributed across the country. Foodcloud only accepts food that follows relevant food safety guidelines and is within the use by date. Businesses either deliver directly to one of Foodcloud's Hubs or the food is collected by one of Foodcloud's refrigerated vans.

FoodCloud shows how digital innovation and sustainability work hand in hand.

Their **digital platform**, called Foodiverse, includes an app for local stores to quickly list surplus items and a central data infrastructure for larger food industry partners to manage donations. This technology enables FoodCloud to efficiently track and measure food redistribution, ensuring that food that would go to waste instead feeds people in need.

The result: over 360 million meals redistributed that would otherwise have gone to waste. Like FoodCloud, you can harness digital tools to solve big problems—whether in food, energy, fashion, or beyond—by building your own sustainable digital competencies.



Digital Competence: Their platform uses digital competence (app and logistics technology) to connect supermarkets and producers with charities



Sustainability Knowledge: Alongside sustainability knowledge (tackling food waste)

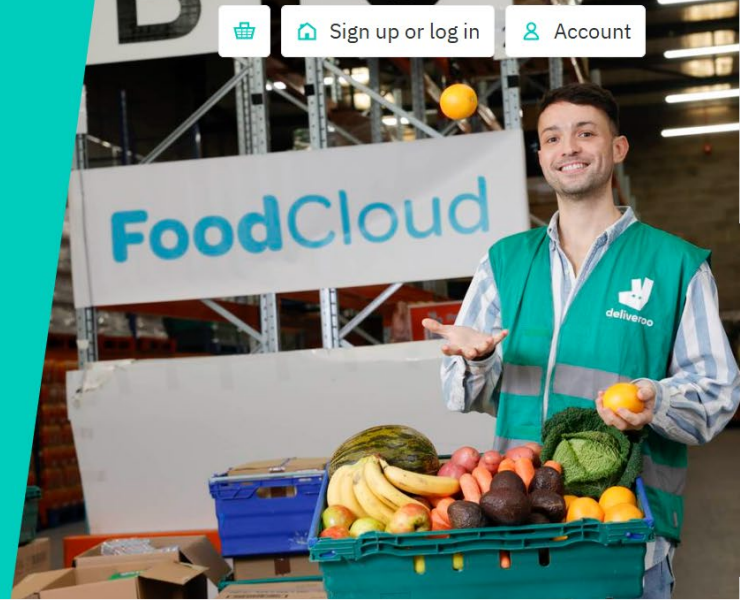


Entrepreneurial Action: Backed Up with entrepreneurial action (scaling across countries).

[News](#) / FoodCloud partnership

DELIVEROO PARTNERS WITH FOODCLOUD WITH AIM OF PROVIDING 500,000 MEALS TO PEOPLE FACING FOOD INSECURITY IN IRELAND

14th November 2022: Deliveroo Ireland has today announced a year-long partnership with FoodCloud - which will see the food delivery company fundraise on behalf of the food waste and food security social enterprise who were recently named Charity of The Year for their work redistributing surplus food to their network of charities across the country.



Collaboration with Deliveroo – a strategic partnership with a tech-driven food modes.

Collaboration with Deliveroo so that communities can contribute to the cause. Deliveroo Ireland formed a strategic partnership with FoodCloud, an non-profit focused on food waste and food insecurity, through its "Full Life" campaign.

This collaboration includes enabling customers to make round-up donations to FoodCloud through the Deliveroo app and funding FoodCloud's Growers Project, which addresses farm-level food waste and delivers produce to communities. Deliveroo launches in-app charity donation function as survey reveals **1 in 3 Irish people (33%)** look for simpler ways to donate to charity.

Through the partnership, Deliveroo is aiming to save **210 million tonnes** of food from going to waste, a commitment that started with a goal of **500,000 meals**. This will prevent **675 tonnes of CO2 emissions** from entering the atmosphere and damaging the environment in the process.

- **Source:** <https://deliveroo.ie/more/news-articles/foodcloud-launch>
- **Source:** [Irish Times](#)



Key elements of Fairphone's business model include:

'You must understand the problem you are trying to solve from the user perspective. In the early days, we spent a lot of time in-store talking to staff who would be donating and a lot of time speaking to charities who would be collecting the food to get an understanding of their needs.'

Food Cloud Ireland with Rethink Ireland



FoodCloud supports over **9,500+** community groups in Ireland and the UK

We've helped ensure the equivalent of **80 Million Meals** have gone to people and not to waste

Approximately **107,518 tonnes of CO₂eq** avoided



That's over **33,599 tonnes of food redistributed.** With an estimated value of **€100.8 million!**

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Source: <https://socialmedia-nelis.medium.com/case-study-foodcloud-combating-food-poverty-and-food-waste-together-c8f8024ddd9f>

