

# CASE STUDY

Phenix - The Digital  
Ecosystem to Achieve Zero  
Food Waste

## Company Name

Phenix

## Category

Food waste reduction / circular economy platform

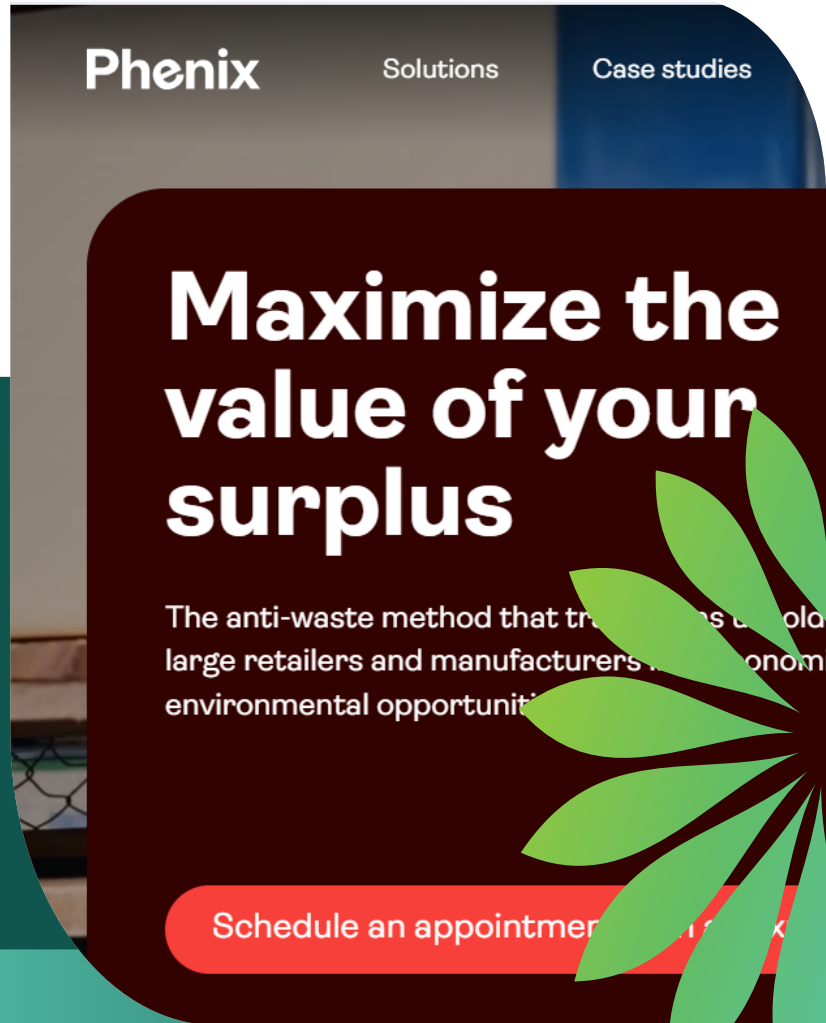
## Location

Paris, France

## Website

<https://www.wearephenix.com/>

\* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.



Phenix is a European social enterprise that helps businesses reduce food waste by redistributing unsold products through donations, resale and recycling solutions. Through its digital platform and mobile application, Phenix connects retailers, restaurants and food producers with consumers and charities so that surplus goods can be reused instead of discarded.



[www.start-dsp.eu](http://www.start-dsp.eu)



## Background

Food waste is one of the major sustainability challenges facing the global food system. Large quantities of edible food are discarded every day across supermarkets, restaurants and supply chains. This waste contributes to greenhouse gas emissions and represents a loss of valuable resources such as water, land and energy used in food production.

Phenix was founded in **2014** by **Jean Moreau** and **Baptiste Corval** to address this issue by creating practical solutions that give unsold goods a second life. The founders recognised that much of the food thrown away could still be consumed or reused if better redistribution systems were in place.

Since its creation, the company has grown into a leading European actor in the fight against food waste, operating across multiple countries and working with thousands of partners.

## The Problem

Retailers, supermarkets and restaurants frequently end the day with products that remain unsold but are still safe to consume. Because of strict quality standards, changing consumer demand and short shelf lives, these products are often discarded even though they could still be used.

This creates several significant challenges:

- Large volumes of food waste that contribute to environmental damage
- Financial losses for businesses that must dispose of unsold stock
- Missed opportunities to support charities and people facing food insecurity
- Inefficient use of natural resources involved in food production

Without systems to redistribute these goods efficiently, many businesses find it easier to dispose of surplus food rather than recover its value.

## The Solution

Phenix developed a **digital platform and mobile app** designed to connect businesses with consumers and charities in order to redistribute unsold goods instead of wasting them.

The platform provides several complementary solutions:

- **Consumer app**

Consumers can purchase “anti-waste baskets” containing surplus food from nearby retailers at discounted prices. This allows shops to recover part of the value of unsold products while offering affordable food to customers.

- **Donation to charities**

Businesses can donate unsold items to local charities and food banks through the Phenix platform. This helps organisations supporting vulnerable communities access more food resources.

- **Alternative uses**

Products that are no longer suitable for consumption can still be redirected for other uses such as animal feed, composting or recycling.

- **Business support**

Phenix also provides businesses with tools, data and consultancy to improve inventory management and reduce waste in their operations.

## How the Platform Works

The Phenix system is designed to make surplus food redistribution simple and efficient.

- Retailers upload information about surplus products onto the Phenix platform.
- The platform identifies the most suitable redistribution channel.
- Unsold goods are then either:
  - sold through the consumer mobile app at a reduced price
  - donated to partner charities and food banks
  - redirected to recycling or alternative uses.

Consumers using the app can browse nearby offers, reserve discounted food baskets and collect them directly from participating shops. This process helps businesses avoid waste while making sustainable consumption easier for the public.

# Phenix - The Digital Ecosystem to Achieve Zero Food Waste

## Expertise and

and operational  
service of your  
performance,  
100 points of sale



## A reliable network of associations

A network of over 3000 reliable partner associations that guarantees the traceability of your products, throughout France and Europe.

## The Impact

Since its launch, Phenix has generated measurable environmental and social impact by reducing the amount of food sent to waste.

Key achievements include:

- Around **120,000 meals saved every day**
- More than **15,000 business partners** working with the platform
- Around **1,500 charity organisations** receiving redistributed food
- Over **2.5 million users** registered on the consumer app

Through its growing network, the company has helped redirect millions of meals that might otherwise have been discarded. Its model also raises awareness among businesses and consumers about the importance of reducing food waste.

## Business Model

Phenix operates as a mission-driven company that combines environmental impact with a scalable digital business model.

The company generates revenue through several channels:

- Commissions on food baskets sold through the consumer mobile app
- Service agreements with retailers and food companies using the platform
- consultancy and tools that help businesses measure and reduce food waste

By helping companies avoid disposal costs and recover value from surplus products, Phenix provides both economic and environmental benefits.

