

## Horizon 2020 - Smart Cities and Communities



# KEEP & EAT

Anna Tardà

“Urbiotica”

[annatarda@gmail.com](mailto:annatarda@gmail.com)

IC\_Cartotechnology

Organized by



Certified by



Supported by

Direcció General d'Universitats





## KEEP & EAT: Overview



**UAB. Volunteers cooking a meal  
with donated fresh food**





## KEEP & EAT: Overview



	KEEP & EAT
Title	New concept to use fresh food by smart packaging, location-based services and social communities' leadership in European Cities
Description	Our society could keep more fresh food with a technical project based on the connection of different social partners like producers, distributor markets and non-profit organizations and ensures the period to do this transaction in proper conditions. With this initiative the society could access to healthy food easier, saves energy and helps the lower urban classes.







## KEEP & EAT: Objectives



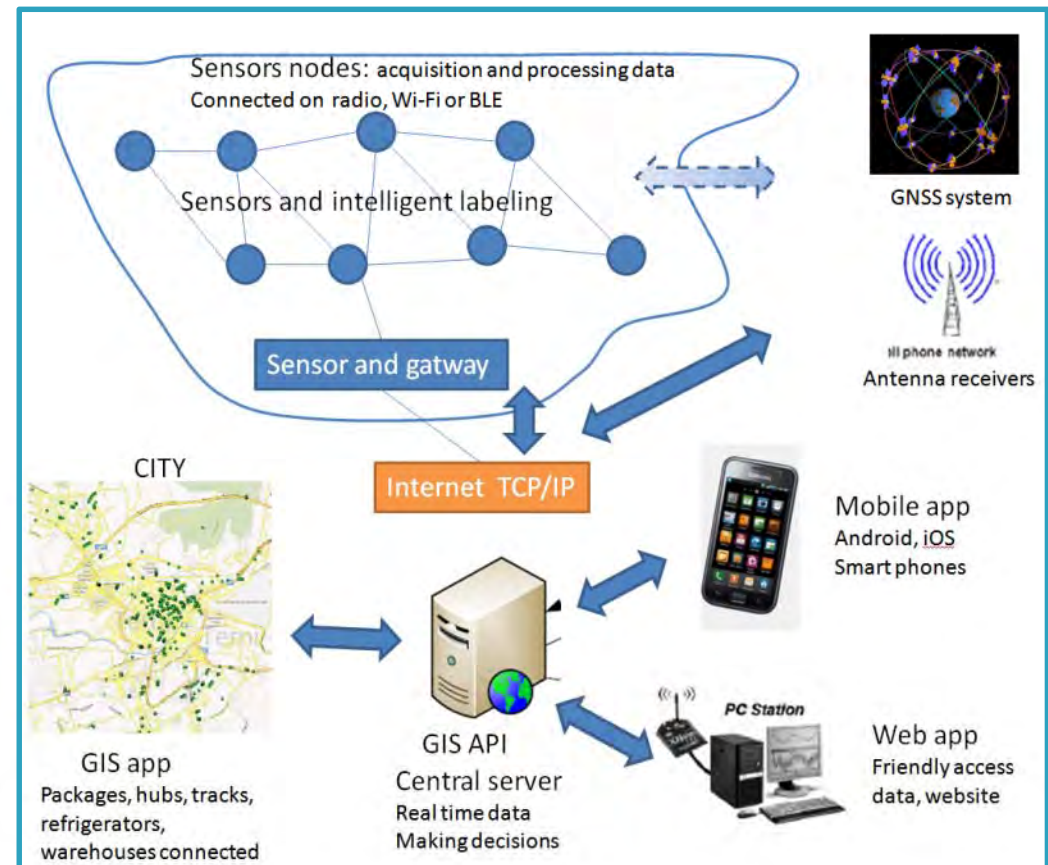
### Main objectives

#### General

New approach to keep fresh food or products into the city by using big data from internet of things such as smart packaging, intelligent labels, wireless sensors and real data processing in a platform for being used the citizens before became waste.

#### Specific

- **Reduce** fresh food waste between 50% and 70% during the project implementation.
- **Increase** the healthy meals in the social hubs in the city.
- **Involve** London, Bologna and Barcelona as use cases.
- **Work** to ensure the project viability after three years of Horizon 2020.

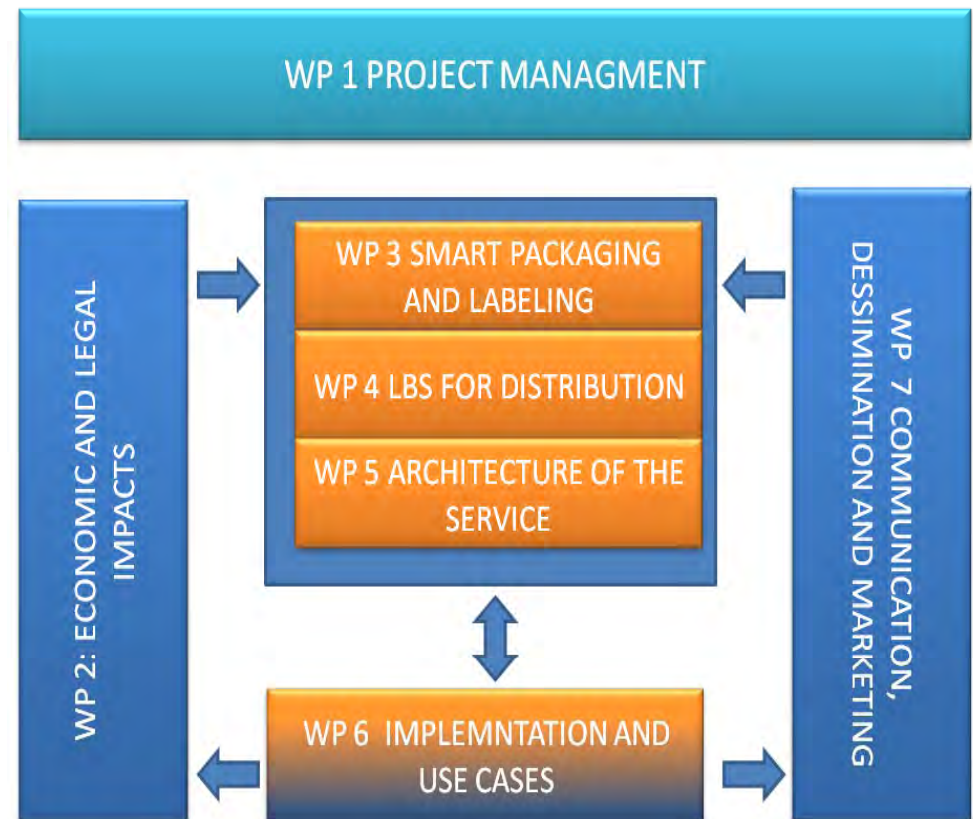




# KEEP & EAT: Workplan



	Timing
Data	3 years 33 months 476 person/month
Milestones	Month 5: Communication plan presentation Month 15: Prototype of technical solution Month 21: Previous validation of implementation in the cities Month 27: Validation of implementation



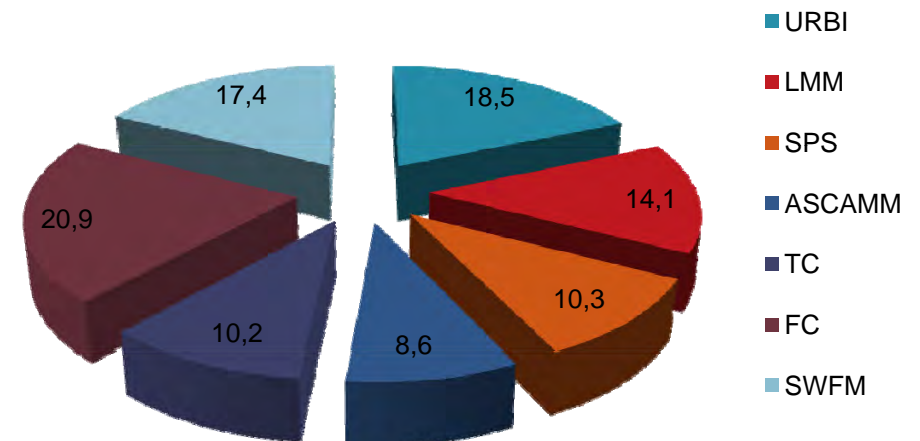


## KEEP & EAT: Cost and benefits



KEEP & EAT	
Impacts	<p><b>Social impact:</b> Change throwaway culture into sustainable and fair society who keeps all food for disadvantaged classes.</p> <p><b>Industrial impact:</b> Find the best solution for tracking the fresh food packages maintaining the traceability and the food safety conditions to arrive the end-users in shorter time.</p> <p><b>Legal impact:</b> Obtain EC regulations and laws in favour to reduce food waste.</p>
Financial	<p><b>Total Budget: 3.606.500,00 €</b></p> <p>Direct costs: 2.734.000,00 €</p> <p>Subcontracted costs: 189.000,00 €</p> <p>Indirect costs: 683.500,00 €</p>

### Total Budget 3,6 M€ Partners distribution



### Other benefits

**Gender issue:** Promote male volunteers.

**Ethics:** Protect the diversity of interests of Consortium teams and involved citizens.

**Economics:** Make commercial profit of Keep & Eat.