TOTALCTRL

**HALDEN**
KOMMUNE

# Citizens of Halden Municipality Join the Fight Against Food Waste with TotalCtrl Home

# The Global Problem and Halden

We throw away 1.3 trillion tons of food every year globally. That's extremely harmful to the environment, as 1 kg of food waste releases $CO_2$ emissions worth 2.5 kgs. Halden Municipality in Norway has decided to do something about it. They aim to be the world's most innovative and sustainable municipality when it comes to food waste. Halden is already working with TotalCtrl to roll out a solution to reduce food waste on a municipal level. And now their citizens are joining the fight to make a change at an individual level. Halden locals are downloading and using TotalCtrl Home, a food waste prevention app, and digital cooking assistant. Although the project is still in its initial stages, citizens of Halden show excitement and leave positive feedback about their experience with TotalCtrl's new solution.

## ? The Challenge for Halden Locals

Food waste happens at all levels. And although we see the biggest losses from central kitchens and care centers in Halden, the individual home also contributes: one-third of every shopping bag ends up being wasted.

This overproduction and over purchase is not only harmful to the environment but also hurts the pockets of each consumer. The math boils down to an average of 504 USD per person per year. Food waste on the individual level can partly happen because customers don't have control over their food inventory and disregard expiration dates until it's too late.

People are busy and meal planning around food waste takes time. It's a habitual and repetitive process when done manually. Further, the average person only knows how to cook 5 meals or less. This lack of variety can lead to people ordering out and leaving their already purchased groceries to expire or be thrown away, further contributing to food waste.

## 💡 The TotalCtrl Home Solution

To tackle food waste at an individual level, we've created TotalCtrl Home, a digital cooking assistant and food waste prevention mobile application. TotalCtrl Home is free for all users and aims to also save the customers' money and offer more variety to their meals.

The app features:
- My Kitchen, where the customer has an overview of their food in their fridge and pantry
- Expiration date alerts when food is about to expire
- Recipes according to the customers' home food inventory
- A shopping list function, so that customers can write their needs and cross off items that they purchased.
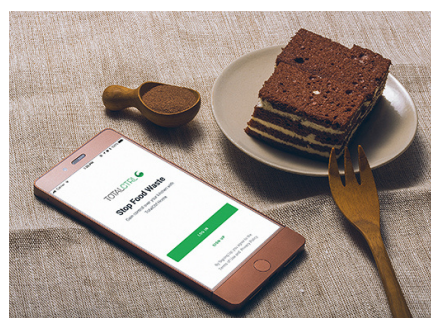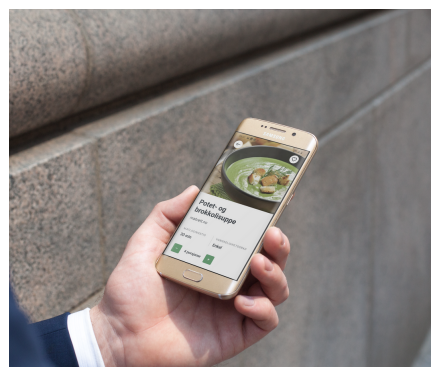
## 💰 TotalCtrl Home Results

In our observational period of 15 July - 31 August, there were 657 downloads of TotalCtrl Home in Halden, 458 iOS users, and 204 Android users. Out of 657 downloads, there were approximately 350 active users on the app. This means that more than half of the customers were reporting their food usage and expiration dates on the app daily.

We also gathered feedback from users in Halden about their experience with the app.They said the solution was easy to understand and that the recipe generator was ingenious and quite useful. The customers also appreciated that the mobile app was free.

They also gave constructive feedback on areas of improvement. In the future, they would like to see updates that make the input of goods more agile, distinguish recipes according to allergens or food sensitivities, and have the opportunity for family sharing.

We are actively keeping track of and working towards improving the solution based on user feedback. We are looking forward to seeing the impact of TotalCtrl's food waste reduction solutions, both on an individual and municipal level.
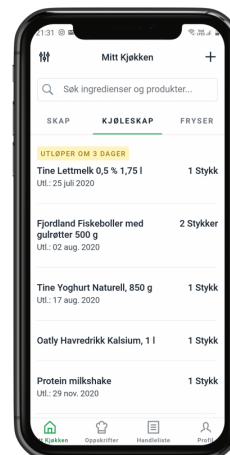
# 💡 How TotalCtrl Home Works

## 1 My Kitchen

Easily add products by using voice. Search, filter and organize as you please. Swipe to remove the product when used or add the product to the Shopping list. Add the expiry date and get notified before it is too late.
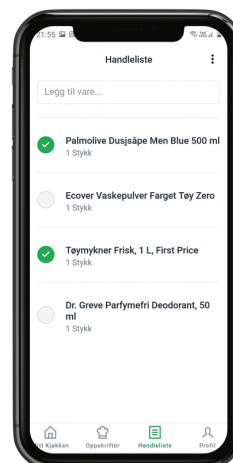
## 2 Recipes

Get suggestions to recipes based on what you have in My Kitchen or just browse and choose from thousands of recipes. Heart your favorite recipes, filter by category and get suggestions based on your products expiry date. If you find a recipe you like, but do not have all the ingredients at home - Simply add the ingredient to your Shopping list via the recipe.
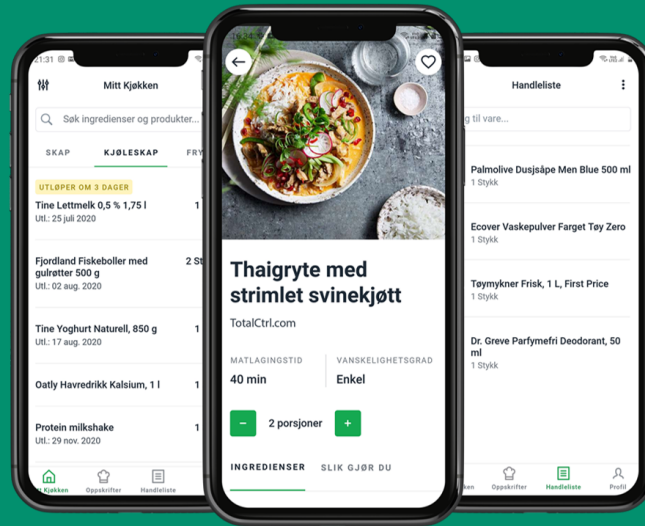
## 3 Shopping List

Hello Digital shopping list! Use voice to add items in your Shopping list. Remove some or all after shopping. Search, swipe, and sort. Make sure you buy what you need. Save time, money, and prevent food waste.

*"Getting expiration dates and alerts has made me save so many vegetables!"*

*"We're now throwing away less than half the food we did earlier."*

## Stop losing time and money on food waste

Working in grocery stores during our studies, we became worried for the future. We witnessed tremendous amounts of food being wasted every day. Together we started our company, TotalCtrl, with the goal of developing a digital tool that would help fight food waste while saving our customers time and money. The company quickly grew, and soon we landed our first major customer. A lot has changed since then. From a simple tool to revolutionary technology: our solution is ranked as one of the world's most innovative by Retail Insider and we've been named one of Europe's most inspiring food waste changemakers by the European Food Waste Innovation Network.

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