TOP IDEAS
Meet Our 12 Top Ideas

Feast your eyes on our Top Ideas: from on-demand food waste reduction to the production of pet food, plastics, even muffins. Our community served up creative redesigns to food waste, from the grocery store to the catering tent and beyond.

Each of these met the evaluation criteria:

- Reduce Food Waste – illustrate potential for significantly reducing waste
- Are innovative – provide a creative solution
- Are human-centered – consider human user needs
- Think big and smart – show potential for scale & impact
- Focus on relationships – partnerships, collaborations

In addition to meeting these evaluation criteria, each of the Top Ideas exemplified partnership and collaboration during the OpenIDEO Challenge process – by connecting with other users around the world, responding to feedback and posting significant progress during the Refinement phase.

Congratulations to each of our Top Ideas!
Food Flow

Team

Luis Fernando De Pombo
Software Engineer at Uber in San Francisco, CA.

Gabriel Ascanio
Program Assistant at ArtSpan in San Francisco, CA.

Michael Atherton
Interaction Designer in San Francisco, CA.

Iris Yan
Community Prototyper; Product Design Engineer at Apple in Cupertino, CA.

Idea Overview

What if you could easily cut down on wasted food and provide meals to local food shelters - all while running errands or walking back to the office from lunch? Food Flow is aiming to make it that simple and seamless. The app incentivizes individual transport of food from a catering company or restaurant to a food shelter. Users will receive Flow points that they can redeem for dining experiences, keeping the cycle going and the food flowing into the community.
One man’s byproduct is another man’s treasure! RISE is working to turn beer spent grain into baked goods, and to close some of the loopholes where food escapes from the supply chain. In the hierarchy of food recovery detailed by the EPA, feeding humans beats out things like composting and industrial use – once we’ve produced food for people, the goal is to make sure it gets to the table. With that in mind, the RISE team is building some thrilling partnerships: working with several local makers, linking up with other OpenIDEO community members, and even presenting their idea at the UN!
Smart Food Dehydration

Team

Chad Knutsen
Chief Innovation Officer at Cornucopia Group in Anacortes, WA

Idea Overview

This idea aims to bring food dehydration into a bright new future. Farm waste is a drain on our water supply as well as on farmers’ bottom lines – so the team behind PS Coating wants to increase the GDP of our food supply. Their protein coating produces preserved foods that retain all of their nutrients and yummy qualities. By transforming those lost food resources into high quality dehydrated foods, PS Coating is adding extra efficiency (and deliciousness) back into the supply chain.
Caterers and other large-scale food production operations have a problem: excess meals are wasteful, and cost money to clear away. Re-Plate has a solution: a recovery service that provides those meals to charitable organizations free of charge. Their on-demand transportation service zips over to food pickup points, connecting donors to recipients in real time. That means less food wastage, and more edible support for organizations and individuals that need it most.
Eat The Old One First

Team

Yulianto Hiu
Designer in Indonesia

Idea Description

We’ve all been there: you go to the grocery store and realize when you get home that you already had lemons. The citrus already in your fridge gets shoved to the back, forgotten until it makes its presence known by going bad. Eat the Old One First brings hipness to the “first in, first out” model of freshness by designing storage that keeps us one step ahead of spoilage. In addition to fruit and vegetable keepers, there are specialized containers for bread and cereal; the system is designed for use in industrial and home kitchens alike.
One in five residents of Alameda County is food insecure – and at the same time, food and food-soiled paper makes up more than a third of the county’s waste stream. There is also a significant portion of the population who, for one reason or another, are difficult to employ. ALL IN Alameda County is developing a triple threat solution that treats problems as opportunity. The program being designed creates fairly paid jobs as food runners. It has the potential to make a serious dent in that 35% of waste generated by discarded food and packaging, while also bringing nutritious food to those in need.
There’s a lot of slack in the traditional grocery shopping experience. Think edible food being tossed by stores to make space for new shipments, or individual Styrofoam packaging for fruits and vegetables with naturally thick skins. One great way to cut down on this waste is by buying in bulk, but that can be unwieldy and occasionally expensive. Cobuy aims to enable group buying in bulk from wholesalers, cutting down retail food waste and packaging, along with price tags for consumers.
How To Keep Fresh Sign

**Team**

Neil Trivedi  
*Business Strategist at a Financial Institution in San Francisco, CA*

Maria Paula Machado  
*Community Prototyper; Product Designer in Bogota, Colombia*

Amit Kundani

**Idea Overview**

We’ve gotten accustomed to signs in the produce aisle announcing the price, provenance, and organic-ness of peaches or green peppers. But often once that beautiful fruit or veg gets home, storage practices lead to spoilage before it can be enjoyed. If you’ve ever been foiled by the blink-and-you-miss-it ripeness of an avocado, Keep Fresh is a sight for sore eyes. These signs in grocery stores will share storage tips to save your produce for you to enjoy.
Mighty Muffins

**Team**

Jen

Co-Founder at CommonWealth Kitchen in Dorchester, Massachusetts

**Idea Overview**

While the jury is out on breakfast as the most important meal of the day, the data shows clearly that students who eat a good breakfast are better set up for success in the classroom. But food insecurity, or just the morning rush, holds some kids back. Enter Mighty Muffins! Sourced from local surplus produce scraps, each muffin contains a full serving of vegetables to start the day off on a tasty foot. The founders are working with bakers, food companies, Drexel University, and the Boston Public School System to develop and pilot their creation.
Amid worries about BPA and the Great Pacific garbage patch, Full Cycle offers a slam dunk: translating everything from agricultural byproducts to waste paper into safe, compostable bioplastics. Normal bacteria are used to “eat” the food waste and turn it into a plastic-like material called PHA. This reduces levels of organic pollution while also decreasing the amount of plastic likely to be put into a landfill or otherwise jeopardize the environment.
FeedTruck

Team

Marcos Szrajer
Program Manager at Satisfeto in Brazil

Idea Overview

FeedTruck puts a new spin on an old trend that’s having a delicious moment. Bringing an entirely new meaning to Meals on Wheels, this food truck collects discarded ingredients from São Paulo’s markets and fairs. Then it uses them to whip up delectable snacks for those in need. Incorporating a systems-level approach to increasing access to the gastronomic world, FeedTruck’s creators also plan to partner with a cooking school to train underprivileged students as assistant chefs.
From picky eaters to food fights, kids have their own take on food waste and consumption. Why not start by engaging the next generation in food waste reduction? With a playful challenge, the game Food Trooper aims to get the littlest members of our households on board. From refrigerator magnets to a special “Eat This Food!” box for storing leftovers, the game encourages children to track what’s going on in their own kitchens, discuss with their peers, and come up with solutions to best avoid food waste in future.
THANK YOU!

We look forward to designing a future without waste together.