

Business Improvement Projects

IN ACTION

BRING IT BACK

Case Study

Best Cybernetics
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Environmental damage due to food produced but not consumed has increased dramatically. Greece wastes more food than any other in Europe according to United Nations report.

Bring it Back web and mobile application, developed by Best Cybernetics in 2022, aims to tackle food waste and incorporate better waste management practices in companies.

Bring it Back app (<https://bringit-back.com/>) connects customers with the local businesses so surplus food can be sold at a great price - so it gets eaten instead of wasted.

“BRING IT BACK is a Food app against Food Waste. It contacts companies to find out if they have leftover fresh food at the end of the day, and help them, in a profitable way, reduce waste and environmental pollution.”

Zontos Makis, Senior Developer

Summary



In 2021, Best Cybernetics undertook the development of a mobile and web application to fulfil the vision of Bring it Back team to adopt a food waste business model and create a conscious community that fights food waste. Whether it is a restaurant, caterer, bakery, grocery or any other food business or provider, a company may change its business strategy through Bring it Back web application by:

- Creating own business account
- Listing and publishing surplus food on daily basis
- Offering food as a Surprise Bag at a better price to the local community
- Giving different online payment methods to customers (card payment, paypal, google pay)
- Getting acquainted with new technologies, digital tools and online payment methods.

The benefits for the companies are multiple as they are attracting new customers at the local community, they are turning losses into income while they are saving the planet from food waste and environmental damage.

“By creating the Bring it Back app, our community connects restaurants with consumers with the common goal of reducing food waste. Companies get new customers, reduce their wastage, and recover costs without changing any of their day-to-day operations”.

Christos Kokkoros, CEO



On the other hand, new customers discover and support local businesses and buy the surplus food through the mobile app. Customers can place an order at a restaurant on the app, pick up a Surprise bag of food at the business location and at the food delivery time. The goods can include anything left over (and not eaten) from that day.

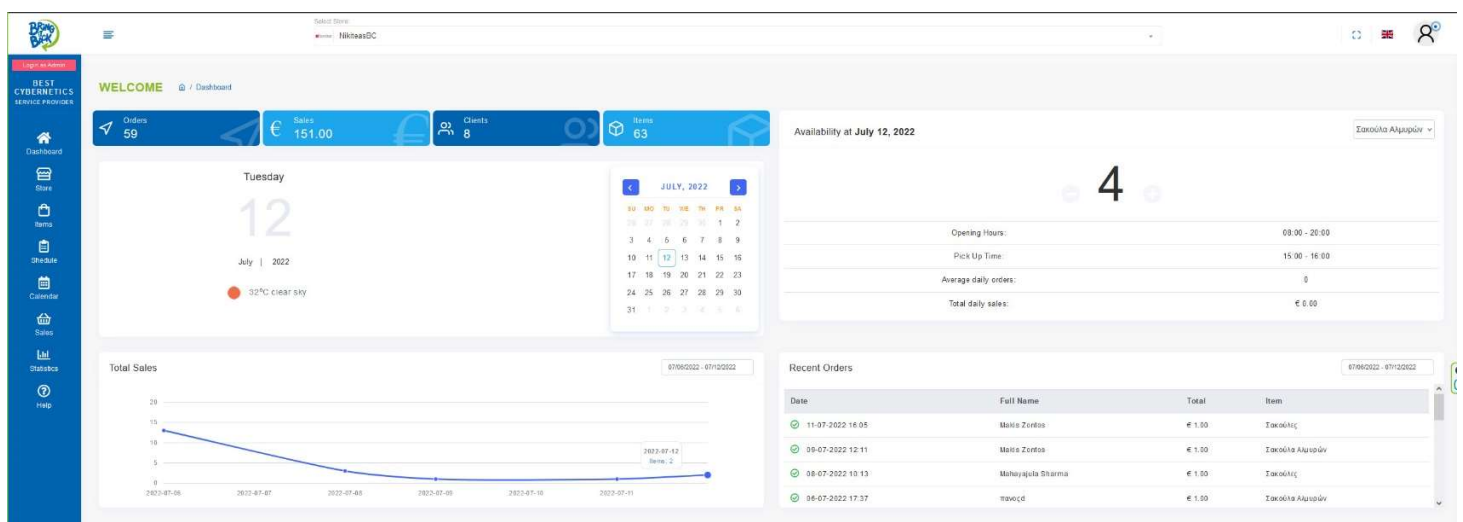
Bring it Back app gives food providers flexibility, so if a location has surplus food available for pickup only on Mondays and Tuesdays, the owners can put that in the web platform.

Most importantly, businesses have access to a dynamic dashboard that outlines their individual environmental impact made by selling food that would otherwise be tossed.

“Bring it Back app is a complex software development project requiring the involvement and engagement of software developers, engineers, and entrepreneurs. Our mission is to create a conscious community that fight against food waste. The success of Bring it Back app is that it sets an example for other companies to join, train consumers on avoiding food waste at home and generate a positive change in society”.

Makis Zontos

Below is a screen shot showing the Bring it Back platform’s modules, showing at real-time information on number of orders, sales, clients as well as reporting features in form of automate charts.



PRONTO is a project funded by the Erasmus+ programme. PRONTO incorporates best practice project management enabling micro and small businesses to plan and implement high impact business improvement projects.

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