



## Torino Digital Education Hackathon 4 Urban Food Circularity

The aim of 'DigiEduHack' is **to identify key challenges for education in the digital age and co-create innovative solutions**. More than 50 DigiEduHack events will be arranged simultaneously in Europe and beyond, in collaboration with local host organizations, and involving over 2,500 participants!

During the 24-hour event, held on October 3<sup>rd</sup> 2019, multidisciplinary teams of educators, students, entrepreneurs and innovators will get together to develop novel solutions.

Digital Education Hack is an EIT initiative under the European Commission's Digital Education Action Plan, led by EIT Climate-KIC and coordinated by Aalto University (Helsinki). It combines the global dimension of digital education to the local one: the 24-hour event takes place simultaneously in all the cities that decide to join it, worldwide. The DigiEduHack from each local host allows individual cities to launch a challenge focused on their own contextual issues as they relate to the use of emerging technologies to educate people on social issues.



The city of Torino via the University of Torino's Department of Management is a proud partner of the first edition of the DigiEduHack! Our aim is to stimulate participants to generate innovative solutions regarding how digitalization and digital technologies can support the development or improvement of **FOOD CIRCULAR** business model in modern **URBAN CITIES**.

### Torino DigiEduHack Challenge 2019

**Urban Food Circular Business Models: Digital Solutions to change civil society behaviors and nudging sustainable food habits**



UNIVERSITÀ DEGLI STUDI DI TORINO  
**DM** DIPARTIMENTO  
DI MANAGEMENT



Joining Torino's DigiEduHack means to connect with other individuals interested in digital education, innovation, and entrepreneurship to tackle the GRAND CHALLENGES via interconnectivity, interdisciplinarity, and sharing of knowledge. Torino's challenge is: *"nudging consumer behaviors to secure smart and sustainable urban food ecosystems for the future"*. Participants, grouped in teams of 3-5 people, will have the opportunity to showcase their solutions on a European and global scale, and the teams with the most innovative solutions can win 1,000€ in prizes, plus the chance to win 5,000€ in a global award contest!

With the traditional linear economies, approximately 80% of the materials people use are directly discarded after usage, and **specifically**, 30% of all food produced worldwide goes to waste annually.

### Waste is everybody's business

% of food wasted across the value chain

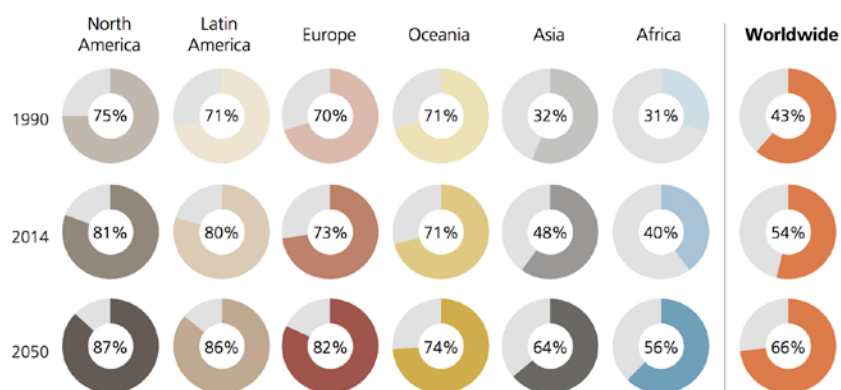


Source: United Nations

This, along with the expected increases in human population by the year 2050 clearly highlight the desperate need to transition from the linear 'produce-use-dispose' model of food production and consumption to circular food practices, especially in modern urban and peri-urban areas.

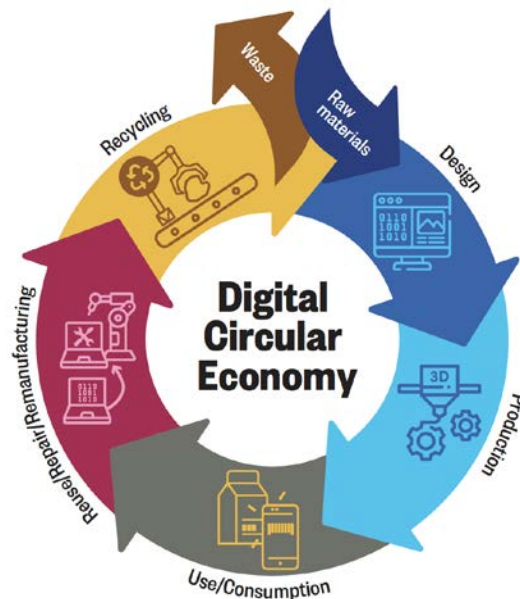
### 54% of the world's population now lives in cities

% of the population living in urban areas



Source: United Nations

Europe is currently in the midst of two transitions: the creation of a more **circular economy** and the **digital revolution**. These two major developments have the power to transform our economy and society (European Policy Center, 2019). Therefore, be ready to generate innovative solutions regarding how digitalization and digital technologies can support the development of improvement of more circularity in Urban Food Systems!



A transition to a CE could benefit greatly from better data management, enhanced access to better information, improved **connections** between relevant stakeholders across the value chain, and solving issues around **information sharing** – currently major hurdles to achieving a CE. Moreover, a transition to a CE will require making products, processes and services more circular, in terms of how we **design, produce, use, reuse, repair and recycle products**.

Digitalisation can make a significant contribution to **new circular business models** in urban food systems. Finally, the transition to circular food system will depend on the **contributions of consumers and citizens**: how they live, consume, reuse and recycle products and materials. Data and digital solutions are already used to educate and influence people, increase their awareness and enable sustainable choices e.g. by sharing information about the products' environmental footprint. Encouraging citizens to use and collect data converts them into active participants in the data economy and co-creators of knowledge and evidence that decision-makers, businesses, investors and other citizens can use. They are also influencing the market when demanding solutions that are sustainable, convenient, safe and reliable, and that contribute to this disruptive (r)Evolution.

Please check out our website and apply to our DigiEduHack  
@: <https://digieduhack.com/en/turin-the-event-page-2019>

For more information or specific questions please don't hesitate to contact us @

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#DigiEduHack #TorinoEduHack