

LEAVE NO MEAL BEHIND!



Concerned SDG(s): 11, 12, 13

Company name: ResQ Club OY

Industry: Software development



CHALLENGE

“Every meal purchased via ResQ is one less meal thrown away, helping our urban communities to waste less and be more sustainable”. ResQ Club²⁶

<https://doi.org/10.29180/ISSUEI.21.12>

*Iryna MALIATSINA and Alena CHISTIAKOVA
(Lappeenranta University of Technology)*

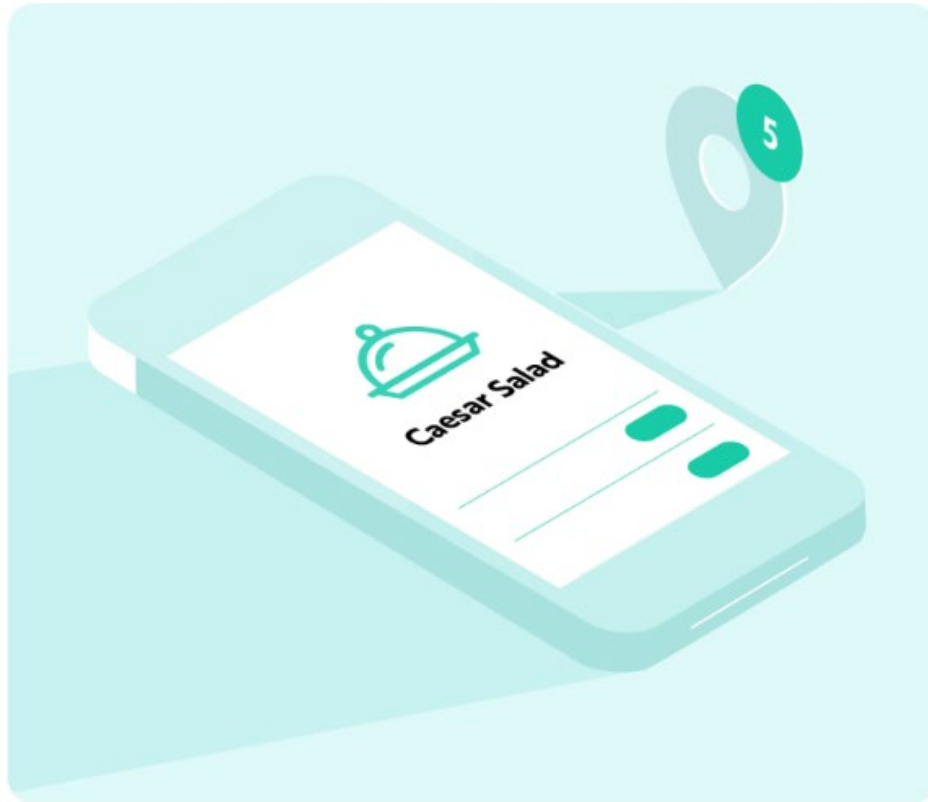
ResQ Club is a Finnish company connecting sustainable restaurants, cafes, and grocery stores with consumers that appreciate eating affordable high quality food. ResQ partners aim drastically reduce their food waste with proprietary location-based mobile and web service, as it enables consumers to find and rescue surplus food in their proximity. Every meal purchased via ResQ is one less meal thrown away, helping Finnish urban communities to waste less and be more sustainable. The need for this kind of marketplace emerges from the inherited uncertainty concerning restaurant and food industry: the demand is difficult to estimate and it is vital for any business in this industry to have enough supply during the peak hours of the day.

²⁶<https://www.resq-club.com/about-us>

LEAVE NO MEAL BEHIND!



PRACTICE



Picture Source: ²⁷<https://www.resq-club.com/cities>

ResQ Club was *founded in Helsinki* in 2019 by Tuure Parkkinen, current CEO of the company. At the first stage of company's development, company expanded its service to *39 cities in Finland* and continued with international market acquisition *in Sweden (19 cities) and Germany (two cities)*²⁷.


ResQ Club developed its own *application* from which customers will know what portions of food are being sold, how many lefts, from where what time to order and pick up. The application is designed to be extremely easy to use for both the businesses and their customers. The baseline philosophy is that *any business can implement the food waste mitigation activities without extensive investments in infrastructure and extra work.*

The ResQ application has only *three steps*: the store, restaurant or café lists a meal they wish to sell through the app, then customer pays for it through the application and lastly comes to pick it up during a time window defined by the meal provider. The offering consists of meals, ready-to-eat snacks, and massive grocery bags that usually have a *50% discount on regular prices.* Unlike most of the food delivery apps, there is *no waiting involved* so that ResQ orders are ready for pickup immediately after order has been placed.

LEAVE NO MEAL BEHIND!



BENEFITS AND RESULTS




The ResQ network consists of 2 700 *business partners*, who sell approximately 108 000 *meals* through the application monthly. Currently, approximately 65% of meal offerings in the ResQ marketplace platform are sold, thus *avoiding to be thrown into waste*. The current goal for the company is to reach *100% utilization of meals* prepared in stores, restaurants and cafes that are under threat to be thrown away. This would accord *10-15% of all the wasted food*.

Furthermore, in global scale this would mean tens of millions of tons perfectly edible food. In addition to mitigating wasted food, the practice of “saving” meals also *lowers CO2 emissions generated in bio-waste processing by approximately 269 000 kilograms per month*.

In addition to reducing waste, joining the ResQ network can *introduce new clientele to the meal providers*. Approximately 70% of the consumers have found new places to eat through using the ResQ application. In addition, commitment to ResQ is seen by many Finnish customers as indicators of *the company’s commitment to sustainability practices*.

ResQ actively collaborates with *the largest Finnish retailers*. By September 2018, more than 40 K-Market stores across Finland were using the ResQ Club app in an effort to reduce their food waste. The stores gather products approaching their expiry date and put together shopping bags sold to customers through the app at a reduced price. Retailer Harri Mattinen who has three K-Market stores in Lappeenranta in his interview²⁸ shared that:



“In August, my stores sold a total of 452 bags through ResQ. Of the bags we put together, 92% were sold, so the food really does end up with consumers. Daily food waste in a store has gone down from three shopping carts to half a shopping cart”

In 2019, ResQ has been selected as one of *the top 10 hottest start-ups in Finland* by the Finnish Financial journal, Talouselämä.

²⁸<https://www.kesko.fi/en/media/news-and-releases/news/2018/over-40-k-food-stores-already-use-the-resq-club-app-to-reduce-food-waste/>