

## GBSN Challenge 2022 written report

### Project 'CATH' developed by:

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### Problem statement

One of the largest problems seen around the world, and a prominent unfortunate issue in Leeds is the 466% rise in homelessness between 2010 to 2017 (Leeds Gov, 2019). In conjunction, the UK wastes 15 million tonnes of food annually, with nearly half discarded within UK households (Worcester gov, 2013). These two issues have allowed us to come up with our Business idea, project CATH. We believe that our idea is feasible as food waste is a large problem local to us in Leeds, as food waste bins and collections have recently been suspended in Leeds (Leeds Gov, 2022). Furthermore, we expect to see an increase in homelessness as the cost of living has increased in 2022 and house prices in Leeds have increased from an average of £137,982.67 in 2012 to £172,832.92 in 2017 (Leeds

Gov, 2019) ([www.zerowasteleeds.org.uk](http://www.zerowasteleeds.org.uk), n.d.), this perpetuates the homelessness issue in Leeds as it is becoming harder to break the poverty cycle.

### Solution Development and Implementation

Our solution to this issue is through our project CATH. This project aims to bridge the gap between the excess food waste and lack of food available to the homeless. It is an idea developed upon the 'Too Good To Go' app that allows people to pick up a bag of food for themselves that is about to go out of date from cafes and restaurants that would have otherwise been thrown away at the end of the day. Olio is another app that registers leftover food for other residents to get. CATH connects these two wonderful apps to create a synergy that solves a societal access problem. CATH is an app where people and businesses can post if they have any excess food they don't want or need, then student volunteers can pick it up and distribute it throughout the city. We understand the issues of incentive and to address this, we propose having a QR code students can scan after they have delivered a meal. Our team as a company will give out laminated cards with the QR code on them (in a planned expedition) to the homeless around the city. This is all they need and can be scanned by students delivering the

meals. For the students, after 4 digital stamps, students receive a gift. This can be free club tickets, new books, cinema or sports discounts. We are opening the app to have adverts on it by paying businesses. This will give us funding for the gifts to provide incentive for students. This system is a win-win. Upon implementation and growth, we will have successfully reduced food waste, fed homeless people around the city and as a bonus let local businesses advertise to their target market of students to grow the economy. All our volunteers will be over 18 and given guidelines through the app on safety measures.

### Define the UN Sustainable Development Goals Addressed

The UN has 17 sustainable development goals in order to tackle issues such as poverty, lack of health, education and inequality. Project CATH aims to implement the UN's sustainable development goal of no poverty, reduced inequalities and no hunger (United Nations, 2022). The UN defines homelessness as "One of the most acute forms of material deprivation. Homelessness refers to the inability of people to enjoy permanent accommodation" (Salcedo, 2019). Homelessness is a prominent issue that the UN aims to fix, while project CATH does not directly reduce

homelessness, providing a free meal can help break the poverty cycle by helping tackle food insecurity (Siddiqui et al., 2020). Furthermore, project CATH will help tackle the UN's goal of zero hunger, the UN estimates that nearly 690 million people do not have anything to eat, that statistic makes up 8.9% of the world's population, this has increased by 10 million people in one year and by 60 million people in five years (United Nations, 2022), our app will help redirect food waste to aid this growing issue.

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