



**The Nature bag:
Fruit Skin Bags
Team #8**

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Challenge & Context

PROBLEMS:

- Food Waste
- Over Consumption of Single Use Plastic
- Linear Economy



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CHALLENGES WE ARE SOLVING:

- Improving awareness – Society
- Reducing food waste – Environmental, producers
- Reducing plastic consumption -
- Improving Circular Economy – economical



The Nature Bag

Collect Waste Fruit Peels: from orange, melon, lemon, watermelon/lime

Industry: farmers, juice factories

Process of transformation to obtain a **material similar to leather**

Slogan: Grocery bag: “I am made from oranges” on bag

Colour Range: orange, yellow and green

QR: customers scan this – discount on these products from the supermarket

Information: sourcing, benefits on food waste and plastic consumption, circular economy

Solution description



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Solution target group

TARGET GROUP:

Families



Ages 30 – 50
years old



Supermarket
shoppers



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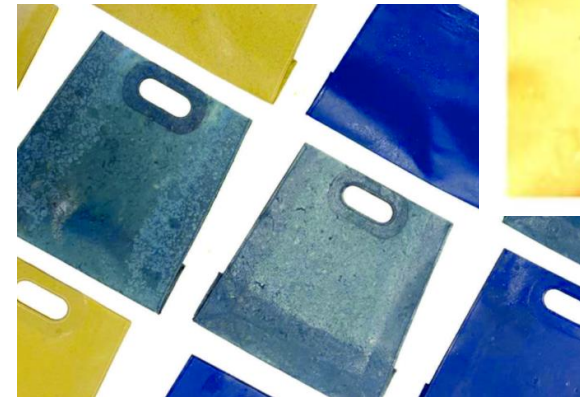
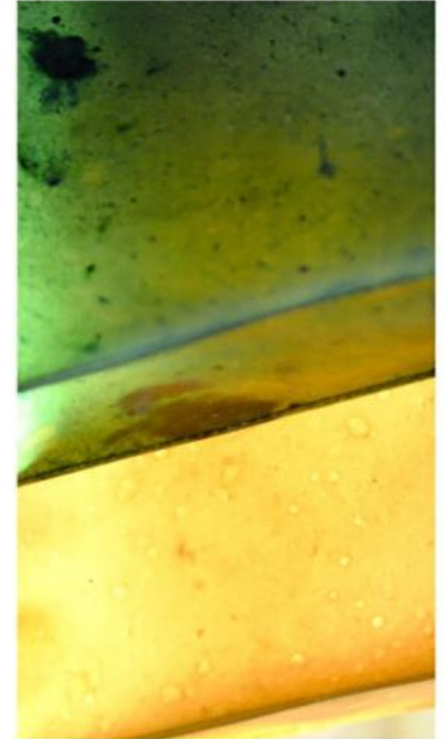
Environmental Impact

| | |
|--|--|
| Reducing food waste | Reducing plastic consumption |
| Increasing awareness of circular economy | Increasing awareness for sustainability and transparency |



Innovation & POD:

- **Very few similar on market**
- No fruit fibre bags sold in **supermarkets**
- Current market uses idea for fashion
- Range of **colours**
- **Partnership** with supermarket
- Sustainable bag unlike current selection
- Current **cotton** bags create **water waste**
- Better for environment



Other Contexts:

Fashion sector

Cosmetics

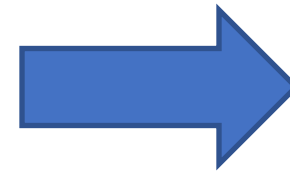
Packaging



Business Model & Sustainability

Implementation steps:

- **Partnership** with suppliers – farmers, factories
- Produce the product
- Set up **App** – information, discounts etc
- **Database** for info on raw material collection
- **Partner** with the supermarkets
- **Launch Campaign** – marketing



Long term goals:

Expand the concept from supermarkets into retail shops



EMMA: Ireland, Bachelor's in Business Studies, IFBM ESCP

LETIZIA: Italy, Bachelor's in Business studies, Master in Business Administration

ANUJ: UK and India, MSc Food Science and Engineering

JAD: Lebanon, IFBM ESCP

Worked well as a team, thanks to our different backgrounds and nationalities we could come up with different ideas and different points of view which allow us to create our project.



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In a Nutshell !!!



@nature_baggy_friend



`We offer fibre-based tote bags made from the industrial waste of fruit skins. We promote and encourage consumers to learn more about the circular economy and the impact their actions have on the environment.



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Thank you!
Do you have any questions?



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