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Can Ordering in be Sustainable?

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Hi, I’m Shannon.

- High School for **Applied Sciences**
- B.Sc. in **Mathematics** for Engineering
- M.Sc. in **Data Science** and Engineering
- **Data Engineer** @ Digital Pills

Agenda

1 Overview of Food Delivery Market

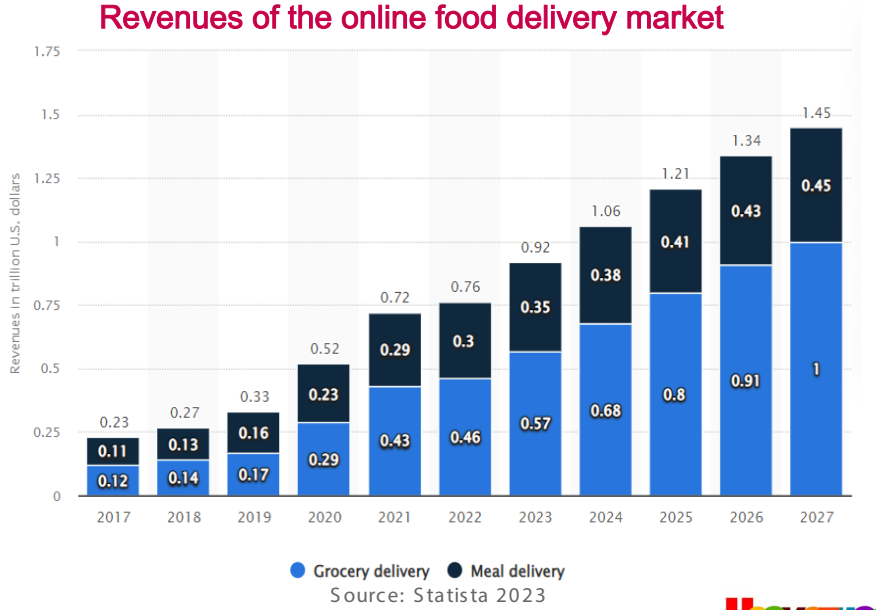
2 Impacts

3 Vytal case study

4 Is there a catch?

What does the Food Delivery Market look like?

- Has been **growing steadily** over the past few decades
- **COVID-19** pandemic has **accelerated the trend**



Impacts

Increased convenience

Access to wide variety of cuisines from the comfort of your home.

Job creation

Drivers, delivery personnel, and support staff.

Economic impact

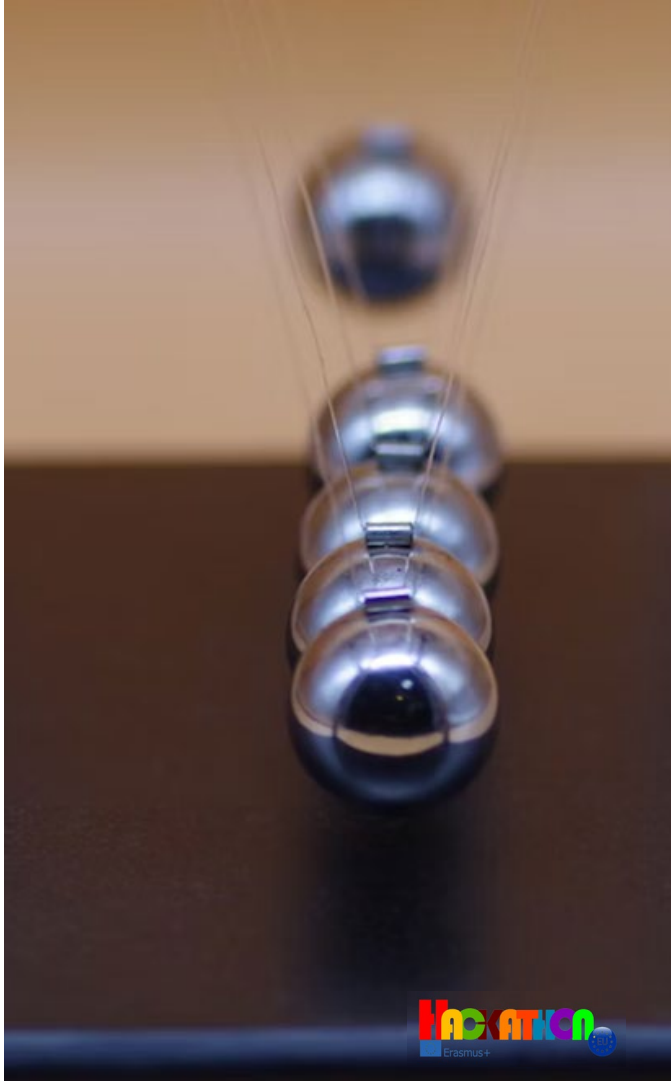
restaurants depending on delivery services for revenue.

Health concerns

Risk of overconsumption and unhealthy eating habits.

Sustainability Issues

Increased food waste and environmental pollution.



A few companies addressing the issue

babaco market

Too Good To Go

deliveroo

vytal

How can Data Help?

Let’s take a closer look at the **Vytal case**

Overview of Vytal

- Founded in **2019**
- **German** based **start up**
- operates a digital **reusable packaging** system for take-out and delivery food.
- System based on **QR codes**

Source: en.vytal.org

How are QR codes used?

1. **Track container usage**
   Scanning of QR codes by customers allows Vytal to track which, where and how often containers are being used.

2. **Optimize container distribution**
   By analyzing data on container usage, Vytal can optimize the distribution of containers to different restaurants and cafes.

3. **Asses waste reduction**
   Uses data to measure the impact of their business in terms of waste reduction.

4. **Customer insights:**
   Vytal collects data on customer behavior and preferences to gain insights into what food and drinks are popular, what times of day are busiest, and other trends that can help improve the service.

Vytal case study

A few numbers

For approximately **every 1 million containers used** :

Over **25 tons of packaging waste diverted** from landfills compared to single-use plastics and compostables

Over **440,000 gallons of water saved** when compared to compostables.

Over **110 tons of Greenhouse Gasses avoided** compared to single-use plastic and compostables.

Source: DeliverZero, company with similar business model to Vytal

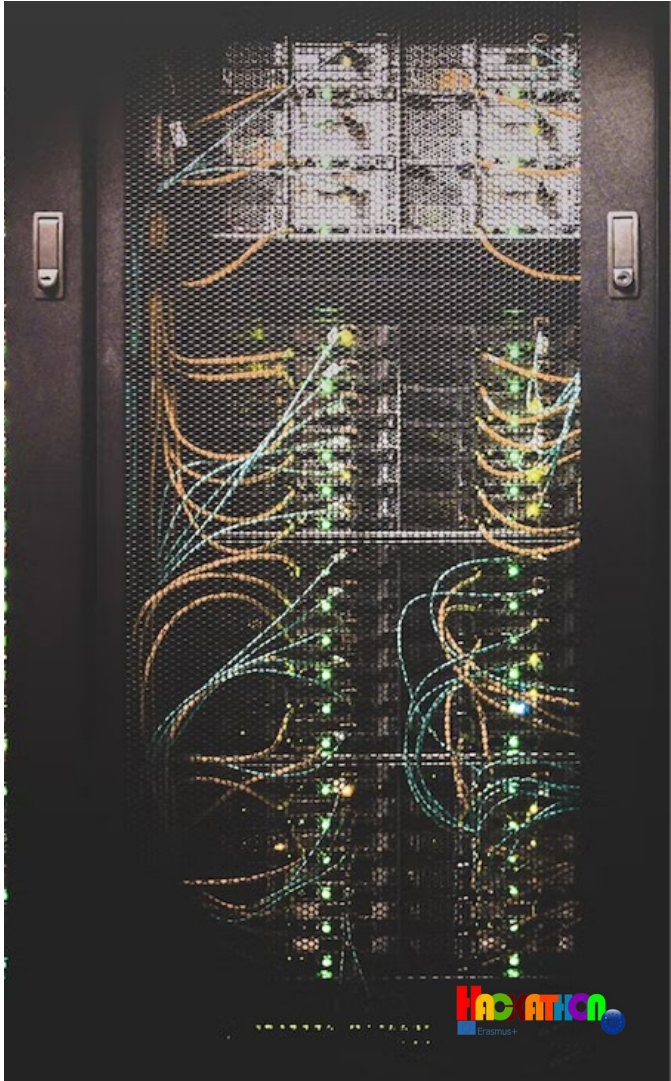
Is there a catch?

Digital technology was responsible for 4% of global GHGs **emissions** in 2018, and is **expected to reach 14% by 2040** .

Making data processing and storage more sustainable is vital, but how?

- Reduce unnecessary data storage
- Use more energy-efficient hardware
- Implementing sustainable data management practices

Source: The Shift Project, "Lean ICT: Towards digital sobriety" (2019)



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Thank you