

HACKATHON EU

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Food

with all its facets, is a very actual argument
And

Food industry too



- growing up of the world population
- climate changes
- inflation

reduces the availability of food.



The world is divided in two categories

- the first, “*the north of the planet,*” has more food than it needs
- the second, “*the south of the world*”, does not have enough food to live healthily

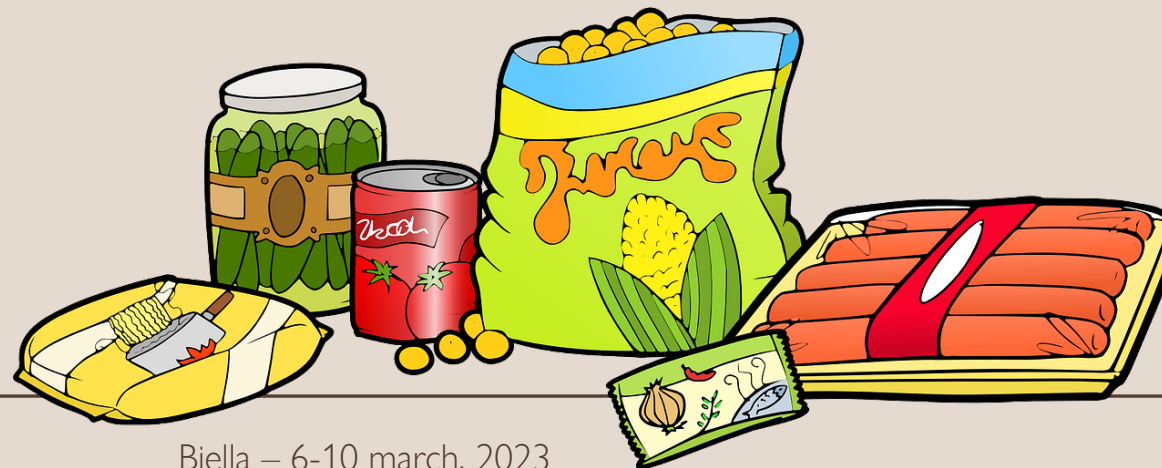
In the north of the world the main causes of death are

north
of the world

- **cardiovascular disease**
- **diabet**
- **cancer**



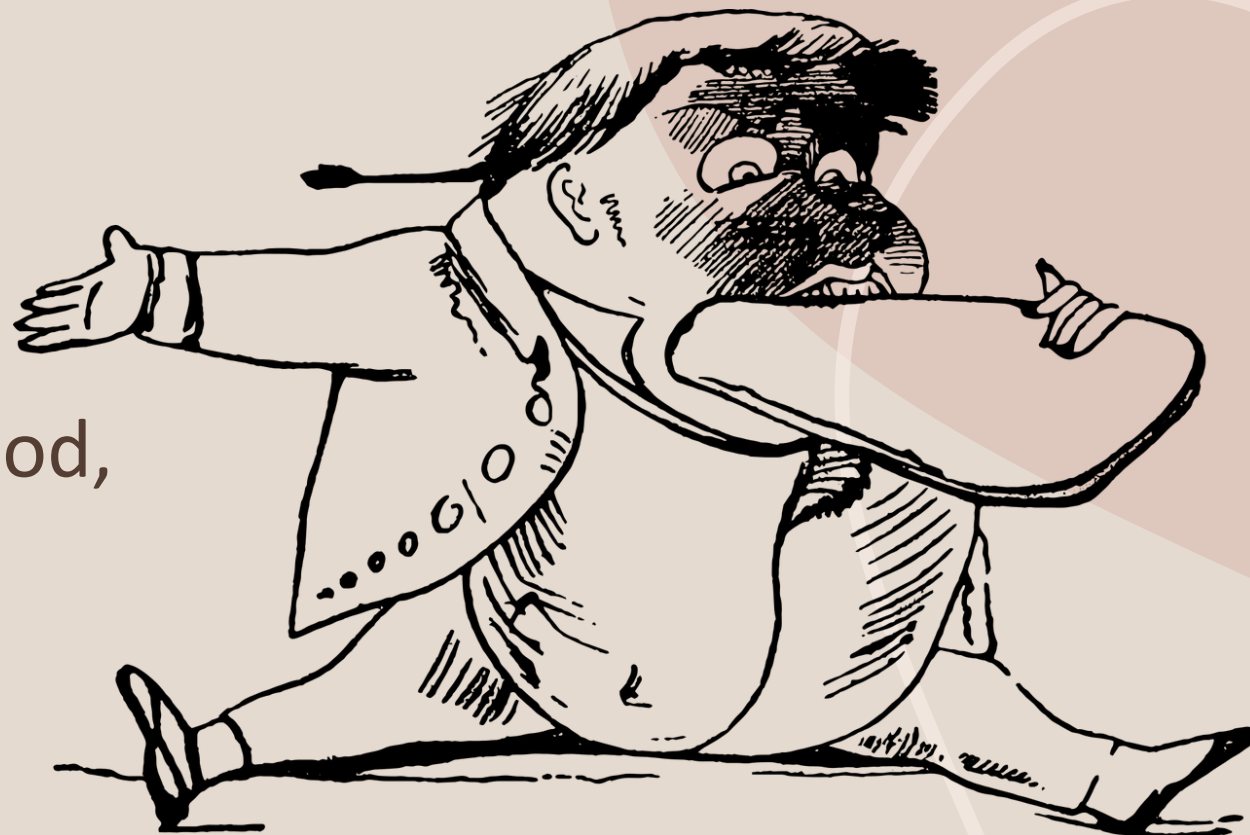
connencted to the wrong eating habits.



We eat too much and badly!

Also there is a huge waste of food,
which could still be used.

north
of the world



south
of the world

Instead, in the south of the world,
people die for diseases connected to the malnutrition

Up to **345 million people** worldwide are estimated to lack access to
enough nutritious food and this number is still rising, especially after the
pandemic period.

Another problem linked to food production is the impoverishment of the soil, due to excessive exploitation, which undermines its quality.

If the soil is overexploited, it needs more and more fertilizers, which pollute the water.



Climate change also means that some areas of the world, destined in the past to rich harvests, are today poor and arid.





No less problematic is the **pollution** associated with factories for processing or transforming food: the energy used is often from fossil fuels. This is the cause of climate change, linked to food shortages.



Food packaging is also a problem:

Some non-recyclable materials are used to package products because they cost less: bad news for waste disposal

The north of the world produces too much **waste**, which pollutes.

The last part of the food supply chain is **transport**

From producer to final consumer, perhaps, food requires a long journey, in refrigerated trucks. Food often takes a longer journey than necessary to reach its destination, which is also unsustainable because it produces air pollution.



TOPIC OF THE
CHALLENGE...

FIND A SOLUTION TO:

- a more sustainable production, which respects the environment and does not increase pollution;
- an efficient food production and distribution system, aimed at giving everything necessary to as many people as possible;

FIND A SOLUTION TO:

- a non-polluting food distribution system;
- sustainable packaging to reduce non-recyclable waste.

FIND A SOLUTION TO:

- an innovative marketing system, in favor of sustainable industry
- a secure, sustainable, privacy-friendly data collection system



Choose a problem
and find the best solution
to save
the Earth and humans!