SPLIT FOR DIFFERENCE

second harvest

SPLITTING GROCERIES FOR THE GOOD OF THE PLANET.

CREATIVE INSIGHT

The majority of groceries are packaged and designed for households of two or more people. With over 30% of Canadian millennials 'shopping for one,'* this demographic is at a greater risk of over-purchasing food and contributing to the 60% of food wasted annually. And with rising grocery prices, this is not only a problem for their wallets, but a massive problem for the planet.

SOLUTION

To help single-household millennials efficiently and sustainably grocery shop, we're going to partner with Splitwise — the number one app used to track shared expenses — to give them the tools to split grocery hauls that would usually go bad, for the good of the planet.

This way, they can purchase the foods they want, only pay for the portion they need, and eliminate the waste they'd usually produce from buying it.

HOW DOES IT WORK

Split for Difference will live within the Splitwise app and leverage its expense tracking and splitting software. Users can create a network of friends to split items with, post what they've bought and wish to share, and claim food posted by others in their community, all completely tracked within the app.

To build awareness, we'll leverage social ads to promote it and encourage users to share how they use the tool.

Split for Difference gives Canadians a simple, accessible, and effective way to fight food waste. It also shows that fighting food waste saves more than just food. It allows them to make a difference in the environment *and* save money, even when groceries are inflating, and climate change is an ever-growing concern.
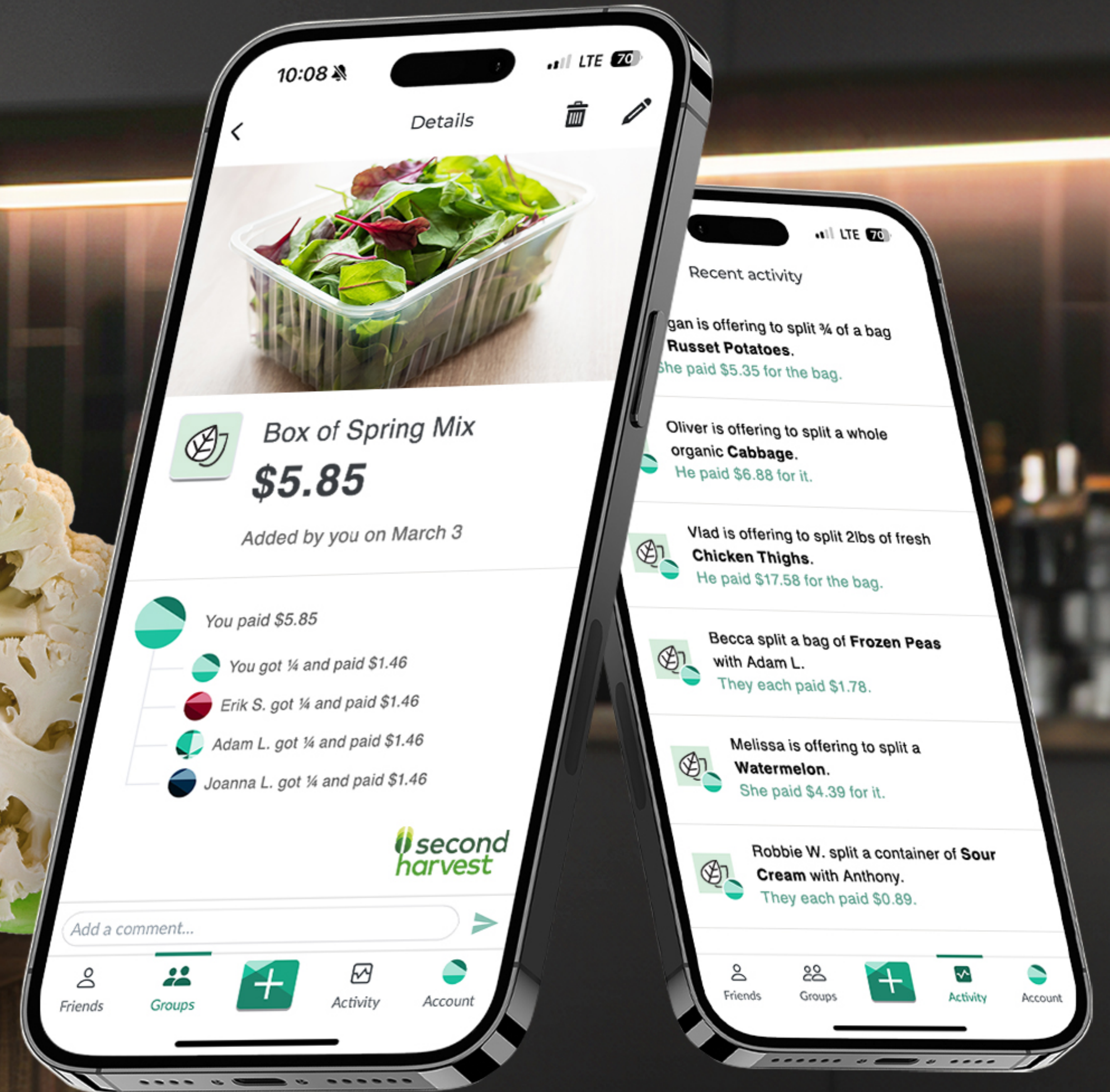
*stat sourced from StatCan

SPLIT FOR DIFFERENCE

second harvest

Powered by **Splitwise**

PROBLEM
Over-purchasing food is one of the leading contributors to the 60% of wasted food annually. With rising grocery prices, this is not only a problem for our wallets, but a massive problem for the planet.

INSIGHT
The majority of groceries are packaged and designed for households of two or more people. With over 30% of Canadian millennials 'shopping for one,' this demographic is at a greater risk of spending more, purchasing more, and inevitably wasting more.

SOLUTION
Partnering with Splitwise, the number one expense-tracking app, we'll repurpose existing functionality to create *Split for Difference* - a digital tool for single households to split grocery hauls that would usually go bad, for the good of the planet. Users can create a network of friends to split items with, post what they've bought and wish to share, and claim food posted by their friends. The app will keep track of everything that users both give and take, helping them reduce food waste, save money and make a difference in the environment.