



Title: Last Minute next to home. (Last Minute Sotto Casa - LMSC).

Description of best practice: LMSC is an innovative digital megaphone, born within the Innovative Enterprise Incubator of the Technical University (Torino) to combat food waste and revitalize socialization in the city quarters, a project that - less than a year after it initiated - already has more than 30,000 registered users at the service, in the whole Italy.

Promoting actor: Startup

Nature of promoting actor: Public

Country: Italy

Productive sector: Agriculture

Food chain: Services

Type of services: Communication services

Problem to respond: Valorisation of territory; Traditional product

Innovation Level 1: Process innovation

Innovation Level 2: New distribution in relation to retail outlets

Realized innovation: New insertion of expiring date food products in the market and re-use by consumers

Patent: no

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