

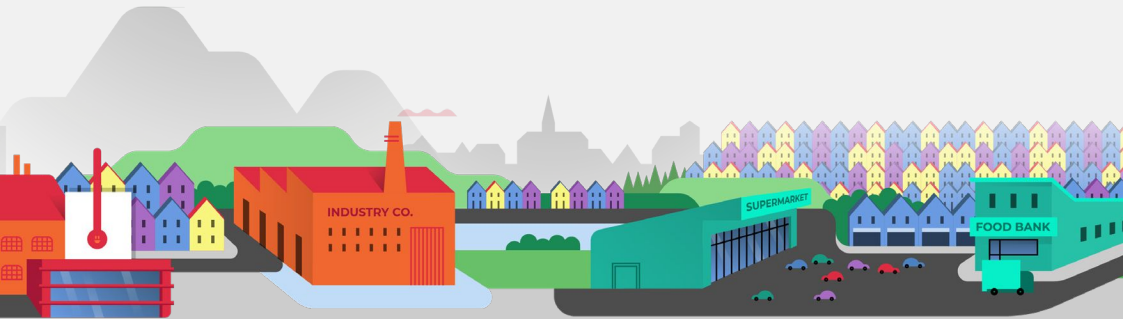
Case Study: Product Surplus



Business Case

Aldi wanted to play a leading role in promoting and building a sustainable future for both the planet and local communities. As a statement of intent, Aldi signed up to the UN SDG 12.3 and committed to halving its operational food waste by 2030.

Aldi had previously attempted a surplus redistribution pilot but had not been satisfied with the results and decided to undertake a full and rigorous review of the market.



As a long-term partner of Neighbourly we are committed to helping them make a difference to as many communities as possible through donations from our stores every single day.

Fritz Walleczek, Managing Director of CR Aldi UK



Implementation

In 2019, a partnership with Neighbourly was launched with the aim of increasing the volume and efficiency of daily back-of-store donations. The programme was rolled out nationwide in under five months and facilitated stronger relations with local communities across their 860+ UK store locations.

Each store is connected to one or more local good causes, who collect ambient food, bakery goods, fresh produce and flowers seven days a week. In addition, the partnership has expanded to include redistribution from Aldi's network of RDCs.



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Technology Solution

Neighbourly's flexible market-leading technology platform can be configured to work seamlessly with existing in-store procedures to ensure process optimisation, staff efficiency and seamless transfer of data by line-item.

The charity matching algorithm analyses the items being donated and the good causes capability to redistribute the available surplus being donated.

The platform provides full traceability across the donation process, enabling deeper analysis into waste data, as well as insights into the local social impact of the thousands of good causes supported.

See how ALDI & Valley Invicta Primary School at Aylesford are helping the community.



Recognition



Finalists in [Grocer Gold Award 2019](#)
Waste Not Want Not Category



Winner in [Edie Sustainable Awards 2021](#)
Waste and Resource Management Project of the Year

Impact



20 Million
Meals Donated

April 2019 – Oct 2021



32,000 (30Kt)
Tonnes of CO2 Saved

April 2019 – Oct 2021



396 Tonnes of
Products Donated

April 2019 – Oct 2021



3,285 Causes Supporting
1.2M People Per Year

April 2019 – Jan 2021



£3325 Average
Saving for Charities

Per Year



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