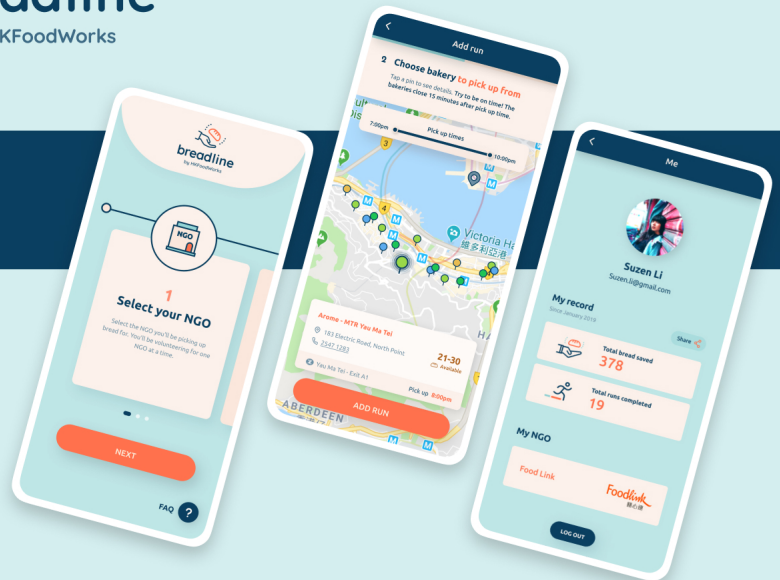


WHAT IS BREADLINE?

Breadline is a web application that connects volunteers to bakeries to collect surpluses just-in-time for those who need it. Officially launched in 2020, it is **Hong Kong first's public digital platform for food rescue**.



RESEARCH DRIVEN

Breadline is backed by **Dr. Daisy Tam's** ongoing research on food security. Working with designers and data scientists, this socially driven platform **decentralizes logistics** to make food rescue more efficient.

Breadline has received multiple local and international grants, including the prestigious Fulbright award and partially developed at MIT's Urban Risk Lab. ®

WHY FOOD RESCUE?

Hong Kong **imports over 95% of the food** it consumes and **throws away 3600 tonnes** of it a day, that's equivalent to **250 double decker** buses of food thrown into landfill everyday.

Despite being one of the top 10 highest income cities in the world, **20% of the population live in poverty**. Living on the breadline (poverty line) means that the budget for food is **as little as HK\$30/ day**.

Donating surpluses means food can go to those who need it and saves precious resources from being squandered. It is good for the environment and supports the food insecure.

THE CHALLENGE

Food rescue is a **complicated logistical challenge** - there are hundreds of bakeries located all across the city, all closing within a **2 hr window**.

The volume of surpluses fluctuate, at any given night, **20-50%** of the shops could sell out.

Volunteer management is labour intensive and time consuming, with a **return rate of less than 1%**, most charities do not have the capacity to develop the bread donation programme.

BREADLINE DESIGN

Getting volunteers, in the right place, at the right time

Breadline's design tackles these challenges by decentralizing operations and making grounded information intelligible and shareable.



BREADLINE FEATURES



Whenever, wherever

Volunteers can choose when and where they want to run - even at last minutes notice. Breadline's interface allows volunteers to claim available runs independently - ahead of time, or last minute.



Real time updates

Bakeries can share approximate availability an hour before closing so volunteers can head to where there is pick-up.

id	name	pickup_amount
1	Daisy Tam	2935
2	Daisy	2288
3	Claudio Canzonetta	423
4	Sherin Siew	298
5	James Marlow	258
6	Cherise LEUNG [1271]	168
7	Claudio Canzonetta	161
8	Yoyo CHU [1202]	184
9	Mart van de Ven	188
10	Alaric Hui	96
11	Test Amy	88
12	Cicely CHAU [1283]	85
13	Angie Wong	82
14	Joel	82

Transparency

The amount of collected bread is recorded in Breadline and will be shared with donors and volunteers.

Since April 2020 - 2022

RESULTS

100,195 loaves of bread saved

2500 completed runs

98% hit rate for shops with >20 pcs of bread

Improved efficiency by **109.2%**

IMPACT

Equivalent to **50,098** breakfasts served

89.87 tons CO2 avoided (19 vehicles driven 1 year)

535,124 gallons of water saved (31,112 showers)

1303 volunteers

PARTNERS



CONTACT

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breadline.hk

