



## EVERYDAY HERO

The group or individual to be inspired to do things differently

Everyday people who want to help change the world by incorporating easy ways of being more sustainable into their lifestyle and daily lives. They may also feel that their individual impact only goes so far because making large scale change is hard.

Sustainability aware employers who want the best for their employees without negatively impacting the environment (office fruit).



## ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

A third of all the food grown in the world is wasted. Our food system is industrialised. Food waste accounts for 8% of all annual GHGs.



## CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

Eat fresh, fight waste.

Save the planet from your doorstep.

#VegPledge #OddTips



## BETTER WORLD

The positive change to the hero and the difference the hero has made

Odd and surplus fruit and veg is rescued directly from the farm, helping save the planet from your doorstep or desk.

So far, over 6 million kg of fruit and veg has been rescued, 8 million kg of CO<sub>2</sub>e has been prevented and over 800 million litres of water has been saved.

Food discrimination is prevented and odd is acceptable.



## CROSSING THE THRESHOLD

The first step and point of no return

Start rescuing.

Join the wonky veg revolution. Sign up for your OddBox, free delivery, cancel anytime.



## ALLIES AND GIFTS

The people and help that is needed for change to happen

Trustpilot (4.7 stars) B Corp certified. The Stylist, Telegraph, Independent. The Felix Project, City Harvest, Brixton Community Fridge. The OddBox community e.g. the newsletter, recommend a friend.



## MENTORS AND GIFTS

Giver of wisdom and support

OddBox buys directly from local farms and markets for a fair price, delivers them to homes and offices for 30% cheaper than similar box services and donates up to 10% of its produce to charities that fight food poverty.

Founders, Deepak and Emilie, saw wonky produce at a food market in Portugal, got thinking about why we only see the same perfectly shaped fruit and veg on our supermarket shelves, and came up with OddBox. OddBox has grown from packing boxes in a small room every Saturday, to delivering over 35,000 boxes every week.



## COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Odd is unacceptable. Uniformity and cosmetic guidelines create food surplus. Every week, growers are left with beautifully delicious, fresh fruit and veg they can't sell to supermarkets because they are 'too' odd, big, small, many. In the UK alone, over 3 million tonnes of fruit and veg wasted before it has even left the farm and when fruit and veg go to waste, so does all the energy, water and time that went into growing it.



## THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. Is it just as convenient and valuable as my supermarket shop? It is delivered directly to your doorstep; the frequency and size are customised to your needs. There is also a wider value - bridging the disconnect between consumer and farmer.
2. Is the quality as good as the supermarket? The fruit and veg are just as tasty but beautifully odd, and if you find the service less than 5-star, you'll be refunded - no questions asked.
3. Is it that impactful? It is sustainably delivered and packaged, and a medium box subscription = 364 kg of food rescued, 312 kg of CO<sub>2</sub>e prevented and 62,712 litres of water saved per year.

**FRUIT AND VEG BUYERS.**

Everyday heroes.



**WASTEFUL FOOD SYSTEM.**

Ordinary world.



**ODD IS UNACCEPTABLE.**

Compelling villain.



**EAT FRESH, FIGHT WASTE.**

Call to adventure.



**START RESCUING.**

Crossing the threshold.



**ODDBOX COMMUNITY.**

Mentor, allies and gifts.



**VALUE.**

Challenge.



**QUALITY.**

Challenge.



**IMPACT.**

Challenge.



**SAVE THE PLANET FROM YOUR DOORSTEP.**

Better world.

