

Project Title: Panarium

Project Type: Video

About Project: Panarium addresses social needs directly. Surplus bread is bought from bakeries and delivered to eager customers. In this way, Panarium finds value in an otherwise unvalued product. I have chosen to focus on Milan, given the severity of the economic crisis and the importance of bread to the Italian diet.

Idea for a Better World: Every day, up to a quarter of the daily production of bread in bakeries across Europe is wasted. Bakeries routinely bake more than they can sell in order to offer their customers the widest variety of products. They then discard their unsold stock at the end of day. At the same time, an overall increase in the price of bread, together with the sustained economic downturn, places stress on the budgets of low income households. Panarium addresses both these issues: food waste and the rising price of staple goods. My social enterprise reduces the waste of baked goods, by purchasing surplus bread from bakeries after business hours and marketing it at a reduced price the next morning. With stalls at major community markets, I aim to provide bread to individuals and families in need, and further raise awareness of food waste in modern society.