


Fighting food waste and hunger across Indonesia with Zoho Creator





The events of the last few years have propelled the need for organizations across sectors to speed up their digital transformation efforts—and nonprofits certainly weren't immune to this shift in thought. Meet FoodCycle, a Creator-powered nonprofit based out of Indonesia with the noble mission of eliminating food waste and feeding the underprivileged.

Low-code didn't just help FoodCycle engage with donors and track campaigns. It made their organization more efficient by streamlining processes, increasing communication between involved stakeholders, and allowing them to allocate resources more effectively.

Zoho Creator is honored to be a part of this incredible organization's efforts.

Read this ebook to learn how FoodCycle digitized their operations using low-code.




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FoodCycle Indonesia

Started in 2017, **FoodCycle** is a nonprofit organization working toward eliminating food waste and hunger throughout Indonesia. To do this, they collect and redirect surplus food from different sources to those who need it. FoodCycle is a proud member of **The Global FoodBanking Network**.



Our founders, Herman and Astrid, were inspired by a viral video from India where people donated their surplus wedding food to people in need. Our first project was 'A Blessing to Share, which started with one wedding in Jakarta. We collected the untouched surplus food directly from the kitchen and distributed it. We now run multiple projects and have partnered with more than 120 donors, including bakeries, FMCGs, supermarkets, and more. We've distributed food to more than 40,000 people across Indonesia.



Kukuh Napaki

PR Marketing Head
FoodCycle Indonesia

The Three Big Challenges


FoodCycle Indonesia's warehouse opening coincided with the onset of COVID-19. The sudden influx of new and surplus product donations from food manufacturers and corporate partners enabled FoodCycle to make and distribute thousands of emergency meal kits across Indonesia.

Budget, talent, and technology are the primary barriers for nonprofits; and the founders knew they had to digitize their core processes to scale their operations and reach more people. Spreadsheets worked fine for small campaigns, but they fell short when it came to bigger projects which involved collaboration between multiple teams and resources.



Becoming a tech-powered nonprofit

Astrid stumbled upon Zoho Creator when she took part in Zoholics, Zoho's annual user conference. She was intrigued by how quick and easy the low-code application development process was and decided to sign up.




Zoho Creator is very user-friendly. Unlike traditional programming languages, anyone with basic digital literacy can explore the low-code platform and build custom solutions. We could drag and drop forms and modules in our case, and we had a basic application ready to deploy. As your requirements grow and you need a more structured and complex solution, you can always reach out to the Creator team.



Astrid Paramita

CEO & Co-Founder,
FoodCycle

After exploring the platform, Astrid reached out to the Creator team with their requirements, and the experts quickly worked on a custom solution that would address FoodCycle's every need. With the basic framework in place, the FoodCycle team continued to add modules and tweaks to the application whenever required.



Coming from a small business setup, it's just so cost-effective. I love that it's subscription-based, and we don't have to spend thousands of dollars on solution development. Zoho Creator has lowered the barrier for small businesses and given us access to enterprise-level technology. Now that's empowering!




Astrid Paramita

CEO & Co-Founder,
FoodCycle



FoodCycle Hub 1.0

The FoodCycle Hub acts as an end-to-end solution enabling the FoodCycle team to plan and execute campaigns, store donor information, manage inventory, gauge supply and demand, and coordinate logistics from a single place.



Zoho Creator helps us streamline our day-to-day operations, from tracking the incoming donations from our beneficiaries, warehousing, and distribution to partnering agencies. We generate weekly and monthly reports and share them with all involved stakeholders. I think Creator is very fluid. We can easily integrate it with other applications and access it from any device.



Ariseno

Operations Manager,
FoodCycle Indonesia



Hassle-free donor management

The FoodCycle team manages the information from diverse donor sources in a single place, with the custom application enabling centralized access and collaboration between stakeholders. Dashboards and reports give donors real-time information about project goals and progress.



Warehousing made easy

The team actively logs thousands of line items every month using the app. Every entry automatically updates the inventory, making it easy to map the available stock to demand. The app also records the expiry date associated with each product and helps in ensuring safety and quality.



Effortless campaign planning and execution

The app helps plan and monitor multiple campaigns simultaneously with a Creator dashboard. Whenever the team works on a new project, they edit the existing module or create a new one on the go. By tracking progress, the team can efficiently allocate available resources.



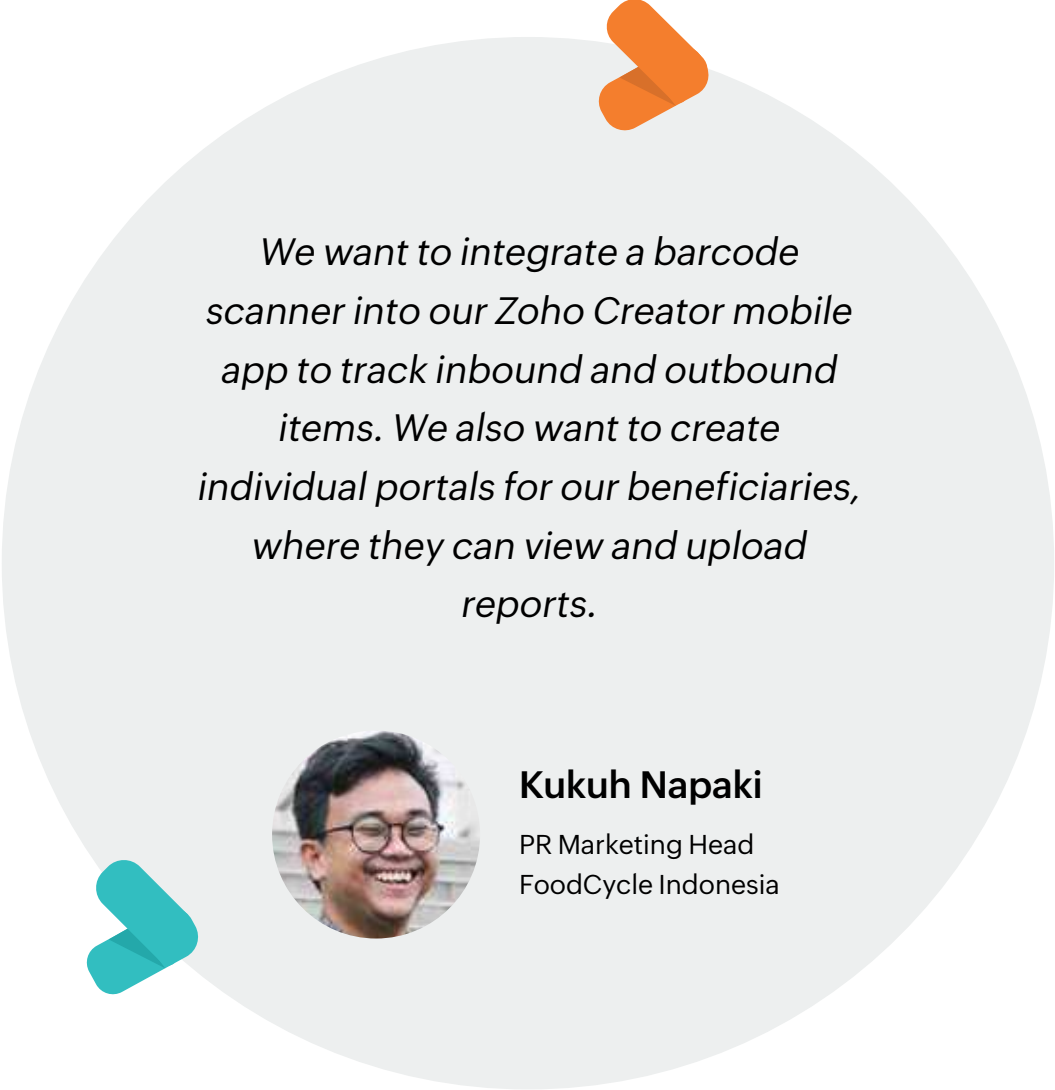
Efficient route tracking

The team manages and tracks their supply chain activities with the app, ensuring the process is both cost-effective and transparent. By choosing the most appropriate route from a list of options, the team ensures safe delivery of their food packages, despite challenges like connectivity in remote areas.



Upgrades ahead

One of the greatest strengths of low-code platforms is their ability to scale and integrate with new features and technologies. You don't need an in-house IT team to alter or add to your existing solution.



We want to integrate a barcode scanner into our Zoho Creator mobile app to track inbound and outbound items. We also want to create individual portals for our beneficiaries, where they can view and upload reports.




Kukuh Napaki

PR Marketing Head
FoodCycle Indonesia

Towards a more resilient tomorrow

Nonprofit organizations need to become data-driven, create a culture that embraces technology and learning, and collaborate effectively with donors and other beneficiaries in their network to take their mission to newer heights.



FoodCycle has this vision to become a nationwide food bank that helps people in need, and with Zoho Creator, I think it's possible. Whether big or small, nonprofits of all sizes can easily automate their daily operations on Creator, just like we did.



Ariseno

Operations Manager,
FoodCycle Indonesia

Did FoodCycle's story inspire you?

[Watch the case study](#) on how they ran their entire Ramadan campaign end-to-end using the FoodCycle Hub application they built on Creator.

About Zoho Creator

Zoho Creator is a low-code platform that enables organizations to build customizable apps from the ground up, with little to no coding. With over 25 years and 13,000+ customers globally, Zoho Creator empowers businesses of all sizes and across industries. All you have to do is sign up and get started right away!

Top brands that use our platform:





www.zoho.com/creator

We'd love to talk! Reach out to us:
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