

## Cooksocial.org: Cooksocial.org - Share. Together. Fair.

Munich, Germany  
Alexander Zimmermann



Year Founded:

2014

**Organization type:**

hybrid

Project Stage:

Growth

**Budget:**

\$1,000 - \$10,000

Website:

<http://www.cooksocial.org>

**Facebook:**

<https://www.facebook.com/Cooksocial>



- [Corporate social responsibility](#)
- [Information & communication technology](#)
- [Networking](#)
- [Social enterprise](#)

### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Nutrition is the community matter. We invite each other on a social cook for eating, cooking and sharing work, costs and resources. Thus, we provide a novel way of diet design a network for common cooking and eating, bring the social aspect back into our everyday nutrition and encourage cooking!

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

Nutrition gets a meaningful, collective and fair event in daily life.

#### About Project

**Problem: What problem is this project trying to address?**

Disproportionate waste of food, irregular meals, hasty eating and deficient nutritional knowledge are now everyday in our society. Worldwide, nearly 1.1 billion people are now affected by hunger, that is the highest number in 40 years and on the same plante only Germans waste food with a value of 500 Million € per year.

**Solution: What is the proposed solution? Please be specific!**

Get member of the Cooksocial.org network and... .. Share food, effort, costs and the passion for cooking. ... Meet people worldwide in private and enjoy together. ... Conserve resources & fight against hunger – 100% of profit for direct help.

### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

As everything has to happen very fast and we hardly take time for cooking and eating. Ready meals are on the agenda, cooking traditions disappear and the fun of eating is lost. There are many people who are looking for authentic, common and meaningful dining experiences. On Cooksocial.org you find your meeting place to eat in society to bring fun into your kitchen to experience food culture and get to know great people: FOOD ∞ FUN

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

900 million people have a dollar a day for food available - 160 million is not even 50 cents. And while a starving, others throw tons of food uneaten in the dustbin. Can a fair world work like this? Each Cooksocial is your active help in everyday life against world hunger. Each social cooking you support our partner Welthungerhilfe: HELP ∞ HUNGER

### **Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

If Cooksocial.org gets a worldwide network: We can share food, effort, costs and the passion for cooking. We can meet people worldwide in private and enjoy together. We can conserve resources & fight against hunger – 100% of profit for direct help. So we can change our nutrition into a fair, common and on resources event!

### Sustainability

#### **Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

We would need a budget around 25.000 € for advertising and marketing to solve the first level of growth and get financial sustainability.

#### **Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

<http://openkitchen.at> - Not ready yet and no helping component  
[Dinner Collective.com](http://Dinner Collective.com) - Not ready yet and no helping component  
<https://www.yumwe.de> - no helping component

### Team

#### **Founding Story**

Cook Social was established in July 2014 the carpenter and Tratz GBR, based in Munich as a socially committed Start-Up launched. The company's goal is to help people in common with the online network Cooksocial.org to inspire economic nutrition and collect through integrated into the everyday actions funds for social projects.

#### **Team**

Alexander Zimmermann: founder, programmer & project leader Katharina Tratz: founder, graphic artist & communication designer Fabio Canalonga: volunteer helper, video journalist & sound engineer

**Source URL:** <https://www.changemakers.com/node306408/entries/cooksocialog>