



FAZLA

A Digital Platform Rescuing Surplus Food

How data, logistics and partnerships turn unsold products into donations, new sales and recycled resources.



EcoInnovators – Next-Gen Sustainability through Science and Innovation

A collection of real-world good practices for young eco-innovators, published on the GreenLink Hub as an Open Educational Resource.

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Prepared by EuroLinks Association (Balıkesir, Türkiye)

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AT A GLANCE

COUNTRY

Türkiye – İstanbul (nationwide operations)

ORGANISATION

Fazla (formerly Fazla Gıda / Whole Surplus)

FOUNDED

2017

SECTOR

Surplus & waste management (B2B platform)

WEBSITE

fazla.com

THEMES

Green Entrepreneurship

Circular Economy

Waste Reduction

Eco-Innovation

Social Innovation

01 Background

Large amounts of edible food are wasted every year in supermarkets, warehouses and factories – products close to their expiry date, with damaged packaging or simply overproduced. Destroying them costs companies money and creates greenhouse-gas emissions, while many families struggle to access enough food.

In Türkiye, food banks only received a legal framework in 2014, so in 2017 there were very few organised channels to redirect surplus products to people in need.

**Fazla platform interface**

Photo to be provided by Fazla · © Fazla

THE CHALLENGE

How can companies quickly find the most valuable – and most responsible – destination for every surplus product?

58,000+ t

food saved from waste by end of 2022*

82,000 tCO₂ emissions avoided (2022)***1.25 M+**

people in need reached every month (2022)*

€2.5 M

funding round raised in 2021



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02 Solution

Fazla was founded in Istanbul in 2017 by Olcay Silahlı and Arda Eren. It built a B2B digital platform that connects companies holding surplus stock with the best destination for each product.

Using product data such as stock-keeping unit (SKU), location and expiry date, the platform recommends the most valuable route, following the waste hierarchy: discounted resale on a secondary marketplace, donation to food banks and charities, conversion into animal feed, or recycling (for example into biogas).

Donations are distributed with partners such as the Food Rescue Association (Gıda Kurtarma Derneği), municipalities and charities. Since the end of 2022 the company also handles surplus textiles, packaging and chemical products under the brand name Fazla.



Food donation / food-bank distribution

Photo to be provided by Fazla · © Fazla

MILESTONES



2014

Legal framework for food banks in Türkiye



2017

Fazla Gıda founded in Istanbul



2021

€2.5 million funding round



2022

Rebrand to Fazla; expansion to non-food surplus

03 Results and Impact

ENVIRONMENTAL

58,000+ tonnes of food saved and $\approx 82,000$ t CO₂ avoided by end of 2022; later company figures report 92,000+ t.

SOCIAL

More than 1.25 million people in need reached every month through donation operations (2022).

ECONOMIC

Retailers and producers such as Metro, Migros, CarrefourSA, Nestlé and Danone cut disposal costs and recover value.

RECOGNITION

Winner of the EIB Institute Social Innovation Tournament; first B Corp-certified waste-management company in Türkiye (company).



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04 Lessons learned

- 1 Waste is often a data and logistics problem – a digital tool can match supply and need much faster.
- 2 A model that saves money for companies makes social and environmental impact scalable.
- 3 Partnerships with NGOs, municipalities and retailers matter as much as the technology itself.



Warehouse and logistics operations

Photo to be provided by Fazla · © Fazla

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Waste is often a data and logistics problem.

WHY IS THIS A GOOD PRACTICE?

Fazla shows how young entrepreneurs can use digital tools to tackle a global problem with a sustainable business model. It combines environmental impact, social solidarity and profitability, and illustrates the waste hierarchy and circular-economy principles taught in the Ecolnnovators Guide and Toolkit.

05 Related SDGs

2

ZERO HUNGER

9

INDUSTRY,
INNOVATION AND
INFRASTRUCTURE

12

RESPONSIBLE
CONSUMPTION AND
PRODUCTION

13

CLIMATE ACTION

17

PARTNERSHIPS FOR
THE GOALS

06 Resources

Website	https://fazla.com
European Investment Bank, 2020	https://www.eib.org/en/stories/turkey-food-waste
Tech.eu, 2021	https://tech.eu/2021/07/13/turkeys-food-surplus-startup-fazla-gida-closes-e2-5-million-funding-round/
BThaber, 15 Dec 2022	https://bthaber.com/fazla-yeni-marka-adiyla-artik-gida-disi-sektorlerde-de-israfa-dur-diyecek

* Company figures. All figures come from the company and the public sources listed and reflect the date of each source.



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