

Slurpy and digital Menus: an eco-solution to reduce carbon gas house emission

Slurpy's business model solution aims to rethink the way we use menus with a sustainable approach



Sluurpy is the platform to find menus in restaurants next to your home. It is a convenient tool, which allows you to filter restaurants by category and browse menus just as we are used to doing with paper ones. To date, [Sluurpy](#) is used by over 2 million users worldwide and collects menus from the most disparate activities, with lots of information on restaurants, bars, shops, timetables, and contacts.

Browsable Menus

The Sluurpy system has always been used in the menus. We like to browse them, consult the offers in search of the soup of the day, the most appealing dishes, and then place online orders or reserve a table in the restaurant. But [Sluurpy](#) is much more than a simple online catalog. You get to the list of restaurants and, by clicking, the menu and prices appear, so that you can avoid last-minute surprises when the receipt to pay arrives. Currently, Sluurpy collects about 1 million menus including pizzerias, trattorias, bars, and restaurants in the main capital cities.

Environmental advertising campaign

That is why, among the launch initiatives, [Sluurpy](#) promotes an environmental advertising campaign, that is to raise awareness for the protection of the environment. Years ago, too, we wanted to launch a similar initiative to make our contribution to the planet.

Our website neutralizes CO2 emissions!

Our site is CO2 Neutral. According to recent studies at Harvard University conducted by Dr. Alexander Wissner-Gross, a website produces on average about 0.02 g of CO2 for each visit received. This is because, in essence, a website uses server resources every time its content is loaded, an action is performed, a gallery is displayed, etc. Assuming to have 2,000,000 monthly visits, a site consumes 480kg of CO2 in a year. Meanwhile, we have digitalized 1 million menus, the equivalent of 4 million sheets of paper. According to [sierraclub.org](#), from one standard pine tree, on average we can retrieve 10-20.000 sheets of paper. Simone Giovannini, Sluurpy's CEO states that: "Thanks to the Sluurpy.com initiative, we have digitalized the equivalent amount of paper that might be retrieved by the culling of 300 trees for each restaurant with a digital menu. If we consider that in a restaurant there might be 30 paper menus on average, the number of trees saved might scale up to 9.000."

Simone Giovannini's vision seems to be utopistic in the short-term, but, still, he ensures that the **natural transition toward digitalization** needs a further push, and he urges other digital companies to contribute to the process in order to **save more environmental resources under threat**.

"I think we are contributing in developing case studies to be replicated in other fields and sectors. We do not need huge actions to limit our impact on the environment, but little changes over time that can have an incremental effect in the long-run." - concludes Giovannini - "It won't be for everyone (especially at the high end) but **I imagine some restaurants will never go back to paper**".



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