



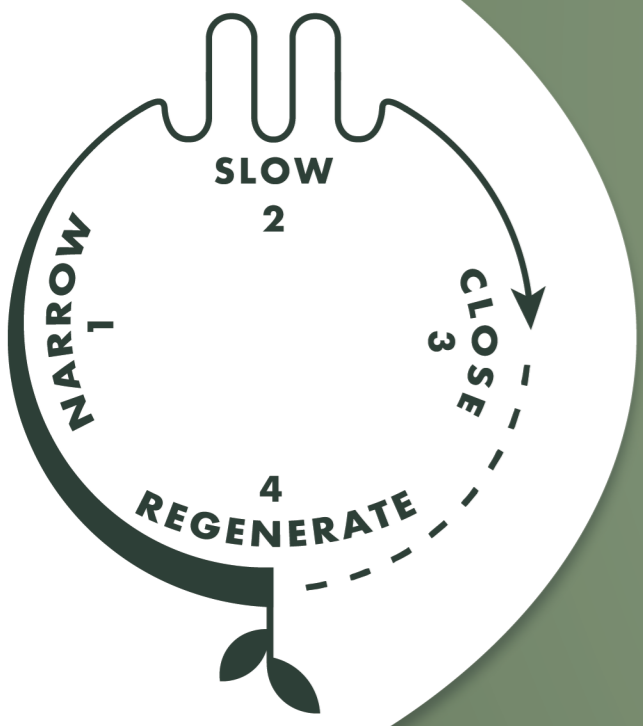
MAKING THE

FOOD WASTE LOOP

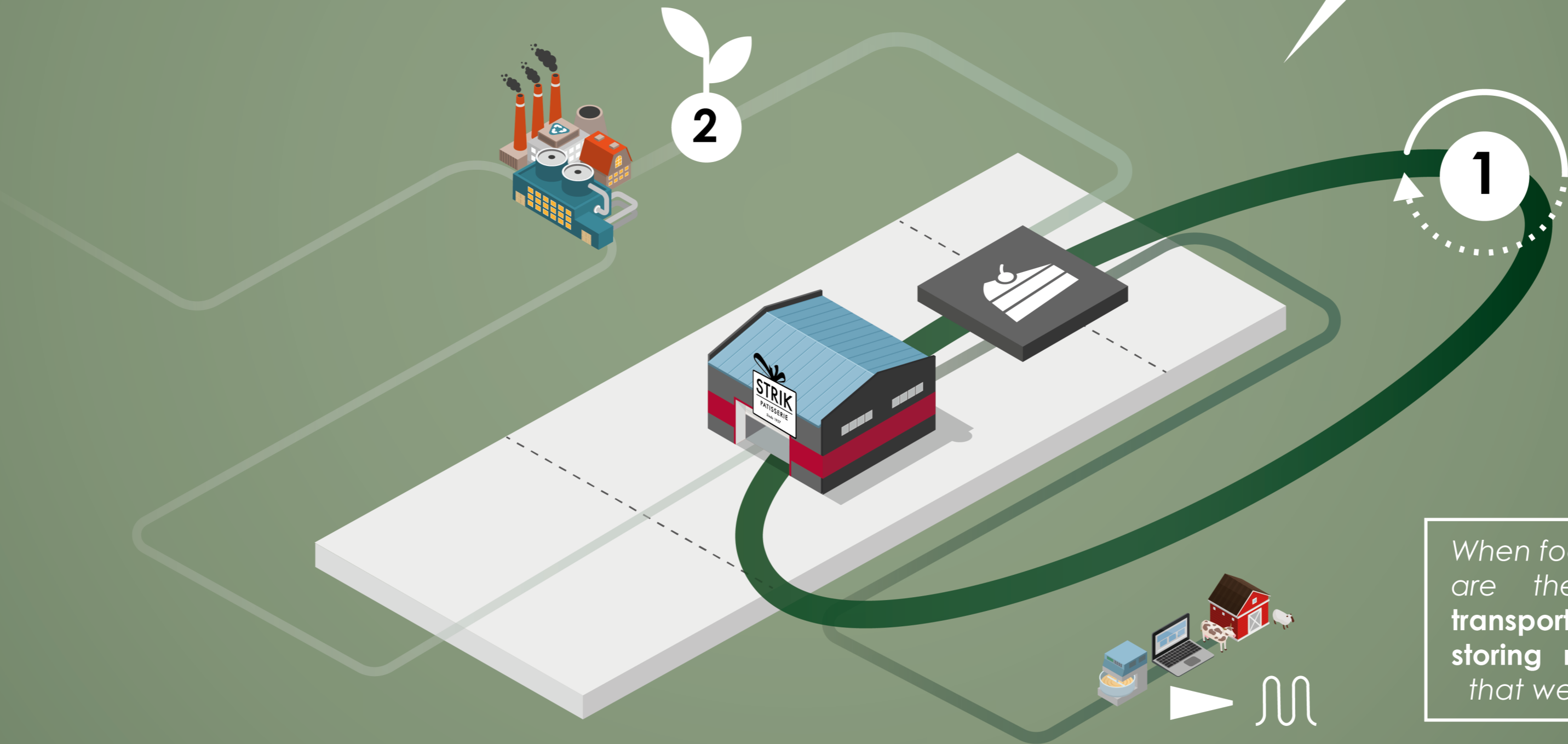


BECAUSE WHAT GOES AROUND, COMES AROUND

Over **12.000 kg** of wasted food, with an estimated unnecessary emission of **40.000 kg CO₂ equivalent** each year



*supported by the circular strategy model by Konietzko et al., 2020



When food is unnecessarily wasted, so are the impactful **packaging, transportation, gas, ingredients and storing measurements (refrigeration)** that were used or put into the food.



CLOSING THE FOOD WASTE LOOP BY INTRODUCING A NEW PRODUCT LINE MADE FROM REUSED WASTED PARTS



Circularity goal = reducing the weight of food within STRIK's waste stream

- KRUIDCAKE:** MADE FROM WASTED PASTRIES
- BREAD STICKS:** MADE FROM WASTED BREAD
- STICKY FUDGE:** MADE FROM LEFT-OVER CHRISTMAS CHOCOLATES

NEW REFRESHING PACKAGING IN LINE WITH CURRENT BRAND IDENTITY OF STRIK

PACKAGING MATERIAL DEPENDING ON WHAT KEEPS PRODUCT LONGEST FRESH

TRANSPARENT PART TO INCREASE QUALITY AND TASTEFULNESS PERCEPTION

PRODUCTS AND STOCKS DEPENDING ON WASTE OFFER



The product line closes the food waste loop so that less of the waste gets transported to the landfills. This potentially saves ±6.800 kg CO₂ from the burning of STRIK's current weight of food waste only, while preventing the already emitted CO₂ from the product production to get wasted.

The reused parts are considered as valuable ingredients instead of as waste, by calculating 50% of the original production and ingredient costs into the new products' cost price. The new product line builds on the business model of increasing the in-store revenues through direct sales.

Optionally part of the new products' profits could get donated to a local charity, chosen by the store that has sold the most products. This way employees are stimulated to help the product line succeed, while they are included in the decision-making of the charity. STRIK creates additional social value by donating to the community and by involving their employees.



MULTIPLE TESTS SHOWED:

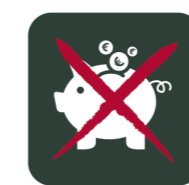
SURVEY (N=161), INTERVIEWS (N=10), IN-STORE DATA (N=449)

>10% desirability
>15% sales increase because of story-telling (viability)

REGENERATING THE FOOD WASTE LOOP BY INTRODUCING A PARTNERSHIP FOR ANAEROBIC PROCESSING



The final destination for the inevitable stream of food waste, when all other measurements for narrowing, slowing and closing the food stream loop are taken. Can assure 100% circularity of STRIK's food waste stream.



No opportunities for a business model



Employees should be educated about correct way of separating the food waste in order to obtain >95% clean food waste stream



Circularity goal = reducing the weight of food waste transported to the landfills

Feline Hunink
Helping bakery Strik contribute to a Circular Economy
04-02-20
MSc Strategic Product Design

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