

Appendices

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A: Interviews With Existing Initiatives

01. Too Good To Go

*Interview met Robin Hoyer on 06-05-2020
Customer Success Specialist | Waste Warrior at Too Good To Go*

Too Good To Go is known for their application that enables consumers to pick up food boxes at Restaurants, Supermarkets or other catering industries that are close to expiry date. However Too Good To Go is doing much more than that. They are also putting effort into Education, Policy making and Consumer food waste. This last topic is something that was most interesting.

Q: You are doing so much more than just the application, why is that not as commonly known?

‘That is something that originated from the beginning but a thing that we are doing more and more with. The concept originated from Denmark and in the Netherlands a part of our 40 people team is focused on getting companies on the team. However more and more people that are joining the organization want to focus on consumer waste. The numbers are known and that is why our communication channels are used to address this problem. Tips on how to reduce more food, cooking tips and storing tips. These are all based on research that is available about what is thrown away. The content is focused towards this. Date labelling is an issue that we are addressing as well. There is a movement starting to change it. People are not aware of the differences in date so we are working towards ‘good after’ instead of ‘best before’. Slow steps, a lot of work.

Q: How did the tips on consumer food waste reduction come to realization? Is this collaboration with another party?

‘Those tips are posted by us, but based on various sources of various governments and our own research’. [are there any plans to do more with these tips?]

‘there is a big willingness to do more with these, what is currently under development, is more related to the feedback of consumers. Tips on how to deal with the products in the box or packages. Vlogs and Tips that people can directly put to practice. The app is very simple, which makes it a small step to do something instead of not do something. A youtube show, using an ambassador, has started that focuses on reducing food waste. Using an influencer, first time we are doing this but we are addressing the younger target groups. We already have a big customer base that are big fans of the application and most customers are not always able to get their hands on a magic box. They are now working on getting more companies (and magic boxes) involved so that they can deliver more boxes and reduce food waste.

Q: How many consumers are you reaching with these tips? And do you know anything about the impact they are having?

‘We have 2 million users on the app. Most people are active. And they are directly connected to us.

Per communication channel it differs. newsletter for partners, companies that are already connected to them. The impact is quite good, percentage wise. Newsletter to the people of the app.

Twitter and Instagram are used, not any paid communication channels used because they grew. This gave them a name (prices of best start-up)

Q: Where are you seeing the biggest opportunities / challenges in reducing consumer food waste?

‘the challenge to get to no waste remains. We have a solution but there needs to be more solutions and initiatives to tackle this Immense problem. The biggest challenge is really to change that mindset of waste. Bakers mention no we do not waste, we feed it to the pigs. It is a part of waste that is not meant for animals. Biggest challenge is to change what food waste is. People need to change their schedule, I still have this much food at home, it is still good to eat the day after tomorrow, let’s go out for dinner tomorrow. This is not the common thought now for everyone’. Many people choose this option. Saving food waste is secondary.

[How can this step be made?]

We believe the step can be made by all different actions combined. The complete movement of all parties involved and many more partnerships. Everywhere more awareness.

Q: Are there collaborations with supermarkets?

There are several things happening, many chains are connected to the app, which helps reduce food waste. Supermarkets are experimenting with new automatic discounting systems. Supermarkets are becoming more and more aware about sustainability and the fact that it is becoming a hot topic. They are willing to do more in this sector. More discount containers (50 cent bakken) Jumbo also has the rule that food still needs to be edible after 1 day of the date. Better technological advancements will come that reduce even more.’

‘But we are not there, not at all, so if there would be any other methods to reduce than we might also not know about them’

Q: Is there any research or initiatives you would recommend me to look into?

‘there are many really small initiatives or organizations that focus on reducing food waste in varying ways. Such as Kromkommer, Bammetjes Bier, In Stock (restaurant cooking with supermarket leftovers, but it is not scalable)

Q: Regarding the education focus you have, how did these De Educatie pijler, hoe zijn deze teaching packages come to be? Was this in collaboration with other parties?

'This are very much still baby steps but these will be further developed such as Tony Chocolonely. Leading to kids wanting to do their own thing and being involved. We are also aiming to get here. Not put it in the education itself but giving people the opportunity to use it and inspire and we are very happy to help them further.

Additional Remarks

o Robin mentioned her interest in this project/research. She wanted to have access to the results of my research. She thinks it's very valuable for too good to go to also include the final result to motivate consumers to waste less.

o For specific questions I can contact her again. Robin mentioned an expert on their team who knows all the data on consumer waste but also in the politics.

02. Foodsharing Delft

Interview with Megan on 18-05-2020

Initiative Owner Foodsharing Delft

Foodsharing Delft is an initiative set up by several students that picks up close-to-expiry food products from various supermarkets and markets stalls in Delft. This food is used to cook dishes during one of their events/ dinners. Food is also stored in community fridges around Delft where people can take these products for free.

Q: how did the community fridge initiative start?

The community fridge idea has been around for a long time and has been used in many other food sharing groups such as in Germany and Denmark. We drew inspiration from there and acquired our own fridge. It is perfect during corona times as it allows members of foodsharing to collect and drop off food waste easily while staying 1.5m apart.

Q: What else are you working on to reduce food waste?

Currently, we are working on expanding the food sharing network. We are reaching out to other shops and/or stalls at the market to see if they would be willing to reduce their food waste by allowing us to pick up food.

In addition, we are currently working on developing a food sharing app. This will work a bit like too-good-to-go except that anyone can post about their wasted food from the university and then anyone can and collect it at no cost.

Q: How many people are involved in your concept and how much food waste is reduced? (if you have any ideas)

We have a team of 60 people who are willing to pick up food waste and 30 people helping with the core organisation. Every week, we save 20+ kg of food from local shops in delft.

Q: Where do you still see a lot of room for improvement when it comes to further reducing food waste?

A significant proportion of food waste is lost in households so obviously educating people about how to reduce food waste is a key one. If people are more conscious about the food they buy, this will significantly reduce waste.

On a larger scale, a more equal distribution of food could help. Currently we have enough food to feed the world but so much of it is wasted. If more food was distributed or made more accessible to poorer communities it could prevent waste among communities that have a surplus.

Changing regulations would help as well. Currently, there are a lot of regulations preventing the distribution of food that is considered unsaleable so much of it is thrown away. If there were better incentives to help distribute this (eg. financial incentives for food donation, liability protection for food donors etc.) this could encourage food donations instead of discourage it.

03. Gros Food

Interview with Simon Schilt on 21-05-2020

Co-Founder of Gros Food

Q: Who are you/ what are you doing?

We started a few months ago and call ourselves a 'creative bureau'. We are not a consultancy.

Our goal is to build a sustainable food system and to speed up the transition we are currently in.

To achieve that goal we are helping other companies to make that transition.

Currently we are collaborating with a large day-care to see how we can develop a program for the day-care leader to assist them to reduce their food waste which happens a lot since they are dealing with feeding the children. We are helping this organization to set a step further towards a sustainable model. Food(waste) is growing in importance and is more often looked at as something companies can save money on, second to Energy consumption. This is more on the education side.

The easiest way to get projects is to do it via these ministry challenges. We are in contact with a co-creation organization called Noorderwind and they are coaching us as a start-up but are also sharing these challenges with us.

Q: What does your concept 'Maak Berta Blij' do exactly?

We are also developing products such as maak Berta blij. We came about this project by a challenge that was written by the ministry. (startup in Residence). This Challenge was: 'Help consumers waste less dairy by the use of a tool'. They preferred something physical because apps are just too intangible and difficult to really help and trigger people to change their behavior.

We started looking at objects that consumers use on a day to day basis and are close to them and the source of food waste which is the Fridge.

This led to the development of the fridge magnet. Dairy waste however also happens at a specific target group: Families with (young) children.

Secondly, consumers in this group also have difficulty when it comes to understanding date labels.

THT (Tenminste Houdbaar Tot) vs. TGT (Tenminste Goed Tot). Dairy often uses the TGT dates.

This is how the fridge magnet concept 'Maak Berta Blij' came by. The magnet has a cow on it named Berta. The message is directed towards the children so that they would influence their parents.

We have used several Psychological stimuli, based on research by Thalie Sharot.

She states that there are three psychological triggers that can lead to consumer behavior change.

1. Social Trigger → If you see others do something good, you want to do it as well. Example (UK Tax: '80% of the people pay their bills on time)
2. Direct Rewards → (instant gratification)
3. Monitor → see what your progress is

The goal of the product is to make Berta Happy and this can be done using three steps: Look, Smell and Taste. If you have done these steps you can press the button (Berta) and this makes Berta Happy (which will be the reward)

The monitoring aspect will be done using a Counter. To see how often you have used it.

The Social aspect will be the message on the magnet. '80% of all dairy is consumed' and the fact that you are having a responsibility over the cow. The diary you eat is seen as a product from a living being again instead of something intangible.

It may all sound a bit childish but several studies have proven that following these steps does work to change people's behavior.

In the coming month this project will be developed and tested on its usefulness and the impact and we will try to validate all the various components to see if they are needed.

After this project has proven its viability there are three scenarios (three markets)

1. Retail → Albert Heijn, Friesland Campina (a give-away for which you have to collect something)
2. Education → Ministry of OCW (comparable such as Veilig Verkeer)
3. Together with Ministry of LNV and Voedingscentrum (comparable to Eetmaatje)

After development a contract will be found in on or multiple of these scenarios.

Q: Are there any other concepts under development that are helping to reduce consumer food waste?

When it comes to addressing consumer food waste and reducing it, is this concept [Maak Berta Blij] the only one. It is a large project and we are still in the start-up phase.

Together with I-Change we are working on the Rescue Chef concept. In essence it is a meal box which consists of rescued vegetables. With this box comes a recipe which is made by a 'Rescue Chef'. Giving rescued food a face.

Q: Where are you seeing the biggest opportunities to reduce food waste?

The reason that this challenge was set out is because dairy is the second most wasted category of products, after bread. But there are already many initiatives doing something with bread.

The Government is growing in their view that food waste is an important aspect when it comes to sustainability where you can make a lot of impact. It is becoming more and more clear. But the way to do this is still a big question for them. There is the foundation Samen Tegen Voedselverspilling and they work closely together with the Ministry of LNV (Landbouw, Natuur en Voedselkwaliteit) so you can state that they are working on it.

On one hand we are looking at projects that can have a big impact, not limited by reducing food waste. There are more in the entire food chain such as more transparency and shorter chains. We are now working on food waste because this is also something that is very concrete and tangible to tackle. It is also something that is present in the portfolio of sustainability managers which means there is a budget for it. Money needs to be made as well.

Q: What are the biggest obstacles that need to be overcome to switch to less food waste?

The Date label problem is something the ministries are working on (THT vs. TGT). But I think they are still depending mainly on the market. An easy solution would be to change the name. Frame it positively.

One really big obstacle is the change in behavior. Consumers need to behave differently but also look at products differently. This is connected with the way supermarkets function. Offer consumers loads for little prices. This leads to an increase in consumer food waste.

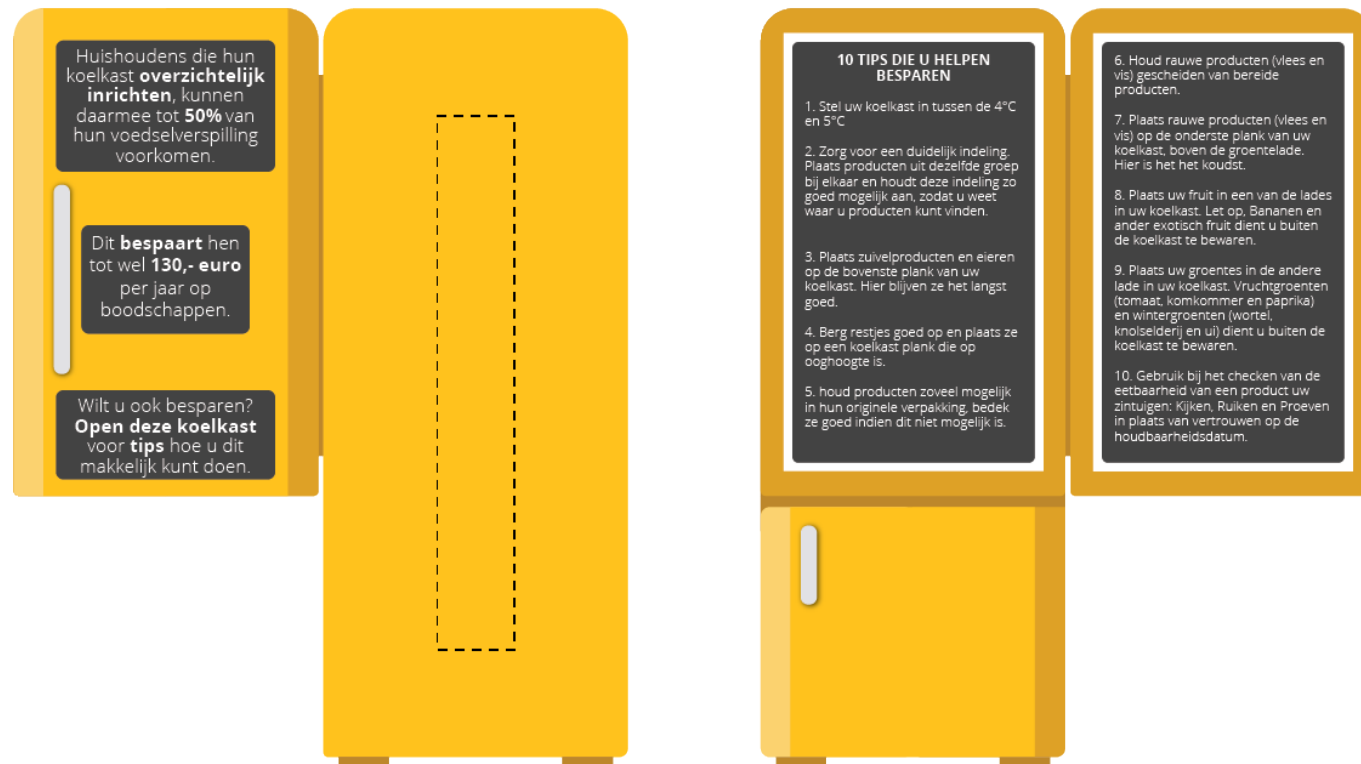
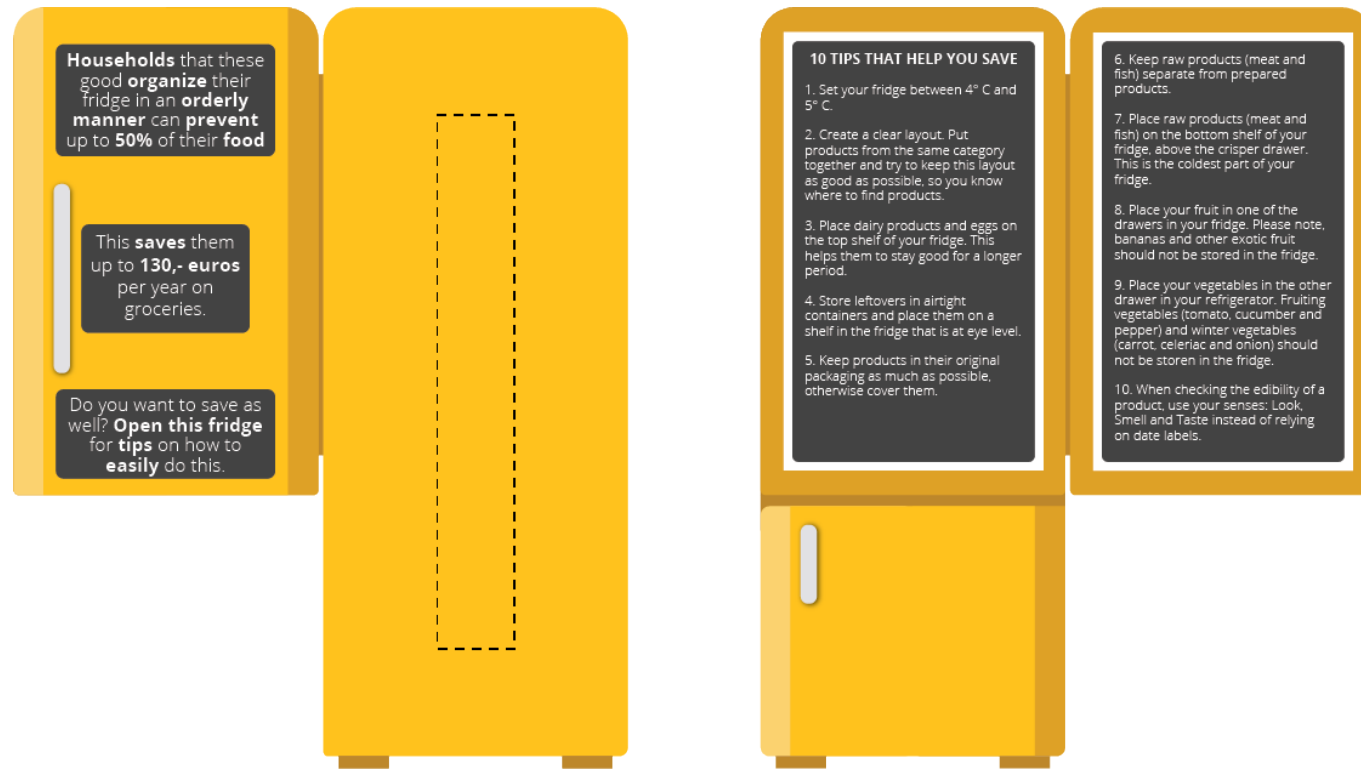
How this should and can be tackled is by pushing a mind shift for the producer and consumers about what is sustainable. How do we go for quality instead of quality.

I, myself, am also very interested in the perception consumers have towards products. They are losing the connection with food. If consumers see the value in food they will waste less.

Maak Berta Blij tries to let consumers realize that the dairy comes from a cow, a living creature that works for you.

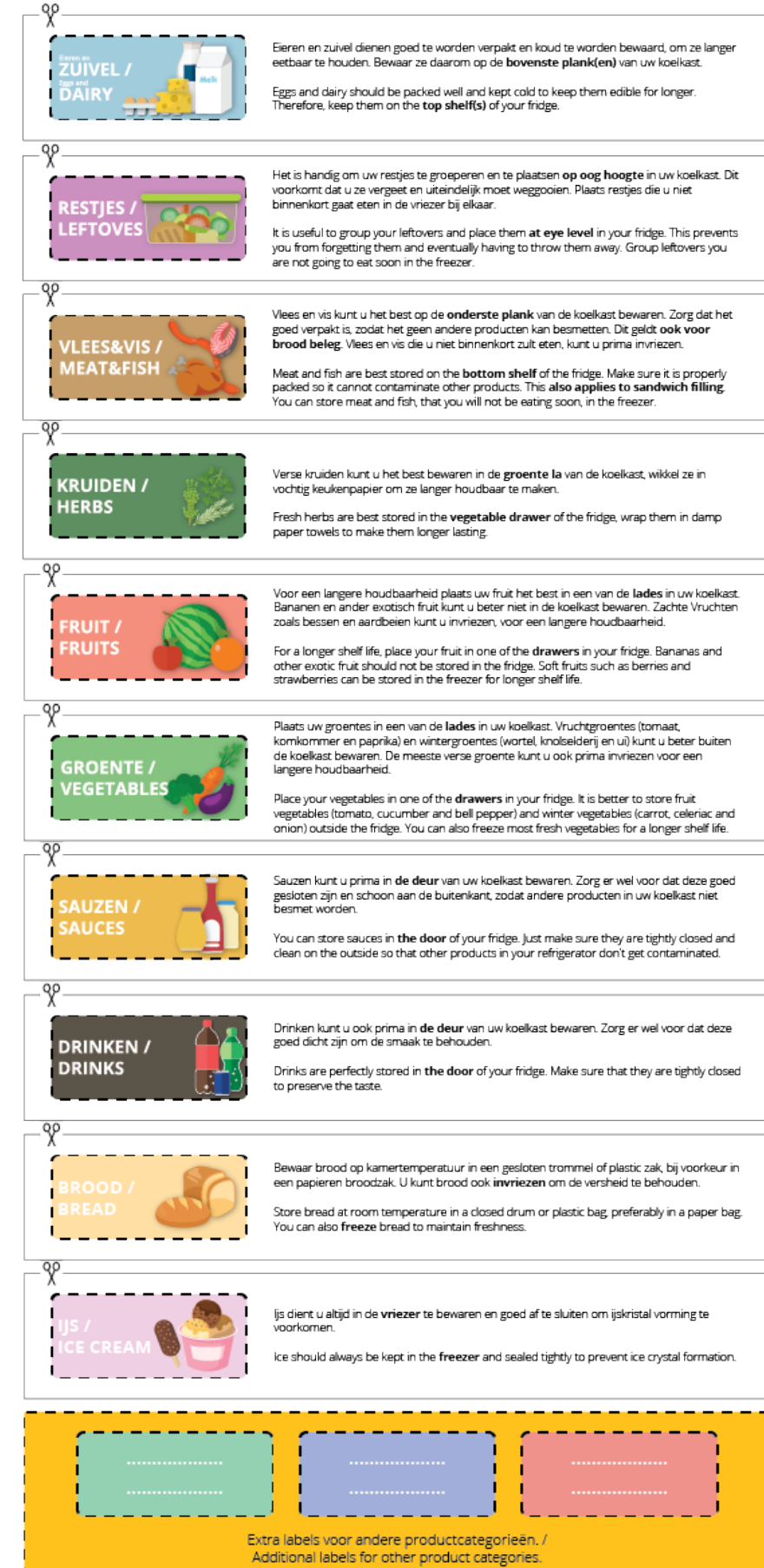
B: Concept Print-outs

Concept 1: The Fridge Flyer



Concept 2: The Organization Labels

Productcategorieën / Product categories



Concept 3: The Product Priority Pin

Eten verdient het om gegeten te worden, zorg ervoor dat dit gebeurt.

DE STAPPEN

- Schrijf uw eigen belofte op om ervoor te zorgen dat uw eten krijgt wat het verdient (gegeten worden).
- Knip uw belofte uit en plak deze op het bordje.
- plaats het bordje in uw koelkast naast een product of maaltijd die niet lang meer houdbaar is.
- Als het product is gegeten, pak u het bordje en plaatst u het naast een ander product dat niet meer lang houdbaar is en dus gegeten dient te worden.

BIJVOORBEELD:

IK ZAL

MIJN RESTJES ETEN VOORDAT ZE NIET MEER GOED ZIJN.

Food deserves to be eaten, make sure it is.

THE STEPS

- Write down your commitment to help your food get what it deserves (be eaten).
- Cut out your commitment and paste it on the sign.
- Put the sign in your fridge next to a product or leftover that does not last long.
- Every time the product is eaten, pick up the sign and place it next to another product that has to be eaten soon.

FOR EXAMPLE:

I WILL

EAT MY LEFTOVERS BEFORE THEY GO BAD.

The Booklets

NOG EEN PAAR LAATSTE VRAGEN

Hoe gebruiksvriendelijk heeft u het product ervaren en waarom?

Hoe gemotiveerd was u om het product dagelijks te gebruiken?

Denkt u dat u deze week minder voedsel heeft verspillt dan in een normale week (door dit product)? En hoe denkt u dat dit komt?

Zou u het product willen blijven gebruiken? Waarom wel/niet?

Denkt u dat u op langere termijn minder voedsel zult verspillen?

Dit is het einde van dit werkboekje.

Introductie

Allereerst hartelijk dank voor je bereidheid om te helpen. Uw inzichten stellen mij in staat een beter concept te ontwikkelen die uiteindelijk bijdraagt aan een grotere vermindering van de voedselverspilling onder consumenten.

Dit werkboekje bestaat eerst uit een paar algemene vragen, deze geven mij inzicht over uw keuken gewoontes, probeer deze zo veel mogelijk naar waarheid in te vullen.

Het invullen ervan duurt ongeveer 5 minuten. Ook wordt u gevraagd een foto te maken van uw huidige koelkast indeling. Aan het eind van de week wordt u weer gevraagd een foto te maken om het verschil te kunnen zien. Uw antwoorden zullen enkel voor mijn onderzoek gebruikt worden.

Vervolgens krijgt uw wat informatie over het product dat u zult testen en wordt u gevraagd het concept te 'installeren', hiervoor is een kort stappenplan geschreven.

Gedurende 1 week wordt u gevraagd elke dag een paar korte vragen te beantwoorden over het gebruik, uw bevindingen. Tot slot worden een paar nog een paar vragen gesteld.

Om uzelf te herinneren aan het invullen is het handig dit werkboekje op of in de buurt van uw koelkast te plaatsen.

Bent u bereid mij te helpen door gedurende 1 week dit boekje zo goed mogelijk bij te houden?

Ja, ik ga mijn uiterste best doen!

Ik kan niks beloven

Algemene Vragen

Wat is uw naam? _____

Wat is uw leeftijd? _____

Wat is uw woonsituatie? (kruis het juiste vakje aan)

alleen wonend

wonend met mijn partner

wonend met huisgenoten (minder dan 4)

wonend met huigenoten (meer dan 4)

wonend met mijn gezin (kinderen jonger dan 5)

wonend met mijn gezin (kinderen ouder dan 5)

Foto van uw Koelkast

Zou u een foto van uw huidige koelkast indeling willen maken en deze willen sturen naar +31(0)6 145 920 99 of Jelledott@outlook.com

Hoe denkt u over voedselverspilling (het weggooien van eten)?

Hoe bewust bent u zich over uw milieu impact?

totaal niet bewust ○ ○ ○ ○ ○ ○ ○ ○ totaal bewust

Hoe bereid bent u om meer te doen om uw voedselverspilling te verminderen?

totaal niet bereid ○ ○ ○ ○ ○ ○ ○ ○ totaal bereid

Ik weet waar en hoe ik mijn boodschappen het best kan opbergen.

totaal mee oneens ○ ○ ○ ○ ○ ○ ○ ○ totaal mee eens

DAG 7

Hoe gemotiveerd was u vandaag om het product te gebruiken en waarom?

Heeft u vandaag interactie(s) gehad met het product (heeft u het bekeken/gebruikt)?

Zo ja, wat voor interactie en waarom?

Zo nee, waarom niet?

Hoe blij bent u met het product (en waarom)?

Heeft u vandaag iets anders gedaan in uw keuken routines dan u normaal zou doen (door het product)?

C: Project Brief

4010



Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Prof.dr. Schoormans, J.P.L. date 24 - 03 - 2020 signature Jan Schoormans

Digitally signed by Jan Schoormans
Date: 2020.03.24 17:15:41 +01'00'

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 20 EC YES all 1st year master courses passed
 Of which, taking the conditional requirements into account, can be part of the exam programme 20 EC NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name _____ date 27-3-2020 signature CB

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

comments

name Monique von Morgen date 14-04-2020 signature MvM

Design interventions to reduce household food waste

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 16 - 03 - 2020

20 - 07 - 2020 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Globally, one third of the edible parts of food destined for human consumption is wasted. Although food waste happens in all stages of the food supply chain, in high-income countries it mostly happens at a consumer level. It was found that over 40% of the total food waste occurs in the consumption stage, making it the biggest contributor to food losses (Gustavsson et al., 2011). This while food waste is largely been seen as avoidable by researchers (Göbel et al., 2012; Graham-Rowe et al., 2014; Gustavsson et al., 2011; Stuart, 2009).

However, in practice this is harder to achieve. Consumer behavior is influenced by four main conditions: Attitudinal factors, external or contextual forces, personal capabilities and habit or routine (Farr-Wharton et al., 2014). These four conditions make up the VBN (Value-Belief-Norm) theory framework. This framework helps to measure the impact of consumer decision-making behavior, especially in the domain of food and food waste.

Within each of the four conditions are several causes that have led to this high percentage in consumer food waste (see figure 1 for the complete overview).

Attitudinal factors explain our intrinsic motivation to be a 'good provider' for our families and our strive for convenience (Evans, 2011; Graham-Rowe et al., 2014). This means we want to provide abundant and healthy food for family and guests as well as avoid risks by always having enough food and throwing away any food in time to avoid health risks (Evans, 2011). A perfect example of this factor can be seen in the hoarding behavior of consumers during the COVID-19 pandemic.

On the other hand consumers have the desire to comply to social correct behaviour (meaning: make ethically just decisions) and save money in purchasing food (Graham-Rowe et al., 2014).

External factors that influence our behavior are marketing and advertising practices but also societal trends such as growing prosperity, declining food prices and the rise of single households (Griffin et al., 2009; Priefer et al., 2016).

Personal capability causes refer to our lack of planning concerning food purchasing but also our lack of knowledge on how to store and prepare food as well as how to recombine leftovers into new meals (Priefer et al., 2016).

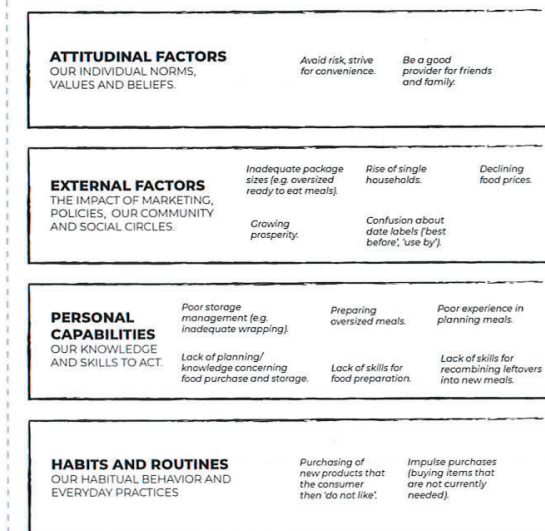
Habit or Routine explain our daily shopping behavior and because of these low cost and low involvement product it leads to impulse purchasing and purchasing of new products that we don't like.

Influencing these conditions, changes consumer behavior leading to a reduction of household food waste (Farr-Wharton et al., 2014). One way to achieve this is by using design interventions. Design can influence and change human behavior. According to Ludden and Hekkert (2014) 'By using the power of design interventions to influence people's behavior, designers can and are making successful contributions to diminishing some of the large societal problems that we face'.

This project will focus on analyzing and developing opportunities that operate in the previously named conditions, addressing the causes of food waste. By developing design interventions (nudges) that influence the decision-making behavior, consumer food waste can be reduced.

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introduction (continued): space for images



Sources
Farr-Wharton et al. (2014), Morley et al. (2010), Evans (2011), Graham-Rowe et al. (2014), Priefer et al. (2016), Gustavsson et al. (2011), Griffin et al. (2009), Priefer et al. (2016), BCTN (2012) and AMSCHE (2012).

image / figure 1: The four conditions and main causes for consumer food waste.

TO PLACE YOUR IMAGE IN THIS AREA:

- SAVE THIS DOCUMENT TO YOUR COMPUTER AND OPEN IT IN ADOBE READER
- CLICK AREA TO PLACE IMAGE / FIGURE

PLEASE NOTE:

- IMAGE WILL SCALE TO FIT AUTOMATICALLY
- NATIVE IMAGE RATIO IS 16:10
- IF YOU EXPERIENCE PROBLEMS IN UPLOADING, CONVERT IMAGE TO PDF AND TRY AGAIN

image / figure 2:

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

Us consumers are constantly finding ourselves in a conflicting situation when shopping for groceries. On the one hand, we follow our emotional motives, which tell us to be always have food in the house for friends and family and in case of unexpected events (e.g.: sickness, working overtime) (Graham-Rowe et al., 2014). On the other hand we do not want to spend money on things we eventually don't consume and we don't want to throw food away because, ethically, it is not right (Graham-Rowe et al., 2014).

Within this conflicting situation we often make the most convenient decision which is not the most environmentally conscious. A Dutch organization called I CHANGE is working towards changing this. I CHANGE has taken on the mission of making the city of Delft a role model for a minimal food waste community. They have set-up several initiatives that all contribute to this goal. However, most initiatives are focused towards tackling the consequences. This is done by creating awareness of food waste and showing consumer what to do with it in various ways. However real change in consumer behavior is something that could use some attention.

The focus for my graduation project lies within this change in consumer behavior, by looking at prevention. Influencing the decision moment by use of design interventions to prevent the food waste from happening in the first place. This project will investigate the most wasted and thus most promising fast moving consumer goods products after which design intervention concepts will be developed, tailored to the good.

Although the scope of I CHANGE and this project are on the context of Delft it is reasonable to think that the solution would work in other Dutch cities and municipalities.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

The main goal of this graduation project is to develop a design intervention that nudges Dutch households towards a reduction of their household food waste.

In order to achieve this reduction, a product/strategy will be developed. The aim is to make this product/strategy physical so that the trigger can happen at the moment of the 'bad' decision.

The aim of this product/strategy is to trigger the consumer in such a way that their behavior is changed towards a less waste (more sustainable) option. What this trigger exactly is and where it will be positioned will become clear after elaborate field and desk research.

This project and eventual product/strategy will add value because it limits consumer food waste, contributing to a positive change for the environment.

PLANNING AND APPROACH **

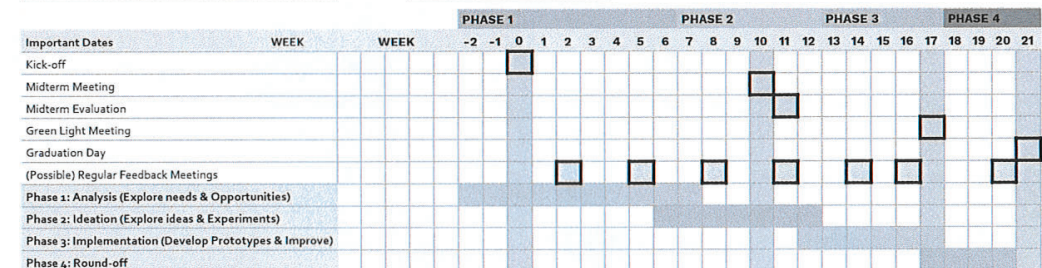
Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 16 - 3 - 2020 20 - 7 - 2020 end date

PLANNING

PROJECT TITLE
Design interventions to reduce household food waste
PROJECT MANAGER
Jelle Dott

COMPANY NAME
I CHANGE & TU Delft
DATE
16-03-2020



This Planning consists of 4 phases (Analysis, Ideation, Implementation and round-off).

In Phase 1, thorough analyses of the company and context will be done. As well as qualitative Research with Stakeholders. During this period also small validations will be done. This phase will therefore last for about 7-8 weeks, excluding the 2 weeks spend before the kick-off.

From these analyses and small validations, phase 2 starts. Conclusions (opportunities) will be drawn and ideas for prevention will be developed. These ideas will be elaborated on and developed into concepts. This phase will go for about 7-8 weeks of which a few weeks overlap with phase 1 and 3. In phase 3 the concepts will be tested and validated within the context and network. Finally, the concept that proves to be most promising will be iterated on to make sure it perfectly fits with the scope and fulfills the feasibility, desirability and viability requirements to ensure success. This phase will be around 6 weeks and, again, has a few weeks overlap with the previous and next phase. Lastly, in phase 4, further recommendations will be drawn and steps will be proposed to create the long-term desired effect. This will assist I CHANGE in making Delft the role model for a minimal food waste municipality and open the way towards other cities in the Netherlands adopting this model.

Throughout all phases reporting will be done as well as the development of visuals. General meetings with one or both coaches will happen every 2 weeks to discuss updates and receive feedback.

Throughout this project I intend to keep it very practically by doing a lot of field research. Involving experts and stakeholders and test/iterate with them in order to get the real valuable information. This to create the practical and suitable solution that is wanted by I CHANGE.

Personal Project Brief - IDE Master Graduation

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... Stick to no more than five ambitions.

For my Master thesis, I wanted to find a project that would fit with my personality and interests. It knew it had to be something in which I could apply my curious and observing personality traits. Questioning why some things are the way they and digging for the real reason behind it. After thinking about this, the first thing that came up was my Bachelor thesis.

During my Bachelor thesis, I had to create a new outdoor cooking experience for the barbecue brand of Jamie Oliver. I remember being fascinated about the fact that our barbecue culture is dominated by meat. People do not really cook with a barbecue. You just put some meat on the grill and wait until it is ready. I wondered why this was the case and took on the mission of trying to change this behavior during my Bachelor thesis. The more I looked into it the more I got inspired. People have a certain behavior towards consuming and everyone goes with it without questioning why.

However, this behavior is not always desirable. We consume without really thinking about the consequences. I do not think this behavior fits within the sustainable future we need to create. Food waste being one of the 'simpler' challenges to tackle.

During my Master thesis, I hope to find a solution that contributes to tackling this challenge (even if small). I hope to do this by involving many parties. My strength does not lie in doing just desk research. After doing SPD master and especially JMP project, I noticed the added value of talking to experts and stakeholder to involve them in your process. I intend to do this now as well. During this thesis, I hope to gain real practical knowledge on how to deal with this issue as well as strengthen my (graphical) communication skills. Furthermore, I hope that the solution I eventually develop can and will be put into practice.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.