



Delft University of Technology

## Co-design and Sustainable Food in Vietnam

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CO-DESIGN

AND

SUSTAINABLE

FOOD

IN VIETNAM

A CO-DESIGN METHODOLOGY + A STEP-BY-STEP CO-DESIGN MANUAL + 16 SHOWCASES  
OF CO-DESIGN WORKSHOP WITH 16 FOOD COMPANIES IN VIETNAM - PUBLISHED BY THE  
ASIAN INSTITUTE OF TECHNOLOGY IN VIETNAM (AIT-VN) - WRITTEN BY JOTTE DE KONING

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**AIT-VN**  
Asian Institute of Technology in Vietnam

The Asian Institute of Technology in Vietnam (AIT-VN) was established in 1993 under the agreement between Vietnam government (MoET) and AIT - Bangkok. AIT-VN takes pride in being the first international education institution in Vietnam and the first centre of AIT out of its headquarters in Thailand. Since 1993, AIT-VN has graduated more than 4,000 Masters and PhD holders, and 20,000 professionals in Vietnam who now hold important positions in both public and private sectors.

AIT-VN has made significant actions to enhance the delivery of quality learning through the introduction of innovative professional master's programs, short term training courses and development projects. The focus on green growth development and capacity building signified its commitment to the sustainability of Vietnam and the competitiveness of business government agencies and state enterprises and private sectors.

JOTTE DE KONING is a design researcher from The Netherlands. This booklet was produced during her PhD research at the Delft University of Technology. The research was part of the project [GetGreen Vietnam](#) and in collaboration with the Asian Institute of Technology Vietnam and the Vietnam Cleaner Production Centre. The topic of her research was co-design and sustainable food consumption of the Vietnamese urban middle class.





# Co-design and Sustainable Food in Vietnam

*Co-design is to make the company understand the customer better and that way serve them better*

*Co-design is NOT trying to make the customer understand and like the company better*

*Co-design is about understanding what is important to the customer, and listening to what they want*

*Co-design can help a company to choose which direction to go, it can confirm or dismiss earlier ideas*

*Trust and understanding between food producer and consumer need to be improved*

## FOREWORD

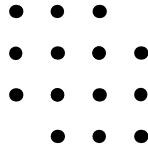
*Co-creation for sustainable products and actions is a new approach to most of Vietnamese enterprises and consumers. The co-design workshop between companies and customers is an innovative way to bring them together, create mutual understanding and put the spotlight on sustainability. Through the GetGreen Vietnam project promoting sustainable living and working for Vietnamese middle-income consumers, we have seen the impacts and benefits of the co-design workshop on both the companies and the consumers. For example, the change in packaging design of Viet Lien tea product as a result of the co-design workshop has brought to waste reduction.*

*This “Co-design of Sustainable Food in Vietnam” booklet is written for everyone, especially companies, consumers and experts, who want to organize a co-design workshop in Vietnam, with focus on food and sustainability. It includes the methodology, a step-by-step facilitation manual and the results of implemented co-design workshops. We hope that readers will be equipped with enough knowledge and be inspired to conduct more and more co-creation activities.*

*First and foremost, I would like to send my special thanks to Jotte de Koning and Marcel Crul for their great efforts in the development and implementation of the co-design component. Also, I would like to thank the staff members of GetGreen Vietnam team for their contribution to organize and facilitate the workshops. And thanks to the companies and consumers for their active involvement in our activities.*

*Mrs. Nguyen Thi Bich Hoa*

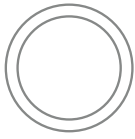
*Deputy Director of AITVN and AIT-VN Project  
Development Team Leader*



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# The Co-design Methodology

## INTRODUCTION

This first part of this booklet presents the methodology of co-design for sustainable food in Vietnam that was developed during the project **GetGreen Vietnam**.

An introduction to the concept of co-design is the start of the story. It is believed that co-design can stimulate innovation, create better customer understanding and therefore better products.

The focus was on co-design for sustainable food behaviour. Therefore, it is explained what is meant by sustainable food behaviour after the introduction. This is concluded with guidelines for sustainable food designers in Vietnam.

Last, the step-by-step methodology of organizing a co-design workshop is introduced. However, the full manual of how to organize and facilitate a co-design workshop is what can be found in part 2.

### CORRESPONDING SCIENTIFIC ARTICLE

More about sustainable consumption and the GetGreen Vietnam project can be found in: *De Koning, J. I. J. C., Huong Ta, T., Crul, M. R. M., Wever, R., & Brezet, J. C. (2016). GetGreen Vietnam : towards more sustainable behaviour among the urban middle class. Journal of Cleaner Production, 134, 178–190.*

# Co-design

## INTRODUCTION

Vietnamese food companies are culturally closest to the local middle class, so they will be able to serve them best. At least, that is the idea. However, scandals of food safety, distrust in local food labels and the increasing competition from international players weakens the position of the local food companies.

Co-design for sustainable food must help bringing the companies and customers in Vietnam close together (again), create mutual understanding and put the spotlight on sustainability. We believe that if progressive consumers and progressive companies are brought together in co-design

design workshops better solutions for sustainable products or services will be invented and implemented.

If better adapted products for sustainable consumption are developed because companies understand their customer better, more middle class consumers in Vietnam will have (better or more) access to (better or new) sustainable products. The total amount of sustainable consumption as part of overall consumption will then grow and help Vietnam to sustain a local market for sustainable food.

But what is co-design? The next chapter will introduce co-design and how it can be used.

### CORRESPONDING SCIENTIFIC ARTICLE

More about co-design models can be found in: *De Koning, J. I. J. C., Cruil, M. R. M., & Wever, R. (2016). Models of co-creation. In ServDes.2016 (pp. 266–278). Copenhagen, Denmark: Linköping electronic press.*

## WHAT IS CO-DESIGN?

Co-creation is a creative act between two or more parties (see figure 1). The word also says it: co (= together) and creation (= to make). Both parties give input and get value out of the co-design process.

Co-creation is here used in the form of a co-design workshop between two parties: a Vietnamese food company and a group of Vietnamese middle class consumers. The collaboration between the two parties is equal and can take place in the beginning, middle or end of the design process (see figure 2).

Co-design is often used as part of a product development or innovation process. When more and different people are brought into the process of developing new product ideas, more and different product ideas will be brought to the solution. In other words: co-design inspires new ideas and better solutions to existing problems.

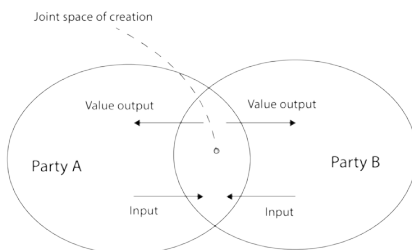


figure 1: The joint space of creation

Next to that, co-design also creates deeper understanding. Conversations, exchange and mutual creativity take place between the company and the customers. This creates a deeper level of understanding than a one-way survey or a sales conversation. And, if a company is able to better understand the customers, they will be better able to serve these customers and solve their problems.

Simply put, the benefits for a company to engage in co-design are twofold:

1. More and different input for product development and innovation.
2. Deeper understanding of the customer and their needs or desires.

In the 16 cases that can be found in the second part of this booklet, it was seen that especially the second benefit was valuable for the companies. They did

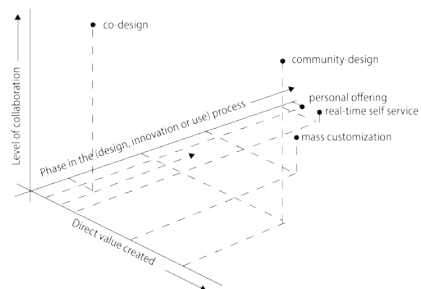


figure 2: The types of co-creation



find themselves better understand the needs and desires of the customers after the workshops. The first benefit was not always apparent right away because an overload of ideas were generated during the workshops. Companies did not always know where to start after that or how to prioritize the ideas and how to separate them from the ideas they already had before.

Also, in order to pick the fruits of co-design, the setting needs to be right. First, it is important for co-design is to tackle the right problem and therefore to define the problem carefully. Otherwise the workshop will give solutions to a problem that did not need to be solved. Therefore a separate chapter is devoted to 'Defining the right problem for co-design?'

Second, it is important that everyone feels free to say anything they want. No one can say something wrong because it is all about what people personally want or need. How can someone be

wrong about that? For a company it is important to listen to the concerns of the customers. If a customer for example is not positive about a product. The company should not try to defend it but listen why the customer feels this way.

So, in short: co-design is about engaging, connecting and sharing. It is also about inspiring each other. But it does not stop there, it is also about realizing the solutions that have been invented and continuing development.

In this booklet however, co-design is limited to the preparation of the right problem definition and the workshop itself. The continuation of the ideas and realizing them is up to the companies and their employees. These steps are part of the larger innovation strategy of a company.

All steps in a co-design design workshop and innovation strategy can be found in figure 3.

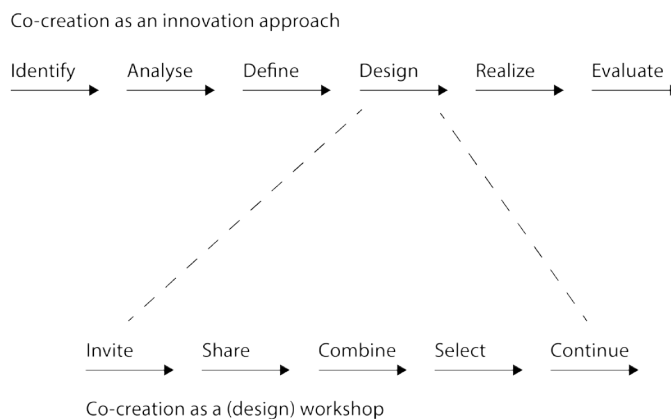


figure 3: Steps in a co-creation and co-design process

# Sustainable Food

## INTRODUCTION

For a consumer the use of a food-product is often divided into the following stages:

- ◇ Planning
- ◇ Buying
- ◇ Storing
- ◇ Cooking
- ◇ Eating
- ◇ Disposal

In each stage behaviour changes are possible that can contribute to a more sustainable food consumption behaviour. These six stages have some overlap and mutual influence or dependency. For example: when a consumer would want to minimize food waste, this could be part of the disposal phase but it is also influenced by how much you buy, cook and eat.

Therefore 5 general themes of sustainable actions are defined, for consumers to pay attention to. The 5 themes for sustainable food behaviour are found in figure 4, and repeated here. Following an explanation of each of these five themes as well as how a company could stimulate consumers to engage in these actions. The five themes of sustainable food consumption:

- ◇ Minimizing food waste
- ◇ Minimizing packaging waste
- ◇ Prioritize less meat & dairy
- ◇ Prioritize types of food
- ◇ Reduce Energy & water use

### CORRESPONDING SCIENTIFIC ARTICLE

More about sustainable consumption in Vietnam in general can be found in: *De Koning, J. I. J. C., Crul, M. R. M., Wever, R., & Brezet, J. C. (2016). Sustainable consumption in Vietnam: an explorative study among the urban middle class International Journal of Consumer Studies, 39(6), 608–618.*

# SUSTAINABLE FOOD CONSUMPTION

 <p>A</p> <p>REDUCE FOOD WASTE</p>	<p>A.1 Buy the right amount of food</p> <p>A.2 Store food well, keep it fresh</p> <p>A.3 Prepare only the food that you need</p>
 <p>B</p> <p>REDUCE PACKAGING WASTE</p>	<p>B.1 Buy less packaging</p> <p>B.2 Buy packaging of certain materials</p> <p>B.3 Re-use packaging</p> <p>B.4 Recycle packaging</p>
 <p>C</p> <p>PRIORITIZE LESS MEAT &amp; DAIRY</p>	<p>C.1 Buy / eat / cook less meat</p> <p>C.2 Buy / eat / cook less dairy</p> <p>C.3 Buy / eat / cook more vegetarian</p>
 <p>D</p> <p>PRIORITIZE TYPES OF FOOD</p>	<p>D.1 Choose more organic food</p> <p>D.2 Choose more local food</p> <p>D.3 Choose more seasonal food</p> <p>D.4 Choose more non-processed food</p>
 <p>E</p> <p>REDUCE ENERGY &amp; WATER USE</p>	<p>E.1 Buy / eat / cook less frozen food</p> <p>E.2 Reduce water use for cleaning &amp; cooking</p> <p>E.3 Reduce energy use for storing &amp; cooking</p>

figure 4: Five themes of sustainable food consumption

## REDUCE FOOD WASTE

Good planning of what you will buy can have a great influence on the sustainability of food actions. By planning what to buy there is less chance to buy things you do not really need and buying too much food that in the end will not be finished and wasted. In Vietnam people buy their food on the day that they will eat it and storing food has not been an issue because people never had to. However, with pressuring jobs for the women and less time for shopping every day many will buy food for more days now but storing knowledge is not common yet. Almost all of the products are put in the refrigerator, even when the packaging says that it is not needed.

In Vietnam people traditionally do not like throw away food because of the Buddhist believe that wasting food is sinful which is rooted in the culture in Vietnam. However in Vietnam, like in the rest of the world, food waste is one of the problems that contributes largely to the environmental impact of food consumption. Food waste can be fought in all stages of planning, buying, storing, preparing and eating and is therefore connected to actions in all these other stages too. Planning well to waste less food, storing food well to not let it go to waste, cooking only the food that you need and knowing how to cook with left overs are the four actions to take.

### Buy the right amount of food:

- ◇ Provide options (online / on packaging) to make a shopping list
- ◇ Show clear portions per person on the packaging

### Store food well, keep it fresh and not in fridge if not needed:

- ◇ Good / clear storing instructions
- ◇ Make the expiration date clear and visible
- ◇ Ensure packaging can be re-closed

### Prepare only the food that you need:

- ◇ Provide detailed cooking instructions
- ◇ Show portions per person in cooked and uncooked version

### Leftovers

- ◇ Give tips how to use all of the product and not create unnecessary left overs
- ◇ Give tips on how to use left overs
- ◇ Ensure packaging can be re-closed

## REDUCE PACKAGING WASTE

Two strategies for minimizing packaging waste are 1) cutting back on packaging material or using better packaging material or 2) re-using or recycling packaging material more. The first strategy is part of the buying phase, the latter of the using and disposal phase. This is a visible effect because people see more packaging material disappear in their trash bins and therefore a visual reminder in people's daily lives.

### Buy / use less packaging:

- ◇ Provide bigger or family packs
- ◇ Make packaging per unit smaller / more efficient

### Buy / use packaging of better material:

- ◇ Use degradable packaging material
- ◇ Use natural packaging material
- ◇ Use less types of packaging material

### Re-use packaging:

- ◇ Instruct people how to give packaging a second function

### Re-cycle packaging:

- ◇ Set-up a take back system
- ◇ Use less types or only one type of packaging material

## PRIORITIZE LESS MEAT & DAIRY

The rising food consumption in emerging economies such as Vietnam has two main product categories that influence the environment heavily: increase of meat consumption and in a lesser extend dairy consumption.

Meat production increases to keep up with growing demand. In order to cut back the negative impact on the environment, better meat can be promoted or alternatives for meat (such as vegetable dishes) can be stimulated. Dairy is a second, smaller but still significant, food group with a heavy impact on the environment.

In order to make non-dairy or non-meat choices certain skills in the using phase need to be acquired too, such as cooking with other ingredients or using less dairy or meat for the same recipe.

### Buy / eat less meat:

- ◇ Provide recipes with less meat per portion
- ◇ Provide people with a vegetarian option / recipe
- ◇ Show nutrition of vegetable versus meat to demystify the healthiness of meat over vegetable

### Buy / eat less dairy:

- ◇ Provide dairy free recipes
- ◇ Provide less dairy per portion

## PRIORITIZE TYPES OF FOOD

The quality of the food and how it is produced is also of influence on the impact of the food industry and food consumption on the environment. Because of the increased demand for food the production is pumped up and not always with good results for the food and production quality. Fertilizers, hormones, antibiotics and monocultures are more and more common in Vietnam. Next to that, food is also transported over greater distances to have more variety all year round.

Initiatives for more environmental friendly produced food are emerging in Vietnam. Choosing these organic, certified local or seasonal products can have a positive influence on the environmental impact of food consumption in Vietnam.

### Choose more organic products:

- ◇ Make it clear on product labels that a product is organic
- ◇ Use trustworthy and real certificates
- ◇ Explain what the label and certificates mean

### Choose more local products:

- ◇ Provide information of origin
- ◇ Use national pride to promote local products

### Choose more seasonal products:

- ◇ Provide seasonal information
- ◇ Make a seasonal version of your product that can also provide exclusivity

### Buy & store less frozen food:

- ◇ Promote fresh food
- ◇ Give good storing instructions

## REDUCE ENERGY & WATER USE DURING COOKING

The cooking phase of the possible consumers actions consists of lowering energy and water use during cooking and preparing. In Vietnam most people cook on gas or coals and an oven is a luxury item that not many people can afford. A microwave becomes more popular but it is not common to use it. Because people are very concerned about safety of food a lot of times food is cleaned that was already clean (using a lot of unnecessary water) and food is cooked longer than needed to make sure to kill all bacteria.

### Use less energy / gas:

- ◇ Provide cooking instructions with cooking times
- ◇ Prioritize using the microwave and rice cooker
- ◇ Prioritize using a lid

### Use less water / re-use water:

- ◇ Give product cleaning instructions
- ◇ Give cooking instructions with the right amount of water use
- ◇ Give tips to re-use water

## SUSTAINABLE FOOD CONSUMPTION

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WHAT ACTIVITIES  
A CONSUMER  
CAN DO



HOW A COMPANY  
CAN ACTIVATE  
A CUSTOMER



<p>Make a shopping list Read portion size on the packaging</p> <p>Do not refrigerate if not necessary Store food with the expiration date clearly visible Re-close packaging after opening</p> <p>Measure portions per person Follow cooking instructions Buy containers to store left-overs if necessary</p>	<p>Provide options to make a shopping list Show the portions per person on the packaging</p> <p>Give good and clear storing instructions Make the expiration date clear and visible Ensure that the packaging can be re-closed</p> <p>Provide good cooking instructions Show portions per person in cooked and uncooked version Show how to use all of the product &amp; not create left overs Show how to use left overs</p>
<p>Prioritize bigger or family packs, Do not use single packed products</p> <p>Prioritize packaging with no plastic Prioritize (bio)degradable packaging material</p> <p>Give packaging a second function</p> <p>Prioritize packaging material of one type of material Prioritize packaging material of paper, glass, metal Separate trash and bring it to a re-cycle point</p>	<p>Provide bigger or family packs Make packaging per unit smaller / more efficient</p> <p>Use degradable packaging material Use natural packaging material Use less different types of packaging material</p> <p>Give fun instructions on second functions of packaging</p> <p>Set-up a take back system Use less types or only one type of packaging material</p>
<p>Use less dairy per portion / recipe Replace meat in a recipe with vegetables Look up nutrition value of vegetable versus meat</p> <p>Use less dairy per portion / recipe Replace dairy in a recipe with a substitute</p> <p>Look for vegetarian recipes Set one or more fixed vegetarian days a week</p>	<p>Provide recipes with less meat per portion Show the nutritional value of vegetables versus meat Demystify the healthiness of meat over vegetable</p> <p>Provide dairy free recipes Provide less dairy per portion</p> <p>Provide a vegetarian option or recipe</p>
<p>Read labels to make sure a product is organic Look for trustworthy and real certificates Look up the meaning of labels &amp; certificates</p> <p>Look for information of origin on the packaging Awaken your national pride</p> <p>Look up seasonal information Hang a seasonal food calendar in your kitchen</p> <p>Buy mostly raw / fresh ingredients Learn how to prepare food, follow a cooking class</p>	<p>Make it clear on the packaging if a product is organic Do not use untrustworthy and fake certificates Explain what the used labels and certificates mean</p> <p>Provide information of origin, preferably not only textual Use national pride to promote local products</p> <p>Provide seasonal information about your product Make a seasonal version of your product (provides exclusivity)</p> <p>Promote the use of fresh food and ingredients Offer detailed cooking instructions or classes</p>
<p>Do not freeze food when not needed Defrost frozen food before cooking</p> <p>Do not keep the tap running when you clean food Re-use the cleaning water to water the plants Use the right amount of water during cooking</p> <p>Follow cooking instructions &amp; cooking times carefully Use a lid on pans when you cook</p>	<p>Give clear storing instructions Give tips on how to defrost before cooking</p> <p>Give cleaning instructions to prevent water spillage Give cleaning instructions for food safety Give tips to re-use water</p> <p>Provide times with the cooking instructions Show pictures of a pan always with lid</p>



# GUIDELINES FOR THE (SUSTAINABLE)

## PRODUCT



### PRODUCT(ION)

- ◇ Make sure least chemicals are used as possible
- ◇ Preferably the product is locally produced
- ◇ Produced with techniques either based on long traditions or new (overseas) technology

### PRESENTATION

- ◇ Make sure the product is clean
- ◇ Make sure it looks fresh (and so preferably not frozen or canned)
- ◇ Make sure no plastic bags are needed / used, this has become the source of all unsustainable evil in eyes of the Vietnamese consumer

## SERVICE



### AVAILABILITY

- ◇ Make sure convenience is key, people are used to buy food fresh for every meal. So delivering only once a week does not suit many families
- ◇ Also, despite evening opening hours of supermarket is still rare, people are more expecting to be able to have access to everything 24 hours a day.

### CHANNELS

- ◇ Make sure people are able to connect through different channels to ask questions, the older generation will probably want to be able to call and have conversations about the product
- ◇ Also, it is common to offer the service / possibility for customers to visit your production facilities or farm
- ◇ The young generation is all about social media, make sure the Facebook page is up to date and feedback is given to the comments and questions of people

*\*These guidelines have been compiled out of the lessons learned from the 16 co-design workshops. This is by no means complete but should give guidance in designing food for the sustainability oriented consumer in Vietnam*

# FOOD DESIGNER IN VIETNAM

## PACKAGING



### PACKAGING DESIGN

- ◇ Make sure Freshness is embodied in your design.
- ◇ Fresh colours, for Vietnamese customers this means intense, highly saturated colours
- ◇ Use natural elements, such as flowers
- ◇ With Tet, Vietnamese New Year, make sure you have something special for your customers, a special packaging design, gift package or special edition. Tet is often also an opportunity to try out or introduce new products.

### PACKAGING INFORMATION

- ◇ Give special attention to the placement of the expiry date of the food products
- ◇ Also, if there the product is certified, make the certifications clearly visible, possibly explain what the certificates mean and who issued the certificate
- ◇ If the product characteristics from 'product' are met, show them on the packaging in words too
- ◇ Show people how to store and use the product (minimizing spilling, such as not storing it in the fridge if not needed, no extra cleaning with water if not needed and not boiling longer than needed, putting a lid on the pan, etc.)

## BRAND STORY



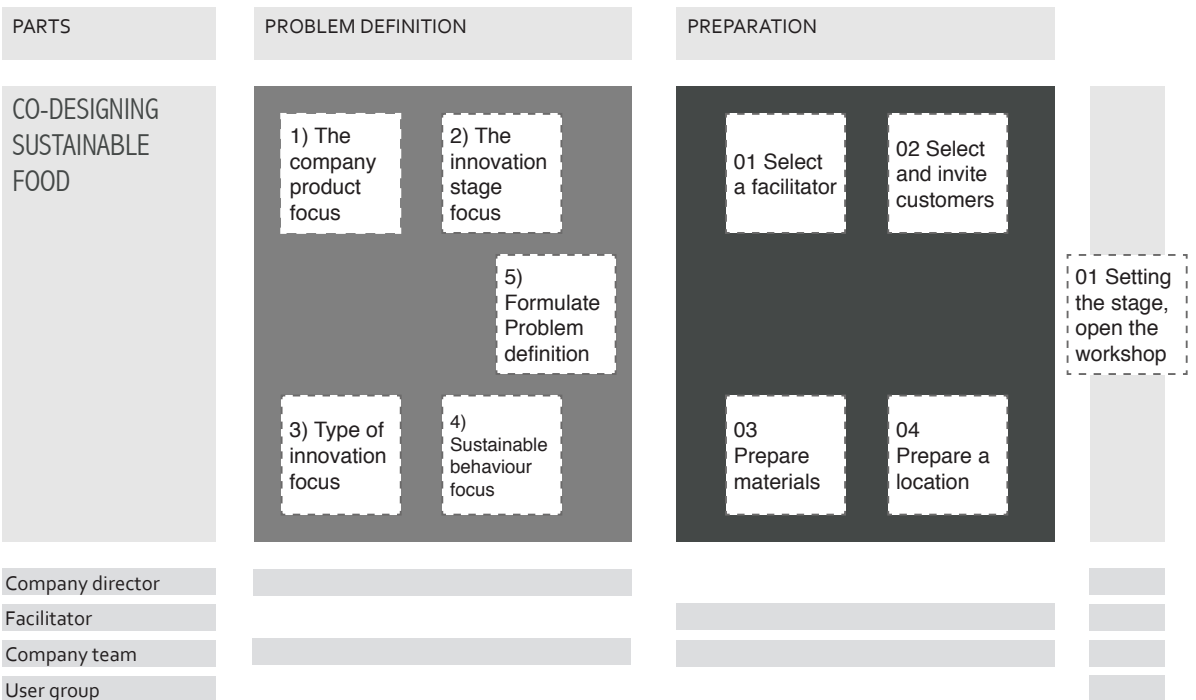
### BRAND STORY

- ◇ Information about the company
- ◇ If your company exists for a long time and has a long history, show that by telling the story of the company
- ◇ If your company does not have a long tradition or history, show that it is built on a tradition that has existed for a long time
- ◇ If your company does not have a long tradition, nor is it based on any, show the personal story of the leader or person that came up with the idea for the company and how this person fought to make the company a success

### CHANNELS

- ◇ Make use of Social Media on a daily basis
- ◇ Stimulate the word of mouth advertising of your product

# Co-design in 10 steps



# INTRODUCTION

A 10 step methodology was developed to organize co-design workshops in Vietnam, with a focus on sustainable food.

It is assumed that the right problem definition has been formulated according to the previous chapters. When a good problem definition is indeed formulated the preparation of the actual co-design workshop can start.

In the figure below the steps in the methodology are simply represented. It starts with 4 steps that are needed to prepare the workshop and it ends with the results and evaluation steps.

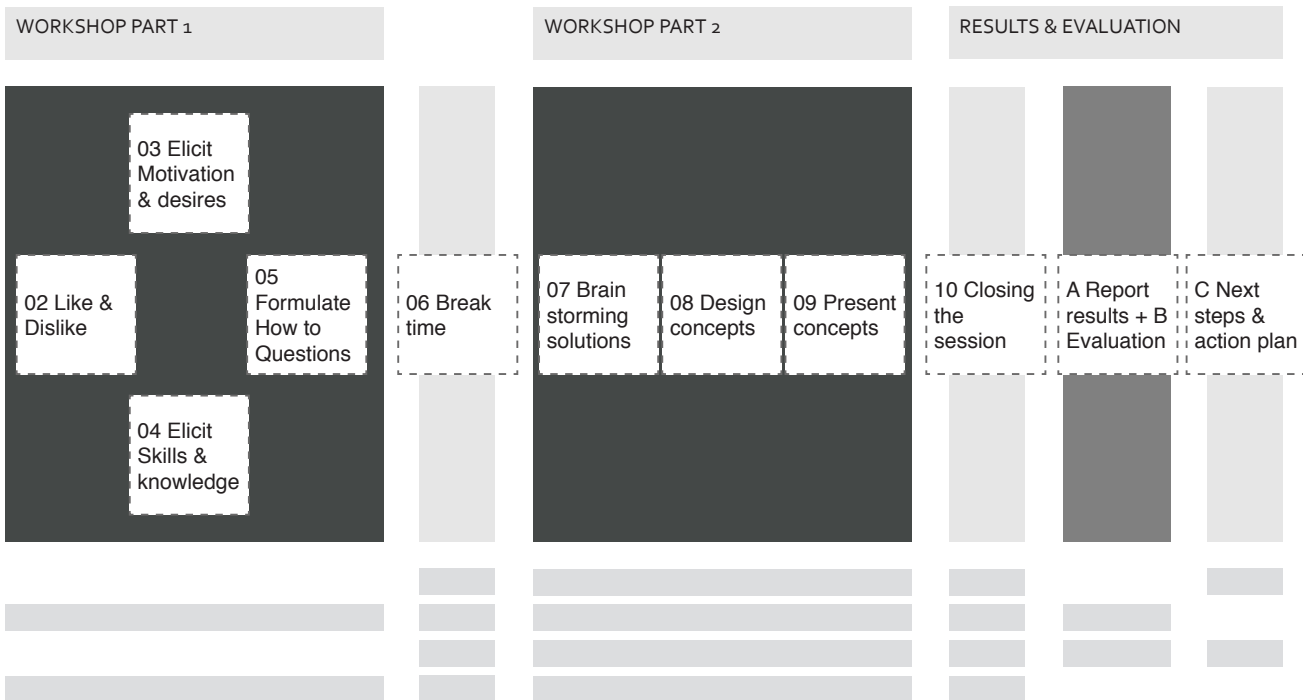
In between are the 10 steps that are the actual co-design workshop.

Typically this workshop will last a morning or afternoon, or about 2-4 hours.

Part 3 of this booklet contains the detailed manual of this step-by-step approach. Including the 4 preparation and final results and evaluation steps.

In the following pages a brief discussion of each phase is given.

figure 5: The co-design methodology and its five phases: (1) problem definition, (2) preparation, (3) workshop part 1, (4) workshop part 2 and (5) results and evaluation



## PREPARATION

### A Select the facilitator

### B Select and invite customers

### C Prepare the materials

### D Prepare the location

The preparation phase of a co-design session is very important but also difficult to get right. First of all, there are three types of people involved in the session. These all need to be carefully selected and prepared.

- ◇ Company employees
- ◇ Customers
- ◇ Facilitator(s)

The customer group should not be more than 10-20 people, otherwise it is hard to give all people enough time to speak and hear all the ideas. The selection of people depends on the problem you want to solve (new or existing customers, etc.)

The company team has different tasks, some tasks can be fulfilled by the same person. The different tasks are:

- ◇ A contact person for the customers.
- ◇ A contact person for the location (if the workshop is not at the company itself)
- ◇ The CEO and selection of 3 to 4 employees to join the workshop as participants (preferably one person from R&D, one from design and one from marketing).
- ◇ One or two facilitators (but they can also be from outside the company)

## WORKSHOP PART 1

### 1 Open the workshop

### 2 Like & dislike feedback round

### 3 Elicit motivations & desires

### 4 Elicit skills & knowledge

### 5 Formulate 'How to' questions

The first part of the workshop is where the stage and atmosphere are set. Once a group gets into a wrong mood it is very hard to turn this around. Therefore the opening and first exercises are important to do right and keep the energy positive.

The facilitator should make sure that a few things are clear for the participants, both the company and customer participants:

- ◇ The facilitator should explain that everyone is equal the coming hours. No one is better or more knowledgeable than others, all opinions are equally important.
- ◇ In the first part of the workshop it is all about quantity of ideas, not yet about quality.
- ◇ No one is wrong and there can not be wrong ideas. Encourage people to react on other people's ideas with: "Yes, and" instead of "No" and "But".
- ◇ The facilitator should make sure that everyone is heard and give people equal amount of speaking time.
- ◇ The facilitator must try to include everyone and keep it positive.

## WORKSHOP PART 2

### 6 Have a break

### 7 Brainstorm solutions

### 8 Concept design

### 9 Present concepts

### 10 Close the workshop

The second part of the workshop is where the actual product / service ideas are thought of and visualised. Energy is needed for this so first have a break for everyone to get some fresh air and energy.

Then to start the second part of the workshop an active game for energising is good to get the idea flowing in the brainstorm phase.

The brainstorm phase is about as many crazy ideas as possible and the manual proposes some extra questions to get the crazy out of people.

When people have chosen an idea they can start making concepts and people should feel free to use all sorts of materials possible. So there the preparation comes in. Try to imagine before what sort of material or things people would need for their creations.

Last of all, presenting the concepts and closing the session with positive feedback for everyone makes that participants will leave with a good feeling. A present of course will help with that and it gives them something to remember the company by.

## RESULTS & EVALUATION

### A Write down insights immediately

### B Make a report

### C Make an action plan

The results are the concepts that were made during the workshop but also the feedback and insights company employees gained during the workshop. It is important to capture these as soon as possible.

It is wise to sit down right after the workshop with the facilitator and company employees and discuss insights and write them down. Also, an action plan of what ideas need follow up or are worth looking into needs to be made. It is important to divide tasks right away and keep the flow going.

Then someone needs to take the task of making a report. This is very important for further development if the ideas in the workshop. This can be used to convince others in the company that there is a need or desire for a certain product / service.

Second, it can be an inspirational document for others to look at and further iterate on. Or it can be used as a basis for an internal brainstorm.

To conclude, it is wise to make a report and to make an action plan to take things further.



**STEP BY STEP**  
**Co-design Manual**

## HOW TO READ THE MANUAL

This manual guides you through the process of preparing, organising and facilitating a co-design workshop with a group of about 20 customer participants. It includes 4 steps problem definition, 4 steps preparation and 10 steps in the actual workshop.

The manual starts with an 8 week planning of all the steps. The workshop itself typically lasts about 2,5 to 4 hours, or a morning or afternoon.

The next part of the manual consists of the steps of defining the right problem definition. A good problem definition is very important for the success of a co-design workshop. It is quite a theoretical read but it is meant to stimulate a thoughtful process to come to the right problem for the workshop.

The other parts are more practical. There, details of the steps are given in the yellow boxes and in the grey boxes a checklist for each step is provided.

Good luck!

### 00 DARK STEP BOXES

*The dark boxes list the actions that are needed for this step.*

### LIGHT CHECKLIST BOXES

These grey boxes list the items needed for that step. It is a checklist.



# 8 Week Planning

## 8 WEEK PLANNING

1	2	3	4	5
<b>Initial contact with the company</b> <ul style="list-style-type: none"><li>- Explain co-creation</li><li>- Discuss co-creation options</li><li>- Arrange for a PD meeting</li><li>- Send an agenda for the PD meeting</li></ul> <i>E-mail and phone</i>		<b>PD Meeting</b> <p>Meeting to formulate the innovation problem</p> Facilitator, CEO and 1-5 employees <i>Face-to-face</i>	<b>Preparation of the workshop</b> <ul style="list-style-type: none"><li>- Make a sensitizing booklet</li><li>- Contact customers</li><li>- Invite customers</li><li>- Prepare a location</li><li>- Prepare materials</li></ul> <i>E-mail and phone</i>	

The planning for the workshop, including the problem definition process, consists of about 8 weeks. This was found to be long enough to have a decent preparation and short enough to not lose enthusiasm for the workshop and its outcomes.

(1-2) The first 2 weeks is where the idea for a co-design workshop originates. This is where someone takes the initiative for the workshop and shares ideas with others. If the one with the initiative is someone from within a company it can be that he or she contacts other colleagues and discusses the ideas to take it further.

(3) Following, people of the company that need to be involved are informed about co-design and a problem definition meeting with the involved

is scheduled. This meeting must be carefully prepared by the one that has the initiative. This is important because a clear goal of what is the expected outcome of the workshop, in the form of a clear problem definition.

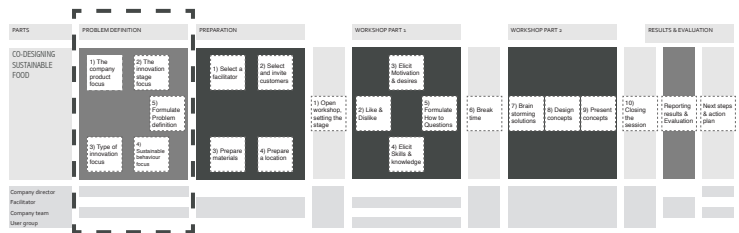
(4-6) Now the preparation of the workshop needs to be done. Preferably this does not take more than 2 weeks. Then the workshop can start!

(7-8) Finally the workshop results need to be written down. It is best to do this in the week right after the workshop. This way the ideas are still fresh in mind the momentum and enthusiasm for certain ideas is not lost. The report of the results can then be used in the evaluation and plans for further development can be made.

6	7	8
<b>Workshop</b>	<b>Results</b>	<b>Evaluation</b>
Workshop Part 1: 1,5-2 hours	Expert evaluation meeting	Evaluation meeting after the workshop
Workshop Part 2: 1,5-2 hours	Facilitator and organiser of the workshop	The facilitator, company CEO and 1-2 employees
<i>Total: half a day</i>	<i>Face-to-face</i>	<i>Face-to-face</i>

# Defining the problem

## INTRODUCTION



The success of a co-design workshop is highly dependent on a well formulated problem definition. A poorly formulated problem definition will lead to results or ideas that a company is not able to work with afterwards.

First of all, it is important to determine *what* the company wants to develop or innovate: their products or services, packaging or branding.

Second it is important to determine *how* far the company is in the process of developing a new idea already. Are they in the phase of ideation, concept, testing or product launch.

Third, it is good to envision the *goal* of the co-design workshop and the innovation ideas that are tackled. Is the focus on improvements or radical innovations, and existing or new customers?

Last, in order to keep sustainability a focus point, in our case also one of the *sustainable behaviours* from the previous chapter was included in the problem definition.

The next chapter will explain exactly how to combine these 4 elements into a well formulated problem definition.

### CORRESPONDING SCIENTIFIC ARTICLE

More about the process of problem definition for innovation and co-design with Vietnamese agro-food companies can be found in: *De Koning, J.I.J.C., Crul, M.R.M., Van Engelen, J.M.L., Wever, R., Brezet, J.C., (2016), Mental innovation space of Vietnamese agro-food firms, British Food Journal, Vol. 118 Iss 6 pp. 1516 - 1532*

## THE FOCUS OF INNOVATION

The first step to take in co-design is to determine the innovation or development one wants to reach. What part of the company needs development. The first decision that needs to be made is:

- ◇ To focus on the actual product, the packaging, the brand story or the service, or will it be a combination.

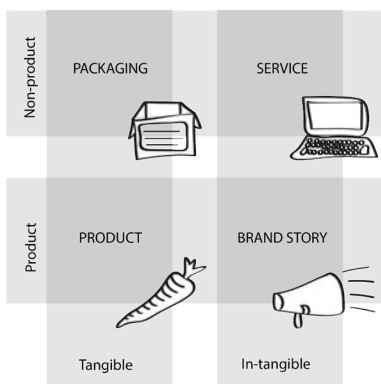


figure 6: Focus of innovation, model of the business unit

What we see is that tangibles such as a product or packaging are easier to discuss and get feedback on during a co-design workshop. However, service and branding are often the less technical subjects which makes realization of ideas more likely. The choice can also be to focus on two elements, packaging and brand story are for example often connected.

When the choice of focus is made, the first part of the problem definition can be formulated. In the two examples we use a carrot as a product.

- ◇ How innovate / develop a **carrot**?
- ◇ How to innovate / develop a carrot's **packaging / service or brand story**?

## IMPROVEMENT OR RADICAL INNOVATION?

The second step to take in co-design is to determine the goal you want to reach for the chosen focus. What is the 'purpose' of the co-design, what do you want to get out of it? Where do you want to go as a company? The decision that needs to be made is:

- ◇ To improve products or to invent products and to focus on existing or new customers?

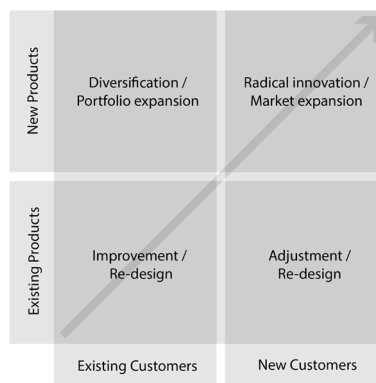


figure 7: Level of innovation, the Ansoff matrix

This decision brings along 4 options as shown in figure 7. The choice for one of the 4 directions is very crucial in the next steps for the co-design workshop. New type of customers means that one has to invite new customers to the co-design workshop. For example, if a company focuses on housewives now, a new customer group to invite could be teenagers.

The other choice is whether to improve an existing product or invent a new product for the company (a new product means not a completely non-existing product, but new to the company).

## AN (NPD) NEW PRODUCT DEVELOPMENT PROCESS

Improving new products is less innovative but easier to organize because tangible examples can be brought to the workshop. During the workshop people can give feedback and ideas for the already existing product.

When the direction is chosen to develop a new product it is important to bring the right tools and questions to the workshop to get the right ideas because people have no example to associate with. (See also the next paragraph on what questions to ask during the workshop).

When the choice for type of innovation is made, the first second of the problem definition can be added. The carrot is used as existing product of the company again and an apple as a new product for the company.

*How to improve carrots for existing customers?*

*How to design apples for existing customers?*

*How to design apples for new customers?*

*How to adjust carrots for new customers?*

The different phases of development of an improved or new product have influence on the co-design session. It determines how detailed the problem definition is formulated. Again, the carrot is used as an example.

Most co-design workshops are classically held in the first phase of ideation, or the second phase of concept development. This is because in a later stage it is more difficult to make adjustments to a product based on the input during a workshop.

The earlier a product can be adjusted to the customer needs, the less effort it will cost to make the adjustments. A sketch is easier changed than a production line.

Testing and product launch phases are more classic and obvious customer involvement phases. In these phases traditional customer involvement methods already exist, such as test panels, surveys or focus groups. Co-design is a new form that asks for active participation of the consumers and not only passive feedback.

When customers give negative feedback in the testing or even the product launch phase, a lot of work needs to be done again. If customers are already involved in the ideation phase there is less risk of having a bad idea presented to the test customers in the testing phase and having to go all the way back to the sketching table.

Co-design brings a different view and new ideas so it is a divergent technique but because it can also, through feedback, eliminate ideas it is at the same time a convergent technique. The

testing and product launch are more converging phases and focus more on one or a few ideas and selecting the best one while ideation and conceptualisation are classically more divergent phases where the focus lies on generating more ideas and as many as possible.

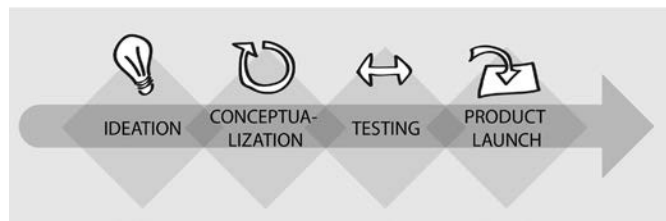


figure 8: Focus of innovation, the stage gate model

In the **Ideation** phase the questions to be answered are more open and less concrete, the questions do not have a direction incorporated and are therefore harder to guide. The outcomes are less predictable but the process is open and innovative ideas are likely to come up. Example questions are:

- ◇ What is a vegetable to you?
- ◇ What makes a good vegetable?

In the **testing** phase a concept is already chosen and it needs to be detailed more or improved. Questions in this phase are on improvement or on eliciting the values of the concept. This is the classic phase for feedback normally but little room for customers own ideas is left. Example questions are:

- ◇ What can make a carrot more blue?
- ◇ Show how you would you use a blue carrot?

In the **concept development** phase the direction of the question is slightly more directed than in the ideation phase and the session more structured due to the already defined frames for thinking. The product focus is already chosen (in the example again the carrot). Example questions are:

- ◇ How to make a carrot a different colour?
- ◇ How would you grow a carrot yourself?

The last phase of **product launch** is mostly about marketing of a new product and eliciting the most valuable new elements developed in the phases before. How can those new elements and special characteristics be shown? Example question are:

- ◇ How can you show the difference between a yellow carrot and a blue carrot?
- ◇ How would you recognize a blue carrot?

## FORMULATING THE PROBLEM DEFINITION FOR CO-DESIGN

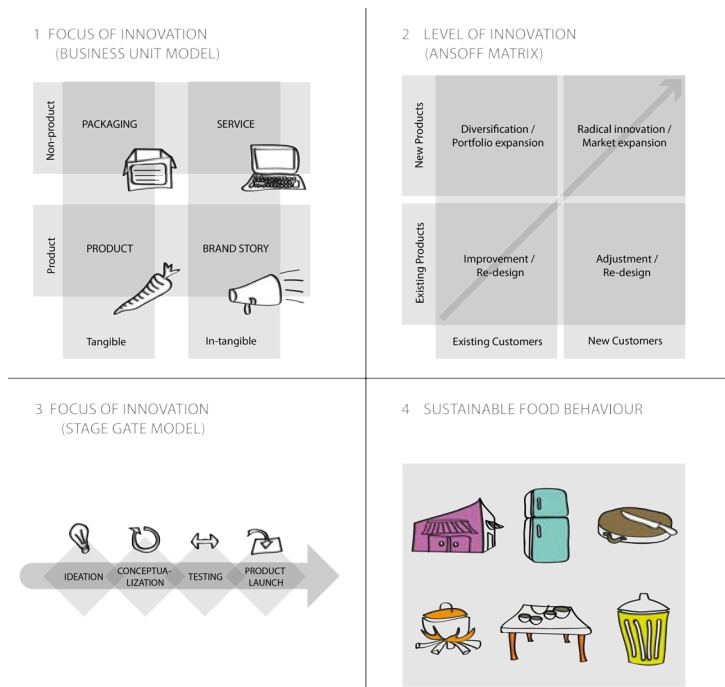
Now we have determined several things and we can start the preparation of the co-design workshop itself. A small recap of what we have established so far:

1. The focus for the company on the product itself, the packaging, the service, the brand story or a combination of one of these 4 options.
2. The goal for the company on improvement of a new product or the design of a new product. And the focus for the company on new customers or existing customers.

3. The stage the company wants to go into: ideation, concept development, testing or product launch.
4. And, from the previous chapter: the sustainable food behaviour to focus on that suits the company and the product best.

Now these 4 elements are combined into a problem definition for a co-design workshop. This will be the starting point for the workshop and guide the results of the workshop. This will define what the outcome of the workshop will be. A few examples of good problem definitions are listed on the next page. In these three examples all 4 choices are incorporated in the question.

figure 9: The four models, used for a problem definition process, repeated



## EXAMPLES OF PROBLEM DEFINITIONS FOR CO-DESIGNING SUSTAINABLE FOOD

*A) What can be a new recipe with carrots for young customers to make them eat less meat and be healthy?*

1. Focused on the product and maybe followed by packaging
2. Goal of a new product (the recipe) for new (young) customers
3. Phase: ideation & concept development
4. Sustainability focus: eating less meat

*C) How to tell the brand story of organic food to housewives with small children to make them choose more organic food?*

1. Focused on the brand story & maybe packaging
2. Goal of on an existing product (organic food) for existing customers (housewives)
3. Phase: product launch
4. Sustainability focus: buying more organic food

*B) How to improve the packaging of apples for older women to make them use less packaging but still comfortably carry the apples home?*

1. Focused on the packaging
2. Goal of improving an existing product (the apple with packaging for existing customers (older ladies)
3. Phase: ideation & concept development
4. Sustainability focus: using less packaging



# 4 + 10 STEPS

PARTS

PREPARATION

CO-DESIGNING  
SUSTAINABLE FOOD

A  
Select a  
facilitator

B  
Select  
and invite  
customers

C  
Prepare  
materials

D  
Prepare a  
location

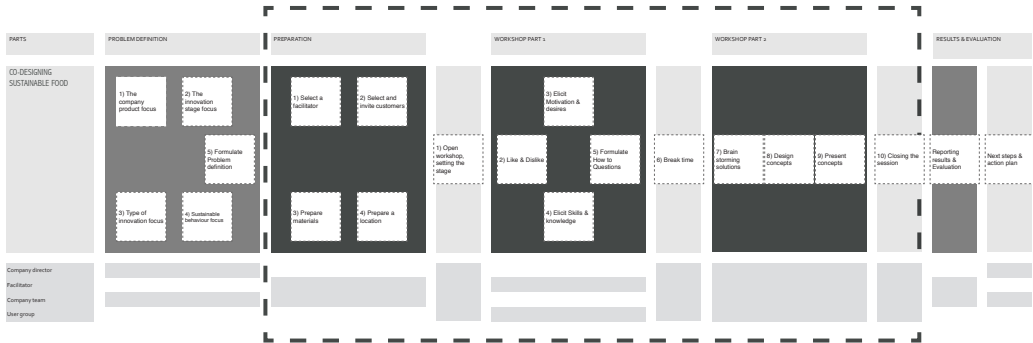
01  
Setting  
the stage,  
opening

Company director

Facilitator

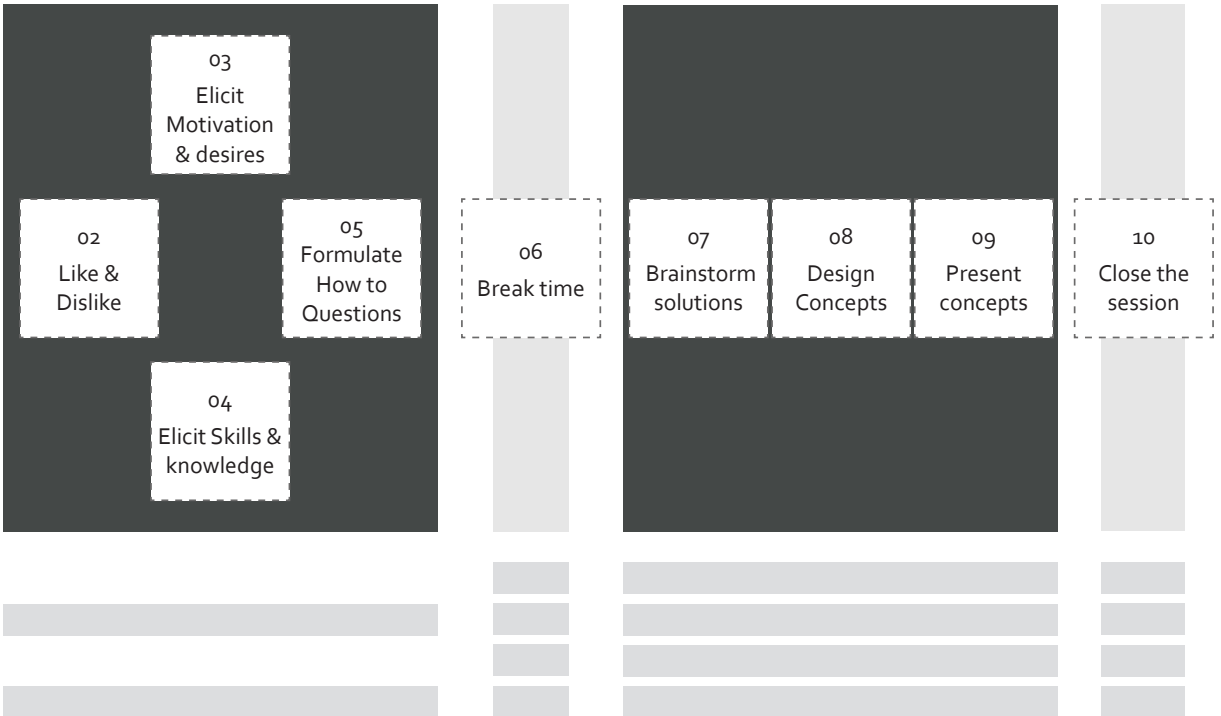
Company team

User group



WORKSHOP PART 1

WORKSHOP PART 2





# Preparing the workshop

## INTRODUCTION

If a good problem definition for the co-design workshop is defined (see previous chapters) then the first step of preparation can be taken: selecting a facilitator.

In the following pages the details of each step are given in the yellow boxes and a checklist for each step is provided in the grey boxes.

Good luck!

## A SELECT A FACILITATOR

Select a facilitator from inside or outside the company

Make the facilitator familiar with the problem definition. The facilitator should be well aware what the problem is and why the problem is being tackled.

Also, it is wise to appoint the facilitator a contact point for the customers. This creates a bond of familiarity already before the workshop.

## CHECKLIST

The facilitator should be:

- ◇ Enthusiastic person
- ◇ Not afraid to talk to a group of people
- ◇ Preferably a creative person
- ◇ Not too intimidating or high up in hierarchy (otherwise customers or other employees do not dare to say what they think)
- ◇ Has a good understanding of the problem definition
- ◇ Familiar with the customer group and able to make them feel comfortable

## AN INSIDE OR OUTSIDE FACILITATOR?

The facilitator can be from inside or outside the company. The advantage of someone from outside the company is that this person is more objective. Customers will be more likely to also express negative feedback to someone from outside the company. And, a outside facilitator can bring new insights and interpretation to the results of a co-design workshop.

However, a facilitator from inside the company also has advantages. An inside facilitator is very familiar with the product or service of the company. The outcomes of the co-design workshop can influence the work of the inside facilitator so this person might be more engaged. And, an inside facilitator can disseminate the results of the workshop through the company afterwards and also be responsible for continuation.

Next to that, when there are two facilitators (instead of one) it is good to have one main person facilitating. This makes it more clear who is leading the workshop but a second person can be appointed to support the main facilitator.

## B PREPARE A SENSITIZING BOOKLET

Prepare a booklet with information about the company and the product

Choose the challenge you want to give people for the week before the workshop

## CHECKLIST

1. Basic company information
2. Attractive visual information of the company
3. The website of the company
4. A challenge to give people

## WHY SEND A SENSITIZING BOOKLET?

A sensitizing booklet is sent to participants to prepare them for the workshop. The booklet needs to contain information that will make people start to think about the product and the **sustainable behaviour x**. This way the participant will come to the workshop with more ideas already in her / his mind and more aware of the aspects and issues around the product.

The information also needs to include a challenge for **sustainable behaviour X** for the participants to do before the workshop. This way people are already stimulated to think about **sustainable behaviour x**.

An example challenge:

Can you try to only buy and eat only organic food one day? So not only vegetables but also other foods? If there is a good example from another product, can you take a picture as an example?

Questions to ask during the workshop:

- ◇ How did you try to find out if a product is organic or not?
- ◇ What did you read / ask?
- ◇ What information was difficult to find?
- ◇ What information was easy to find?
- ◇ What was different from other days?

## B INVITE THE CUSTOMERS (2 WEEKS BEFORE)

Write an invitation letter or e-mail (see example below)

Send the invitation letter 2 weeks in advance together with the sensitising booklet so people have time to read and try out the product.

## CHECKLIST

1. All addresses (e-mail or home address) and names of the participants
2. The booklet with information to prepare the participants
3. A contact person for the customers

## DEAR PARTICIPANT (EXAMPLE INVITATION LETTER)

*Thank you for joining in this activity with **company X**, we are looking forward to meet you on the date of the workshop.*

*We kindly ask you to look at the information (sensitizing booklet) we send you with this letter about **company X** before the workshop. **Company X** produces **product X** and we would like you to try one of them before the **date of the workshop**. During the workshop you can then help to improve the **product X** and the packaging and make it more sustainable.*

*We also ask you to do a challenge for **sustainable behaviour X** during the use of **product X**.*

*The workshop will be fun, creative and open. You will be able to say what you want, positive and also negative things, because that is the way we can improve products and make them better for all the people in Vietnam!*

*The activity will take 3 and a half hours and will be as follows:*

- ◇ *Opening & short presentation **Company X***
- ◇ *Give feedback on the **product X** tastes & packaging*
- ◇ ***Sustainable food behaviour X** and importance to you?*
- ◇ *Ideas for improving **product X** and **sustainable behaviour X***
- ◇ *Selecting & presenting the best ideas*
- ◇ *Closing of the workshop*

*We are looking forward to meet you on the date, time & location.*

*Company X and facilitator X*

## C

PREPARE THE  
LOCATION

Make arrangements with a location

Prepare the location

Prepare snacks & drinks

## CHECKLIST

1. Separate groups of tables for smaller groups to work on
2. Snacks for in the break
3. Enough water and drinks for during the session (preferably not in plastic bottles because that is not sustainable)

---

## WHAT IS A GOOD LOCATION?

The location should be convenient for people to get there. If it is too far some people will maybe not come.

The location is important to be quiet enough for people to understand each other. The video of the workshop should also be understandable later so a location with too much noise is not good.

The set-up of the location should be big enough for people to walk around and feel free to walk around. During the breaks people should be able to go outside and get some fresh air or smoke.

Tables and chairs should be placed in a way that it is easy to form small groups around tables to work in. The set-up should be informal and not like a class room.

## D PREPARE THE MATERIALS

Buy all the materials in advance, have them ready in a bag one day before the workshop, if possible put them at the location already

Make sure the photo and video camera have enough battery and memory the day before the workshop

## CHECKLIST

1. A photo camera
2. A video camera
3. Flip-over for the facilitator(s) to write on
4. Enough pens for all participants
5. Post-its (5 packs)
6. 40 A3 papers 10 & A1 papers
7. Tape (to hang papers on the wall)
8. Scissors and glue if needed
9. The current product for all participants to use during the workshop
10. A present for the participants for after the workshop

## WHY IS THIS IMPORTANT?

It is important to have enough materials so people can write down or draw all the ideas they have. People should not be worried about using papers because there are too little. The flip-over is for the facilitator to write conclusions on and the tape is to hang papers of participants on the wall when they present their ideas.

The video and Photo camera are very important to document the workshop. The video is important to tape all what people say. This will enable you to listen back to what was said because there is never enough time to write it all down. The photo camera is important to document what people write down.

The products for during the session are important to get valuable feedback from the participants. Make sure there are enough products for people to look at, open, use and take apart.





# The Workshop

## Part 1

### INTRODUCTION

The first part of the workshop is where the stage and atmosphere are set. Once a group gets into a wrong mood it is very hard to turn this around. Therefore the opening and first exercises are important to do right and keep the energy positive.

# 01 OPENING THE WORKSHOP (15 MIN)

Facilitator welcomes the participants

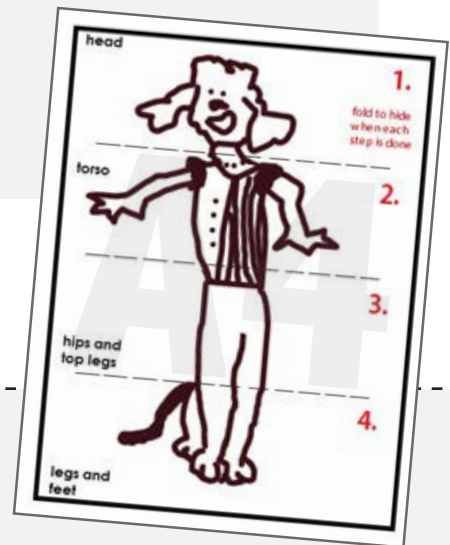
Tell everyone to put their phones off and tell them there will be a break after 1,5 hours to call and go to the toilet

Company director gives a short presentation about the business and products (5minutes)

Do an opening exercise, see example below.

## CHECKLIST

1. Company presentation (does not have to be with a screen, it can also be just a short story)
2. A game to open the workshop and make everyone feel free to say what they want
3. A4 papers for all participants for the opening game



## EXAMPLE OF AN OPENING GAME

This game shows how different people can be creative together and so 'co-create' something new. People will draw a part of a imaginative person and then give the paper to the next person.

- ◇ Give everyone a blank A4 paper
- ◇ Have people draw the head of the figure on the top part of the paper.
- ◇ People now need to fold the paper so that the drawn head is not visible. Only the neck lines should be visible to indicate where the next person needs to draw the body.
- ◇ Now people give their paper to the person on their left, so everyone has a paper of someone else in front of them.
- ◇ Repeat this for the body & arms, the legs and the feet
- ◇ After the feet are drawn, unfold the paper, people have co-created a creature together.

## 02 COLLECT FEEDBACK (30 MIN)

The company hands out one product to each participant

The facilitator asks people about the challenge from the sensitizing booklets, what was difficult, why?

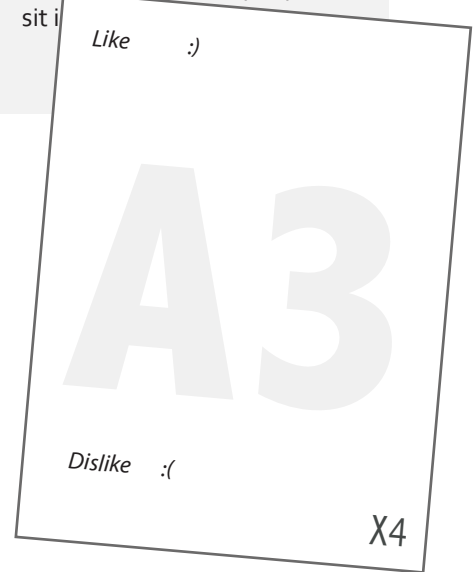
The facilitator asks people to give their first feedback on the product.

The facilitator writes down what people say on a big flip over for the whole group to see during the discussion

The facilitator repeats the important findings for everyone in a small summary.

### CHECKLIST

1. A flip-over
2. A product for each customer
3. A circle of chairs for people to sit in



### WHAT IS IMPORTANT?

In this first part it is important the customers start feeling at ease and comfortable. They should feel like they can say anything they want. Make sure people know that there are no wrong answers and they can say anything that they think about. Also if it is negative or weird for the company.

Next to that it is important that when the customers have comments, the company team does not try to explain why it is like this. The company team should just listen and let the customers talk. The facilitator should make sure the company does not respond to what the customers say at this point



## 04 ELICIT THE SKILLS (20 MIN)

Make 4 small groups again of 4/5 people sitting around a table

Give each group one of the motivations and the

Ask the questions: What do you need to know / be able to do to do behaviour x / motivation from part 3?

Brainstorm with the small groups what you need to know / be able to do for this behaviour. Let people write it on post its and stick them to the wall. (15min)

Choose the 4 most important skills. (5 min)

### CHECKLIST

1. Post-its
2. Pens
3. 4 walls / boards to put the post-its on

*What do you need to do or know to become person x?*

A3

X4

### PURPOSE OF THE EXERCISE

After the feedback and motivations part it is important to now know HOW people can be motivated or stimulated to do the behaviour. It is the purpose to find out what people need to know or do to be more motivated and to do the sustainable behaviour. This can be used to improve the product and the message.

The results of the skills can be for example

1. To know the nutrition facts
2. To be able to use a microwave
3. To know what is good for young children
4. To be able to cook vegetarian recipes

## 05 FORMULATE HOW TO QUESTIONS (10 MIN)

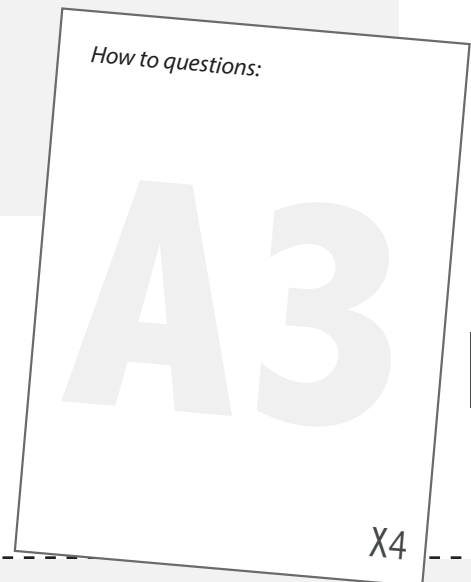
Gather the most mentioned or most important motivations and skills

Combine these into 'How to' questions for the next brainstorm step.

Write them each separately on a big A3 paper.

### CHECKLIST

1. 4 walls / boards to put the post-its on
2. A3 papers



### EXAMPLES OF HOW TO QUESTIONS

A) What can be a new recipe with carrots for young customers to make them eat less meat and be healthy?

B) How to improve the packaging of apples for older women to make them use less packaging but still comfortably carry the apples home?

C) How to tell the brand story of organic food to housewives with small children to make them choose more organic food?



# The Workshop

## Part 2

### INTRODUCTION

The second part of the workshop is where the actual product / service ideas are thought of and visualised. Energy is needed for this so first have a break for everyone to get some fresh air and energy.

## 06 BREAK TIME! (15-30 MIN)

Give a summary of what has been discussed so far (feedback, motivations and skills)

Write this down on a big paper and stick it to the wall

Tell people that the next part is to come up with ideas for new products / improvements

Tell people when the workshop will start again

Provide snacks for the break

Prepare the room for the next round

### CHECKLIST

1. Snacks & drinks
2. An outside area

## BREAK TIME!

Have a break of about 15 minutes, Make sure everyone is back when you start again. The company team now can talk to the customers in an informal way and make the atmosphere loose.

There are some things to do during the break

1. Put big A1 size papers on the 4 tables for each group
2. The facilitator writes down the 4 motivations with the needed skills on 4 different pieces of paper and puts on of them on a table



# 07 BRAINSTORM IDEAS (20 MIN)

Do a fun exercise to make people loosen up

Then give people a number 1, 2, 3 or 4 and make groups of all number 1, number 2, number 3 and number 4 people

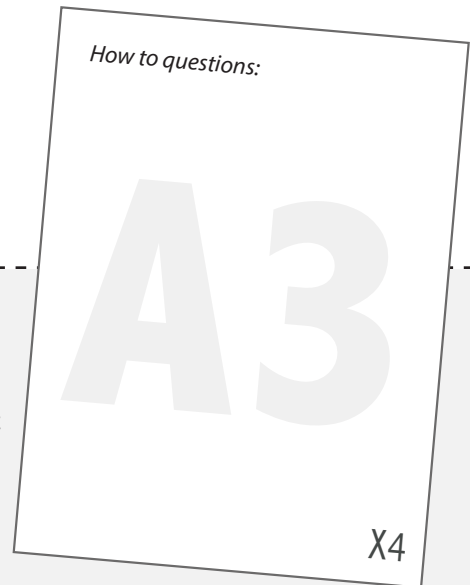
Have people read the motivation and skills they will use that are on their table

People now brainstorm for ideas to improve the product or come up with new ideas. The ideas can be just one word, they need to be written down on a post-it

Tell the groups to select their post-its with the best idea.

## CHECKLIST

1. Tables for the groups to work on
2. Enough pens and paper for the groups to write and draw on



## QUESTIONS TO ELICIT MORE IDEAS

When during the brainstorm time people do not have many ideas it can help to ask questions to come up with more ideas. This will help more crazy and innovative ideas

- ◇ Inversion : What can make you do less behaviour x? What can make you use less of the product x?
- ◇ No limits: If you had all the money in the world, how would you do behaviour x?
- ◇ Forbidden: If it would be a crime to do behaviour x, how would you try to still do it? Or, how would make others not do behaviour x?
- ◇ Back in time: How did people do behaviour x 30 years ago? Or how did people use product x 30 years ago?

## 08 CONCEPT DESIGN (30 MIN)

People give feedback on the other groups ideas

Then the groups get 15 minutes is to discuss about the idea and what it could look like

Then the groups all get one A3 paper to make a poster for their idea

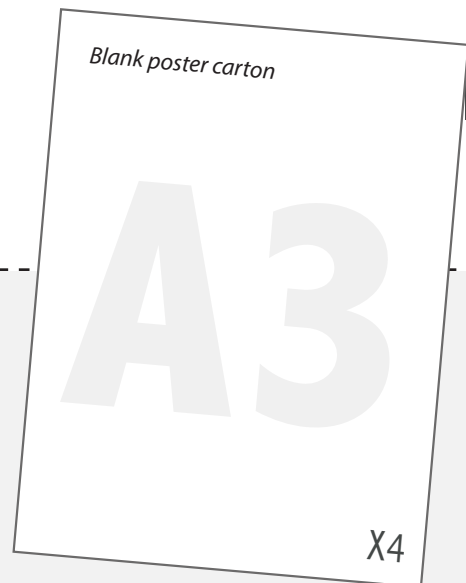
### CHECKLIST

1. 4 tables for the groups to work on
2. Enough pens and paper for the groups to write and draw on
3. 4 thick A3 poster papers
4. Optional: coloured papers stickers / pens etc to make the concept posters pretty.
5. Scissors and glue if needed

### INSPIRATION MATERIAL

For the part of designing concepts inspiration material can be useful for people to create a more finished concept. Pictures and images, coloured papers and examples of products can help people. Prepare this material in advance because this will differ for each workshop and product. Some things can be for example:

- ◇ Different pictures of people
- ◇ Different pictures of nature
- ◇ Different colours of paper
- ◇ Products of the competition
- ◇ Pictures from the company website



## 09 PRESENT THE CONCEPT (15 MIN)

All groups choose one person to present the poster

Then all customers get three stickers

Then customers can vote for the best concept on three levels: Attractiveness, Sustainability and how much they would pay for the product idea?

Then the company team can vote for the best idea

The concepts that scores best is the winner

## CHECKLIST

1. A big paper or the flip-over to put the scores on
2. Stickers for people to give their vote

Score board:

CONCEPTS	1	2	3
Attractiveness			
Sustainability			
Money			
TOTAL SCORE			

X1

## THE SCORE BOARD FOR THE FINAL CONCEPT CHOICE

Put a big paper on the wall and draw the graph on it like below. Now people get three stickers. They put a sticker for the concept they think is the most attractive, they put a second sticker with the concept they think is most sustainable and they put a third sticker with the concept they would pay the most money for.

# 10 CLOSING THE WORKSHOP (10MIN)

Let the company say something about what they think about the results of the session.

Thank all participants for their participation.

Give all participants a small goodbye gift if you have that (would be nice).

Collect contact information if you did not have that yet to send an update later.

## CHECKLIST

1. A present for all participants
2. A list to write down the contact information of the people that you did not have yet

*Contact information sheet:*

Name	E-mail	Phone

X1

## AND NOW?

When the session is over it is good to sit down with the company team and the facilitator right away. Because now the ideas and things that were said are still fresh in everyone's memory and a small summary can be made.

Make a plan of when all information will be put into a report and give people in the company team roles to work out the information.

**A Write down insights immediately**

**B Make a report**

**C Make an action plan**

# 16 Workshops 16 Companies

## INTRODUCTION

The developed methodology for co-design workshops was executed with 16 companies and 16 groups of customers in Vietnam. Front-runner companies were involved as well as customer groups that were familiar with sustainability through the project [GetGreen Vietnam](#).

The two parties were brought together because while the middle class is growing fast, Vietnamese agro-food companies are facing increasing competition from international players. It is time for the local companies to claim a share of the growing market with a focus on sustainability. Co-design can help to do this.

Companies were enthusiastic about the use of co-design for new sustainable product development and the customers had fun and learned about sustainable food products.

The workshops are discussed according to the same format:

- ◇ First the results of the feedback or the 'like' and 'dislike' exercise is shown.
- ◇ Second, a summary of the brainstorm exercises.
- ◇ Third, the concept outcomes that were produced by the end of each workshops are revealed.

### CORRESPONDING SCIENTIFIC WORK

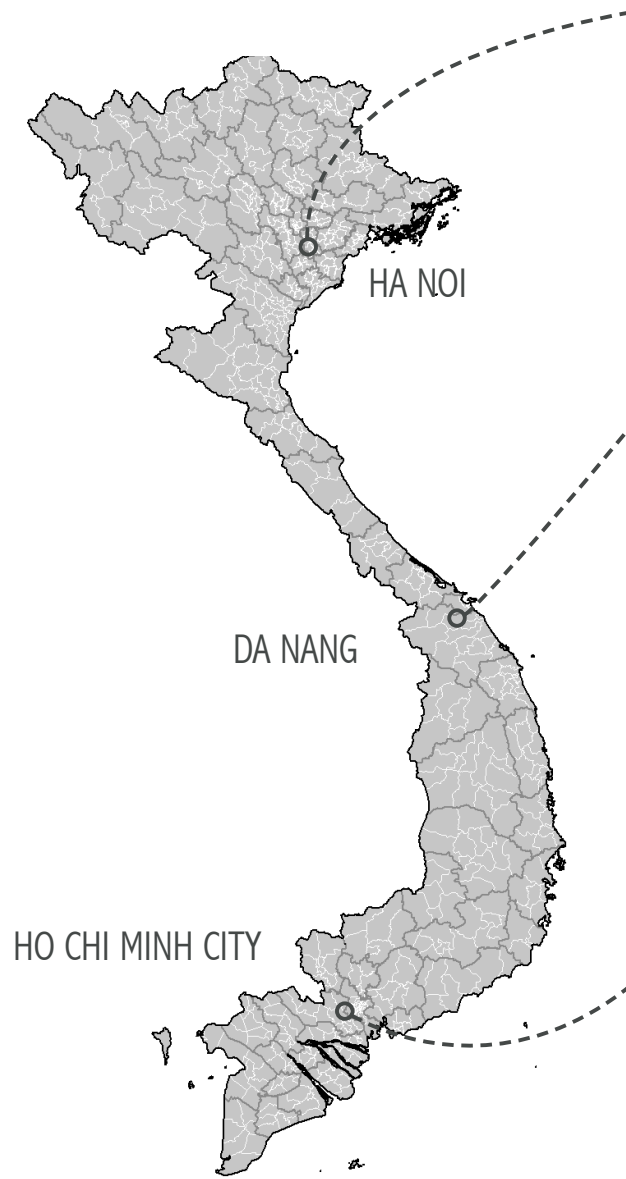
More about co-design in Vietnam and the value of the case studies can be found in: *De Koning, J.I.J.C., (2017), "Sustainable Food by Design, Co-design and Sustainable consumption Among the Urban Middle Class of Vietnam", PhD dissertation, Delft University of Technology, chapter 5.*

# 16 | Companies

## INTRODUCTION

The companies were from different parts of the country: north, middle and south of Vietnam. This to ensure that the methodology would work with different settings and attitudes.

The companies produced different products: fruit and vegetables, fish and meat, tea and coffee or sauces and processed food. Again to ensure the methodology works for different products.





FISH / MEAT



COFFEE / TEA



FRUIT / VEGETABLES



SAUCES / PROCESSED FOOD

05



iNature

06



Viet Lien

10



Lenger

11



Tra Que

12



Nhu Mai

01



Green Choice

02



Ong Kim

03



Thuyen Nan

04



Organik Dalat

07



Arch Cafe

08



San Ha

09



Saigon Food

13



Viet Herb

14



Citi Farm

15



Food Ngon

16



King's Kimchi





# 01 | Green Choice

## COMPANY PROFILE

Operating and managing a certified clean vegetable supply chain from farm to fork

Product: Vegetables

Employees: < 10 people

Founded in: 2011

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Service

Phase: Ideation

Scope: Improvement

Sustainability: Organic & local

Problem definition: How to improve the delivery service and online access of the Green choice products for existing customers?

## FEEDBACK

### LIKE

#### ONLINE DELIVERY SERVICE

- ◇ It is fresher by the same day delivery
- ◇ There is good communication
- ◇ I hope the price is lower with home delivery
- ◇ It would be more convenient
- ◇ Freshness and time are the two main topics that came about.

Freshness is very important for the customer in Vietnam. And if vegetables are delivered every day it can be very fresh. When the product is only delivered once every week then people will rather buy it at the market where it is fresh every day.

Time is also important. If the delivery time can be chosen it can be very convenient. Even more so than going to a supermarket close by home.

These are points to show even more and use in the strategy of Green Choice: show people that they can save time and that it is fresh!

### DISLIKE

#### ONLINE DELIVERY SERVICE

- ◇ Can not see that / if it is fresh
- ◇ I do not see the product directly
- ◇ It can be broken during transport
- ◇ I have to wait for the delivery
- ◇ It takes time to find out the web or phone service
- ◇ I do not know how to buy food at the internet
- ◇ There is no frequent price update on availability
- ◇ Too big portions

In the negative issues time and freshness (or quality) were also the main two topics that were discussed. A third topic was the usability of a web site and the unfamiliarity of some people with buying products online. Especially vegetables where it is hard to see if it is fresh online.

On the other hand people also find good vegetables or safe vegetables hard to find in the supermarket and the shopping time consuming.

These are points to improve, to show better the freshness and make the online buying as easy as possible.

## BRAINSTORM

### USE GOOD PHOTO'S AND PICTURES

- ◇ Make nice clear photos of the products
- ◇ Use more images on the website with the price
- ◇ Use colourful and nice pictures of the products

### INFORMATION

- ◇ Update the new products
- ◇ Categorize products
- ◇ Give detailed information about the products (also certification and GAPVN if there)
- ◇ Show the product certificates
- ◇ Allow customer feedback
- ◇ Explain about health
- ◇ Explain about the land use

### SERVICE

- ◇ Time of delivery guaranteed with good distribution system
- ◇ Have a hotline people can call

### FIND THE WEB SITE

- ◇ Connect it to Facebook
- ◇ Link to other web sites
- ◇ Leave flyers at coffee shops / restaurants
- ◇ Link to cooking programs on you tube

### VISUALIZATION

- Use good images of the products
- ◇ Use 3D photos of the products
  - ◇ Use video clips of the production
  - ◇ > Farming, packaging, delivery, healthy!
  - ◇ Maybe also live images
  - ◇ Use animations to show the processes

### HOW TO GIVE PEOPLE CHOICE IN THE PORTION SIZE?

- ◇ Per portion for one person
- ◇ > 1 portion, 2 portions, 3 portions, 4 portions, 5 portions, 6 portions
- ◇ Per 100 gram
- ◇ > 200, 300, 400, 500, 600, 700, 800, 900, 1000 grams
- ◇ Only 3 fixed portions,
- ◇ > 100, 250, 500 grams
- ◇ How to manage the price?
- ◇ Have discount prices for older vegetables
- ◇ Adjust prices for the season

### HOW TO SHOW THE AVAILABILITY?

- ◇ Show how much is left in stock
- ◇ Update availability every time someone orders automatically
- ◇ Show when the new supply is coming again when a vegetable is not there at the moment

## OUTCOMES

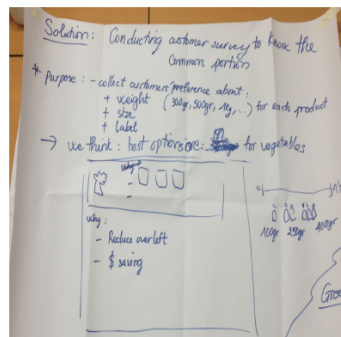
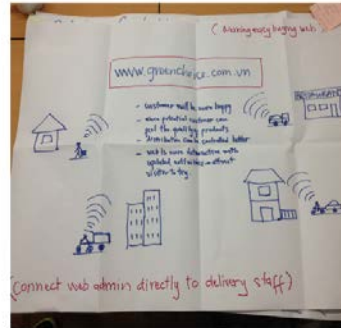
The web is more interactive with updated activities

Better control of distribution

Show / visualize the production process and delivery process on the website

It is important to know the size of portions people like

Make people able to choose





## 02 | Ong Kim

### COMPANY PROFILE

Producer of processed and packaged Kimchi and tofu products in Vietnam

Product: Processed food

Employees: 25-50 people

Founded in: 2004

Location: HCMC



### CO-DESIGN DIRECTION

Focus: Packaging

Phase: Ideation

Scope: Re-design

Sustainability: Material use

Problem definition: How to re-design the packaging of Kimchi products for existing customers?

## FEEDBACK

### LIKE

#### PACKAGING

- ◇ It is recyclable
- ◇ The product is visible
- ◇ The packaging can be used again
- ◇ It looks attractive
- ◇ It is easy to open

These 5 main positive aspects about the plastic packaging show that the usage of the plastic packaging is thought to be good. The looks and usability are the two main things people mention that are good about the current plastic packaging. These are strong criteria for packaging and important in the success of a packaging product.

### DISLIKE

#### PACKAGING

- ◇ It is a waste of resources
- ◇ The size is too big
- ◇ It is not good to dispose plastic
- ◇ There is too much plastic in the packaging (box + bag)
- ◇ The plastic is harmful for the environment

The negative points of the plastic packaging are not about the usability or attractiveness but (mostly) about the impact it has on the environment. Because of the use of plastic, people identify this packaging as unsustainable or not environmental friendly. However, paper packaging is often not better for the environment, especially not when the plastic packaging is kept for re-use.

The fact that the plastic packaging is associated with unsustainable products is not in favour of OngKim's products since their products are vegetable based and advertise 'safe foods' which is in line with a more sustainable image.

## BRAINSTORM

### HOW TO INCREASE VISIBILITY?

- ◇ Use glass for the high-end target group
- ◇ Make windows in the packaging,
- ◇ Make a paper packaging with visible plastic peak holes
- ◇ Magnify it!

### HOW TO INCREASE VISIBILITY OF INFORMATION?

- ◇ Do a cooking competition for Kim Chi as a side dish
- ◇ Put a video on the website or food web
- ◇ Tell the nutritious facts of Kim Chi
- ◇ An extra information paper with tips for healthy cooking

### HOW TO INCREASE VISIBILITY IN STORES?

- ◇ Hand out food samples in the supermarket with Kim Chi
- ◇ Put a beautiful sample jar of Kim Chi in Korean style for people to see the real product

### PROVIDE INFORMATION ON THE PACKAGING

- ◇ Be honest in providing product ingredients
- ◇ Give the footprint standard of the product / a leaflet of the carbon footprint and how to reduce it / CO<sub>2</sub>
- ◇ Put a slogan on the box's cap (lit)
- ◇ "Re-use the box today, reserve the world tomorrow"
- ◇ "Protect the future > re-use

- ◇ Provide knowledge about re-using / recycling
- ◇ 3R signal and "Please re-use the box"
- ◇ Keep the commitment / promise on providing green and safe products
- ◇ Show the vision in words on the label
- ◇ Use green as a (background) colour
- ◇ Use a symbol for recycling the plastic box
- ◇ Ingredients: mention that it is non-chemical

### GIVE INFORMATION IN OTHER FORMS

- ◇ Give booklets of tips on the future kitchen
- ◇ Promote slow food through public training in the population
- ◇ Show the production process
- ◇ Use a slogan for sustainable awareness

### ACTION BASED ENCOURAGEMENT

- ◇ Promotion program to collect the box > need to do frequently
- ◇ Discount for customers who bring their own box

### CHANGE THE PACKAGING

- ◇ Change the size of the packaging (bigger)
- ◇ Make it from nice paper and make it a gift box for future use with a pen holder and a name card holder



## OUTCOMES

Promotion with free samples in supermarkets presented in a glass jar.

Looks attractive, high end and it is see through.

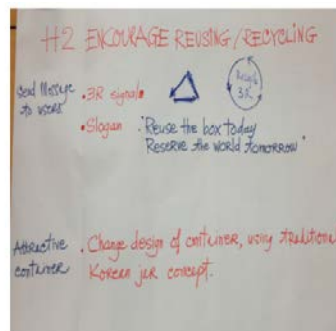


Be more visible in stores, more visible with the public and organize competitions.

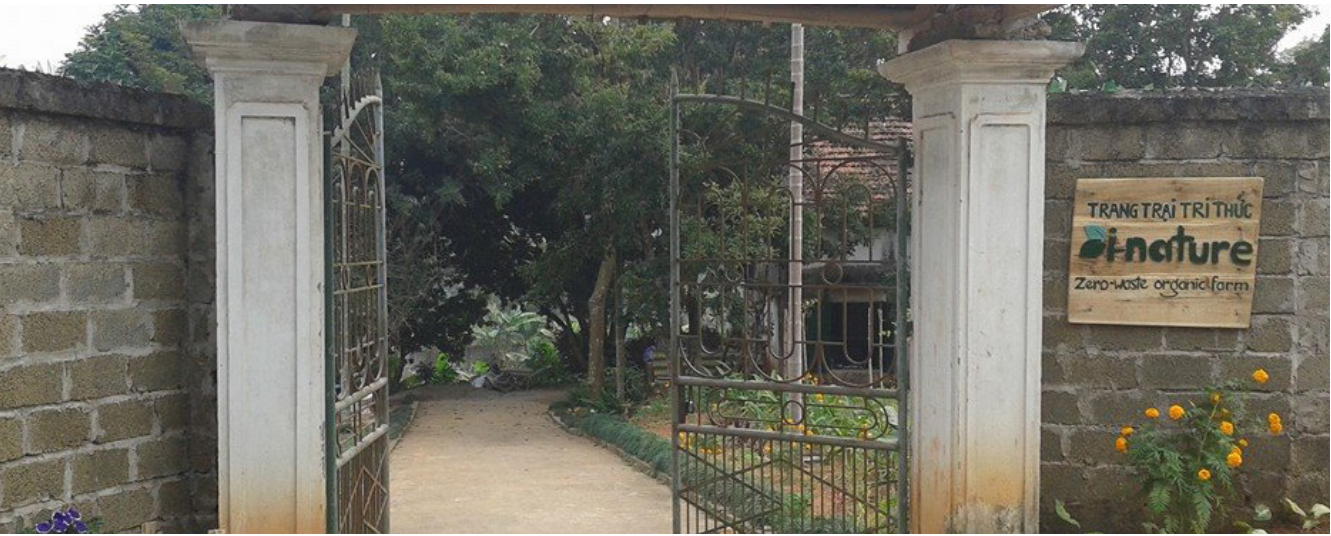


Communicate to the users that the box can be recycled.

Make the design of the container more attractive so people save it.







# 03 | iNature

## COMPANY PROFILE

Operating and managing the agro-food product supply chain from several zero-waste farms to customer

Product: Vegetables

Employees: < 10 people

Founded in: 2012

Location: Hanoi



## CO-DESIGN DIRECTION

Focus: Packaging

Phase: Ideation

Scope: Re-design

Sustainability: Seasonal food

Problem definition: How to design a new product that makes seasonal products more attractive for the existing customers?

## FEEDBACK

There was a feedback session on the seasonal food products of iNature.

### VARIETY:

People are afraid they would not eat varied enough when they would only choose seasonal vegetables. Both for health and taste reasons.

### MOTHERS IN LAW:

The mothers in law are from a generation that is used to only being able to eat the vegetables that are in season. They do not have any problems eating the same vegetable every day for a whole week.

### KNOWLEDGE:

People know quite a bit about the seasons but not exactly, most people would like to have a better overview, quote: "seasonal food is easy to find but it is hard to know".

### TRUST:

Their knowledge is not complete, but the customers do not always know who to trust and what information to trust to expand their knowledge.

### LOOKS:

Organic vegetables sometimes do not look perfect. Better looking versions can be bought at the market in season.

### HEALTH:

On one hand, the vitamins and nutrients people need in a specific season can be found in the seasonal vegetables. On the other hand people value variety a lot for their health. Seasonal vegetables also grow naturally in that season, so no chemicals needed to stimulate growth.

### PRICE:

Vegetables in high season are cheaper, should be cheaper than other vegetables so that would be a motivation to buy them and to recognize them.



## BRAINSTORM

### SEASONAL MEAL PACKAGES:

This one depends, is it for one meal, one day or one week and whole family or one person?

### FIELD TRIP TO THE FARM:

- ◇ Easy to organize
- ◇ Visit the farm then you can see actually what they are doing
- ◇ A chance for the participants to go outside and take rest in the weekend
- ◇ Build a close relationship with the customers because you share experiences with each other

### FACEBOOK RECIPE GROUP:

iNature: very easy to do, not hard to communicate with our customers every day and receive the responses immediately

### SEASONAL INFORMATION:

- ◇ We don't know seasons of all vegetables exactly
- ◇ If I have this I can replicate it for others
- ◇ We want to know how much nutrition facts are in the food compared to other foods that are not in season. It can go through e-mail, Facebook, brochure, leaflet, website, etc...

### DIGITAL CALENDERS:

4 times a year or monthly the digital calender is easy for customers because they read their e-mail every day. They can always print it out still themselves if they want but not sure if they will do and forget after reading the e-mail

## IDEAS

### PHYSICAL CALENDERS 4/YEAR:

4 times a year customers get a calender at the beginning of each season. It is a physical flyer, booklet or round design that people can hang on their fridge or in their kitchen. This way people can share it with the rest of the household.

### PHYSICAL CALENDERS FOR THE WHOLE YEAR:

A yearly calender is a one time thing, it can be re-used every year and present all the time. It can also be a nice TET present for the customers as was suggested.

### SEASONAL INFO ON THE PACKAGING LABEL:

If all vegetables had the seasonal info on their own packaging label it would be very much connected to the nutritions. People would also be reminded every time they buy a product.

### FOUR COMMON FACTORS:

- ◇ Hanging it in the kitchen to share it with other family members
- ◇ Being reminded at the beginning of the season
- ◇ Nutrition facts on the calender too
- ◇ Recipe suggestions for the vegetables

# OUTCOMES

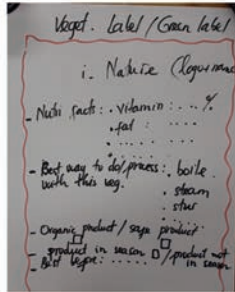
## SEASONAL E-MAIL: 4 X YEAR

- What**
- E-mail every month
  - And a tag on the vegetable package
  - Print out yourself
- Information**
- Vegetable name
  - Nutritional value
  - Function
  - Price
  - What vegetable is good / not good



## SEASONAL LABEL ON PRODUCT

- What**
- Product label on the vegetable product itself
- Information**
- Logo & name iNature
  - Nutritional facts: vitamin, fat, etc.
  - Best way to cook
  - Organic / safe product
  - Product in season / not in season
  - Best before...



## KITCHEN POSTER FOR ALL SEASONS

- What**
- A poster to hang in the kitchen
  - For the whole year
- Information**
- Seasons and when they begin / end
  - 1 star for end / begin, 3 stars for peak of season
  - Type of vegetables

**SEASONAL VEGETABLE:**

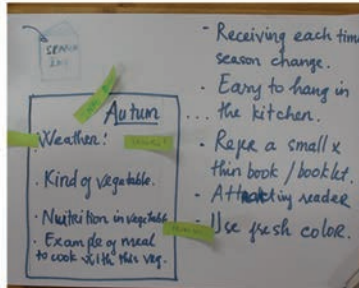
\*\*\* seasonal  
\*\* seasonal ending  
\* seasonal beginning

VEGETABLE	SPRING - SUMMER Jan - March	SUM - AUT March - Jul	AUT - WINTER Jul - Oct	WINTER - SPRING Oct - Jan
POTATO	**		*	**
CARROT	**		*	**
CUCUMBER	*	***	**	
ONION	*	***	**	

kind of flyer, hang out in the kitchen corner / fridge

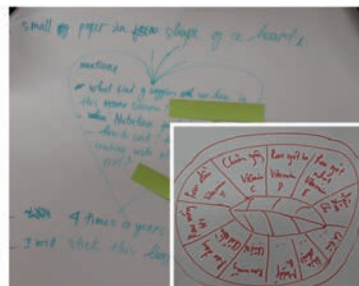
## IN KITCHEN: THIN BOOKLET PER SEASON

- What**
- Receiving each time the season changes
  - Easy to hang in the kitchen
  - In fresh colours
- Information**
- Season
  - Weather
  - Nutritional value
  - Recipe example



## HEART / LEAF SHAPED FLYER 4 TIMES A YEAR

- What**
- Small paper in the shape of a heart or a leaf
  - Stick it on the fridge
  - 4 times a year
- Information**
- What vegetable is in season
  - Nutrition fact table
  - How to cook and combine







## 04 | Viet Lien

### COMPANY PROFILE

Producer and distributor of organic food-products and organic cleaning products

Product: Tea

Employees: 10-25 people

Location: Hanoi

Founded in: 2005



### CO-DESIGN DIRECTION

Focus: Packaging

Phase: Testing

Scope: Re-design

Sustainability: Minimize waste

Problem definition: How to improve the packaging of tea for the existing customers so less waste will be produced?

## FEEDBACK

### 1 SIZE:

The packaging is too big for the content. People are disappointed when they open the packaging that only 20 tea bags are inside.

### 2 COLOUR:

The green colour is not intense enough for the customers, it is considered a weak colour and not attractive. Also the red-brown for the guava is a 'warm' colour while the function of the tea is to cool you down.

### 3 POSITIONING:

The vertical positioning is not convenient for people to use. Opening and taking a tea bag out is harder then when it is positioned horizontal.

### 4 PICTURE:

The picture is not clear. It is not possible to distinguish it from other plants. Also because the leaves of the Moringa plant are not known to all customers.

### 5 NAME:

The difference between product name and brand name is not clear. Do Sinh for Moringa is also used on the guava leaf tea.

### 6 INFORMATION:

There is too much information on the packaging and some information people do not understand. Certificates and notions of ministries are not recognized or known by most people. Information in both English and Vietnamese is used not consistently.

### 7 USAGE:

To be able to use the tea bag more easily the general opinion was that a string on the bags would help a lot.

### 8 RE-CLOSING:

An important factor was also re-closing the bag to keep the moist out.



## BRAINSTORM

### 1 HEALTH:

Health is clearly priority number one for the customers to buy the tea. Some also suggested to sell the tea at a pharmacy to have even more credibility to the health aspects of the tea.

### 2 VIETNAM ORIGIN & TASTE:

These are the second most important aspects for people to buy the tea. The fact that is made in Vietnam makes them trust the product more.

### 3 PRICE & ENVIRONMENT:

They come together on the third place of importance. The environmental factors are also not very clear what they entail.

### 4 GROUP CONFIRMATION:

The health benefits and product origin are also the two things that both group rankings mentioned to be one of the most important aspects to mention on the packaging.

### 5 LABELS:

The eco-label is not considered very important by both groups, also because it is not recognized. The logo of ATTP however is one that some customers were missing. The organic logo is important to some and not to others. People also mentioned to use the Vietnamese word for organic in the Vietnamese text.

## IDEA

The new ideas developed by the participating customers had the following things in common:

- ◇ Smaller sized box
- ◇ Horizontal positioning
- ◇ The use of a more intense colour
- ◇ The name brand / product distinction more clear
- ◇ Health benefits in a prominent position

There was also a new concept presented by a freelance designer:

The participants liked it better than the old packaging. However the positioning was still vertical and not horizontal as they indicated to be important.

The decoration was considered very complex and not clear. The colours of Moringa and guava was suggested to be turned around.

## OUTCOMES

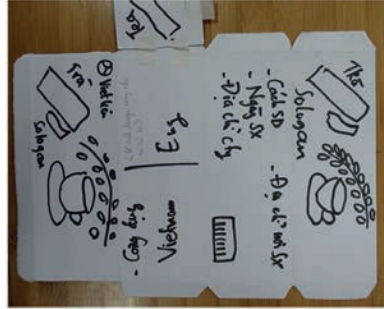
### HORIZONTAL WITH BRIGHT COLOURS

#### What

- horizontal packaging
- smaller packaging
- use of bright colours

#### Information

- name of the brand and product more clear
- health benefits in a prominent position
- not too much information



### HORIZONTAL WITH A REAL PHOTO

#### What

- horizontal packaging
- use of bright colours
- Use of a zip lock bag inside to be able to close it

#### Information

- name of the brand and product more clear
- health benefits in a prominent position
- use of a real photo of the plant leaves







# 05 | Thuyen Nan

## COMPANY PROFILE

Producing and operating a traditional fish sauce value chain from farmer to customer

Product: Vegetables

Employees: < 10 people

Founded in: 2011

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Packaging

Phase: Ideation

Scope: Re-design

Sustainability: Organic & local

Problem definition: How to re-design the packaging for new customers to choose organic and local products?

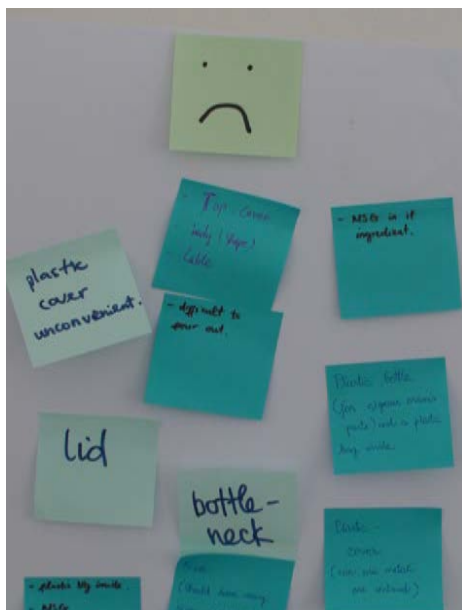
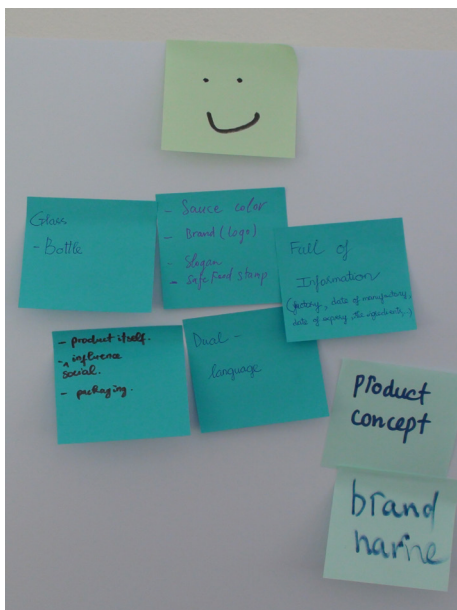
## FEEDBACK

### LIKE

- ◇ Glass material of the bottle
- ◇ Colour of the sauce
- ◇ The logo of the brand on the label
- ◇ Safe food stamp
- ◇ The social influence of the production
- ◇ Dual language
- ◇ Full of information
- ◇ Brand name

### DISLIKE

- ◇ Plastic cover
- ◇ Shape of the bottle
- ◇ Bottle neck too small, difficult to pour out
- ◇ MSG is an ingredient
- ◇ There is only one size



## BRAINSTORM

### HOW CAN THUYEN NAN HELP CUSTOMERS TO PRESERVE LOCAL TRADITIONS OF PRODUCTION?

- ◇ Tell customers about the process
- ◇ Show how to love Vietnam
- ◇ Relate to the memories of the childhood of the people
- ◇ Make it adjustable to the new lifestyle of young people

### HOW CAN THUYEN NAN HELP CUSTOMERS TO PROTECT THE HEALTH OF OTHERS?

- ◇ Show benefit of local products over other products
- ◇ Tips of how to take care of your health
- ◇ Show that it is certified by the government
- ◇ Teach people skills of how to read a product label
- ◇ Use a personal letter to tell about your experiences and send it to others
- ◇ Send e-mails with pictures and also add a phone number so people can call and ask information



## OUTCOMES

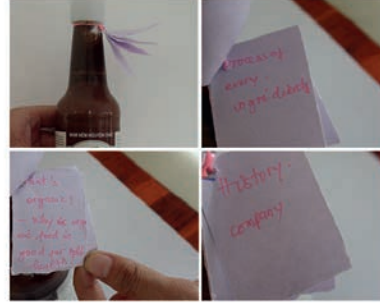
### BOTTLE NECK BOOKLET

#### What

- Little booklet on the bottle neck

#### Information on a booklet attached to the bottle:

- Processing of each ingredient
- History of the company
- What is organic?
- Recipe



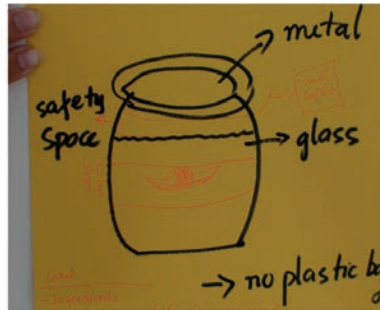
### ROUND SHAPE, GLASS BOTTLE, METAL LID

#### What

- Round glass jar with metal lid
- Bottle label material: more natural

#### Information on label

- Ingredients
- Short message of how it is made
- Origin of ingredients



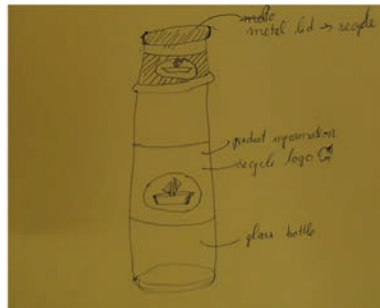
### LONG SHAPE, GLASS BOTTLE, METAL LID

#### What

- Long glass jar with metal lid
- Easy re-open and close lid

#### Information on label

- Recycle logo
- Product information



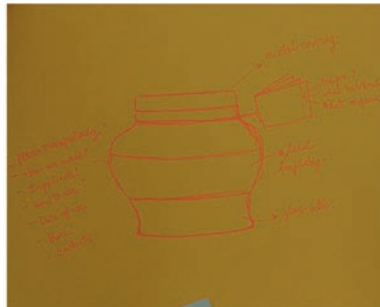
### SMALL ROUND SHAPE, GLASS, METAL LID

#### What

- Round glass jar with metal lid

#### Information on label:

- Place of manufacturing
- How it is made?
  - Ingredients
  - How to use?
  - Date of use
    - Price
    - Contacts





# 06 | Organik Dalat

## COMPANY PROFILE

Organic clean vegetable production & delivery service and operating a shop of organic products

Product: Vegetables

Employees: < 10 people

Founded in: 2006

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Service

Phase: Product launch

Scope: Improvement

Sustainability: Seasonal food

Problem definition: How to improve the service to increase seasonal food consumption of the existing customers in the shop?



## FEEDBACK

### SUSTAINABLE CONSUMPTION

The participants thought they new little about sustainable consumption and organic food. They were listening to what was said and they knew what was good or bad, the terms sustainable consumption or organic food however were new to most people.

1 Less packaging waste & more organic: eating more organic food and wasting less packaging were mentioned as the most important for sustainable consumption during the session.

2 Less meat & dairy: Eating less meat and dairy is what half of the participants already did.

### THE STORE

Most of the participants (all young students) had never visited an organic shop. They prices were not as high as they thought they would be. They overall response was very positive.

:) Good products, price of vegetables is suitable for Vietnamese customers, friendly environment, fresh environment, modern, friendly staff & guard, exotic food, fresh bread every day, clean, quality, fresh.

:( How to find it, just one store, too much processed food, entrance steps, too much imported food, high price, more info about organic food in Vietnamese / by Vietnamese, labels in English, too many plastic bags.



## BRAINSTORM

### WHY BUY ORGANIC FOOD:

- ◇ Health,
- ◇ Environment,
- ◇ Quality,
- ◇ Encouragement

### INFORMATION

*"Is it safe? Is it certified? Price? What's the difference? How to know when it expires? How to use & keep?"*

*To do: "Talk to the seller, education, TV, newspaper, e-mails, read the label, expand market, try it out, more stores, lower the price."*

### WHY BUY SEASONAL FOOD:

- ◇ Less processed /chemicals / pesticides /fertilizer,
- ◇ It is more fresh,
- ◇ Easy to look for,
- ◇ Cheaper,
- ◇ Healthier,
- ◇ Less transport,
- ◇ Stimulate local economy

### INFORMATION

*"Is it fresh? How to cook it? Is it safe? "*

*To do: "Use promotions, information of products in supermarket, Look what is sold at the market a lot, have a list / menu to take to the market, Facebook, seller support information, Flyer, catalogue, website, free hotline, advertise it, send an sms."*

## IDEAS

### 1) PHYSICAL INFORMATION

Flyers, brochures or catalogues can be made for customers to convey information about seasonal and organic food. Flyer is the least detailed and can be handed out easily (but is a bit boring and standard) and a catalogue gives most detailed information. To make this physically is maybe not the most feasible since it must be updated and digitally that is less costly.

### 2) DIGITAL INFORMATION

Website or applications (or others) can be used for digital information which is often preferred over physical information for the young participants.

Especially accessibility on smart phones is important. Also the sharing possibilities are a big plus.

### 3) PHYSICAL INSPIRATION

This is the most imaginative category. A poster can be hang in the kitchen and it can also be a nice way to share with your family at home and start conversation.

It can also be a TET present for the customers as was suggested.

### IMPORTANT FACTORS

1. Make it easy to access, people are lazy!
2. Make it visual, people need overview!
3. Make it possible to share with others, they need to know too!

## OUTCOMES

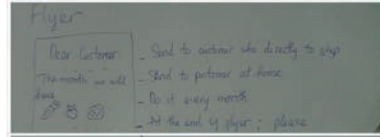
### MONTHLY FLYER FOR SEASONAL FOOD

#### What

Flyer to give away in the store  
And, ask for contacts of customer to send it to them directly

#### Information

- Vegetables in season / for sale
- Fresh food
- Good health
- Easy to understand



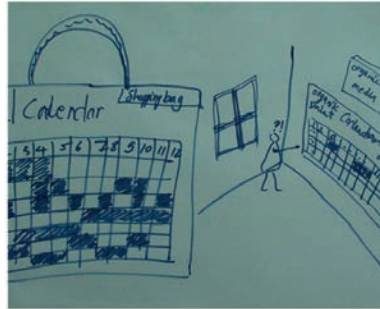
### SEASONAL CALENDER SHOPPING BAG

#### What

- Shopping bag with a year calendar on it
- Also, the calendar will be in the store with more details

#### Information

- Vegetables per season
- Months from January to December



### POSTER OF SEASONAL FOOD

#### What

Poster for people to hang at home in the kitchen

#### Information

- Months from 1 - 12
- Fruit list
- When there will be sale of a certain fruit







# 07 | Arch Cafe

## COMPANY PROFILE

Operating and managing a coffee production chain and distribution network to small shop-holders

Product: Instant coffee

Employees: 10-25 people

Founded in: 2007

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Packaging / Product

Phase: Ideation / Testing

Scope: Improvement / Diversification

Sustainability: Minimize waste

Problem definition: How to encourage **existing** customers to **waste** less?

## FEEDBACK

### PACKAGING

:) The combination of Western and local Vietnamese style appeals to the young customers. It shows modernity and creativity, two important aspects for the young customers and values they like to associate themselves with.

Other positive aspects mentioned show that the group is aware of the environmental aspects of the packaging and that they pay attention to it. They mention the use of paper and not plastic as an advantage.

- ◇ Colours of the packaging,
- ◇ Style of the packaging (mix of local and western style)
- ◇ The paper package can be reused for something else
- ◇ No plastic layer on the paper packaging
- ◇ It shows the nutrient facts
- ◇ Good guidelines on how to prepare

:( The negative points of the packaging again show the concern of the young customers for the environment. The fact that the packaging is not completely filled and thus could be smaller with less use of paper was mentioned several times.

Besides that, it was also mentioned that the packaging did not clearly show that it was for coffee. If one would see it in the supermarket, they would probably not recognize it as coffee right away and in the supermarket there is only a split second people see the product sometimes.

- ◇ Not very clear that the packaging is for coffee
- ◇ Large packaging compared to the content
- ◇ Not easy to carry, a plastic bag is needed

*"It look like a candy or biscuit package, it does not look like a coffee box when it's seen from not too far distance."*

*"The design of package is not eye-catching, we want it to be more mysterious so that it creates the feeling of discovery."*

*"The green box is too big compared to the content inside, which consumes larger amount of paper than needed "*

*"The coffee is grown at Da Lat city but it's processed at HCM city, it's not good, not sustainable and not a produced-at-source product."*



### INSTANT COFFEE PRODUCT

:) The customers like the unique combination of flavours, also the fact that they are unique and appeals to them. They also feel it is healthy coffee.

Interestingly the customers also pay attention to the origin of the ingredients because of sustainability reasons (lower transport emissions) but also to stimulate the local economy.

- ◇ Good selection of flavours, Unique combination of Western & Eastern flavours
- ◇ It is healthy
- ◇ Domestic grown ingredients
- ◇ Long expiration date
- ◇ Competitive price

:( The customers dislike mostly that they had never seen the product before although they do drink coffee and visit supermarkets. They would like to find it in their supermarket and not have to go and search for it. Next to that, in contrast to what other people liked, it was also mentioned that the price is too high.

Many people liked the flavours but were missing the regular black. For some it was a disadvantage that the ingredients for Matcha flavour are imported.

- ◇ Low availability, hard to find
- ◇ The high price
- ◇ No instant black coffee
- ◇ Matcha is an imported flavour

## BRAINSTORM

### HOW CAN ARCHCAFE HELP TO BRING THE ENVIRONMENTAL MESSAGE TO CUSTOMERS?

*"Important for the environmental message is not littering because it is visible and directly impacts the landscape"*

*"The slogan must show that the producer is the coffee bean, and coffee bean is delivered to the customer. It should also include: every day we drink coffee to relax."*

*"You need to establish a creativity channel for customers to connect with each other, like a website or Facebook page to launch a competition with a prize for them."*

### HOW CAN ARCHCAFE KEEP THE STREETS CLEAN? (IN RELATION TO TAKE AWAY COFFEE)

*"Use decomposable plastic, it means that it will not be a big threat to environment like."*

*"That it can be re-used needs to be explained to the customers with a funny logo and help of the shopkeepers in the beginning."*

*"Because it can be re-used the cup will be slightly more expensive but worth it, we believe that the customers are willing to bring it home after drinking their coffee."*

*"The package design now is quite beautiful, but we will add some ideas to save amount of paper for packing."*

*"The slogan of "together creativity with coffee bean" is to call on people to reuse the package like a gift container, a flower pot, or transform it into decoration gift."*

*"We recommend that a plastic bag should be designed with a zip lock so that the customer can reuse it during the time they use coffee without pouring into a pot."*

## OUTCOMES

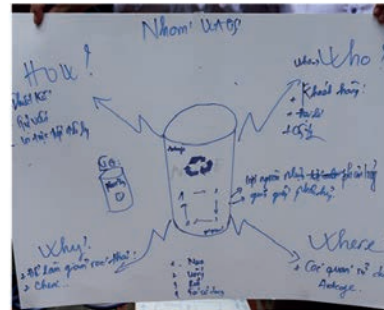
### SAVE THE LANDSCAPE WITH A COFFEE BEAN

- What**
- A slogan for not littering in the stores
- Information**
- Littering is visible and directly impacts the landscape
  - Every day we drink coffee to relax



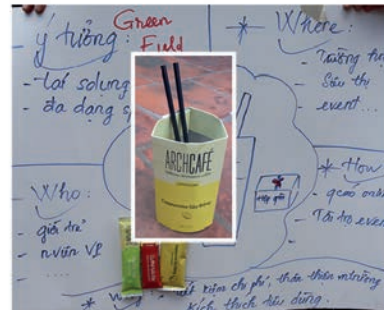
### ENVIRONMENTAL FRIENDLY RE-USABLE CUP

- What**
- Environmental friendly cup
  - Re-usable cup
  - Decomposable material
- Information**
- Funny logo to explain that it can be re-used
  - Also, the shopkeepers need to explain in the beginning



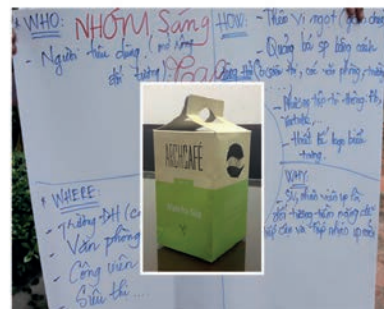
### PACKAGE RE-USE

- What**
- The packaged can be re-used as a cup
  - Or a gift container
- Information**
- Slogan: "Coffee is a gift"



### PORTABLE GIFT PACKAGE

- What**
- Gift package that can easily be carried
  - Hole shaped like a coffee bean to see product inside
  - Zip lock for the plastic bag inside to re-close
- Information**
- Slogan: "together we are creative with coffee bean"





# 08 | San Ha

## COMPANY PROFILE

Operating and managing a clean poultry supply chain

Product: Vegetables

Employees: 50-100 people

Founded in: 1991

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Packaging

Phase: Product launch

Scope: Improvement

Sustainability: Energy & water use

Problem definition:

How to improve the packaging of duck for the existing customers and minimize customer's energy and water use?

## FEEDBACK ON THE POULTRY & PACKAGING

### LIKES

*"The product is well-preserved, it's slaughtered with proper process and hygiene condition, it has clear origin, and reliable source, the product has quarantine stamp. The package is easy to open. The expiry date is clear on the package which is equivalent to the storage temperature."*

*"It is a clean product, the chicken is manually raised (eat natural food in the garden, not used artificial food), the package is beautiful, but the long expiry date means lots of preservatives are used. And some of the feathers are still left, the expiry date message seem to be faded away by time."*

*"The meat's quality is good, it's fresh, the package is beautiful with good design, and the preservation guideline is clear and detailed."*

*"I like the package most, it looks friendly and close, the chicken meat inside looks fresh."*

### DISLIKES

*"We do not like the ink stamp on the skin of chicken, the package is not eye-catching, and there is little water inside the chicken, the expiry date 6 days if it's stored at 24 degree Celsius, it's too short, and we do not see the price, we do not know if the price is reasonable or not, the vacuum packaging is not good, the oxygen is still inside and some water remained. "*

*"The chicken is fatty, there is no registration on food hygiene safety and certification from authority. Mention best expiry date. I mean they have clear*

*expiry date but they did not say about the best time for use. In addition, we see the text "it's 100% goose's meat", this text is useless because customer can see by their eyes that it's goose, why they need to add this text?"*

*"There are feathers left on the chicken, the posture of the chicken is not good, it looks ugly. The expiry date is not clear, the chicken skin is violent, and it looks like it got a disease."*

*"The red ribbon is too big, it covers the expiry date at the upper edge, the red ribbon is too outstanding but has less meaning. Finally is the company's logo, it's not unique, I mean the colour and the image look like other brand on the market."*

*"The positions of expiry date column and storage temperature column should be replaced with each other, it's logical. And the expiry date should mention the best time for use, e.g.: within 3 days after opening the vacuum package. Of course the suitable temperature will lengthen the expiry date respectively but I think the quality of product will be reduced also along with the freezing time."*

*"Firstly I do not see the anti-counterfeiting stamps, we are food brand, it's very important if there is fake product on the market but under our brand."*

*"On the upper edge of the back side, there is information about food hygiene without mentioning certification organization / third party."*



## BRAINSTORM

### LESS WATER AND ENERGY USE

*"Nowadays there are a lots of supermarkets available everywhere, Big C, FiviMart, CoopMart, Ocean mart, VinMart, etc, it's better for us to buy meat and use it within one day, no need to buy for several days and no need to freeze products and then defrost them."*

*"Before cooking, we need to wash product again because it's not ready for use, we can see that there are several feathers left on the chicken's skin. We can wash it by using warm water from 30 to 50 degree Celsius, and dissolve some salt into this warm water. This solution will help to make chicken clean and no need to wash it again for several time, just 1 time only is enough."*

*"In order to reduce the time for boiling and grilling, we should choose a medium-sized chicken, if it's too big, we should chop it into smaller pieces and use a suitable amount of water to boil and use pressure cooker to save time and gas. In addition, the processing tools need to be clean before usage."*

*"Here is the front size of the package, here is the company's logo, here is the storage temperature and expiry date by pyramid, at the right corner we will mention information about production place, ingredients used, quality target, production date, certification organization."*

*"Below is the photo of a duck. In The lower part we mention the information about: instruction for use: 1. Defrosting, 2. Washing by salty solution, 3. Cooking (grilling, boiling, etc). At the back side, we will demonstrate the cooking steps by images."*

### INFORMATION NEEDED

*"On the right corner of product we have anti-counterfeiting stamps: the small yellow piece of paper."*

*"Here is the logo and the message about "These are clean products which have been quarantined and controlled slaughter"."*

*"In the middle we put the picture of a ready-slaughtered duck."*

*"At the back side, we just adjust some information like ingredient is fresh and a clean whole duckling"*

*"There is no need to mention the word "100% duckling"."*

*"Regarding information about food hygiene and safety: we add more information about standard No. by..... organization A, B, C etc"."*

*"The best expiry date is 3 to 6 days from production date, And the QR code if possible."*

*"In the middle of the back side, we put the message "San Ha natural duck" which is very outstanding but does not prevent us from seeing the inside product."*

*"This chicken is fresh and clean, but how fresh it is, how clean it is we do not know, this information is very important to customer so that they can compare the quality of products with that of other companies. And if possible we can add more information about how fresh chicken is good for health."*

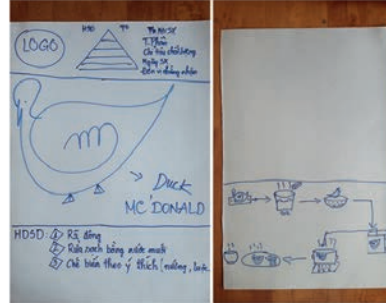
*"There should be some chicken recipes on the package, the customers will like it."*

# OUTCOMES

## A CLEAN DUCK IN 3 STEPS

**What**  
- 3 simple instructions how to cook / prepare it

- Information**
1. Defrost before cooking
  2. Wash with a salty solution
  3. How to cook: grilling, boiling, etc: see the back side with images



## CLEAN AND BEAUTIFUL INFORMATION

**What**  
- More beautiful image of a duck  
- More certified information

- Information**
- Yellow anti-counterfeiting stamps, top left corner
  - Add: "This is a clean product with quarantined and controlled slaughter"



## CLEAN AND FRESH

**What**  
- Zip lock and new label  
- Transparent material to see the duck

- Information**
- Add: "High quality Vietnamese product"
  - Recipes of how to cook







# 09 | Saigon Food

## COMPANY PROFILE

Operating and managing a packaged porridge supply chain from production to supermarket

Product:	Porridge
Employees:	50-100 people
Founded in:	2003
Location:	HCMC



## CO-DESIGN DIRECTION

Focus:	Packaging / Brand story
Phase:	Ideation
Scope:	Re-design
Sustainability:	Energy & water use

Problem definition: How to **adjust** the **brand story** to increase trust?  
How to **improve packaging** to minimize energy & water use?

## FEEDBACK

**Taste:** People like that it tastes like a home cooked meal. Also the natural ingredients and clean image add to the positive experience of the taste.

**Variety:** The variety in tastes was highly appreciated by the people. This way there was something for everyone and people that eat Chao regularly can still eat varied tastes and nutritions.

**Looks:** People are very positive about the looks of the packaging. The colours and images are considered attractive and suitable for adults and children.

**Usage:** The usage of the package is also appreciated, the fact that it serves instantly and preserves the food well is noticed. People disliked that the packaging deforms when it is heated. Maybe the heating is not done properly so instructions should be more clear. Or it is the material, then it should be improved.

**Information:** The expiry date is important to people, 6 months is enough. The nutrition facts are also something people look at and value. People felt they had enough information about the product but not about the packaging. They would like to know the material and how it can be decomposed or even better: re-used.

:( The biggest dislike was that the porridge was not salty enough. People understand that it needs to be suitable for young children and it should not be very salty and that too much salt is unhealthy. However, they would like some more salty flavours. Some flavours could be more salty and others less salty to be suitable for young children.

## BRAINSTORM

How to bring this product and the environmental message to consumers, especially to the young mothers?

### INFORMATION

*"Firstly ingredients: we have to prove that this product applies to the standards, for example for salt, sugar, rice, meat, etc. It should be certified by national and international organizations."*

*"The package must be certified that it's heat-bearing, and it needs to say if it contains chemicals that affect the quality of the content? Does it create any chemical reaction, etc?"*

*"And we can combine with National Institute of Nutrition to advertise this product, but of course, the product must then meet the requirements of National Institute of Nutrition."*

*"The oral communication is also very important, each person spread the message to other people, the other people will transfer message to other, and the message will be spread exponentially."*

### EVENTS

*"In addition we have to organize field-trips for consumers to see the manufacture process of this product, consumers can see by their own eye how this porridge is produced? And how it's packaged."*

*"Organizing product introduction ceremonies at schools or supermarket helps customers to taste the product in reality."*

## BRAINSTORM

### WHAT CAN BE NEW (SUSTAINABLE) FLAVOURS OF PORRIDGE?

*"Porridge for people on a diet that consist of vegetables only."*

*"Snake-head fish porridge for sick people – it's traditional therapy that sick people eat loc fish porridge with ginger, which helps them to recover better, to increase health resistance."*

*"Beef porridge and green bean porridge are also delicious and good for health, and seafood porridge, pig's brain porridge."*

*"Besides, we have carp porridge which is good for pregnant woman, we suppose that they are at home, and do not go out so want to eat at home."*

### DIABETES CONCEPT

*"As you know in Vietnam now more than 40% of population got diabetes, so we think of a product that's useful for diabetes patient, and old people."*

*"The main colours of the package are blue and red, the blue represents diabetes patients, the red represents heart disease patients".*

### WATER & ENERGY SAVING ACTIONS

*Buying: "You have to go from your house to supermarket, so it will take you a certain amount of gasoline, except for walking."*

*Preservation: "You need electricity to freeze product."*

*Use: "We need to heat it using a micro wave or oven, etc."*

*Disposal: "The package, after using up the content, will be harmful to environment if we do not have measures to treat it well."*

### HOW TO ENCOURAGE CUSTOMERS TO USE LESS ENERGY AND WATER?

*Buying: "Make a list what we are going to buy first, and we will buy for a week to limit transportation."*

*Preservation: "Store it at room temperature, of course it will be better and longer if we put it in fridge but according to producer, expiry date is 6 months at room temp. Information about preservation should be clear on the package, for example, if how long it can be stored at room temperature, how long it can be store at the fridge? How long it can be frozen? So consumers can control their product preservation and have proper method."*

*Use: "When we store it at room temperature we do not need to heat it much compared to when we put it in the fridge."*

*Disposal: "Before take any action, we have to classify the waste first, put it in recycle category or organic category. If it can be reused, we will reuse it for other purposes."*

*"If people realize that your company focus on environmental protection, they will prefer to choose your products. And it will increase your sales."*

## OUTCOMES

### FOR A HEALTHY HEART

#### What

- New flavour of snake-head fish
- Porridge for people that are on a diet
- Porridge for people with diabetes

#### Information

- Good for health
- Red & blue used as colours for the diabetes and the heart disease



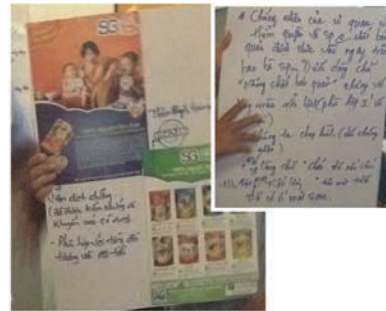
### INFORMATION AND FIELD TRIPS

#### What

- Information for young mothers
- Cooperate with National Institute of Nutrition
- Field trips to the manufacturing site
- Product introduction ceremonies at schools & supermarkets

#### Information

- Ingredients need to be according to standards & certified by national and international organizations



### EATING PORRIDGE, SAVING ENERGY

#### What

- Extra clear information on the package to not use too much energy

#### Information

- Walk instead of motorbike to the supermarket
- No need to use the fridge for storing
- Use a microwave to heat it up
- Slogan: "eat porridge, save energy immediately"





# 10 | Lenger

## COMPANY PROFILE

Operating and managing a clean clam supply chain from production to supermarket

Product: clams

Employees: 10 people

Founded in: 2012

Location: Hanoi



## CO-DESIGN DIRECTION

Focus: Packaging

Phase: Product launch

Scope: Improvement

Sustainability: Energy & water use

Problem definition:

How to improve the packaging information and minimize energy & water use?



## FEEDBACK

### LIKES

*"This product applied advanced raising technology with certificate on food hygiene and safety; it's washed away naturally without using chemical, and very convenient for cooking. The package is nice."*

*"The most impressive thing when I look at this product is that it's fresh and clean with nice package and clear expiry date, I feel trustful, and the weight of each package is reasonable, there are two types: 0.5 kg and 1kg."*

*"It has clear origin, and looks clean, long expiry date, we fell more trustful than product in the open market."*

*"I have an advantage that I usually use this product than the other people in this meeting, after a long time using, I find that this product is really good, it's sweet, and very convenient for cooking, no need to do preliminary treatment. And the weight of each package is reasonable: one is 0.6kg and one is 1.2 kg, 0.6 package is for making gruel or porridge, 1.2 kg package is to making soup. The package can be recycled but it's not an environment friendly material."*

- ◇ The technology used is shown
- ◇ Freshness becomes clear
- ◇ Content of the package
- ◇ It feels trustworthy
- ◇ Expiry date is clear and right amount of time

### DISLIKES

*"It is difficult to realize the dead clam and the origin of clam is not clear."*

*"The label is too small with a lot of information, I mean it's difficult to read. The vacuum condition makes package distorted, I do not know if there is any way to improve."*

*"We do not see the price, the package is plastic which is not environment – friendly, it's better to have suggestion on recipes for processing this product. The products inside have different size, it's better to classify the clam based on its sizes and we sell it with different price, of course the small ones will be cheaper than the big ones."*

*"I think the package should have more specific information that helps the customer distinguish this product from other clam brand."*

*"The price is not mentioned on the package but I already bought so I know it, it's quite reasonable, 45.000vnd for 1.2 kg."*

*"The logo needs to be bigger, especially the word "clean/healthy clam" needs to be bold"*

*"The certification also need to be bigger, and put in the middle of the package"*

- ◇ No clear origin of the clams
- ◇ Label is too small, hard to read
- ◇ The price is not on the packaging
- ◇ No recipe suggestions
- ◇ More information needed on how to distinguish between these clean clams and others

## BRAINSTORM

### HOW TO DISTINGUISH CLEAN AND UNCLEAR CLAM?

*"The shell must be bright and close, the box containing clam is dry because if the clam is dead, it will create water, the package is not cracked down, the package has quality certification and has information about its origin and producer."*

*Bad clams: "Lots of sand and water remained, uncomfortable smelling, unclear origin, no quality certification from authority, etc."*

*Good clams: "The shell must be bright and close, the box containing clam is dry because if the clam is dead, it will create water, the package is not cracked down, the package has quality certification and has information about its origin and producer."*

### HOW TO SAVE WATER AND ELECTRICITY IN PROCESSING AND COOKING?

*We find that this product is really clean so no need to wash it again at home.*

*"We should boil with high temperature, covering the pot with the lid, and do not boil too long, just enough time to make clam open the shell, use clam boiling water to cook other thing. "*

*"I think we can guide people how to cook well on the package, like just using little water to boil clam."*

*And finally we should estimate a proper amount of clam for each meal so that we do not have leftovers till the next day.*

### HOW TO IMPROVE THE PACKAGE?

*"I think we need to have more instruction for use: This product's already clean and no need to wash it more, etc. It needs to be clear on how clean it's so that the consumers can know if they need to spend time and effort on preliminary treatment or not."*

*"The 2nd thing is to increase the front size of the text and the label, now It's a bit difficult to read, and increase the size of ISO and HaCCP logo."*

*"We should emphasize on the outstanding advantages of this product such as: clean, already remove sand and bacteria, etc by using different colour for the text, and make this text bigger and bolder than other information."*

*"Add more information about processing/ cooking methods at the back side."*

*"I think that there should be a handle so that the customers do not need to use more plastic bag to carry it home"*

*"Increase the label size so that we can realize it from a far distance."*

*"I have check the package, it's made of PC plastic, this plastic can be recycled."*

*"Below the clam photo must be the information about how clean it is, like no sand, no bacteria, natural flavour, etc with outstanding colour and front size so that it will draw attention from the customers on this information."*

## OUTCOMES

### NEW LABEL WITH MORE INFORMATION

#### What

- New label, 1/3 of the package size
- No water inside the package

#### Information

- Bigger logo, in the middle of the package
- Bigger certification, in the middle also
- Add: 'no chemicals and preservatives used'
- Add: how to recognize good clams



### SAVE WATER AND ENERGY IN 4 STEPS

#### What

- Instructions on the label on how to save energy and water

#### Information

1. No washing needed, directly into the pot
2. Cook at high temperature but less time
3. Re-use water for chao
4. Eat it all, do not throw away food / cook too much



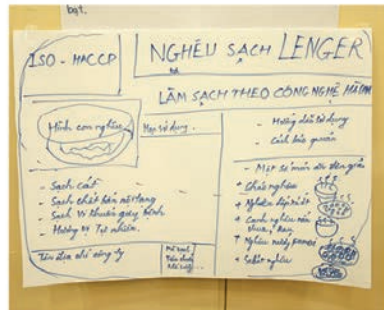
### 3 LEVELS OF INFORMATION ON A BIG LABEL

#### What

- Make the label bigger, 1.5 times the current one
- Make a handle in the package

#### Information

- Logo 'Lenger clean clam' with big font size
- Information about how clean it is
- Expiry date
- Recipe
- Producer info
- Net. weight







# 11 | Tra Que

## COMPANY PROFILE

Clean vegetable and herb farm

Product: Vegetables

Employees: < 10 people

Founded in: 2007

Location: Da Nang



## CO-DESIGN DIRECTION

Focus: Brand story

Phase: Product launch

Scope: Improvement

Sustainability: Organic & local

Problem definition:  
How to improve the experience of existing customers with the brand story of organic and local products?

## FEEDBACK

### LIKES :)

Customers were impressed with the reality tours: learn how to work with soil, plant vegetables, harvest, process and enjoy vegetables. They also appreciated information from the tour guide on the process of cultivation, effects of organic farming, or identification of organic vegetables, ... Consumers not only had new experiences but they also learned basic knowledge of cultivation and traditional of Vietnamese. But they would like to see information of cultivation process, name of vegetables through poster or picture right in the garden, so that they can read by themselves without depending on the tour guide.

- ◇ Characteristically nice smell
- ◇ Beautiful location and topography of the village. Long history of the village
- ◇ Use organic farming methods in traditional process: harmony with nature without using of chemicals, depending on manual labour rather than applicable technique.
- ◇ Inter-cropping different vegetables with seasonal choices.
- ◇ Enable consumers to experience methods of cultivation, extraction, process of vegetable and enjoy dishes of vegetables.
- ◇ Always be ready to share the knowledge and experience in agriculture.
- ◇ Fresh air and beautiful scenery.
- ◇ Local experience tours are very creative and attractive

### DISLIKES :(

Few comments were focused on the products itself. Consumers mostly focused on unattractive shape and colours of the vegetables in comparison with products on the market.. They say is understandable because it 's nature of organic cultivation (unattractive and slowly growing vegetables).

Most of consumers were not satisfied with current image of the village as it did not reflect the reality. Brand development has not been implemented professionally to bring benefit to consumers and the village itself. Tra Que herb village has realized that problem but they still need more resource and support from other social organizations.

- ◇ Vegetables look less attractive than the same products in the market.
- ◇ Do not have a wide range of vegetables.
- ◇ Have not applied modern irrigation technique to save labour source.
- ◇ There is no distribution system. They only sell directly at the village.
- ◇ There is no name sign of vegetables at each garden.
- ◇ Lack of images of the village.
- ◇ Most of the products are herbs which are seasonal with low production output. Information
- ◇ The products and village have not been introduced broadly. There is no display of useful information for reference. These information are only shared by tour guide.

## BRAINSTORM

### HOW TO IMPROVE IMAGE OF VILLAGE AND PRODUCTS?

Consumers need not only high quality products and services but also required best about brand image of the manufacturer. Consumers would demonstrate their sophistication and show their understanding of what brand they used and shared with friends. In addition to good products and services, bring consumers useful information and images, so that they could share and express their personalities.

### HOW TO HELP CONSUMERS GAIN MORE EXPERIENCES IN THE VILLAGE?

Consumers were impressed with landscape and products of the village. However, there has been a long way to go to make experience of consumers better, especially information and introduction about the village. Local experience tours have been well received by the consumer

### HOW TO SUPPORT CONSUMER TO BECOME A FARMER IN CITY?

Most consumers were very interested in growing ornamental trees and herbs at home. But most of them did not know about soil tilling, sowing method or growing techniques. Therefore, it would be necessary to share provide information on choosing seasonal crops or growing conditions. Besides, encouraging consumers to reuse the waste to grow trees. It would give them tangible benefits (economic and environmental benefit) and intangible benefits (feel more helpful because of responsibility for society and nature).

## IDEAS

### GUIDE BOOK OF VEGETABLE GROWING AT HOME:

Making use of bottle or sponge barrel to grow herbs, flowers or ornamental tree. Information of village history, book and photo books of various vegetables to provide consumer with knowledge of vegetable and their changes during periods.

### WEBSITE:

Website should be developed to provide more information to consumers. Support consumer to learn about organic and safe foods as well as identity factors. Communication to promote local food priority movement as a community responsibility and contribution to social development.

- ◇ Show beautiful pictures of the village on the season.
- ◇ Provide the latest news of the village such as activities, the partnership with organizations or individuals, ...
- ◇ Post articles about the history, culture, human of the village.
- ◇ Post information about the growing and production process... of the vegetables in village.
- ◇ Add comment section of viewers on the web.
- ◇ Provide contact Information, maps and directions to the village.
- ◇ Provide information about distribution channels.
- ◇ Add links to other social media: Facebook, Youtube, etc

## OUTCOMES

### LOCAL EXPERIENCE TOUR

- ◇ Direction signs on roads leading into the village and for each household, so that consumers can find them easily
- ◇ High quality pictures of villages, crops, traditional vegetables and dishes from Tra Que vegetable.
- ◇ Name-board and basic information about each kind of vegetables grown on the farm.
- ◇ Recommendation, usage and storage guide of vegetables.
- ◇ Develop tours which can help tourists enjoy themselves through 5 senses (hear, sight, touch, taste, smell)
- ◇ Organize "Tra Que organic vegetables fair" as a event for consumers coming to see, buy and connect with village people

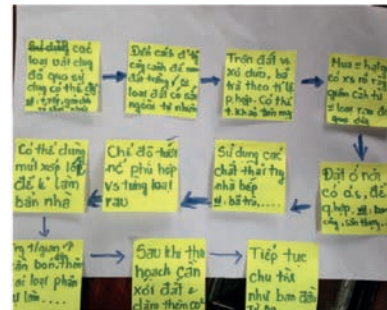
### LOCAL EXPERIENCE TOUR

#### What

- Local experience tour about vegetable growing

#### Information

- On how to grow at home
- Give them a tangible gift, a tree grown in a recycle container for example



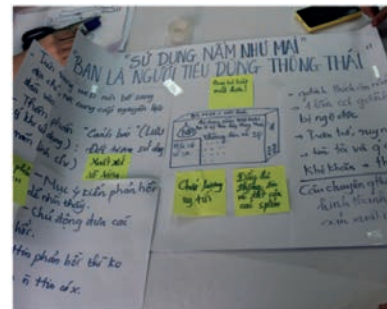
### WEBSITE IMPROVEMENTS

#### What

- More information on the website

#### More information needed on

- Production process
- Quality standards, certification, quality certification
- origin of the product
- usage and storage instruction to support consumers
- feedback from consumers about products
- Share Nhu Mai's story with consumers



### VEGETABLE HOME GROWING GUIDE BOOK

#### What

- A guide book of how to grow vegetables at home:
- Make use of bottle or sponge barrel to grow herbs, flowers or an ornamental tree

#### Information

- Soil tilling
- Sowing method
- Growing techniques
- Choosing seasonal crops





# 12 | Nhu Mai

## COMPANY PROFILE

Production and distribution of clean mushrooms and herbs

Product: mushrooms

Employees: < 10 people

Founded in: 2012

Location: Da Nang



## CO-DESIGN DIRECTION

Focus: Packaging

Phase: Product launch

Scope: Re-design

Sustainability: Organic & local

Problem definition: How to improve the packaging for existing customers to transfer the values of sustainability?



## FEEDBACK

### GENERAL

Positive comments focused on community activities and social responsibilities of Nhu Mai.

- ◇ Environmentally friendly technology in production; use mushroom compost for growing organic vegetables
- ◇ Wide range of healthy products

Customer did not have high opinion of current communication practice of Nhu Mai. They thought the company should clearly understand that simplicity was different from boring and spare style.

- ◇ No information in English
- ◇ Bad web design
- ◇ Not enough information about the products, except for mushroom products.
- ◇ No image of production process
- ◇ There's no testimonials of customers
- ◇ Spare information about Nhu Mai
- ◇ Not enough information about origin of some products imported from other manufacturers.

### WEBSITE

Story of brand Nhu Mai. Sufficient information about mushroom products

But a very plain design, lack of useful information to support customers make decision of purchase. Lack information of cooperation and origin of the products.

### COMMUNICATION

Mostly word of mouth communication. Insufficient communication to build and develop the brand and gain believe of customers. Lack of information to assess the quality of products. Only regular customers knew and shared about the products with others.

### BRAND STORY

Nhu Mai cooperated with other farms and support community to cultivate and harvest mushroom properly. They also purchased the products from local mushroom farms. Nhu Mai had prestige in mushroom production. The quality of service was also appreciated

But, there was no interesting story based on the reality of brand



## BRAINSTORM

### HOW TO IMPROVE PACKAGING, LABEL AND PRODUCT INFORMATION?

Consumers often decide to buy only after seeing pictures and information displayed on product packaging and consider whether the product meet their needs. Therefore, packaging and label should reflect the best elements of quality, value ,useful information and the reliability of brand. It is normally a requirement of consumers It is now a good opportunity for Nhu Mai to make changes on product packaging according to the suggestions given after the discussion.

### HOW TO BECOME A SMARTER CONSUMER BY USING PRODUCTS OF NHU MAI?

Consumers reach providers not only in order to buy products but they also wish to find more useful information about the product or field- related problems from manufacturer. Therefore, providing beyond customer's expectations means supporting them become smarter. To equip customer with a better understanding of product will help them understand more about you and your brand values.

### HOW TO BUILD NHU MAI AS A SUSTAINABLE BRAND?

Consumers tend to prioritize the products that they understand and manufacturer who they trust. Therefore, the focus of brand story should be the quality of products and services. By then, providing beyond the expectations of customer is another focus point. It can be achieved by getting a better connect with consumers and giving them more knowledge, skills and experiences , which will be effective methods to embed your brand in customer's mind.

## IDEAS

### WEBSITE:

Website should provide more information to consumers and support them to learn and improve their knowledge about organic food, food safety and the recognition factors. Communications should promote the movement of using local food and show community responsibility to the development of society.

### STORE:

Make brochures, diagrams, instructions with the resource of the information on website, provided at the store. Create dialogue channel between producers and consumers, so that they can better understand the products and services.

Develop production process which satisfies the quality and safety standards toward more sustainable manufacture. Since then, creating high quality products with reasonable prices and offering real benefits to consumers.

### DESIGN:

- ◇ Label design need to be more professional. They should have a nice symbol to suitably describe the product
- ◇ The materials used for packaging should be friendly to environment and users. The shape of the package should convey the quality of the products stored inside and confirm good conservation.
- ◇ About packaging design, the company should pay attention to the storage of the products in a long time.
- ◇ Should design a brand identity for the packaging and label of Nhu Mau

## OUTCOMES

### INFORMATION:

- ◇ Information on production process, quality standards, certification, quality certification and origin of the product.
- ◇ Should display the information of usage instruction and product preserving in a clear and useful way.
- ◇ Recommendation, usage and storage instruction to support consumers make the right decision.
- ◇ Feedback from consumers about products and services.
- ◇ Share Nhu Mai's story with consumers
- ◇ Should display the information about the quality and safety standards as well as the company's certificates and awards.
- ◇ Should display the information about the product ingredients, nutritional values and expire day.

#### NEW PACKAGING DESIGN: A BAG

##### What

- A bag that can hold the mushrooms and keep them fresh
- Environmentally friendly materials

##### Information

- Use instructions
- Preserving instructions
- Origin of the product
- Nutritional value & expiry date



#### NEW LOGO FOR ON THE LABEL

##### What

- A new professional logo that describes the product, a picture of mushrooms

##### Information

- Name Nui Mai
- Mushroom shapes



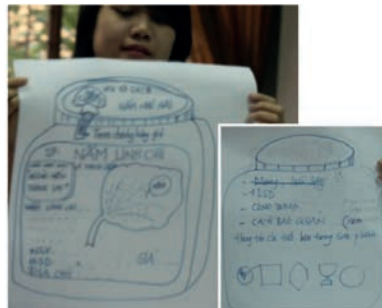
#### A JAR FOR THE MUSHROOMS

##### What

- A jar that can keep them fresh
- Environmentally friendly materials

##### Information

- Use instructions
- Preserving instructions
- Origin of the product
- Quality & safety & certificates
- Nutritional value & expiry date







# 13 | Viet Herb

## COMPANY PROFILE

Operating and managing a herbal tea supply chain

Product: Herbal tea

Employees: < 10 people

Founded in: 2012

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Service & Packaging

Phase: Testing

Scope: Improvement

Sustainability: Meat & dairy

Problem definition:  
How to improve packaging & service to minimize meat & dairy consumption of existing customers?

## FEEDBACK

### LIKE

#### PACKAGING

- ◇ It is suitable for the targeted users
- ◇ The traditional approach is suitable for the Asian market
- ◇ Idea of five elements is very good and draws a good connection with herbal oriental pharmacy
- ◇ They like the variety of flavours
- ◇ Interesting and impressive motto
- ◇ Nice colours and decoration
- ◇ It is a nice feature to see the natural ingredients of each tea on the packaging, they like the image of the material
- ◇ They like the GAP standard and the sign that it is 100% natural, gives trust it means it is safe for using
- ◇ Packaging colour match the colour of the raw ingredient

#### TASTES:

- ◇ Passion flower: nice colour, good smell, not strong taste but easy to drink ; one group said it the best out of all teas
- ◇ Hibiscus: The taste is good the colour is very nice, however the tea colour is not so important.
- ◇ Forest Noni tea: sour and easy to drink
- ◇ Ginger: strong spicy taste, warm, good colour, good smell

### DISLIKE

#### PACKAGING

- ◇ The materials the colours stand for should be clearly defined to understand the concept.
- ◇ It should also be better defined what the value of this material is
- ◇ If the concept is not understood the colours do not fit the tea and are then not appropriate.
- ◇ Pictures of the ingredient should be clearer
- ◇ Lack of information of production date and expiry date
- ◇ Should be consistent in information display (horizontal and vertical) or add the direction for reading
- ◇ It lacks instruction on how to read the information on the packaging

#### TASTE:

- ◇ The main dislike about all teas is that people expect a taste that remains on the tongue after drinking the tea. That is missing with all teas from V Herbs. Especially with Ginger tea this is expected.
- ◇ In general the teas do not taste as strong and good as they could be and therefore they are only interesting to drink for health reason and not as a daily beverage.

## BRAINSTORM

### 1. HOW TO COMBINE SUSTAINABILITY AND HERBAL ORIENTAL PHARMACY AND INCORPORATE THEM IN THE BRAND STORY OF V HERBS?

The brainstorming was more a listing of things that are important to create that image and the things V Herbs already fulfils.

- ◇ All ingredients are natural, locally produced and available in Vietnam
- ◇ Vietnam has a long tradition with oriental pharmacy
- ◇ No chemicals and no preservations are used
- ◇ Clean production ( GAP, ISO)
- ◇ Eco-friendly product
- ◇ Improves the health
- ◇ These values target a specific market
- ◇ The packaging shows the benefits of the tea on the packaging
- ◇ The teabag is compostable

### 2. HOW CAN V HERBS ENCOURAGE THEIR CUSTOMERS TO EAT LESS MEAT AND MILK PRODUCTS?

- ◇ V Herbs can have a radio program on the bus that informs about nutrition, health and sustainability
- ◇ Add a handbook to the packaging that gives instructions and advice on the effect and health value of different herbs as well as on nutrition and sustainable impacts of meat and dairy production
- ◇ V Herbs can organise workshops or conferences for their customers to

learn about these themes

- ◇ V herbs can use different media channels ( TV, radio, internet) to advertise and to spread their ideas
- ◇ Organise investigation booth in public spaces and semi public spaces like supermarkets, dormitories, schools to raise awareness
- ◇ V Herbs should sponsor sport events and sport activities, then people will link health and activeness to V Herbs

### 3. WHAT EVENTS CAN V HERBS ORGANIZE TO STIMULATE EATING LOCAL, SEASONAL AND ORGANIC FOOD?

In the brainstorming the group was coming up with different service ideas V Herbs could offer:

- ◇ Organize the field-trips (for students, customers)
- ◇ Exhibition or event on organic products and on how to produce organic food
- ◇ Online advertisement
- ◇ Implement model of clean production
- ◇ Corporate with the producers of organic products, promote together with these producers to reach more people
- ◇ Change the packaging, for example 2% of incomes of V Herbs goes to environmental activities

## OUTCOMES

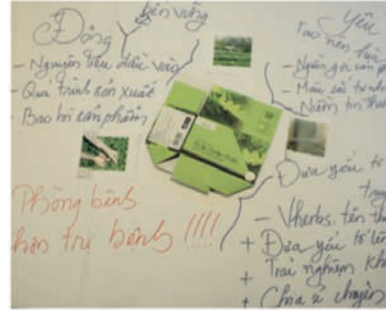
### A NEW NATURAL BRAND STORY

#### What

- New packaging with the use natural colouring

#### Information

- Show the origin of raw material
- 100% natural and 100% Vietnamese
- Trademark / brand belief create trust



### TVHERB

#### What

- TV program on food and diseases

#### Information

- Production of meat & dairy
- Health effects
- Diet information
- S.O.S. program about food and diseases and how it effects our body



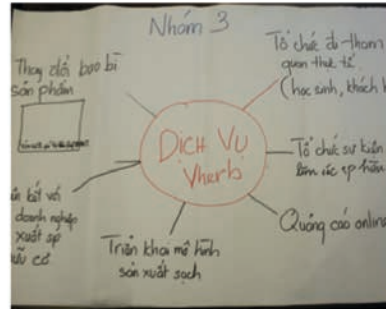
### FIELD TRIPS

#### What

- Field trips for schools, universities, hospitals and sport centres and especially for children

#### Information

- To learn about growing herbs
- TO learn about producing infusions
- Game shows to learn about clean products





# FARM-TO-FORK: CITIFARM Ở NGAY CẠNH GIA ĐÌNH BẠN

## TUYỆT ĐỐI AN TOÀN VÀ TƯƠI NGON [ĐẶT HÀNG NGAY](#)



# 14 | Citi Farm

## COMPANY PROFILE

Operating and managing a clean vegetable supply chain

Product: Vegetables

Employees: < 10 people

Founded in: 2014

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Service & Packaging

Phase: Testing

Scope: Improvement

Sustainability: Meat & dairy

Problem definition:  
How to improve packaging & service to minimize meat & dairy consumption of existing customers?

## FEEDBACK

### PACKAGING

- ◇ Transparent material is good to see the content
- ◇ It is a good portion for a 1 person meal
- ◇ Not much information on the package, plus the information is not clear
- ◇ Quantity: if Citifarm focusses on big restaurants they should have bigger unit packages to reduce materials
- ◇ There are too many languages on the packaging
- ◇ The package is very thin and fragile, therefore the salad can get squeezed
- ◇ Nutrition values are missing and J gap is something nobody knows in Vietnam
- ◇ Design and colour is not very attractive
- ◇ The packaging is plastic that's not good for the environment: consider other packaging

### FARM TO FORK PRODUCTION

- ◇ Follow G-gap
- ◇ Shorter distance
- ◇ Economic, no more travel cost
- ◇ Good quality
- ◇ All imported from Japan ( seeds and technology, equipment)> high price. Why can you not use local seeds and equipment?
- ◇ Importing all is also bad for the carbon footprint from transport and not sustainable
- ◇ Depending on Japan, all fees and

all consumer has to carry pay more

- ◇ No description of what G-gap is and why it is organic
- ◇ Uses a lot of electricity and 24 h light neon light
- ◇ Distribution: long term order 1 year > costs a lot of money to deliver every day to the house

### SERVICE

- ◇ Fixed schedule for delivery can save time for transportation
- ◇ Fixed schedule ensures that the quality is fresh
- ◇ Customer can have a fixed diet, can control their healthy diet, if he/ she gets a fresh portion of vegetables delivered every day
- ◇ 100.000 VND for 1kg of salad is a much too high price. The products are only affordable for people from the highest class
- ◇ If people are invited for dinner or on holiday they can not eat the vegetables but still get them delivered and have to pay them
- ◇ If you order on internet you can not see or touch or smell the vegetable before buying it, so how can you trust the vegetables
- ◇ Only people who visited the factory are allowed to order the vegetables> this is a bit forceful > try to convince people in a positive way and think what they would like and what is convenient for them instead of forcing them to visit the factory

## BRAINSTORM

### 1. HOW CAN THE ORGANIC VEGETABLE SUBSCRIPTION SERVICE STIMULATE PEOPLE TO EAT LESS MEAT?

- ◇ Promote organic safe vegetables
- ◇ Cooking activities, show how to cook certain dishes with Citifarm vegetables
- ◇ Membership program to get more benefits, can get discount if they are regular buyers
- ◇ Connect with other companies and distributors
- ◇ Organize tours to show the farming process of Citifarm
- ◇ Show the downside of eating meat, for example explain that overconsumption of meat can cause diabetes, and show the benefits of eating vegetables.
- ◇ Stimulate the customers to eat more vegetables in general, not just Citifarm salads, by inviting some specialists, (later also the portfolio of Citifarm is going to be diversified)
- ◇ Let children try vegetables you can eat without washing
- ◇ Show the health advantages of Citifarm vegetables over vegetables from other producers
- ◇ Do advertising of Citifarm products

### HOW CAN CITIFARM ENCOURAGE PEOPLE TO PLANT THEIR OWN VEGETABLES?

A series of events is offered in the communal garden starting with how to make your own growing box, then how to plant and grow starting with sprouts because they are very easy to grow.

There will be a follow up event to learn how to cook great dishes with sprouts. Later they can also learn how to grow herbs and vegetables and how to cook with them. There will also be events where the community meets and they will bring their harvested vegetables/herbs and cook together.

- ◇ Exchange the knowledge of growing different vegetables
- ◇ Food calender to make growing more successful
- ◇ Community workshops, Cooking party and other events. Growing and cooking, share the experience and recipes
- ◇ Home farmer trade-market to exchange the vegetables people grow themselves
- ◇ Introduce hydroponic plants
- ◇ Knowledge transfer & Education

### HOW SHOULD THE PACKAGING OF THE 'ORGANIC VEGETABLE SUBSCRIPTION' LOOK LIKE TO SHOW THAT THE PRODUCTS ARE ORGANIC, VERY GOOD QUALITY AND SUSTAINABLE?

- ◇ Replace the plastic with a plastic box to reuse
- ◇ Make the logo and package design more visual
- ◇ Diversify the packaging to suit different needs single household delivery as well as restaurants and hotels
- ◇ Customer Service Hotline to ask for more information should be on the packaging
- ◇ The packaging should be made from recyclable plastic

## OUTCOMES

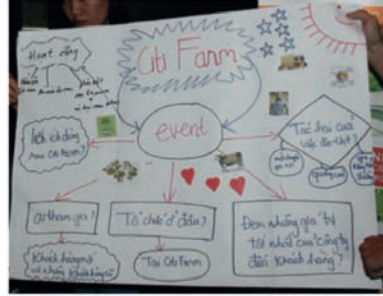
### EVENTS TO UNDERSTAND BENEFITS

#### What

- Cooking events or educational events to understand the benefits of organic veggies

#### Information

- Show the downside of eating meat & benefits of eating vegetables.
- Invite some specialists
- Cook dishes with a lot of vegetables
- Health advantage



### HOME SCALE GARDENING EVENTS

#### What

- A communal shared garden where events are held and knowledge is shared

#### Information

- How to make your own growing box
- How to plant and grow sprouts
- How to cook great dishes with sprouts
- How to grow more advanced vegetables



### 3R - REDUCE, REUSE AND RECYCLE

#### What

- A new packaging of a plastic drawers in a box that is transparent and can be sealed.
- It will be a hard box so salad will not be squeezed
- It can be re-used and recycled
- The material waste is reduced
- There will be different sizes

#### Target

- For restaurants and hotels







# 15 | Food Ngon

## COMPANY PROFILE

Operating and managing a shop with clean food products

Product: Rice

Employees: 10-25 people

Founded in: 2012

Location: HCMC



## CO-DESIGN DIRECTION

Focus: Brand story

Phase: Concept

Scope: Improvement

Sustainability: Minimize waste

Problem definition: How to improve the brand story and encourage existing customers to minimize waste?

## FEEDBACK

### LIKES

The main things people liked about the rice packaging were:

- ◇ The good design and the nice natural nice colour
- ◇ The good quality of the rice and the packaging
- ◇ The fact that it can be reused
- ◇ The environmental message on the bag
- ◇ The system has no environmental bad impact
- ◇ The bag is long lasting
- ◇ It can be reused

The question about what the participants like about using leftovers resulted more in a brainstorm about what you can do with leftovers and food waste.

- ◇ It can function as food for animals
- ◇ It can be composted and used as soil
- ◇ It can be made to bio-gas
- ◇ Leftovers can be used to make a new meal and so money for new food can be saved

### DISLIKES

The dislikes were mainly about high price, shorter storage possibility and not enough information.

- ◇ Too short storage time (only one moth) for a big amount, you can only buy 5kg, not less
- ◇ It gets wet easily
- ◇ High price, much higher than other rice on market
- ◇ Ineffective marketing and PR
- ◇ Lack of information about the rice
- ◇ Lack of list of allowed chemical preserver
- ◇ Lack of information about the shop or origin to build up trust (address, ...)
- ◇ Limitation of types of rice/ only 1 type of rice

Most people agreed that leftovers should be avoided because it is a waste of money and resources but they did not answer why they do not like to re-use leftovers. However they gave an interesting explanation how Food waste is created. They say the main reason for food waste is because short storage time of the products or not using the appropriate storing method.



## BRAINSTORM

### HOW CAN PACKAGING FROM FOODNGON BE REUSED FOR ANOTHER PURPOSE?

In the brainstorming phase the group clustered the different packagings Foodngon is using: newspaper, plastic bags, Styrofoam trays and cotton rice bags. They came up with different solutions how to reuse these packages.

- ◇ Plastic bags: Reuse them for their initial purpose, Use the plastic for household needs
- ◇ Newspaper: Origami, Create book covers, Wall decor, Put in the shoe to dry it, Make toys and paper airplanes for children
- ◇ Styrofoam trays: Grow vegetables in it, Store food in it.
- ◇ Rice Packaging: Refill and receive discount( existing system), Cotton backpacks, Ladies purse, Diverse bags. Make it into a more fashionable handle bag that can also be used as a fashionable backpack/ handle bag

### HOW CAN FOODNGON STIMULATE THEIR CUSTOMERS TO BRING THEIR OWN SHOPPING BAGS/ PACKAGING SO THEY DON'T NEED PLASTIC BAGS?

- ◇ Receive a voucher or gift card
- ◇ Events to promote
- ◇ Create a campaign: website, poster
- ◇ Make a new bag design with more information about Foodngon, which also encourages to reuse the bag

- ◇ Every time you bring your own shopping bag you earn points.

### WHICH SERVICE CAN FOODNGON OFFER TO HELP CUSTOMERS TO PRODUCE LESS FOOD WASTE? (COOK THE RIGHT AMOUNT, RE-COOK FOOD LEFTOVERS, ETC. HOW TO STORE LEFTOVERS)

Their brainstorming phase was about why food waste should be avoided and the discussion about this brought them to their final service ideas for 'smart consumption'. Main points from their perspective why we should avoid wasting food?

- ◇ Reduce environmental pollution
- ◇ Reduce financial waste > safe money
- ◇ Waste less natural resources
- ◇ There should be bags provided in the shop, which customers can use to put in the food they want to buy. The bag is an indicator how much they should buy in order to avoid them from buying more than they need. This bag is made from sedge, so it is reusable and recyclable.
- ◇ Foodngon should have consumer guidelines in the shop on how to avoid food waste.
- ◇ Foodngon could offer a service that rewards people with a gift or voucher when bringing back their organic food waste/ leftovers back to the shop. Foodngon could then give the food to a composting company or to one of their supplying farmers for composting.

## OUTCOMES

## ORGANIC / SEASONAL FOOD EVENTS

## What

- Events to grow and harvest organic vegetables yourself, visit organic farm and cook with the food

## Information

- How to grow organic at home
- How to prepare different kinds of food
- What is the difference between seasonal, local and organic vegetables in comparison to regular ones



## A NEW RICE PACKAGING BAG

## What

- A fashionable rice bag that can also be used as a backpack or handbag
- Use a lot of colours
- Add more details



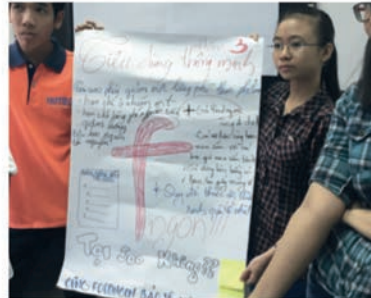
## JUST-BUY-ENOUGH-BAG

## What

- Bags available in the shop, made from sedge

## Information

- Guidelines in the shop on how to avoid food waste
- The bag is an indicator of how much food people should buy



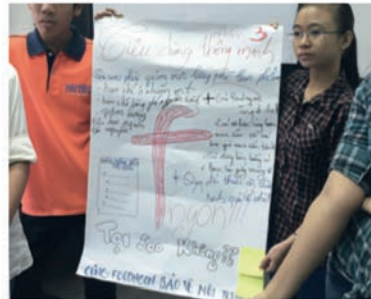
## FOOD WASTE SERVICES IN SHOP

## What

- Rewarding people with a gift voucher that bring back their food waste
- FoodNgon could then give the food to a composting company or to a supplier farm for composting

## Information

- Guidelines in the shop on how to avoid food waste



## BRING YOUR OWN BAG

## What

- When you bring your own bag to the shop you can earn points

## Information

- With 10 points you get a free re-usable bag
- With 50 points you get a little present
- With 100 points you get 5 kg of rice
- With 300 points you get 500.000 VND shopping voucher & 5 kg of rice







# 16 | King's Kimchi

## COMPANY PROFILE

Operating and managing a certified clean vegetable supply chain from farm to fork

Product: Vegetables  
 Employees: 10-25 people  
 Founded in: 2011  
 Location: HCMC



## CO-DESIGN DIRECTION

Focus: Service & Packaging  
 Phase: Testing  
 Scope: Improvement  
 Sustainability: Local & seasonal  
 Problem definition:  
 How to improve packaging & service to increase local & seasonal consumption of existing customers?

## FEEDBACK

### LIKE

#### PACKAGING

- ◇ There is a lot of information about the origin and ingredients
- ◇ Expiry date is suitable (3month)
- ◇ Diverse look
- ◇ Packaging is looking OK
- ◇ The process of production is explained
- ◇ The right amount of food in one package, it is appropriate for 1 meal in Vietnam
- ◇ The plastic box can be reused as Tupperware at home
- ◇ Colour is good enough
- ◇ It is easy to combine with other food

#### PRODUCT

- ◇ Good smell
- ◇ Kohlrabi is best
- ◇ Colour is really attractive
- ◇ Colour looks delicious

### DISLIKE

#### PACKAGING

- ◇ The images are not attractive
- ◇ There are too many descriptions in different languages but hardly in Vietnamese even though it is produced in Vietnam. This causes distrust and makes people think it is an imported product.
- ◇ The characteristics of agriculture in Vietnam should be shown
- ◇ There are various packagings, it would be preferred if all products came in glass, because glass gives the image of safety and better food
- ◇ The package is not attractive
- ◇ The package is not very practical because it can not be resealed

#### PRODUCT

In the opinion of the participants the biggest problem is that people trust the biggest competitor of Kimchi Products OmKim, this makes it difficult to make them choose King's Kimchi. They will have to try the product and be convinced in other ways.

- ◇ King's Kimchi Should provide more different tastes of Kimchi
- ◇ The taste needs to improve, the products lack of spice, the characteristic Kimchi spice is missing in the products
- ◇ The spring onion is unhandy and too long to eat. The cucumber should take the seeds out, they are too sour. The cabbage lacks sour taste

## BRAINSTORM

### WHICH SERVICE CAN KING'S KIMCHI OFFER TO STIMULATE PEOPLE TO CONSUME MORE LOCALLY PRODUCED PRODUCTS?

In order to make Kimchi products more convenient and more convincing for the customers, the King's Kimchi will deliver and promote the products. The premise is that King's Kimchi K knows all its farmers. And because the van brings products straight to the house it gives the feel that it comes straight from the farm, even though it is made and filed in boxed somewhere else.

- ◇ A door to door delivery from farm directly to the house
- ◇ Gifts, promotion
- ◇ Advertisement on different media channels
- ◇ Recycling of the package and making a statement with it
- ◇ Organizing workshops and events to introduce the products to the consumers, let them taste the product
- ◇ Setting up a customer service, that is very important to inform the people about the product, raise awareness about local products and to provide more information
- ◇ King's Kimchi should maintain the quality of product for a more reasonable price

### HOW COULD KING'S KIMCHI MAKE VEGETARIAN FOOD AND RECIPES MORE POPULAR WITHIN YOUNG ADULTS (20-35)?

They first asked the questions: Why do people eat Vegan food? What are the positive aspects of eating vegan food?

- ◇ It is less expensive
- ◇ It is healthy
- ◇ It is easy to store, prepare and buy the ingredients
- ◇ If people eat more vegan food in Vietnam they help the Vietnamese vegetable producers. Less is thrown away.
- ◇ A higher demand of vegetables is good for local economy and enables a better life for Vietnamese farmers

They come to the solution that users needs better guidelines to cook, store and prepare vegan food from Kimchi, because people would like to eat Kimchi and vegan but don't know how to cook such dishes.

### HOW CAN THE PACKAGING OF KINGS KIMCHI STIMULATE PEOPLE TO COOK MORE VEGETARIAN DISHES? THE BRAINSTORMING

- ◇ They are healthy, have more vitamins, and are good for digestion.
- ◇ Eating more vegan food and less meat leads to an old age. Plus it is less likely to get cancer as a Vegetarian or Vegan.
- ◇ Less meat production protects the environment and the animals.
- ◇ Eating less meat is a good way to loose weight keep in shape.
- ◇ Vegans have a more peaceful mind.
- ◇ And for meat animals have to be killed
- ◇ Meat diet causes higher cholesterol other toxic elements in the body and is more harmful to the heart.
- ◇ Meat production harms the environment during the farming process.

## OUTCOMES

### 5 VISUAL SYMBOLS TO EDUCATE PEOPLE

- What**
- 5 symbols that are visual on the packaging to raise awareness and educate people

- Information**
- Heart: vegan diet creates more love and affection
  - Peace: No violent behaviour
  - Hand: Good for the human health
  - Earth: sustainable for the earth and environment
  - Paw: Animal friendly



### DELIVERY SERVICE

- What**
- A delivery service that people can call, a van will bring it straight to people's houses

**Slogan:** "Get the products from the farm straight to the people"

- Information**
- No additives
  - 100% natural



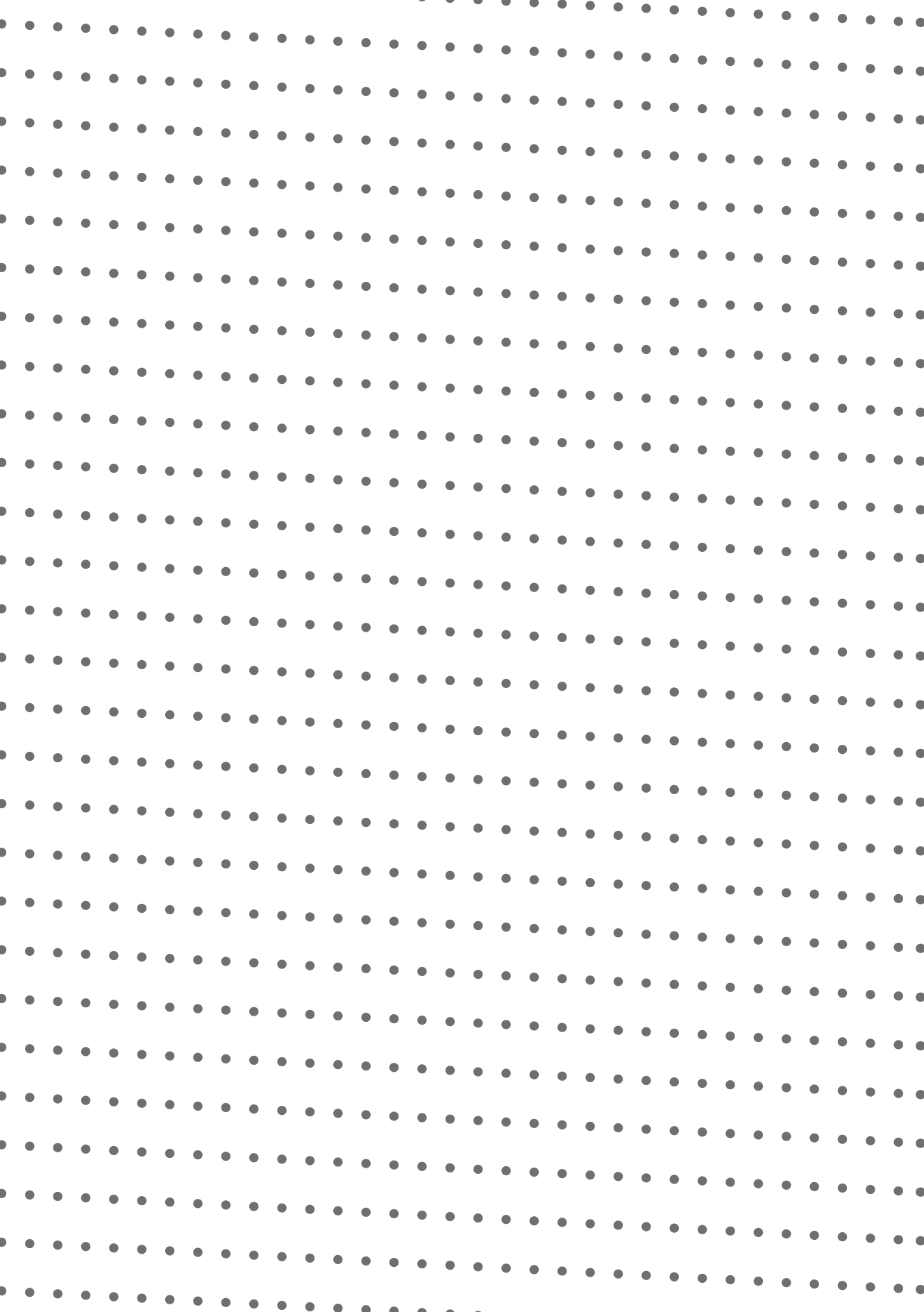
### GUIDELINE BOOKLET

- What**
- A booklet inside the packaging with guidelines

- Information**
- How to store
  - How to prepare
  - How to make
  - Farming process
  - Production process
  - Portraits of the farmers







## THANK YOU

This booklet, the research and the workshops would not have been possible without the help of others. People that were part of this co-creative process.

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Then of course I would like to thank all the companies and consumers that participated. Without you this would not have been possible. Thank you for trusting us and letting us be part of your processes in striving for more sustainable food in Vietnam!

Jotte de Koning

 <p>A</p> <p>REDUCE FOOD WASTE</p>	<p>A.1 Buy the right amount of food</p> <p>A.2 Store food well, keep it fresh</p> <p>A.3 Prepare only the food that you need</p>	<p>Make a shopping list Read portion size on the packaging</p> <p>Do not refrigerate if not necessary Store food with the expiration date clearly visible Re-close packaging after opening</p> <p>Measure portions per person Follow cooking instructions Buy containers to store left-overs if necessary</p>	
 <p>B</p> <p>REDUCE PACKAGING WASTE</p>	<p>B.1 Buy / use less packaging</p> <p>B.2 Buy / use packaging of better material</p> <p>B.3 Re-use packaging</p> <p>B.4 Recycle packaging</p>	<p>Prioritize bigger or family packs, Do not use single packed products</p> <p>Prioritize packaging with no plastic Prioritize (bio)degradable packaging material</p> <p>Give packaging a second function</p> <p>Prioritize packaging material of one type of material Prioritize packaging material of paper, glass, metal Separate trash and bring it to a re-cycle point</p>	
 <p>C</p> <p>PRIORITIZE LESS MEAT &amp; DAIRY</p>	<p>C.1 Buy / eat / cook less meat</p> <p>C.2 Buy / eat / cook less dairy</p> <p>C.3 Buy / eat / cook more vegetarian</p>	<p>Use less dairy per portion / recipe Replace meat in a recipe with vegetables Look up nutrition value of vegetable versus meat</p> <p>Use less dairy per portion / recipe Replace dairy in a recipe with a substitute</p> <p>Look for vegetarian recipes Set one or more fixed vegetarian days a week</p>	
 <p>D</p> <p>PRIORITIZE TYPES OF FOOD</p>	<p>D.1 Choose more organic food</p> <p>D.2 Choose more local food</p> <p>D.3 Choose more seasonal food</p> <p>D.4 Choose more non-processed food</p>	<p>Read product labels to make sure a product is organic Look for trustworthy and real certificates Look up information on what labels and certificates mean</p> <p>Look for the information of origin on the packaging Awaken your national pride</p> <p>Look up seasonal information Hang a seasonal food calendar in your kitchen</p> <p>Buy mostly raw / fresh ingredients Learn how to make your own food, follow a cooking class</p>	
 <p>E</p> <p>REDUCE ENERGY &amp; WATER USE</p>	<p>E.1 Buy / eat / cook less frozen food</p> <p>E.2 Reduce water use for cleaning &amp; cooking</p> <p>E.3 Reduce energy use for storing &amp; cooking</p>	<p>Do not freeze food when not needed Defrost frozen food before cooking</p> <p>Do not keep the tap running when you clean your food Re-use the cleaning water to water the plants Use the right amount of water during cooking</p> <p>Follow cooking instructions and cooking times carefully Use a lid on pans when you cook</p>	