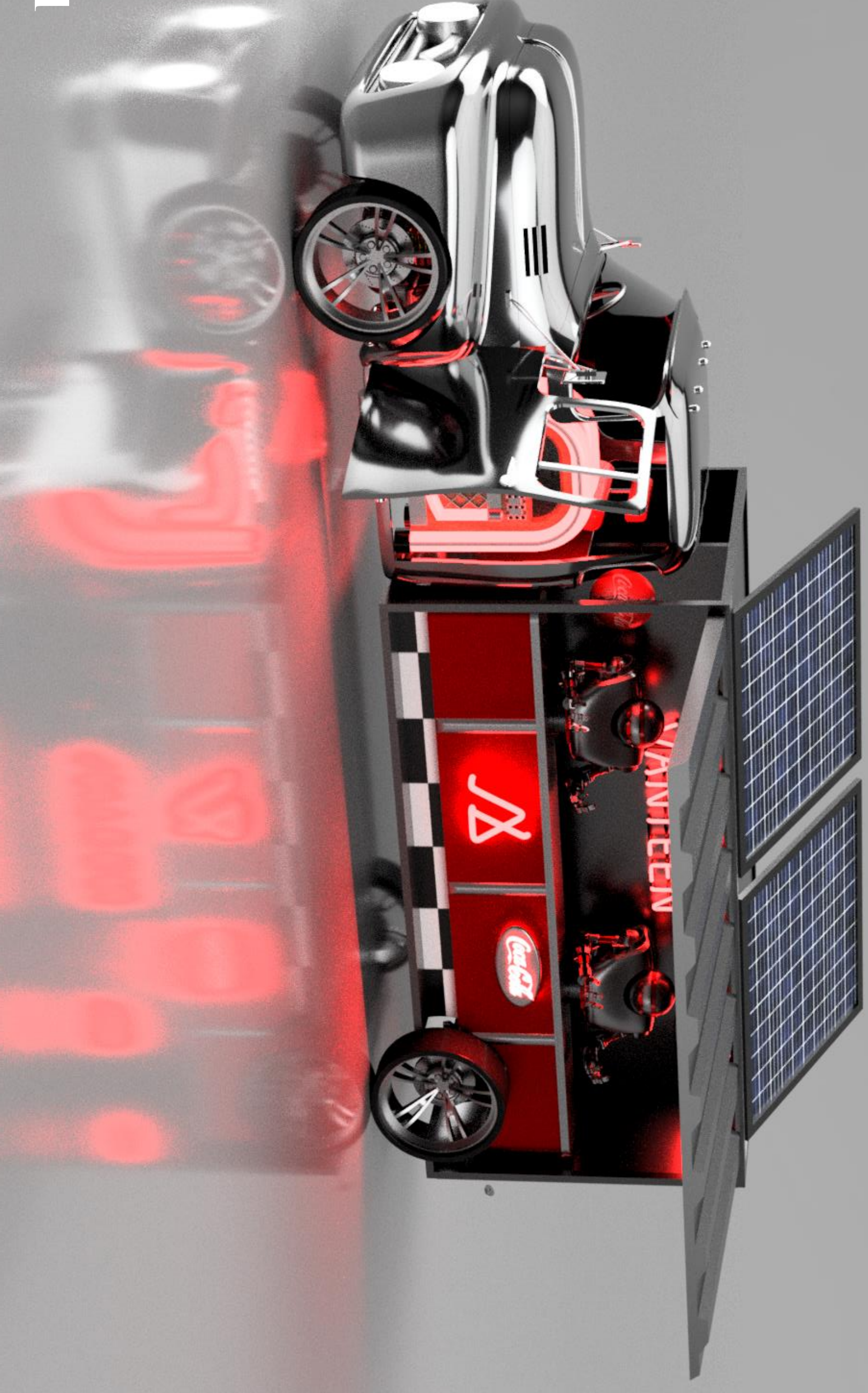


**When did it become more normal to throw food
away rather than share it?**



VANTEEN

Written summary

The problem

Studies done by Oxford University prove that eating alone can have serious negative effects on one's health and wellbeing. Despite this university students eat most meals alone in isolation. Food wastage is at an all time high causing pollution in the air and starvation on the ground.

The process

To investigate this issue, I took a focus group out of two of the societies from university and used them as a source of primary research to find out the scale of the problem and the impact it has on their lives. I questioned them on their habits and interests whilst at university. Then with secondary research sources, began developing a solution to solve these problems.

Proposal

My solution is the Vanteen, a temporary shared space which tours universities. It works by recycling takeaway food which is safe to eat but would otherwise be thrown out and giving it to university students. An incentive is provided by social media campaigns and the robot waiters.

WANTED

Rigorous research

To gain research I took focus groups from societies. As this takes the demographic of people at university but also a wide variety of people, as sport includes people of different cultures, therefore, I used this to my advantage. I used a series of pre thought out both open and closed questions to find the eating habits of the students.

After speaking to these students I found they eat on average one meal per week with others and the rest are eaten alone as they valued efficiency over enjoying the meal. Sharing a meal was seen as “an occasion rather than commonplace”.

Secondary research involved looking into the main contributors and just how bad food waste stats are currently. I found that “the average person wastes between 95-115 kg of food per year” according to research done by the United Nations. “This amount of waste has environmental consequences, it is said that if food were country it would be the third largest greenhouse gas emitter on the planet”.

I researched whether or not students would buy into my ideas system and all were positive about the idea of recycling takeaway food however sceptical about the first initial ideas feasibility.

Acting upon this feedback I developed a new idea in the form of the food truck. The Idea was printed out and handed to the students for them to write what they thought of the idea. The feedback was almost all positive and the negative points I acted upon in the next iteration of development

WANTED

Social and environmental impact

Social

The idea is socially sustainable as it brings those at university closer together through the use of food. One way this is done is through the economic incentive. I asked students how many times they order food on a weekly basis and many said multiple times. As my idea offers the same food but for cheaper that will draw the students in. As proven by my own surveys and those done by Oxford University, people feel better after they have eaten together as my idea encourages this, it should increase the well being of those using it.

Environmental

The idea aims to achieve environmental sustainability in two ways.

- Cutting down on food waste
- Saving on fuel

The first being that it cuts down total food waste. As mentioned before food waste is massive contributor to the greenhouse gas effect and to the environment. As my idea aims to cut down on this majorly it will have a positive effect on the environment around it.

The second way is by saving on fuel. As the idea is a truck it needs to be mobile. However most current trucks use larger engines which emit a lot of harmful chemicals to the environment. I studied the new tesla lorries coming out and modelled an electric engine of the principles it uses. Pairing this method of movement with the solar panels on the roof to charge the vehicle means that the system is more or less carbon neutral.

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Systems thinking

The Major issue here in the wider perspective is that what's the point. As people view eating on the go as a more efficient way of eating. This therefore leads for it to become the norm to eat alone in isolation and can then eventually lead to the feelings of alienation and loneliness.

The way my solution aims to tackle this is by bringing the eating area to where you are. As university students will be on campus this will give them a space which is convenient for them in both the physical sense and an economic one.

Viability

My Idea requires no new technology. It also requires no new materials to be made specially for the design. The reason being the main serving bay of the truck will be made from a recycled shipping container. The drivers seat from an old ford truck. The electric motor and batteries are the only thing that would have to be bought but they are currently being innovated by companies like Tesla.

As the product is aimed at university students I believe it is very viable. Students tend to be the most out going and willing to try new things of all social circles and therefore would be suitable for the test and initial phases of the products lifetime.

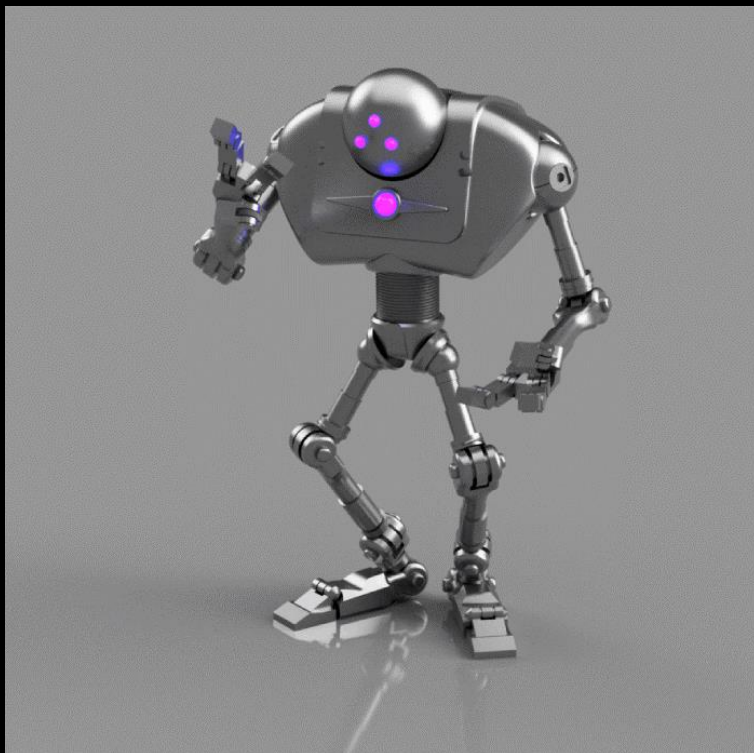
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Creativity and innovation

I believe my idea is unique. There are services that allow people to share their food which encourages a reduction in total food waste. There are also applications and spaces that encourage eating together, However to my knowledge there are no systems that combine both elements.

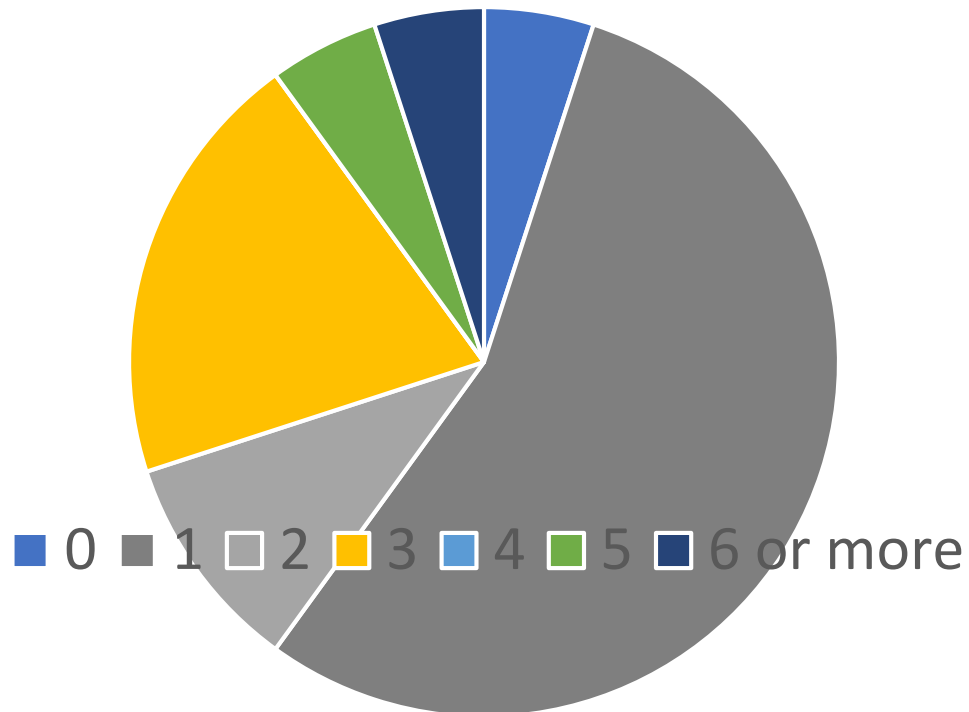
Let's lunch is a service that looks at a user's LinkedIn profile and arranges lunch with people of similar interests at a restaurant or café near to them. This therefore goes against the research I have found in that eating with strangers would be awkward and bypasses this issue by finding strangers it knows the user has common interests with. However, a service like this does very little to combat the food waste problem as it is the same as just booking into a restaurant with friends. innovating this idea I could integrate social media into my design and using a campaign to raise awareness of it. This would be very viable as students are avid users of social media channels.

7 supporting material development

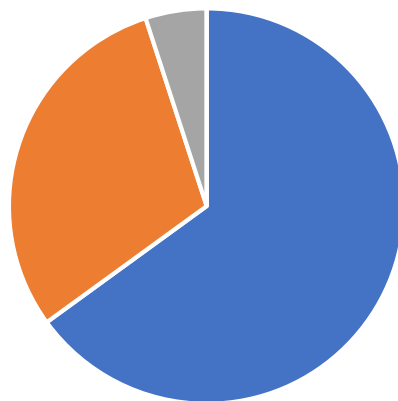


8 supporting material

how often do you share a meal
on a weekly basis



do you feel happier/ more social after sharing a
meal



■ yes

■ depends if we are talking to each other (not in front of tv)

9 supporting material



10 supporting material

