

RECONNECTING OUR RELATIONSHIP TO *FOOD*

DXB311

PROJECT PITCH

ADVANCED IXD PROJECT

2022

FOURIE



KIARA

HELLO!

ABOUT ME

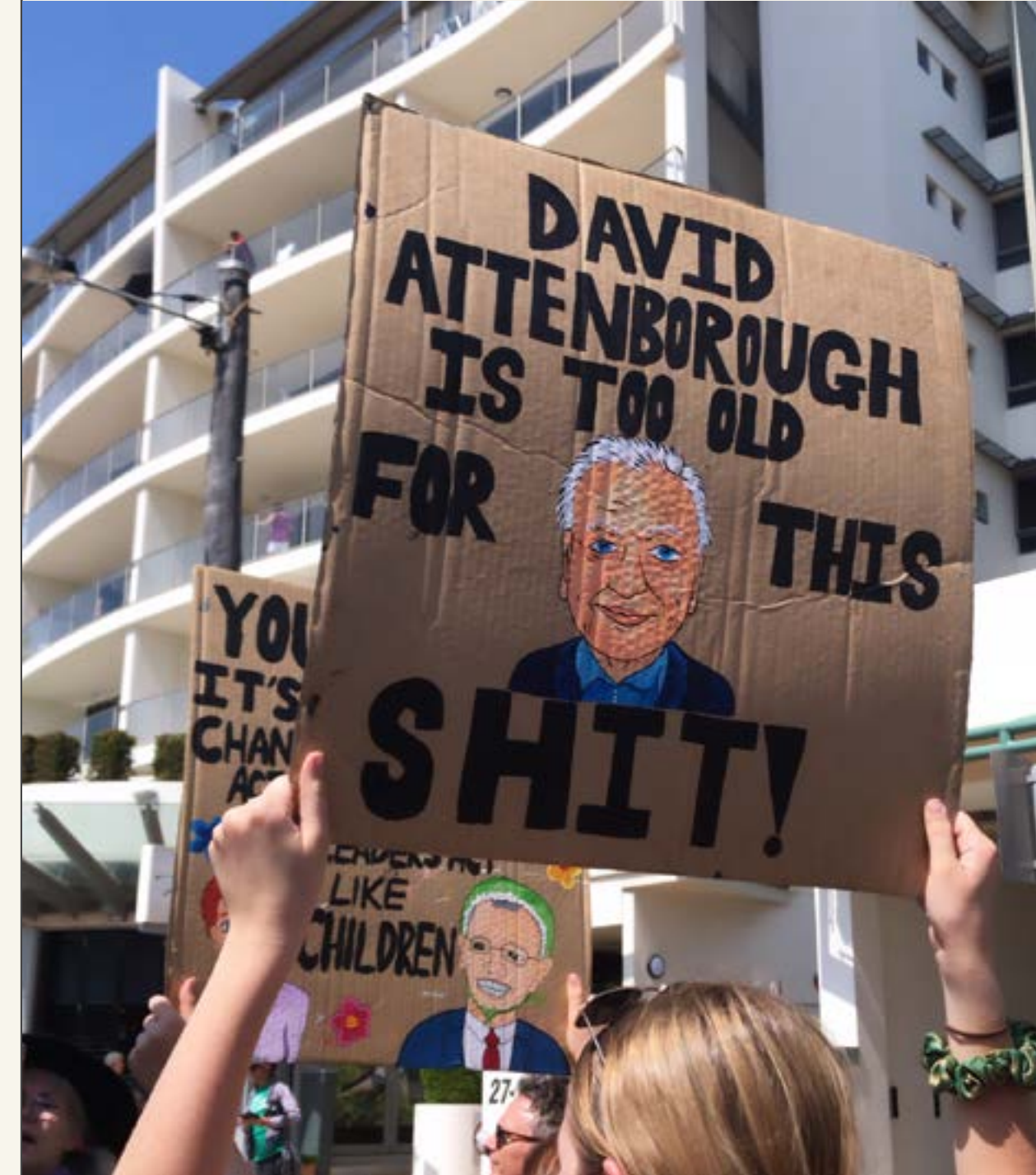
3

CLIMATE ACTIVIST

ENVIRONMENTALIST

MASTERS:

GLOBAL DEVELOPMENT



1

COOKING <3

FOODIE

SOUTH AFRICAN

CULTURE



2

PLANT-BASED

LOCAL

WHOLEFOODS

VEGAN





CLIMATE-FRIENDLY DIET

WHOLEGRAIN

ORGANIC*

* NON-ORGANIC PLANTBASED > ORGANIC OMNIVORE
(Ivo et al., 2022)

LOCAL*

* IMPORTED VEGAN > LOCAL ANIMAL
(Judge et al., 2022)

PLANT-BASED

REDUCED MEAT*

* NO COW DAIRY > NO WHITE MEAT
(Ridoutt et al., 2021)

ZERO-WASTE

(Judge et al., 2022)



CHANGE IS

INEVITABLE

DESIRABLE

POSSIBLE

1 FUTURE OF FOOD INSECURITY

LOCKED IN FOR 1.5 DEGREES BY 2030.

AUSTRALIA'S **BIGGEST THREAT** IS WATER AND **FOOD SCARCITY.**

CLIMATE MIGRATION = **↑ AU POPULATION**

↑ MOUTHS TO FEED
↓ ARABLE LAND

(IPCC, 2022; Bassetti, 2019; Yadav et al., 2018)

FOOD HAS A FOOTPRINT 2

WESTERN DIETS: **30% OF ANNUAL GHG.**

1 OF **TOP 3 CONTRIBUTORS** TO GLOBAL WARMING

↓ BIODIVERSITY
↓ SOIL HEALTH ETC.

↑ WATER WASTE
↑ POLLUTION

(Collier et al., 2021; Irz et al., 2019)

3 OUR HABIT OF WASTE

1/3 OF ALL FOOD IS WASTED

FOOD WASTE GHG EMISSIONS WERE A COUNTRY, IT WOULD BE 3RD GREATEST EMITTER.

COSTS THE ECONOMY **\$36.6 BIL** ANNUALLY.

WASTING 1 BURGER = **WASTING 90 MIN** SHOWER

(Australia Government, 2022)

CHANGE IS

INEVITABLE

DESIRABLE

POSSIBLE

1 ADMIST A HEALTH EPIDEMIC

SOUTH STARVES, WHISLT NORTH SUFFERS **PREVENTABLE** HEART DISEASE, OBESITY, DIABETES ETC.

DIET-RELATED ILLNESS = AUS LEADING CAUSE OF **PREMATURE DEATH**

OVER-CONSUMPTION OF **HIGHLY-PROCESSED** FOODS AND **ANIMAL PRODUCTS**, IN LIEU OF WHOLEGRAIN PLANT-BASED INGREDIANTS.

(Marchese et al., 2022; Australian Institute of Health and Welfare, 2022 ; Nutrition Australia, 2022)

LOSS OF CULTURE, TRADITION 2

CONVEINIENCE FOODS HAVE REPLACED HOME-COOKING AND **FAMILY DINING.**

DECREASED TRANSFER OF **GENERATIONAL** FOOD KNOWLEDGE AND **CULTURE.**

LOSS OF **SKILL, VALUE, RITUAL** AND TRADITION AROUND FOOD.

(Mingay et al., 2021)

3 MINDLESS, DISCONNECTED

COOKING HAS PROVEN **THERAPEUTIC** AND MEDITATIVE QUALITIES.

LEADS TO AN **UNINTUITIVE** AND **UNHEALTHY** RELATIONSHIP WITH EATING.

CONTRIBUTES TO DISORDERED RELATIONSHIP.

(Mingay et al., 2021; WGSN, 2022; Prinyawiwatkul & Gomes da Cruz, 2021)

CHANGE IS

INEVITABLE

DESIRABLE

POSSIBLE

THE **GREATEST DRIVER**
OF FOOD WASTE AND
ENVIRONMENTAL IMPACT
IS **THE CONSUMER.**

(Australian Government, 2017)

FOOD STORAGE TECHNIQUES

CUT OUT BEEF

EAT ↑ PLANT-BASED

THE STEMS EDIBLE TOO

↓ PROCESSED FOODS

MEAL PLANNING

COOK FOOD

SOURCE LOCAL

RAISE AWARENESS

CUT OUT DAIRY

CHECK THE FRIDGE

WHOLEGRAIN

(Nutrition Australia, 2022; Ridoutt et al., 2021; Australia Government, 2022)

BARRIERS TO A CLIMATE-DIET

HABIT, FAMILIARITY

1

LACK OF **SKILLS** IN PREPARING MEAT-FREE MEALS.

LACK OF **TIME AND KNOWHOW** TO CHANGE DIET.

COMPLETELY LEARNING NEW PLANT-BASED RECIPES **FROM SCRATCH** IS UNAPPEALING.

SKEPTICAL TO BUY NEW PRODUCTS THAT THEY MANY END UP HATING.

CONVEINIENCE OF PROCESSED FOODS.

(Collier et al, 2021; Mäkinieni et al., 2019; Marchese et al., 2022)

AWARENESS, EDUCATION

2

PERCEIVED **LACK OF KNOWLEDGE** OF WHAT TO REPLACE MEAT WITH.

UNDERESTIMATING THE ENVIRONMENTAL IMPACT OF

MISCONCEPTION THAT THEY WILL BECOME NUTRIENT-DEFICIENT.

OVERWHELEMED WITH INFORMATION OVERLOAD **INHIBITS ACTION.**

LACK OF KNOWING **PLANT-BASED RECIPES.**

(Collier et al., 2021; Irz et al, 2019)

SOCIO-CULTURAL

STIGMA THAT MEAT TASTES BETTER.

MEAT IS PERCEIVED AS ESSENTIAL FOR **TRADITIONS.**

TENSION IN **FAMILY MEALS** AND OUTINGS.

ASSOCIATION OF SPECIFIC MEALS WITH **FESTIVE OCCASIONS** AND CELEBRATIONS.

(Stanley et al., 2022; Ivo et al., 2022)

DESIGN OPPORTUNITY

MORE ADVENTUROUS IN THE KITCHEN THAN ANY OTHER AGE GROUP.

40% OF AUSTRALIANS WILL FOLLOW A SPECIFIC DIET THIS YEAR.

58% ARE “DEEPLY UNHAPPY” WITH THEIR EATING HABITS.

20% OF AUSTRALIANS ARE INTERESTED IN A VEGETARIAN DIET.

59% ARE MORE PASSIONATE ABOUT COOKING POST COVID.

HEALTHY EATING

FOOD EXPERIENCES

NOSTALGIC

SOURCE LOCAL

REDUCETARIAN

HOME/HAND MADE

CLIMATE-CONSCIOUS

INTERNATIONAL

VEGAN

(WGSN, 2022)



VEGAN

MEAL PLANNERS

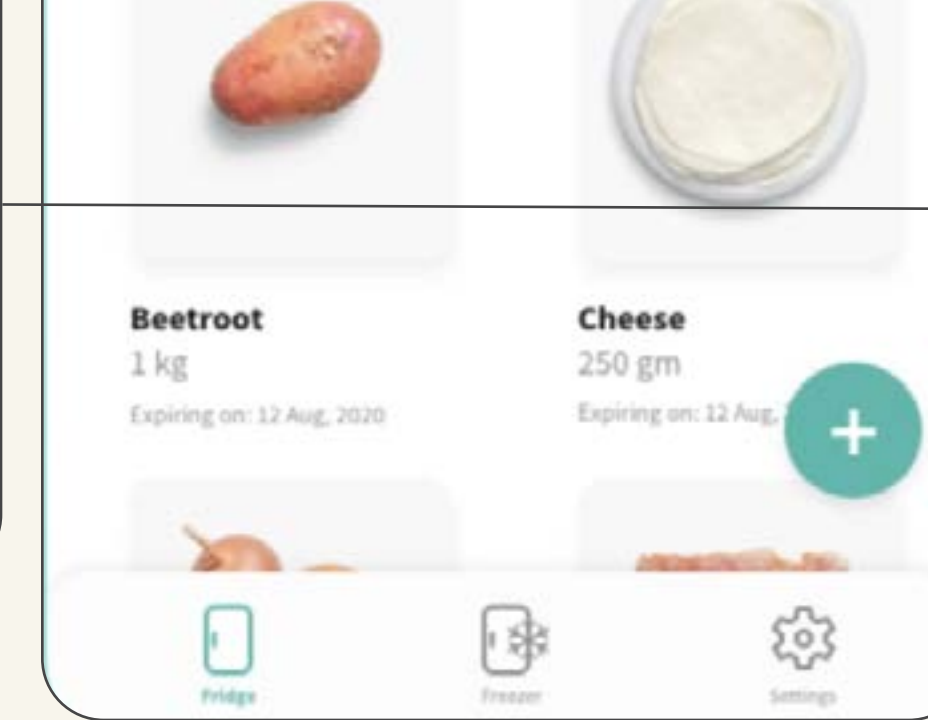
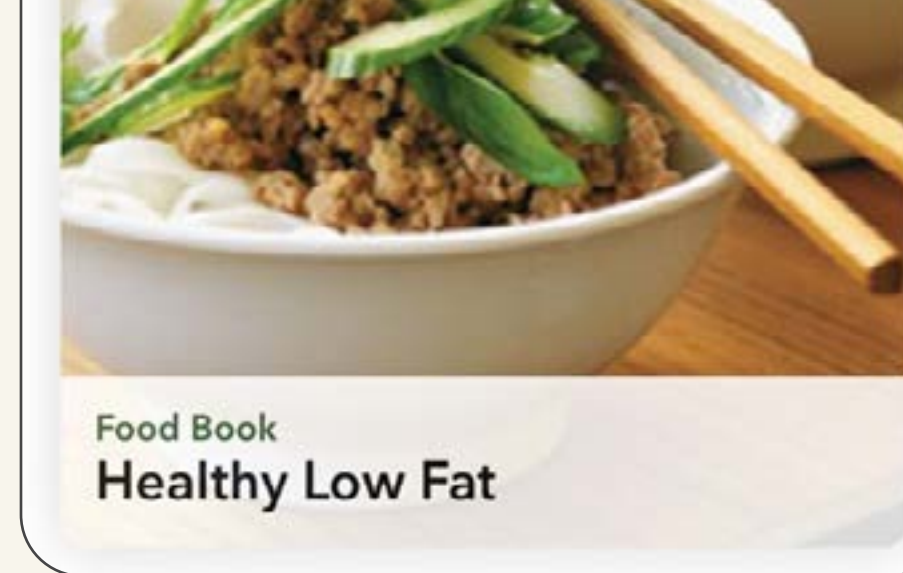
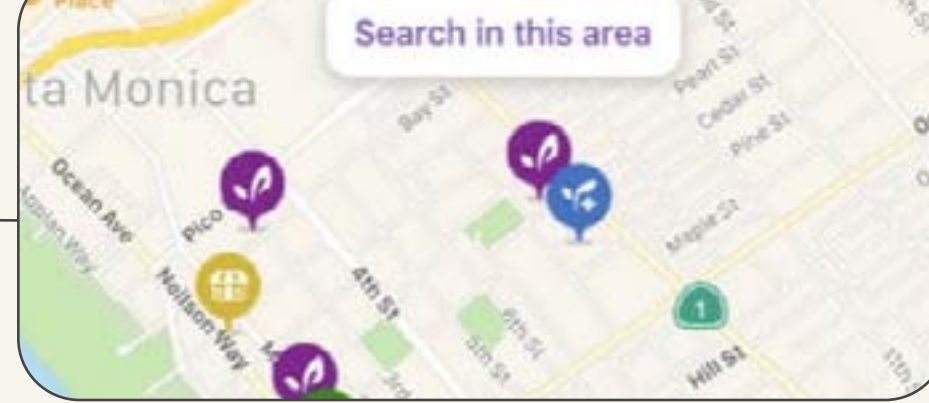
RECIPE IDEAS

ANIMAL PRODUCT
SUBSTITUTES

EASY SCAN
PRODUCTS

VEGAN RESTAURANT
FINDER

VEGAN COMMUNITY



HEALTH

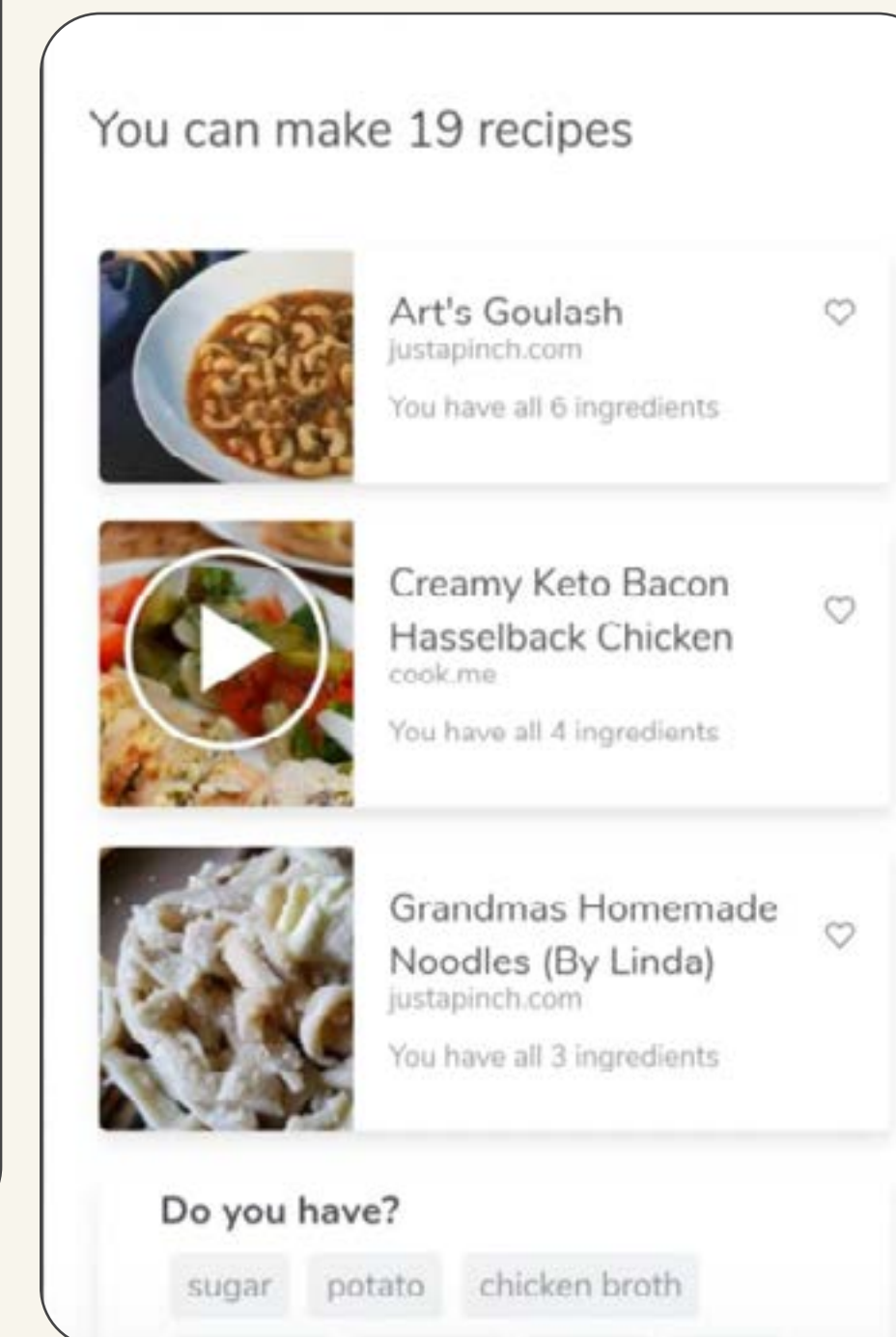
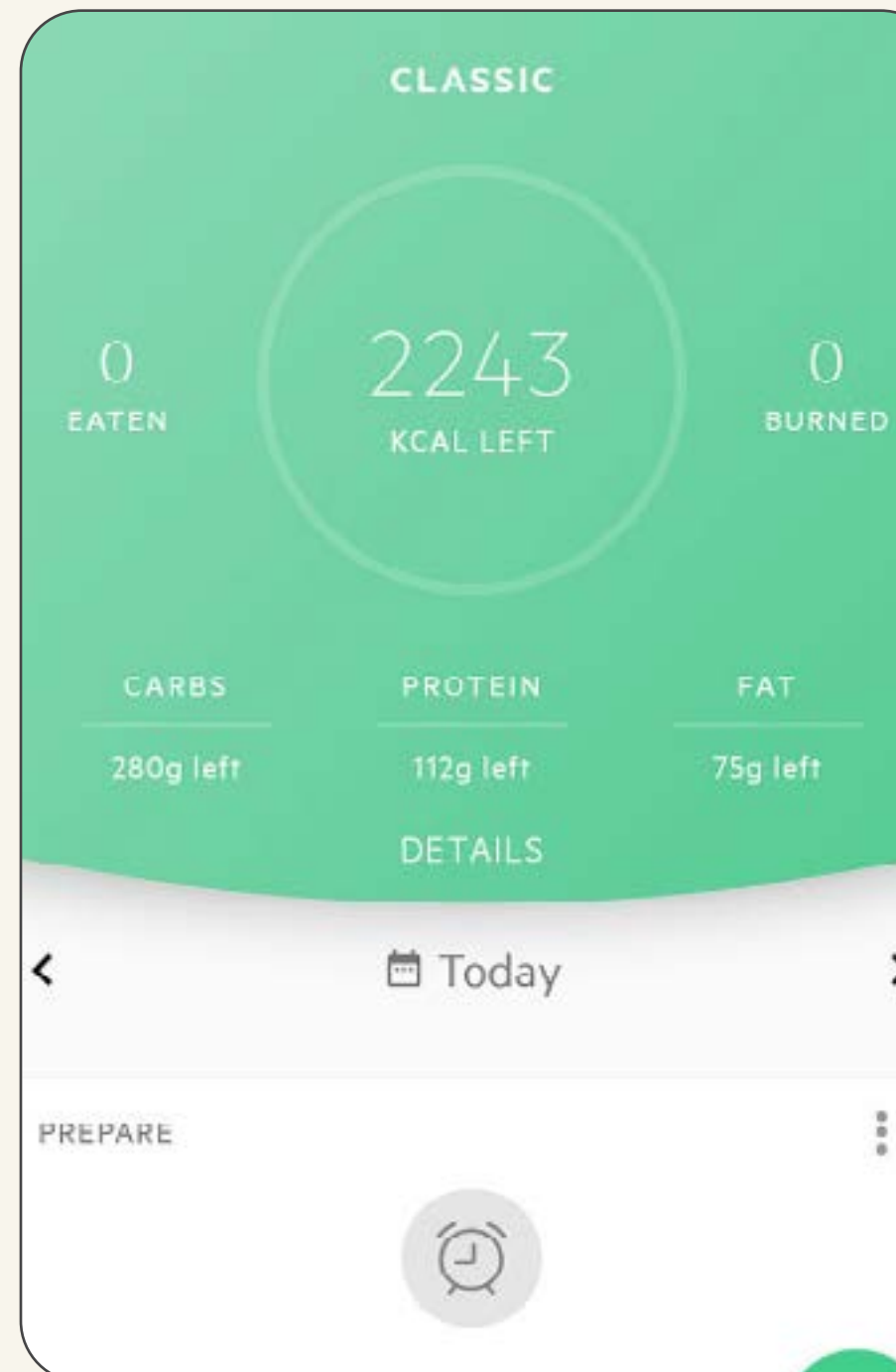
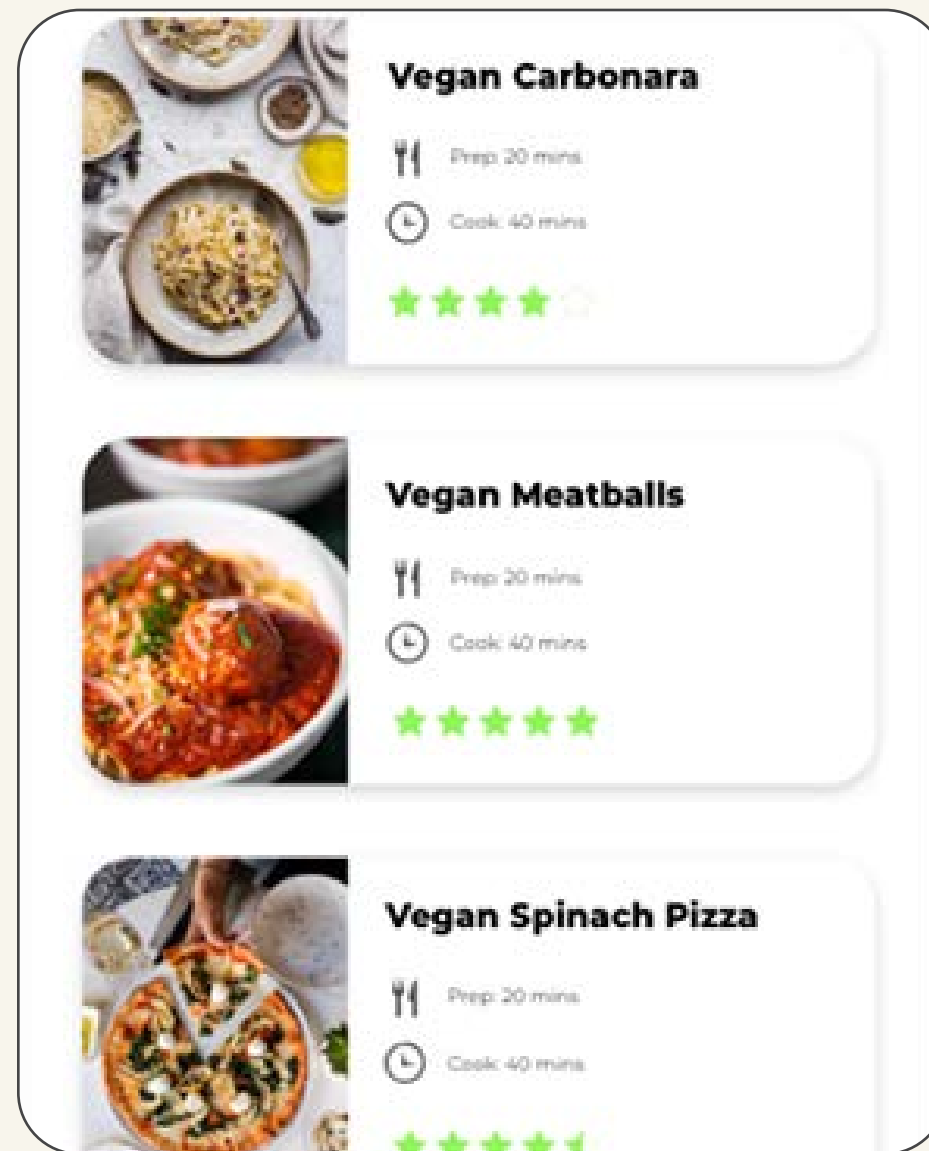
CALORIE COUNTER

MEAL PLANNERS

RECIPE IDEAS

VIRTUAL FOOD
COACH

NUTRITION
EDUCATION



FOOD WASTE

SHELF-LIFE
COUNTDOWN

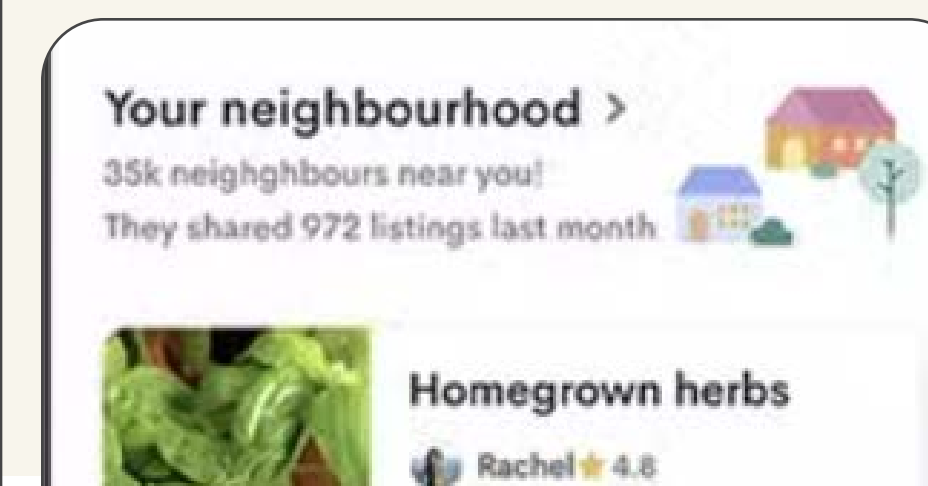
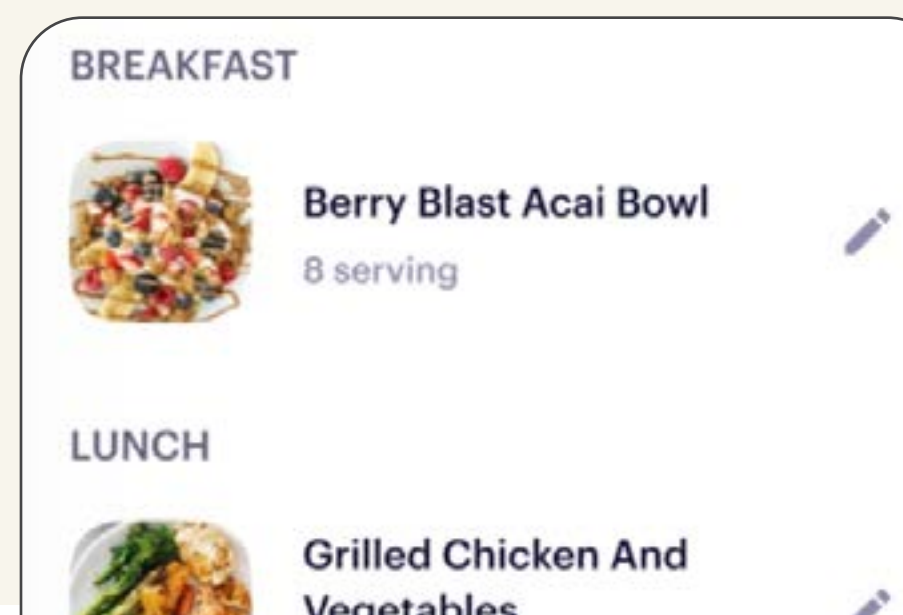
FRIDGE TRACKER

SHARE LEFTOVERS

IMPERFECT FOOD
SUBSCRIPTION.

RECIPE GENERATOR

MARKET REVIEW



PSYCHOLOGY OF HABIT

PLANT THE SEED TO GROW INTO YOUR LIFE. . DON'T UPROOT .

“HABITS ARE THE COMPOUND INTEREST OF SELF-IMPROVEMENT”

BREAK THE FEAR OF **BREAKING THE 'STREAK'**

**AVOID THE TRAP OF OVER-PLANNING, STRATEGISING AND LEARNING
AND BURNING OUT BEFORE ACTION.**

1% EVERYDAY

STEP 1: ENJOY IT

POSITIVE

REMINDERS

MAKE IT EASY

ADD EMOTIONS

ATTACH MEMORIES

EMOTIONS

GRADUAL



EMPATHY + PERSONA MAP

WSGS

2023

2024

WE ALL KNOW WE SHOULD.
BUT HOW DO WE MAKE OURSELVES
WANT TO.



(WGSN, 2022)

REGULATOR, PREDICTOR

- * OVERWHELMED IN EVERYTHING
- * RELIES ON CONVEINIENCE FOODS
- * THINKS HAS TO GO 0 - 100
- * DESIRE EAT BETTER AND 'GET LIFE TOGETHER"

ROMANTIC, MEMORY

- * EVERYTHING IS AN EXPERIENCE
- * WANTS EVERYTHING, DOES SOME
- * AESTHETIC COMES FIRST
- * DESIRES WHOLESOME COOKING AND TRENDY MEALS

IMPOSSIBLE, CONNECTOR

- * FOOD IS POLITICAL > VEGAN
- * FEELS ISOLATED/ SEPERATE AT MEALS
- * LOST LOVE FOR FOOD
- * DESIRES FRIENDS TO UNDERSTAND AND TRY

SENSORY, CONDUCTOR

- * EATS SOLELY BECAUSE HAVE TO
- * DRAWN TO MEAL PREP - AUTOPILOT
- * STRUGGLE TO DIGITALLY STEP BACK
- * OVERWORKED, TIRED > TAKEOUT

MY METAPHOR



FEAR!!

CLIMATE CHANGE
DIET RELATED DISEASES
DOING LIFE WRONG

TOOLKIT

MEAL PLAN
CALORIE COUNTER
RECIPE DATABASE

LUST <3

IDEAL HEALTH
PERFECT LIFE
EXPERIENCES



"FOOD IS, AND ALWAYS WILL BE,
SOMETHING THAT CONNECTS
PEOPLE TOGETHER AND WHICH HAS
THE POTENTIAL TO INSPIRE AND
ENGAGE US IN NEW AND EXCITING
EXPERIENCES"

(Comber et al., 2014)

CULTURE COMMUNITY



IS TO FOOD, WHAT MUSIC AND
FRIENDS ARE TO DRIVING.



MISSING LINK

“TO DATE, **EFFORTS TO IMPROVE EATING HAVE LARGELY FOCUSED ON STRATEGIES IN ISOLATION** THAT TARGET BEHAVIOUR CHANGE AT AN INDIVIDUAL LEVEL. HOWEVER, **WITHOUT STRATEGIES THAT INCORPORATE AND TARGET ENVIRONMENTAL, BEHAVIOURAL AND CULTURAL DETERMINANTS** TO INFLUENCE HABITUAL FOOD BEHAVIOURS, VALUES AND BELIEFS, IT IS UNSURPRISING THAT MOST OF THESE STRATEGIES ON THEIR OWN **SHOW LIMITED EFFECTS** FOR HEALTH GAINS AND **LONGER-TERM EFFICACY**”

(Mingay et al., 2021)





HOW, THROUGH A DIGITAL INTERACTIVE EXPERIENCE/S, CAN WE ENCOURAGE, SUPPORT AND INSPIRE GEN Z TO MAKE SUSTAINABLE, ENRICHING AND VOLUNTARY CHANGES TO THEIR RELATIONSHIP WITH FOOD THAT ENABLES A MORE CLIMATE-FRIENDLY DIET.

ALL MEALS ARE CLIMATE-FRIENDLY! ACCESSIBLE! CUSTOMIZABLE! + PROVIDE SKILLS + EDUCATION

FOOD FOR THOUGHT

VEGAN RECIPE
• 1 CUP FIBRE
• 2 CUP LOVE
• 20% FIBRE
• 20% LOVE

CULTURAL SIGNIFICANCE
• 2 CUP LOVE
• 20% FAMILY

AR RECIPE BOOK

★ EDUCATIONAL

2023: MEAL OF MONTH

JAN	FEB	MAR	APR	MAY	JUN
🍷	🍷	🍷	🍷	🍷	🍷
JUL	AUG	SEP	OCT	NOV	DEC
🍷	🍷	🍷	🍷	🍷	🍷

APP W/ MONTHLY THEME, EDUCATION + 1 MEAL TO COOK
★ VOLUNTARY

2000s

2022

AT HOME AUDIO COOKING EXPERIENCE?

★ STRAIGHT TO ACTION!

NOW MIX IT ALL TOGETHER LIKE YOU MIX LOVE

FOLLOW ALONG COOKING 1X EXPERIENCE

CULTURE ✓ COMMUNITY ✗

FAMILY DINNER

COOK VIRTUAL WITH OTHERS!
↳ FRIENDS
↳ STRANGERS (OMG)

MEANINGFUL CONVO PROMPTS

FAM DINN
1 ADD COMMENTS
2 FORM GROUP
3 FREQUENTLY

FAM DINN
MAY DINN IS 5 DAYS AWAY!
• VOTE ON MEAL

FAM DINN
VIEW YOUR FAM'S MAY LIFE UPDATES

CODE SAME MEAL + SHARE + PROMPT

WE NEED TO BE REAL REALLY STR

AR FOOD STORIES
↳ SCAN ANYTIME
↳ HEAR LATEST ADDED FROM STORY

↳ ALWAYS CHANGING
↳ OR MESSAGES FRIENDS

COMMUNITY ✓ DESIRE ✗

DINNER PARTY / SUPPER CLUB

GLOBAL DINNER PARTY
↳ COLLECTIVE MOVEMENT

JOIN THE PARTY!
THIS MONTH: []
SHARE RECIPE OF TRADITION

★ VOLUNTARY!
↳ THINK SAME CLUB

THERE IS MORE TO FOOD → DISCOVER WITH US

INTERACTIVE MANIFESTO?
EMAIL LIST ZINE?
WEBSITE FOR FUTURE INITIATIVES
↳ AS PASSION CONTINUES POST SUBJECT

MEALS DEDICATED BASED ON WORLD EVENTS / TRAGEDIES
SHOW SUPPORT & LEARN VIA FOOD

THIS MONTH'S WE'VE PARTNERED WITH _____ CHEMIST TO RAISE...

SHARE AND WE WILL DONATE \$1 TO CAUSE

LEARN CULTURE + GIVE A VOICE TO MARGINALISE COMMUNITIES IN TIMES OF NEED / ACTION

INVITE FRIENDS, FIND PEOPLE CLOSE TO YOU, LEARN STORIES, CONNECT, SHOW PARTICIPATION, SHOW SOLIDARITY

INVITE YOUR FRIENDS/GROW THE PARTY

CULTURE ✓ COMMUNITY ✓ DESIRE ✓

IDEATION

1

FAMILY DINNER

A SOCIAL APP **CONNECTING FRIENDS** THROUGH **PROMPTED** **EASY TO PLAN** AND VIRTUALLY **SHARED MEAL IDEAS.**

FEATURES

CONNECT WITH FRIENDS, FORM A 'SUPPER CLUB'

DECIDE FREQUENCY OF SHARED MEALS .PROMPTS AND REMINDS NEAR THE TIME.

CLIMATE-FRIENDLY RECIPE INSPO + EASY VOTING SYSTEM

MEANINGFUL CONVERSATION PROMPTS + EVEYONE'S LIFE UPDATES

HELPS SET UP REAL TIME EVERYONE CAN MEET UP BASED ON THEIR AVAILABILITIES OR JOIN AT ANY TIME VIRTUALLY.

WHY

CREATE MEMORIES AND YOUR **OWN MEANINGFUL CULTURE** AROUND FOOD AND MEALS.

SUBTLY BUILD COOKING **SKILLS AND KNOWLEDGE OF CLIMATE-FRIENDLY RECIPES GRADUALLY OVER TIME.**

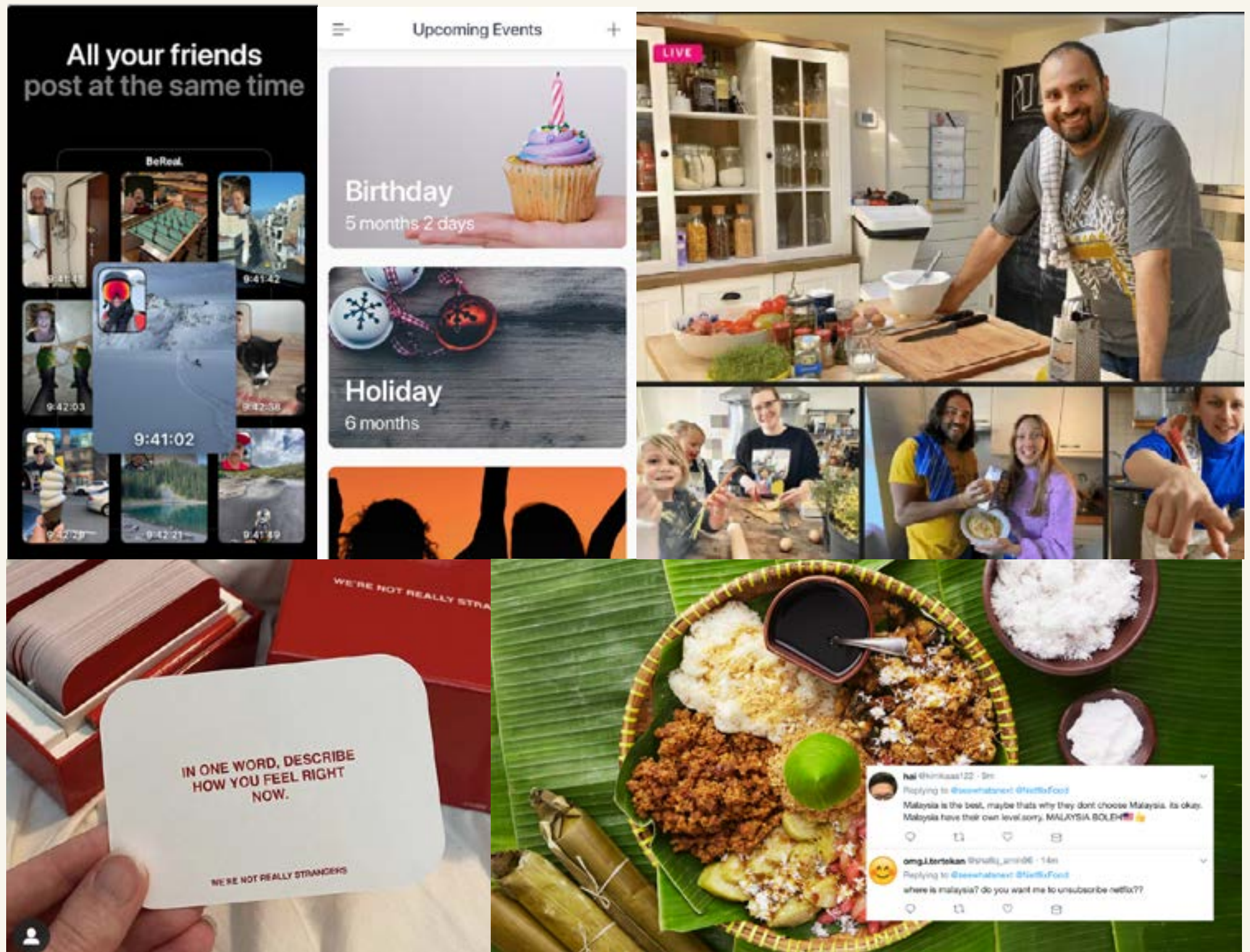
ENCOURAGE FRIENDS TO EAT MORE CLIMATE-FRIENDLY, BUILD THEIR SKILLS AND **FOSTER A NEW COLLECTIVE CULTURE.**

BRIDGE CONNECTIVITY WITH FRIENDS AND TAKE TIME OUT OF BUSY SCEDULES TO **CONNECT IN A DEEPER AND MORE MEANINGFUL WAY** THEN GENERAL SOCIAL MEDIA.

SPEND LESS TIME BROWSINE RECIPES/ PLANNING TIMES THAT SUIT/ INVITING FRIENDS/ SEEING WHO'S AVAILABLE. **LESS PLAN, MORE DO.**

TURN COOKING AND FOOD INTO A SOCIAL EVENT. **DOUBLE UP AND SAVE TIME.** PLUS REWIND EATING BACK TO THE CONNECTIVE EVENT ITS ROOTS ARE IN.

INSPIRATION



2

DINNER PARTY

AN INTERACTIVE **MANIFESTO**/ ZINE WEBSITE, FOSTERING A **MOVEMENT** THROUGH THEMATIC **SHARED MEALS**

FEATURES

WHY

INSPIRATION

MANIFESTO SYNTHESIZING ALL THIS RESEARCH.

REDEFINE AND REVALUE THE RELATIONSHIP WITH FOOD AND ITS ROOTS IN **CULTURE, COMMUNITY AND CONNECTIVITY.**

CLIMATE-FRIENDLY RECIPES + COOKING, SHOPPING AND FOOD STORAGE TIPS

INSPIRE AND ENCOURAGE TO TRY **NEW CLIMATE-FRIENDLY RECIPES AND GRADUALLY IMPROVE COOKING SKILLS.**

CULTURAL UNDERSTANDING BEHIND EACH DISH.

THIS TOPIC HAS BEEN MY PASSION WAY BEFORE THIS UNIT AND I WANT TO CONTINUE DESIGNING AVENUES TO IMPROVE OUR FOOD CULTURE POST STUDIES. **THIS MANIFESTO WILL FORM A HUB FOR FUTURE PROJECTS.**

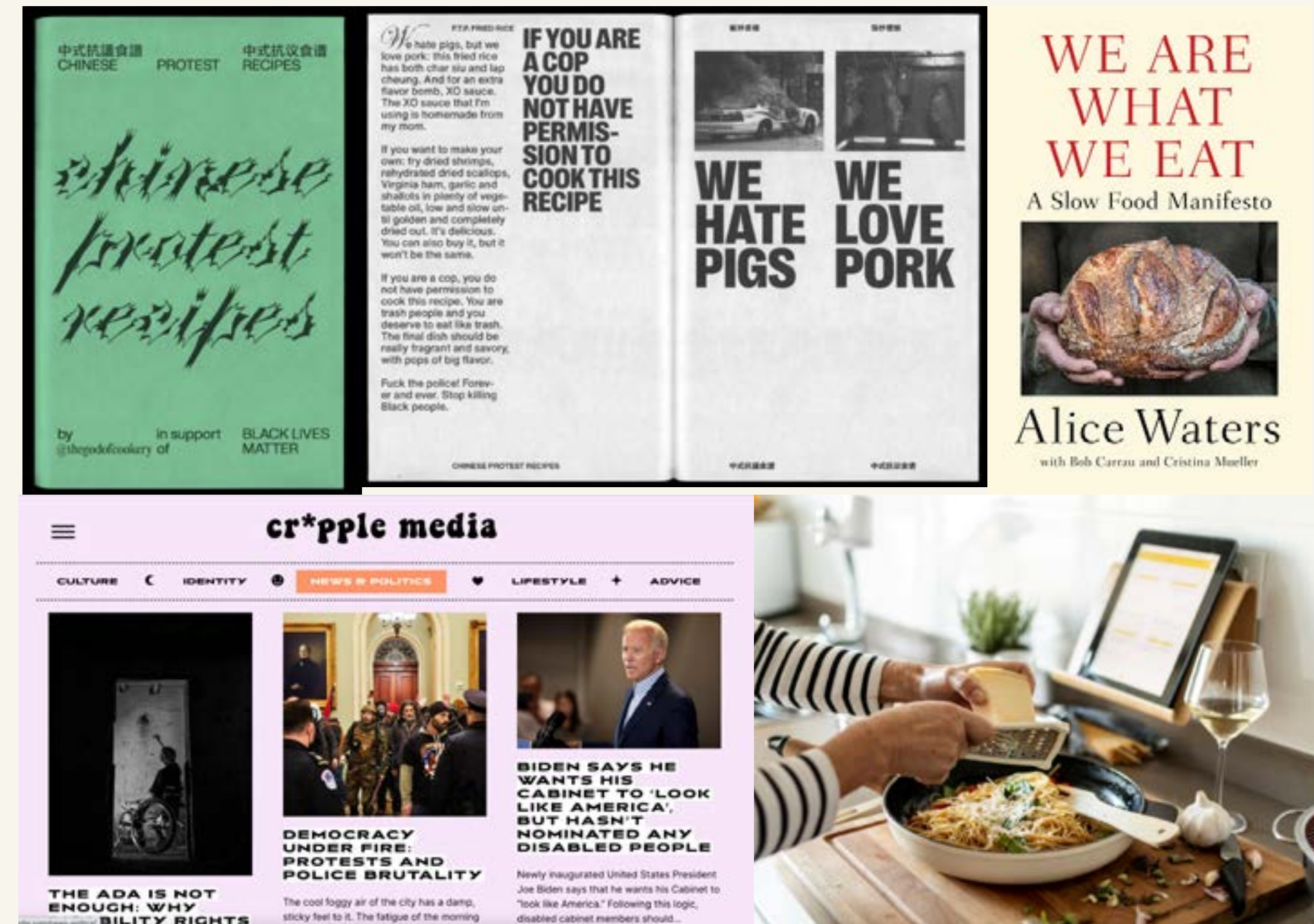
INVITE FRIENDS TO SHARE A MEAL VIRTUALLY OR AN EXCUSE FOR DINNER PARTY.

STRIVING FOR FUTURE CAREER IN RESEARCH PUBLISHING . IN FIELD OF SUSTAINABILITY/ GLOBL DEVELOPMENT. HUB TO **VISUALLY DEMONSTRATE COMPLEX RESEARCH IN A DIGESTIBLE, ACCESIBLE AND INTRESTING WAY.**

WORDLY UPDATES/ NEWS ATTACHED TO MONTHLY FOOD THEME.

INTERSECTIONAL ACTIVISM. THEMETIC ZINES FOCUSING ON SPECIFIC WORDLY VIEW OR EVENT THAT NEEDS ATTENTION AT THE TIME **PROVIDES A PLATFORM AND DRAWS A SPOTLIGHT TO THE VOICE WE NEED TO LISTEN**

COMMUNITY/ FORUM/ CLUB IDENTITY.





1

ACTION

TRANSLATES PLANNING AND STRATEGISING STRAIGHT INTO FREQUENT ACTION.

NUDGE

ACCOUNTABILITY VIA FRIENDS, LEARNT OVER TIME. DIGESTIBLE CHUNKS OF NEW KNOWLEDGE.

VOLUNTARY

ADAPTED TO YOUR LIFESTYLE, FREQUENCY YOU CAN SUSTAIN. ITS A CHOICE TO OPT IN.

POSITIVE

IMPROVED DIET + SKILLS IS SUBTLY BUILT. RELATIONSHIP TO FOOD IS REDEFINED. BUT MOSTLY, ITS FUN.

2

REDUCED THE PARADOX OF CHOICE. EITHER PARTICIPATE OR DON'T. NO TIME WASTE BROWSING/ PLANNING.

COOKING SKILLS AND CLIMATE-FRIENDLY RECIPES ARE GRADUALLY AND SUBTLY LEARNT OVER TIME.

COMPLETELY OPTIONAL. CREATES DESIRE VIA WANT TO DO VERSUS YOU SHOULD EAT THIS FOOD.

ROOTED IN COMMUNITY AND EXPERIENCES. ENCOURAGING TO ADD ONTO LIFE. NOT TAKE ANYTHING AWAY.

DISCLAIMER

WON'T RADICALLY CHANGE THE WORLD, **BUT THAT WAS NEVER THE POINT.**

AIM ≠ PERFECT A HANDFUL'S DIET, **AIM = PROMPT MANY TO REFLECT**

"THE ULTIMATE GOAL IS COLLECTIVE ACTION TO ENABLE POPULATION-WIDE AND SUSTAINED IMPROVEMENTS TO THE WAY WE EAT, AND HOW WE THINK AND FEEL ABOUT FOOD."

(Mingay et al., 2021)

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