frisian design factory

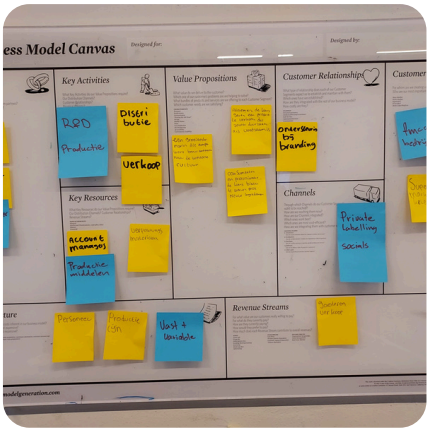
COMMUNITY BLØKHAUS

PRESENTS

THE FUTURE OF FOOD IN FRIESLAND

september 2022

EDITION #1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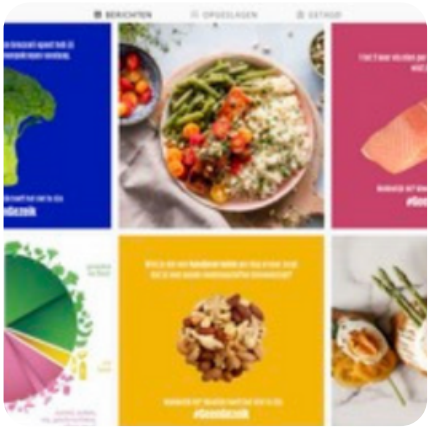
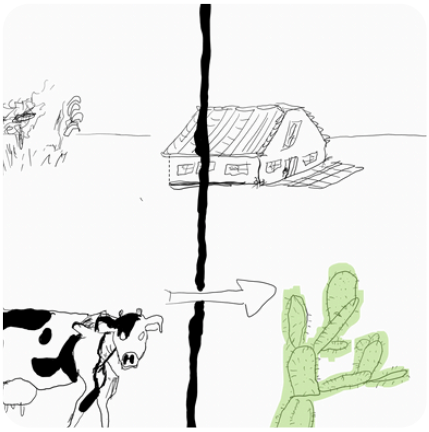
Key Activities
Value Propositions
Customer Relationships
Key Resources
Channels
Revenue Streams






Coffee first,
College later
Behind every EC
is a substantial
amount of coffee


Lightning Capacitor
Transforms and
stores energy.


Taking better
care of yourself
and the world!
Super spinach
pancakes
Cauliflower rice
pie
Vegan banana
bread

a summary

THE FUTURE OF FOOD IN FRIESLAND

96 students. 5 days. 4 minors. 1 challenge. Restaurant owner and chef Willem Schaafsma asked the students to design a solution for the multitude of challenges that the Future of Food in Friesland holds. From exhausting the earth through out dietary wishes, to salinization of the soil, to waist management, the choice was up to the students. A perfect opportunity for our unique combination of students to work on their problem solving skills.

Within the creative community space of the Blokhuispoort, a former historic jail in the city centre of Leeuwarden, the group of students designed their solutions from the perspective of their own minor. This brought a multitude of perspectives to the table of looking at the problem, choosing a specific problem, and what a solution should comprehend.

A full week of Design Thinking and intrinsic motivation led to a pre-selection per minor, and a presentation of the 'best solutions' for the entire group and a jury. Next to the problem owner Willem Schaafsma, innovative entrepeneur Marco Kramer participated in choosing the winner of this week. This document is a proud presentation of all the work, imagination, and expertise of the participating students, divided per minor.

This experiment was so successful, the next BLØKHAUS week is already in the making: the Future of Water in Friesland. This time in interdisciplinary groups. Yeah!
We wish you happy reading.

On behalf of Community BLØKHAUS,
Amarins Schuilenburg

Teachers:
Sake Jan Velthuis
Michiel Galama
Diana Solfanelli

NEUROMARKETING

5 solutions

A long time ago we thought people would make rational decisions. They would weigh costs against benefits and then choose for the most optimal outcome. We now know this is not the case. People don't experience the world as it is and they make decisions based upon intuition more than based upon logic.

IWe use knowledge from the field of neuroscience, behavioral science and (social) psychology to better measure, predict, understand and influence consumer behavior. We use new ways of measuring behavior using eye tracking technology and facial coding software to better understand consumers desires and why they do what they do.

We teach students the basics, where they acquire a profound understanding of all areas that are common in Neuromarketing today. We then train them to find and understand new knowledge based on scientific papers and other state of the art materials. The largest part of the semester is spent working on an assignment for a client. Here we use the steps of design doing to come to innovative solutions.

"Studying Neuromarketing at NHL Stenden means raising the bar for yourself and becoming an equal to most professionals in the field."

For this week the students focussed on the behavioral aspects of dealing with changes in the environment. The design challenges for this week were: how to help your customers in making more healthy decisions? How to make people use less plastic packaging? How to change an attitude so people will have a more positive view on biological food?

Student names:
Niels Douwma, Sita van der Zee, Sil Postma, Maud Rodenburg & Leonie Oosterhuis

The Problem

Plastic is a big problem in this world. You see it everywhere.

Especially in supermarkets. You see alot of **plastic bags** or packaging

Most people are **not aware** this. They act more by **convenience**, but the consequensces of the use of plastic bags are really big.

So we wanted to do something against the excessive use of plastic and make people aware of the **consequences**.

Our idea

We decided to design a poster. The goal of the poster is to make people feel ashamed of their choice. We confront them with shocking texts and images, just to let them think twice before they act. We discovered that most people grab plastic bags unconsciously. Which is a big problem. There are many other alternatives, but just because they're aware of the plastic bags and beceause useful, they buy them.

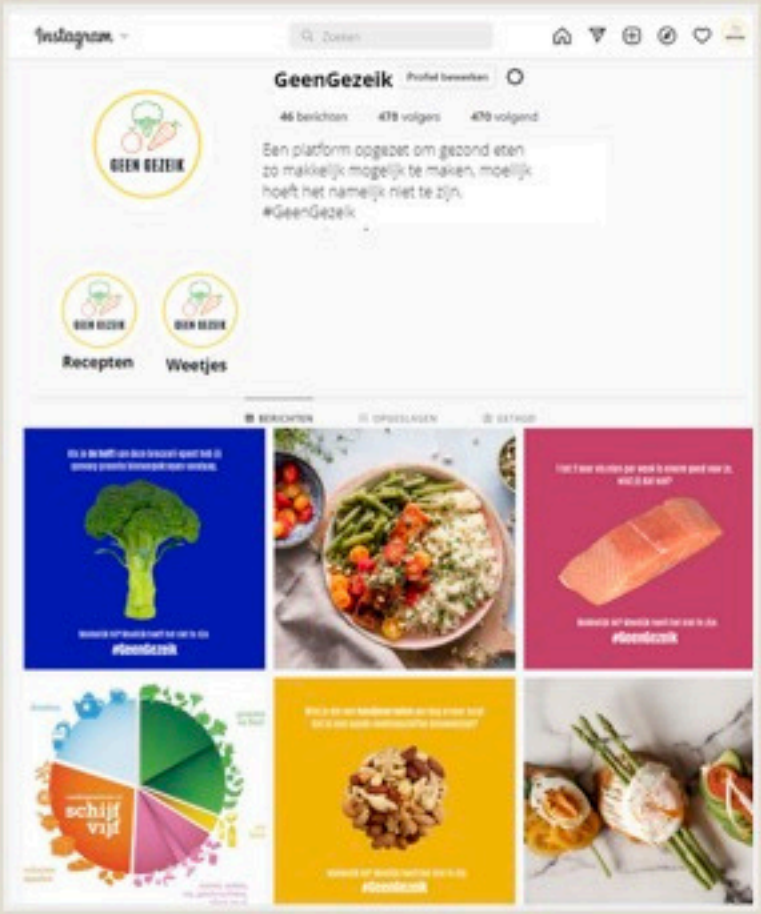
The designs

GEEN GEZEIK

Yldau, Meike, Karry, Laura, Isabelle

"How can we influance a group of people to choose and to keep a healthier lifestyle?"

When talking about food it's important to recognize that there's a difference between eating to nourish your body and eating to meet your emotional needs. Healthy food isn't always the thing people are most excited about. So how do we get people to eat healthier? That's the general question we've answered this week through specifying and researching. Our intervention is based on the question 'How can we influence a group of people to choose and keep a healthier lifestyle?' because according to us eating healthy is a way of life not just a simple choice you make per day.



What is your intervention?

We target consumers who want to eat healthily but get overwhelmed by the amounth of information. Through the campaign "#GeenGezeik" we want to create awareness among people that eating healthy does not have to be difficult. We use posters and an Instagram page. The purpose of the posters is to make people aware of healthier alternatives and to encourage them to take action (view our page). Our instagram page consists of compact information based on the information from the Dutch Nutrition Centre, additionally we provide recipes that are both healthy and easy to make.

Booklet Future Food Friesland

Group 3

Students
Willem-Lieuwe van der Kooij, Hanna de Vries, Raquel Moreno Galan, Carmen Rinsma en Nienke Cuperus.

Sub-theme
Plastic and waste are a problem. There is a plastic soup. Plastic bags cost 0.10 but that doesn't mean you don't take them in shops. How do you ensure that people deal with packaging differently so that there is significantly less waste?

The process
The major steps we took were making or looking at the emphathy map, job to be done, prejudice, the cognitive bias, convergence, risk assumption finder and the prototype. By taking these steps and repeating some of them later, we ultimately improved the prototype.

Point Of View
Adult shoppers in Leeuwarden should be encouraged at the supermarket to choose the plastic-free bags because it makes them feel good and it is better for the environment.

Job's to be done
- Reduce plastic use, less environmental pollution.
- Contribute to a cleaner world.
- Feeling good about your plastic free choice.

Issue
How can we make sure that supermarket customers stop buying plastic bags?

Changes (shifts) to be achieved
- Awareness, people should not buy plastic bags anymore.
- If people need a bag, they will buy the sustainable option.
- People will take their own bag with them.

Solution
- Offering sustainable canvas bags, on which is stated that this bag is good for the environment and that the person with this bag is doing good.
- Discourage people from buying a plastic bag. This is done by means of shame, people should not want to carry this bag around. This will be done through pictures and texts.

Met deze tas draag ik bij aan de plastic soup

Student names:

1. Ilse Marije Zijlstra;
2. Manon Pronk;
3. Tycho de Jong;
4. Iris Rotink

When producing organic food, the environment and animal welfare are taken into account as much as possible. In this way, manure surpluses are prevented and there is more space than in conventional livestock and agriculture. Organic products can be recognized by quality marks: EKO, European organic and Demeter. Many supermarkets have also developed their own organic logos. But the European organic quality mark must be shown on the packaging in any case.

There are different requirements for organic food, here are a few examples:

- Livestock farmers need to use organic feed for their animals
- Livestock farmers have an animal friendly working method; they give their animals more space than is usual in conventional livestock farming
- Animals generally receive antibiotics less often
- The living conditions of the animal are aimed at promoting the natural resistance as much as possible
- Farmers do not use genetic modification
- The use of genetically modified ingredients, enzymes and animal feed is excluded

Many people have a wrong bias about organic food. People often think it is too expensive and not tasty. We want to show people that organic product are not much more expensive than regular products so that they get a positive image of organic products and will also purchase them more often. It is important that this is not a one-time change but a change in behaviour.

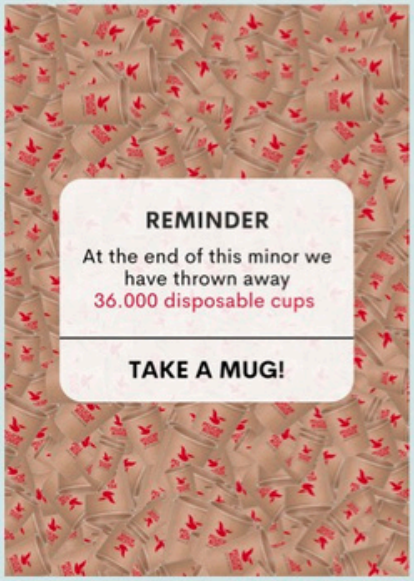
It is important that people will be triggered. As a result, they will look at organic products faster in the supermarket and reconsider purchasing them. We want to try to trigger people not only in the store but also in everyday life. Think of billboards, newspapers, folders and the radio. People are often not familiar with the many benefits of organic products. They are also not aware that the price difference between organic products and regular products has fallen sharply. We designed posters and put knowledge but also funny facts on them. People will be surprised about that and that's why they stay with them. On the right there is an example of one of the posters that is made.

This week we started the JAM week, which is an introduction week for the students to get to know each other and to get know the procedure for projects at NHL Stenden. For The JAM project we had three subjects to choose from and we chose for:

We decided to do something with the disposable cups here in our building the Blokhuispoort. Every day we have been here, we have seen that people use a lot of disposable cups for their hot drinks. But they will only use the disposable cup once and then they will throw it away. However, you can use this cup multiple times or even better you can use a mug, so you don't have to waste any plastic or cardboard.

So our next step was to test this. Our test location was the part of Blokhuispoort where four different minors of NHL Stenden are settled. Our first test was to place some tea- and coffee mugs next to the disposable cups and wait for people to see which drinking object they will choose. The first test its outcome was that 25 percent of the people choose to drink from the mug.

Then we decided to do our second test: the same placing of the cups and mugs, but now we added some confronting posters in the coffee area, as you can see. We decided to test again how people would react when they see the confronting posters. The outcome was that a percentage of 50 percent choose for the mug. And next day we tested the same thing and the outcome was that 70 percent of the people at Blokhuispoort choose for the mug.



Now we can make the conclusion that if people are confronted with a problem, they are willing to change to drink out of a mug instead of a disposable cup at the Blokhuispoort. But we want to continue about how we can think even bigger in ways how we could reduce plastic waste. We did this test only at the Blokhuispoort and eventually we want to do this at every school in the Netherlands. And what about to-go-mugs? Everyone takes its own to go mug with him-or herself to school and at the end of the day you take it home. There are a lot of possibilities to reduce waste, and our vision is to make this happen at every school.

Teachers:
Petra Esser
Tom Hoppen
Rudi van Rooij
Siebe Schootstra
Ton de Winter

SUSTAINABLE SOCIETY

5 solutions

Students are gaining a deep understanding of sustainability matters and experience in Sustainability competences (RESFIA+D). They are able to implement various sustainability tools in their own life and in their professional life. Subjects addressed at the start of the minor are Personal Leadership, Circular Economy, CSR, and Energy Transition. Students develop assignment portfolio's on each subject to gain more knowledge about complex sustainability issues. They then apply the knowledge gained in a real life project of their own choice in a multidisciplinary team. In a final assessment they reflect upon their personal growth as a Sustainable Professional.

During this week the students used the book Fundamentals in Sustainable Development (Roorda, 2021) for background knowledge on the four subjects, for self study, selected assignments and the system of RESFIA-competences for a Sustainable Professional: Responsibility, Emotional Intelligence, System Orientation, Future Orientation, Personal Involvement and Action Skills.

Students gained knowledge by working on the challenges by using Design Thinking methods. The first period was focused on gaining a deep understanding of Sustainability at the personal level, organizational level and in society. The second period was dedicated on applying the knowledge and understanding of how sustainability tools can be used or developed to tackle real life problems. They worked in teams on a self-chosen problem. At the end students reflected upon their growth and have a final assessment at the end of the semester.

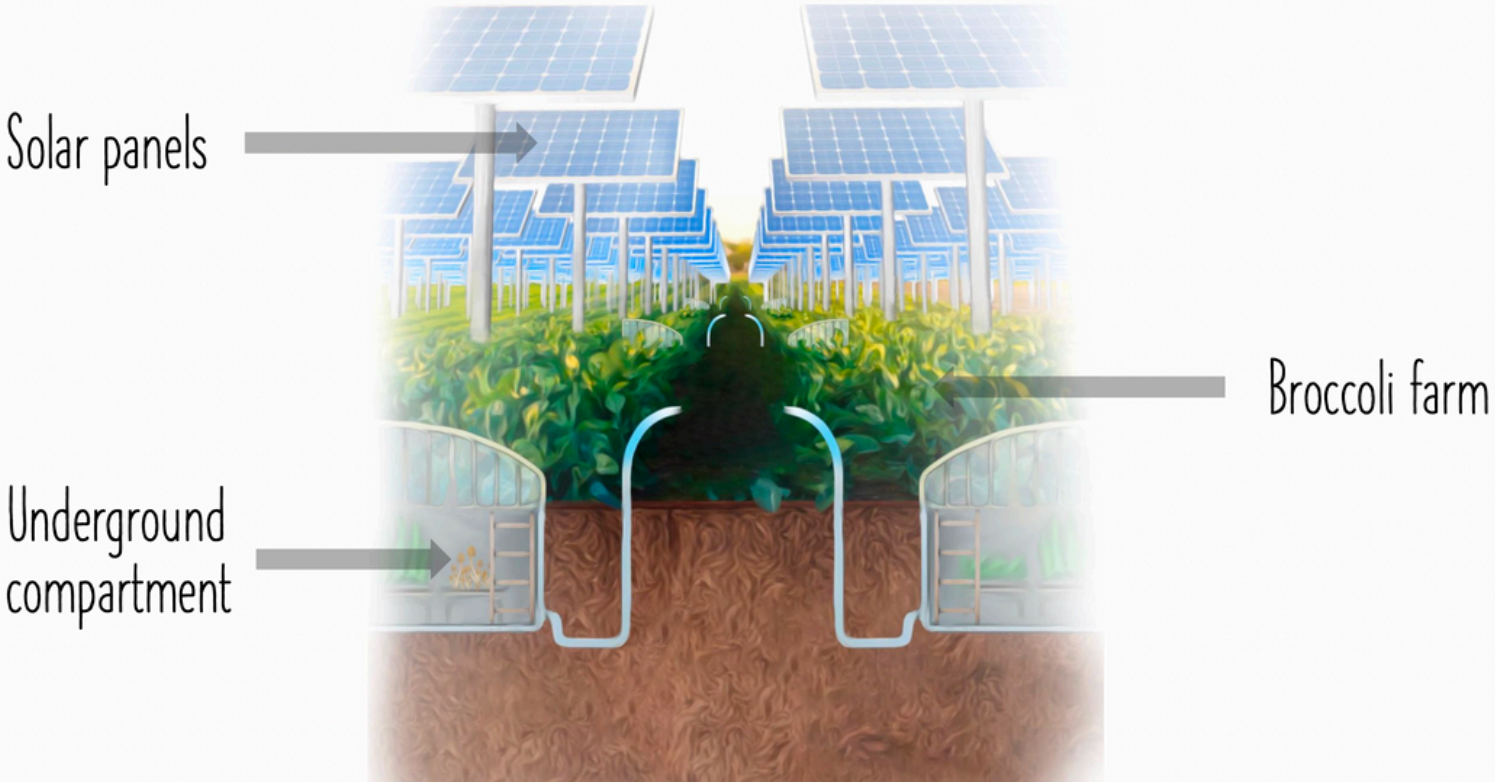
HOW CAN WE GET VEGETARIAN AND SUSTAINABLE FOOD FOR THE ENTIRE FRISIAN POPULATION IN THE FUTURE WITH LESS AVAILABLE AGRICULTURAL LAND?

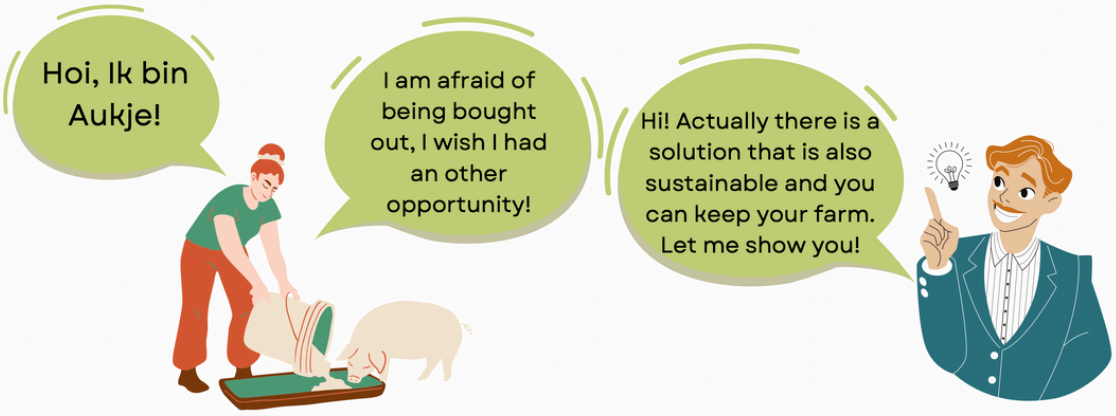
THE SOLUTION

Multiple purpose layering

The top layer will be solar panels

For example, mushrooms at the bottom





- Aukje, Frisian farmer, 40 years old
- Inherited family business
- Her aim is to continue farming in an ethical way

- Sipke, public administration, 35 years old
- His aim is to introduce a new solution

Insect farming

The idea is using insects as lifestock. With a few investments you can transform your business into a more sustainable one. I suggest cricket farming.

Let me show you!

Why should I specifically invest in insect farming?

Insect farming Advantages

General

- Less space
- Less feed - food waste
- Less fat more sustainable protein
- Less water
- The EU regulation - Hans im Glück
- Insect farming - more ethical
- Job opportunities stay

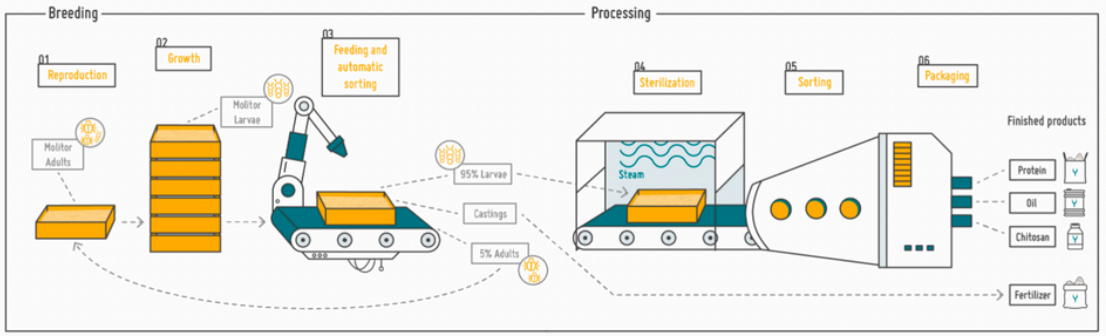
For Aukje

- Keep her farm - tradition
- Being innovative
- Less feed and less water - not so expensive
- Product variety - more profit
- Less labour-intensive
- The transition is easier
- Not so many competitors

Presented by
Emily, Hawa, Dóra, Sayaka, Gosse

Insect farming

Technology



morningchores.com/criketfarming

GREEN GUT

Student Food Magazine

Volume 01

COMMUNITY BLØKHAUS WINNER

Taking better care of yourself and the world!

Super spinach pancakes

Cauliflower rice pie

Vegan banana bread

SPICED CAULIFLOWER RICE PIE

METHOD:

Peel and finely chop the onions, place in a 28cm non-stick frying pan on a medium heat with 1 tablespoon of olive oil and a splash of water, and cook for 10 minutes, or until golden, stirring regularly.

Cut the cauliflower into 2cm florets, finely slicing the stalk and any nice leaves. Stir into the pan with the curry paste and cook for 5 minutes. Pour in 1 mug of rice and 2 mugs of boiling kettle water (600ml). Prick and add the whole chillies, then roughly snap in the poppadoms and tear in most of the coriander leaves. Stir well, season with sea salt and black pepper, cover, and cook for 15 minutes on a medium-low heat.

After this time, the rice will have absorbed all the liquid. Uncover the pan, drizzle 3 tablespoons of oil around the edge and press down with a masher. Reduce to a low heat and cook for 5 more minutes to get a super-golden, thin crispy crust.

Rest, covered, for 10 minutes, then loosen the edges with a spatula. Carefully turn the whole thing out on to a board or platter, then pick over the remaining coriander leaves. Season the yoghurt with black pepper, drizzle with a little extra virgin olive oil and serve on the side.

INGREDIENTS:

- 2 onions
- olive oil
- 1 head of cauliflower , (800g)
- 3 tablespoons tikka curry paste
- 1 mug of basmati rice , (300g)
- 3 fresh mixed-colour chillies
- 6 uncooked poppadoms
- 1 bunch of coriander , (30g)
- 6 tablespoons vegan yoghurt
- extra virgin olive oil

MISO SOUP

METHOD:

1. Heat 2 tablespoons sesame oil in pan and add the onions. Once the onions are cooked add the garlic and bake for about 1 minute. Add the mushrooms & leek until they are done. Add the green onions and bake 1 –2 minutes.
2. Add enough water to cover all the ingredients (and a bit extra if you want more broth). Add the miso paste, soy sauce, mushroom stock, 5 spices, 2 tablespoons, black pepper to the soup and add more if needed. (Optionally, add MSG, dried cilantro leaves and mushroom essence). Keep tasting in between to make sure it's not too salty and adjust spices accordingly. If it is too salty, add some acidity such as lemon/lime juice to balance the flavor.
3. Once you are happy with the flavor pour in the noodles and bok choy and cook in the soup until done.
4. Serve with garnishes on top and enjoy!

INGREDIENTS:

- 600-gram sliced Mushrooms (equal parts portobello, shiitake, chestnut mushrooms)

(budget friendly option: only chestnut mushrooms)

- 1 Onion, diced
- 4 cloves of garlic, minced
- ½ leek, sliced
- 5 green onions, sliced (leave a handful for garnish)
- 300/400 gram udon noodles (or noodles of your choice)
- 1 Bok choy sliced
- 1 Bok choy sliced
- Water

(Optional: firm tofu for extra calcium, protein and iron)

- 1-2 tablespoon red miso paste (add more if needed)
- 1-2 tablespoon soy sauce
- 1-2 cubes of mushroom stock
- 2 teaspoon 5 spices
- 4 tablespoon sesame oil black pepper

(optional: 1 teaspoon MSG)
(optional: 3 tablespoon of dried or fresh cilantro leaves)
(optional: 1 teaspoon mushroom essence for extra umami flavor)

Garnish

- 1 Carrot, grated
- 1-2 nori sheets, cut into small pieces
- Handful of green onions
- Black Sesame seeds

(optional: dash of sesame oil to add that flavor)

SUMMER ROLLS WITH TOFU

METHOD:

1. Start by marinating tofu for 30 minutes to an hour. Then, pan-fry until golden on both sides.
2. Make peanut sauce (can be store bought, just add some more dried ginger)
3. Add about an inch depth of hot water to a deep dish or pie pan. Dip rice paper for a few seconds on both sides.
4. Place rice paper on a damp and smooth surface, like a plastic chopping board or your ceramic countertop, with the smooth side facing down. Layer on the vegetables and tofu
5. Gently pull off the edge of the wrapper nearest to the filling, and wrap it over the filling while simultaneously tucking it in.
6. Fold left and right edges in, and continue rolling up tightly until the roll is sealed.
7. Repeat for the remaining ingredients, and your tofu rice paper rolls are ready to be served!

INGREDIENTS:

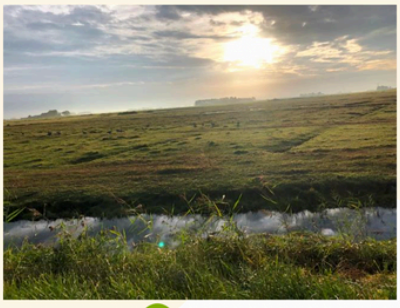
- **Tofu:** Make sure to use tofu that has been drained and pressed beforehand, either using a tofu press or stacking something heavy on top.
- **Soy sauce:** Can be substituted with tamari or shoyu. Use certified gluten-free ones if needed.
- **Rice paper:** A wrapper of Vietnamese origin that is made from rice flour and tapioca starch.
- **Peanut sauce:** Can be store bought or made by yourself
- **Vegetables:** Personally, I like grated carrot, sliced red cabbage and sliced cucumber. You can mix it up however you like though, mint is also a nice extra.

SUBSTITUTES

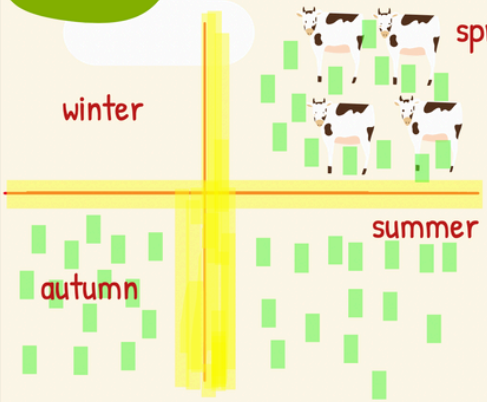
- **Chicken**- Meatless farm has the best vegan chicken nuggets & schnitzel by far. Quorn "vegan reepjes" or "Vegetarische slager kipstuckjes" are good chicken replacements for cooking.
- **Eggs**- for baking; chia seed, applesauce, mashed banana, For scrambled eggs: use firm tofu and kala namak (available at local Asian supermarket)
- **Milk**- Oatly oat milk favourite (Oatly has many great replacement such as barista oat milk for in coffee and good cooking cream), or any other preferred plant base option
- **Yoghurt**- Koko dairy free coconut yoghurt is the tastiest, Alpro soya yoghurt, for baking use plant based milk some lemon juice/vinegar and 1/4th less milk than recipe calls for
- **Buttermilk**- for baking; lemon juice and plant based milk
- **Cheese**- Everything from Daiya is quite good, Nutritional yeast and/or cashews in sauces. A lot of vegan cheese can be quite bad so beware with trying out other brands than Daiya. There are some nice ones if you look good enough. The best vegan cheese for on a platter is max & bien, although it is far from perfect. Can be enjoyed on a cracker.
- **Beef**- Beyond meat for sausages, burgers and meatballs, meatless farm has some nice options as well. For steak & spareribs; seitan,
- **Minced meat**- Beyond meat mince (or other substitute), meatless farm, lentils, chestnut mushroom
- **Butter**- vegan butter (Flower farm), coconut oil, margarine
- **Gelatin**- Agaragar, corn starch
- **Cream cheese** – Boursin, Wildwestland
- **Bacon** - Vegetarische slager speck of Verdino. For bacon cubes you can use baked smoky tofu (look up a good recipe online).
- **Fish** - Vegan seastar makes really good vegan salmon for sashimi or sushi (among other good fish substitutes). Vivera has good vegan salmon for grilling. If you need a fishy taste in recipes seaweed is a good option.
- **Chocolate** - Booja Booja has hands down the best vegan chocolate out there. Even compared to non-vegan chocolate it is great, has won multiple awards. A lot of vegan "milk" chocolate isn't worth trying in my opinion, most dark chocolate is vegan though (and if you like dark chocolate delicious!). Alpro has really good chocolate milk for those cold winter days. Enjoy with some vegan whipped cream from Albert Heijn.

1 INCREASE OF WATER BODIES ON FARMS

- Absorbs Co2
- Creates minerals
- Provides healthy grass
- Collecting rainwater
- Birth of new ecosystems



2 Rotational Grazing



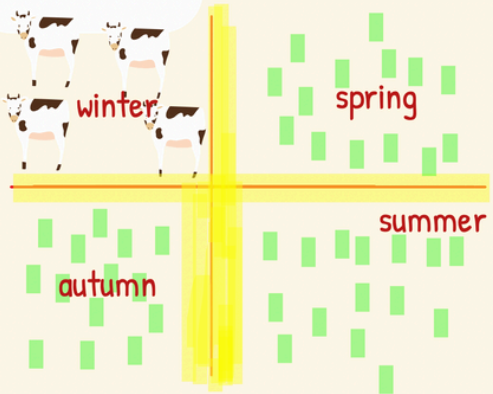
60 % tetraploid Engels Raaigras

30% other: nitrogen binding plants, flowers, other grass

INCREASED BIODIVERSITY

NO FERTILIZER, PLOUGHING - NO IMPORTING , NO EXCESS GREEENHOUSE GASSES

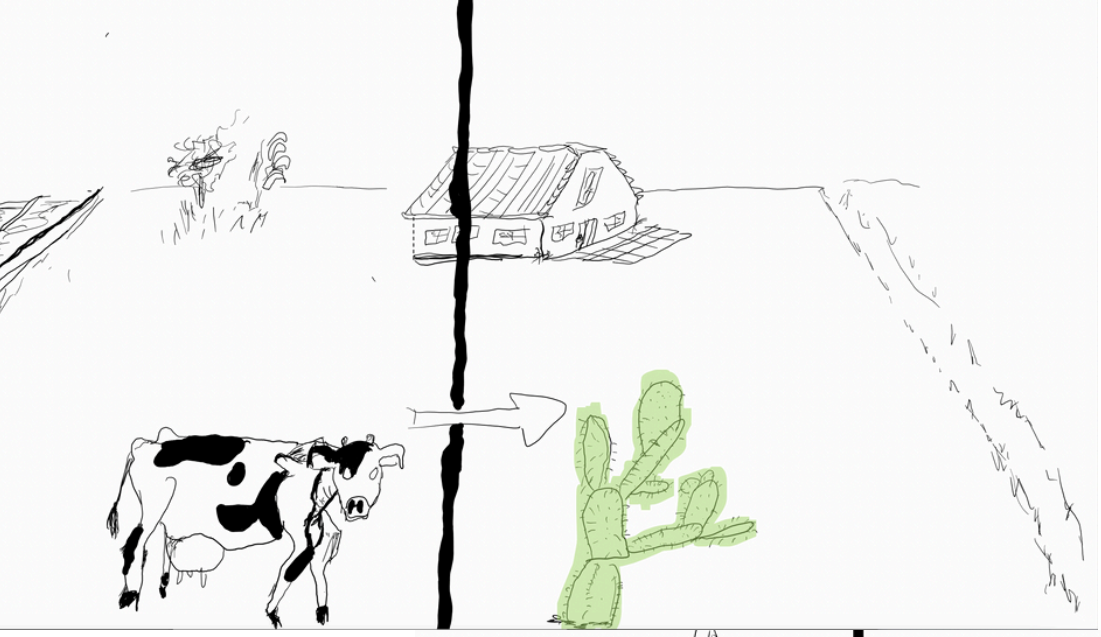
3 COWS DURING WINTER

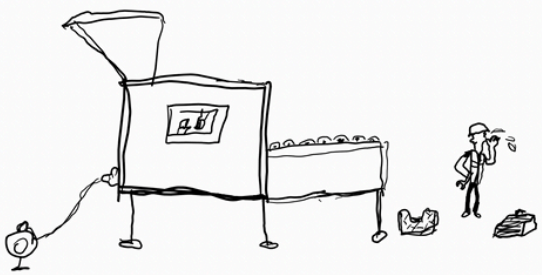


- 1 PIECE OF LAND FOR WINTER
- COWS ALLOWED OUT WHEN THE SUN IS OUT
- SUNSET-SUNRISE (INSIDE STABLE)
- STABLE REAMINS OPEN THROUGHOUT THE DAY
- COAT GROWS THICKER
- HAY FEED: TAKEN FROM SUMMER AND AUTUMN QUADRANT

Happy cows = more milk (25 litres)

David Buerkle, Dakota Phekun, Tadiwa Fambisayi, Mees Husiman





Teachers:
Eelco Schutter
Esther Jorritsma

BUSINESS MODEL INNOVATION & LEADERSHIP

4 solutions

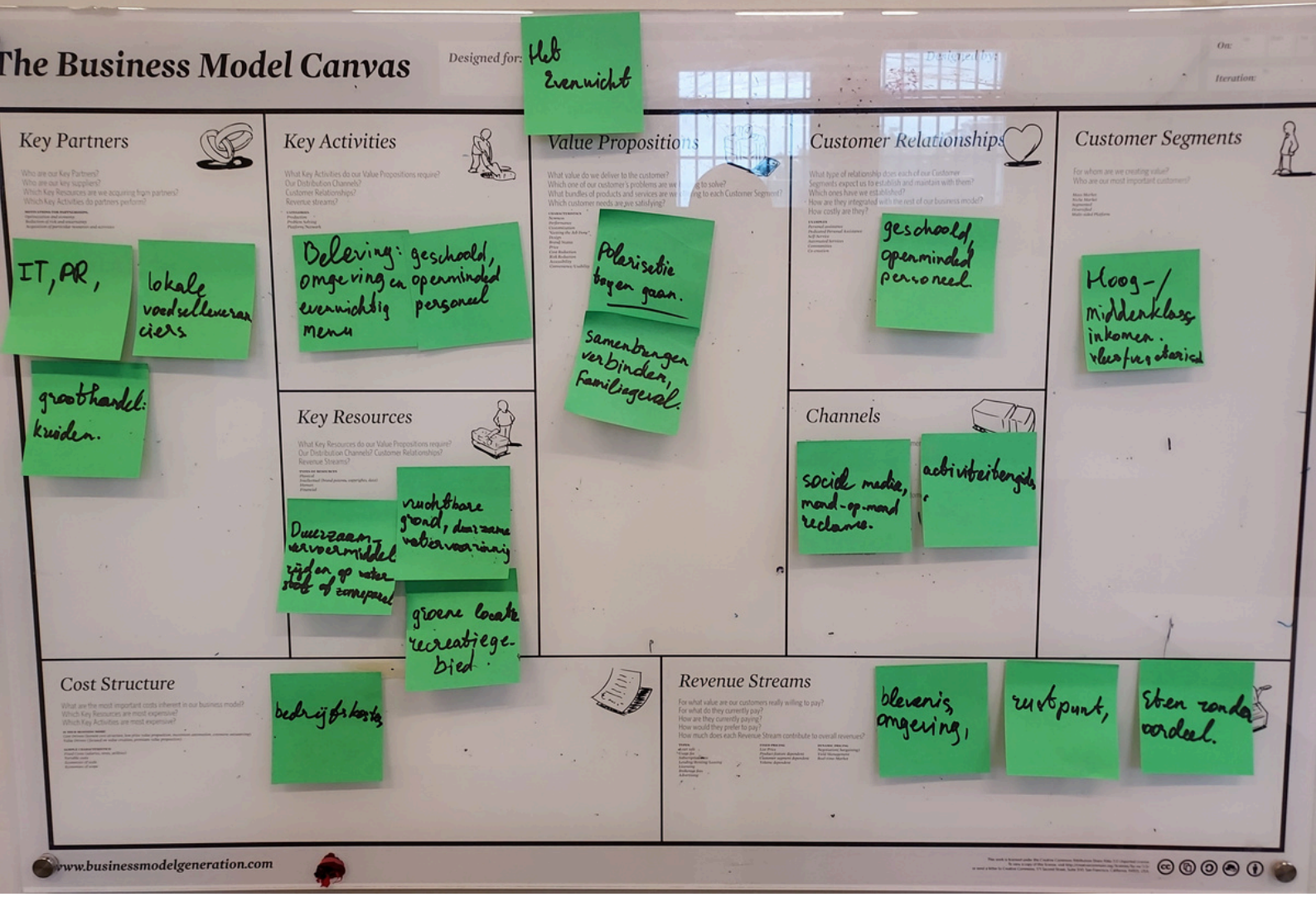
Keeping up with the times is becoming increasingly difficult for organizations. Developments are continuously speeding up and businesses find themselves stranded with outdated business models more and more. Pandemics, climate change, digitalization and other developments are affecting organizations all over the world. This creates a need for innovation. Businesses must learn how to come up with new business models that fit with the current times. In this minor we teach students how to do this: we unleash the power of design thinking in our Business Model Studio and design new business models for existing organizations in order to prepare them for the future. During the minor students will design an innovative business model for an existing company. Additionally students will master the skills involved to become convincing consultants and effectively cooperate in teams of fellow students.

Our approach for the Frisian Future Food Week: we are all about Business Modelling. We asked our student teams to come up with a Business Model for a company in 2040. The company should have a Business Model that deals with an aspect of the food industry and deals with one of the problems attached to it. Students used the double loop to make a design journey and end up with a business model canvas where all relevant aspects of the business were considered.

Each team used different canvases in each phase of the double loop to:

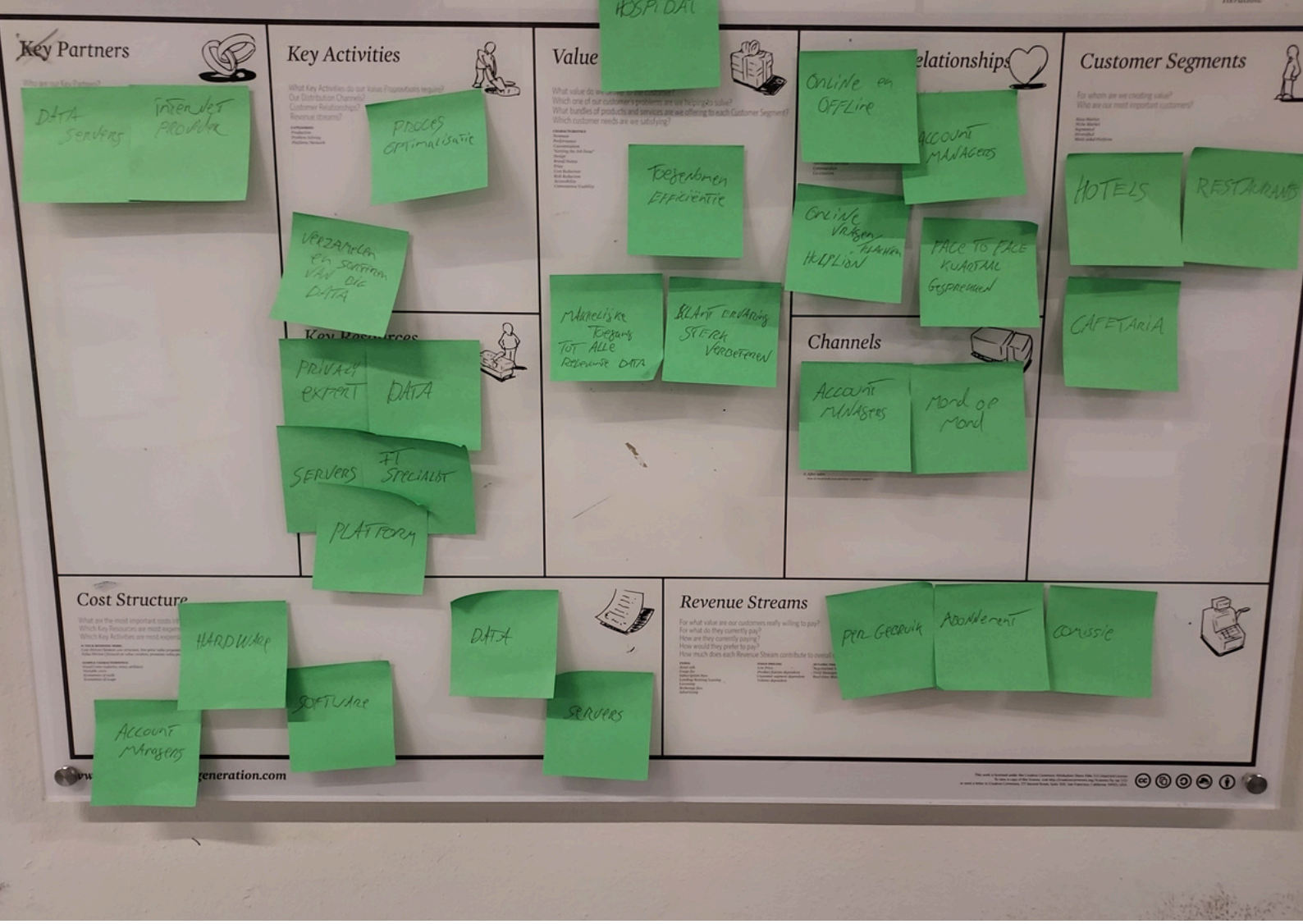
1. understand the issue they want to solve,
2. design creative solutions and ideas
3. build a business model prototype
4. validate the model

Our student teams pitched for their fellow students and eventually selected the best idea and pitch to represent the minor in the grand finale.



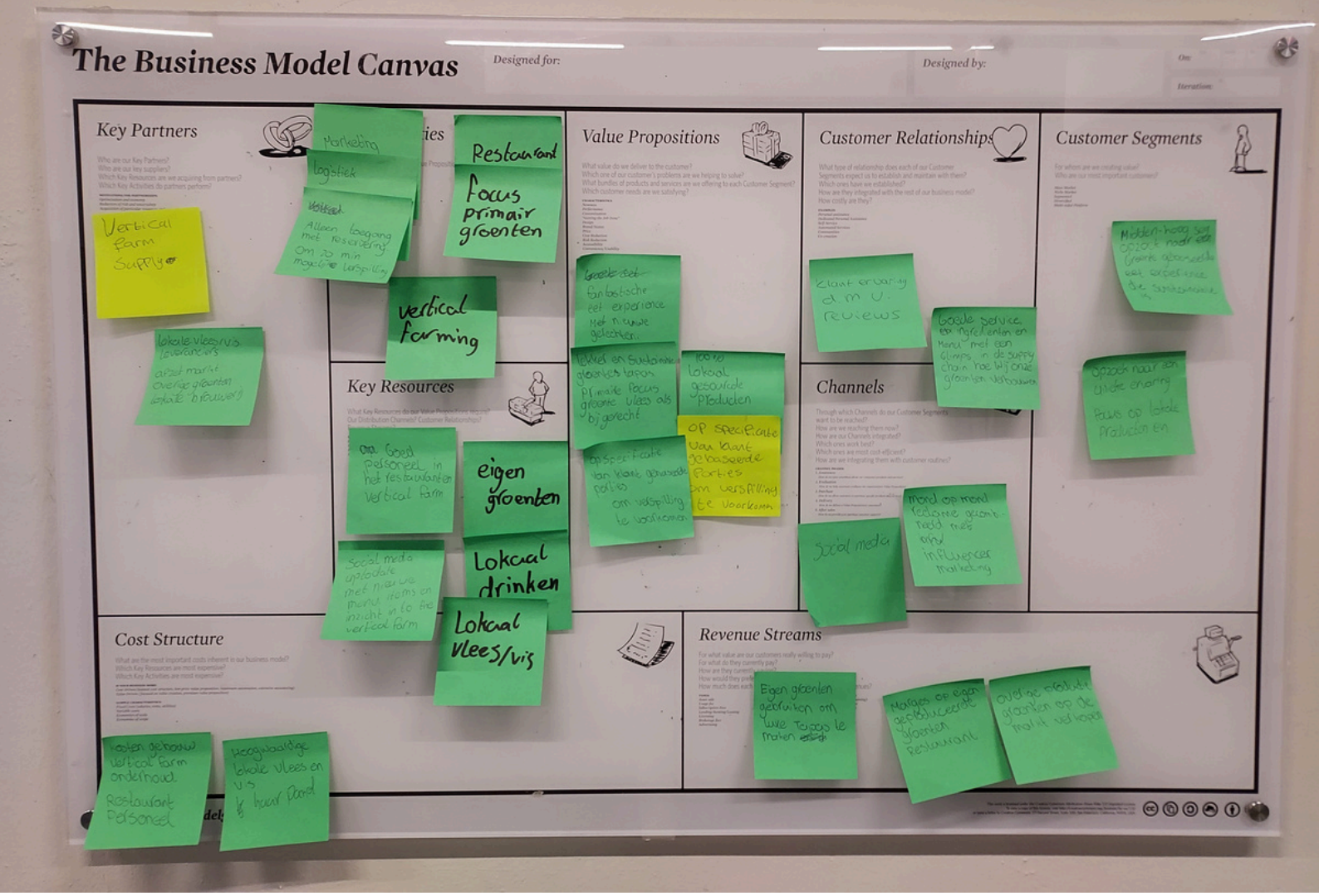
A restaurant concept in which the power of gastronomy (culture and food) is used to counter polarization in society. Themes such as vegetarianism and veganism touch directly on the increasing polarization that we see emerging.

The Connection was devised to allow groups of people who increasingly have their backs against each other and no longer understand each other to enter into a conversation in order to find commonality again; a restaurant where the dialogue can be guaranteed again through food and the story behind all ingredients.



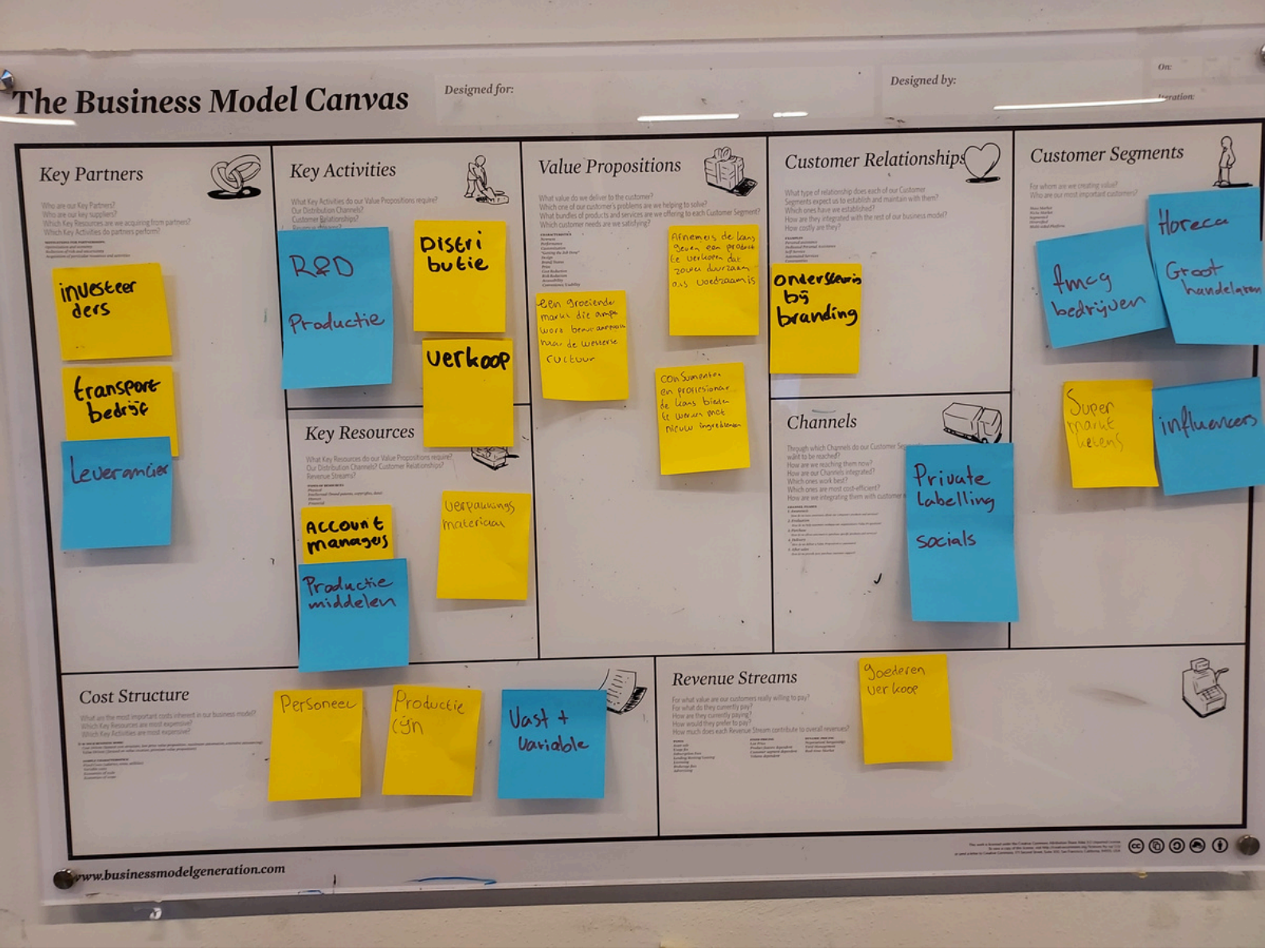
An online platform for the hospitality industry on which profiles of guests are developed. Restaurateurs can do a number of things based on these profiles. The platform is linked to a reservation system so that restaurants know exactly who is coming and:
1. Enabling the host to offer more customization (customer preferences are known). Consider, for example, taste, allergies, favorite dishes, etc.
2. More efficient purchasing, and thus prevent food waste

Ultimately, the data can also be useful for the entire sector: what are the preferences, where do guests like to eat, etc. A major objection and research point for Hospidat is, of course, privacy.



Hyperlocal is a restaurant concept where ingredients are produced in-house as much as possible; a futuristic vertical farm where vegetables and herbs are grown hyper-locally. Meat and fish will be purchased more in the local area, although aquaponics has also been considered, whereby fish farming will also take place in the building.

The green and futuristic setting of the vertical farm also immediately provides a spectacular backdrop for the restaurant, which will be placed on the top floor of the farm.



The students started with the assumption that we should eat less meat, but that vegetables alone cannot be the only alternative. A large part of the world's population also eats insects and Sutainable Food wants to set up a modern factory with an R&D department where new insect-based products are developed and produced. The company works B2B and gives customers the opportunity to put their own brand on the products. The core is really developing products and then manufacturing them.

Teachers:
Mérijn Stam
Eric Voigt

FUTURE DESIGN PLAYGROUND

5 solutions

In the minor FDP, teams of international and multidisciplinary students design the future, together with organizations and businesses in the region. They work in and for practice to create a sustainable and inclusive future, with themes such as Broad Prosperity, Future-Friendly Food Production, and Social Justice and Inclusiveness.

By innovating radically and methodically, students develop the mindset of a future thinker. The students keep that mindset even after the minor; they become future thinkers "for life."

In the Food week students were assigned to do the following;

- Define the problem after the briefing from the client
- Visualize a Future were this problem does not exist anymore
- What do you want to create in order to influence the HERE and NOW to come to that future
- Create a prototype in the workshop
- Check if your prototype is relevant and has value
- Pitch your work to the entire group

Problem:

Food waste.

Soulution:

We made a new cycle built by WWFR(World Wide Food Regulation), it's a new rule for 197 nations all around the world. Based on this system, we try to decrease the leftover foods, which start from the farm, as usual, the farmers will offer the crops and meats we need, which we can order from the app. In the app, we can only order the limited amount of food we need, which is also the first step not to waste food, only eat what we need. After ordered, the package will send the orders to each home by drones, and for the package, it has also go through special handing like vacuum pumping, which helps the food to keep fresh and decrease the amount of expired food, and we will also teach them how to cook in the app and offer some new recipes as well. After the meal, it may still have some leftover food, which we called it organic garbage, and separated into two parts, one is food waste and one is consumer waste. For the consumer waste like leftover foods, there will be a special process to transfer these to fuel or energy which can use on cars or heat, and for the food waste like peels or eggshells we will flush it by the sink and collect it all together in a garbage can with frozen system to keep it from getting bad or stinky, and the garbage truck will come once a week and send these back to the farm, and it's a new cycle for our life. After sending back to the farmers, the will use it as fertilizers to grow crops, a more recycling way and not just throwing the food away, and also a new system for the world.

Peter
Kjell
Pauline
Miina
Nini

Team Advochaos

Kirsten van der Wal, Ruben Pots, Yordi Taams,
Ivar Jostein Vatle, Kotomi Isogai, Flurina Thalmann.

Problem: People are uneducated about healthy food habits
Question statement: How can we change people's minds with education regarding food (habits)

Solution: Our main concept is organizing an annual Healthy Food Market. At this healthy food market people can be introduced to new and healthy food options. Our main goal is to educate the people about the different food options so they can expand their knowledge and diet. We want to make people realize how important healthy food choices are and by having them try and (hopefully) liking the healthy food we can make them start thinking about it and implement it by (slowly) changing their diets.

One main aspect of the market will be vegetarian and vegan food, because this is a growing trend and we need to lower meat production for the sake of our climate. By having people who visit the market try vegetarian and/or vegan food they will expand their food knowledge/options. Even though vegetarian food is something many people have added to their diets, there are also still many people who eat meat that are not going to try it or suddenly make this change. With the food market we can fasten up this process for those people.

Team members:
Dennis Bergsma
Jorinda Huijser
Jens Jansen
Thomas Veltmaat
Sierk van der Woude

The team got an assignment at the beginning of the week. This assignment is from Willem Schaafsma and his question was: you, the students are the future, what will our diet look like in the future? What solution is there for the space we need to feed growing population? When are we doing it right?

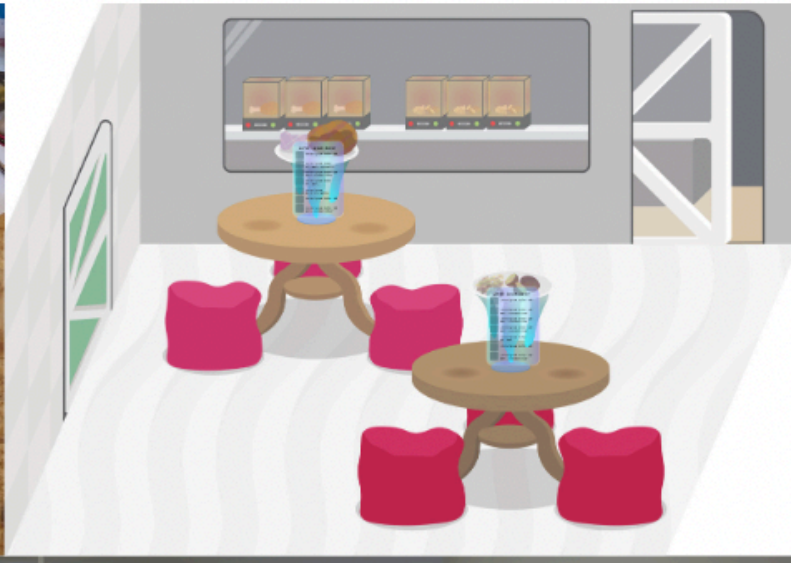
The team decided to focus on the problem that we people waste a lot of food. We believe there are still a lot of options left to safe on food and the consumption of it. People still make too much food or we don't use the food that look 'nice' or 'different' than what we usually see.

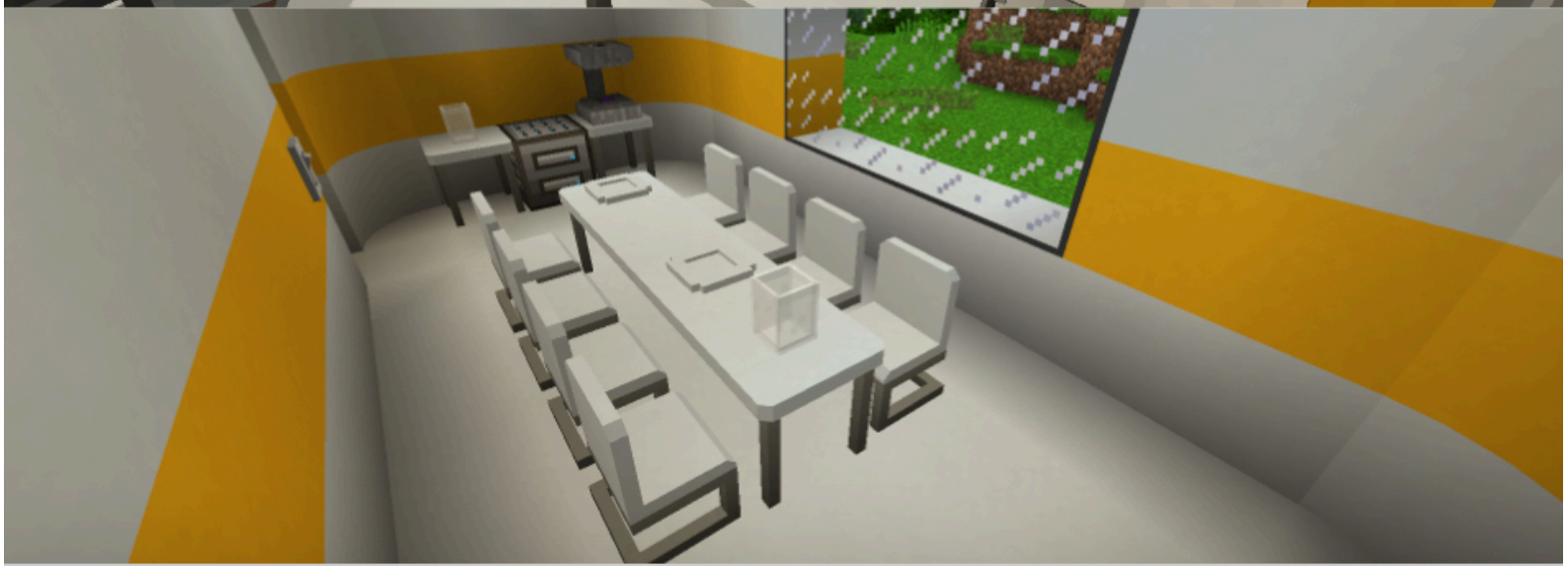
They made use of the future backcasting to think of ideas to solve the problem. This method you look in the future and than go backwards to the presents. The team started in 2060 and went back to 2030. You start with the really big things and think back how to get there.

Some of the ideas that came forward were: measure your own food in grocery stores, all you can eat restaurant will be more stricht with food and restaurants will awarded for donating food waste and environmental friendliness, the government will be more strict with waste and there will be no waste, we get new farms and everything will be able to be synthetically made, be it different flavours, (meat) structures and color.

The solution is a visual designed restaurant. This gives an idea of how the team see the future and people can discuss about it. There are three different prototypes: one physical prototype, a illustration and one in minecraft. The one in minecraft gives a view of the physical protoype.

The idea is that you come inside. A robot will measure you height and weight. You get the exact food you need based on that. This means less leftovers afterwards. This is based on the starting trend that you can measure food in grocery stores. The food gets printed with a 3D printer. This is based on the trend of 3D printing and that this will evolve to food.





Summary of Food Week

Student: Stijn Timmerman, Elisa Teigeler, Rianne Schuitmaker,

Kirari Nakakita, Shiino Asahina, Ruben Smit

From 29th of August to 9th of September, students from Future Design Playground minor have been required to work on one project about the future of food. The process which our team has gone through, problem statement, solution and images of prototype are going to be revealed in this paper.

Problem statement: The growth of the fast-food culture

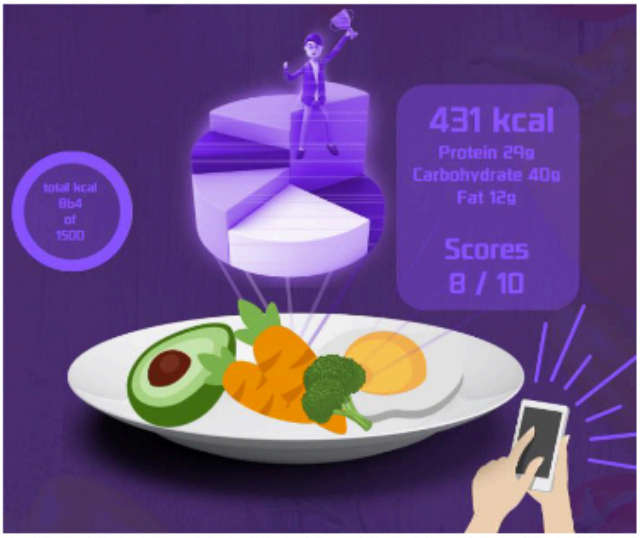
Our team started to do a brainstorm about future eating habits. We can say our future diet won't be healthier than today because the fast-food industry has grown increasingly in these decades. In addition, more and more people started ordering fast-food by delivery service after the pandemic. As we could see this large growth of fast-food culture will affect humans' diet more in the future, we decided to focus on this topic as a problem.

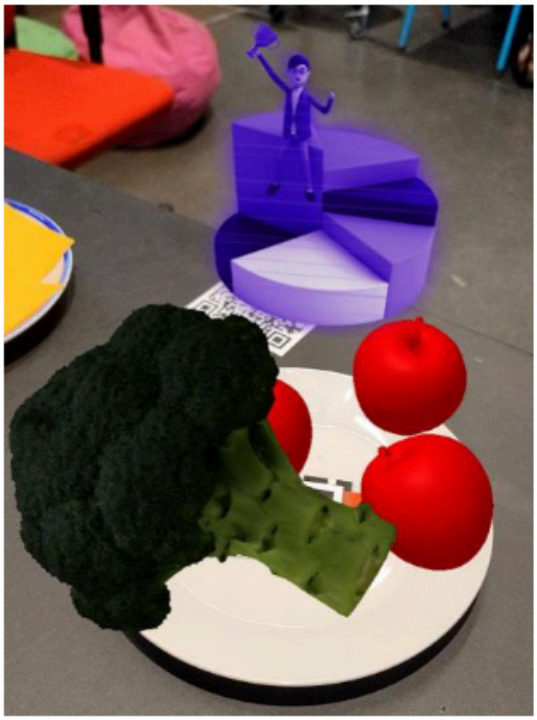
At first, we discussed what our future diet should be like instead of getting unhealthier. We all agreed with one ideal, that every child likes to eat vegetables and fruit, and they all love what they are eating. Today, many people start eating unhealthy food from their childhood and they all love to eat unhealthy food more than healthy products. To change this situation and make the diet of children healthier, and improve their general knowledge about nutrition, we have designed a plate which helps children to be healthy and learn about what they are eating. This plate is useful for both children and adults as children usually have meals with their parents or others.

Solution: The Smart Plate

As a prototype of our idea, we created "The Smart Plate" to enable people to eat healthier. If you connect this plate to your phone, a hologram appears and displays various information about your meals such as how much calories, protein, carbs and fats are included, and it scores your meal. Therefore, it allows you to have completely customized and balanced diet at home. Moreover, people can bring this plate to everywhere and check the information about their foods as people only need the plate itself and application on their phone. We believe that the lack of proper education about food tends children to have unhealthy diet, so it also makes it possible to provide an opportunity to learn about food in a fun way.

Scan this QR code (left side), you will get the application and the camera is going to work. Then, if you aim your phone at the right image, you will see a demonstration of the hologram that would appear on the Smart Plate.





The image on the left is one of the first visual representations of the Smart Plate made by our team. In order to help visualize the concept in real life, we have also developed a prototype which can be viewed in augmented reality on any smartphone, which is demonstrated in the image on the right.

Team Utopia

— Kelvin Strijk — Jamie Yin — Wietse Kiers — Fauve Vlegels — Bart Regterschot —

How can we sustain the population of 10 billion people in 2050?

20's

Vegetarian shift

More vegetarians by spreading veg food and making more people try it.

30's

Vertical farming

Vertical farming is something that already exists but it hasn't been implemented everywhere. It's a system which uses less floor space and more height. If we can get a very large demand for vegetables and vegetarian food we think vertical farming can be used more widely. However, it will result in a higher energy demand.

40's

Lightning

At the present there isn't a way to store lightning yet. But there are people working on capturing it. A few years ago we also thought we couldn't store solar power. If we can store lightning, we will have enough power to provide 100 million people daily.

50's

Utopia

Self-sufficient future society.

Present day

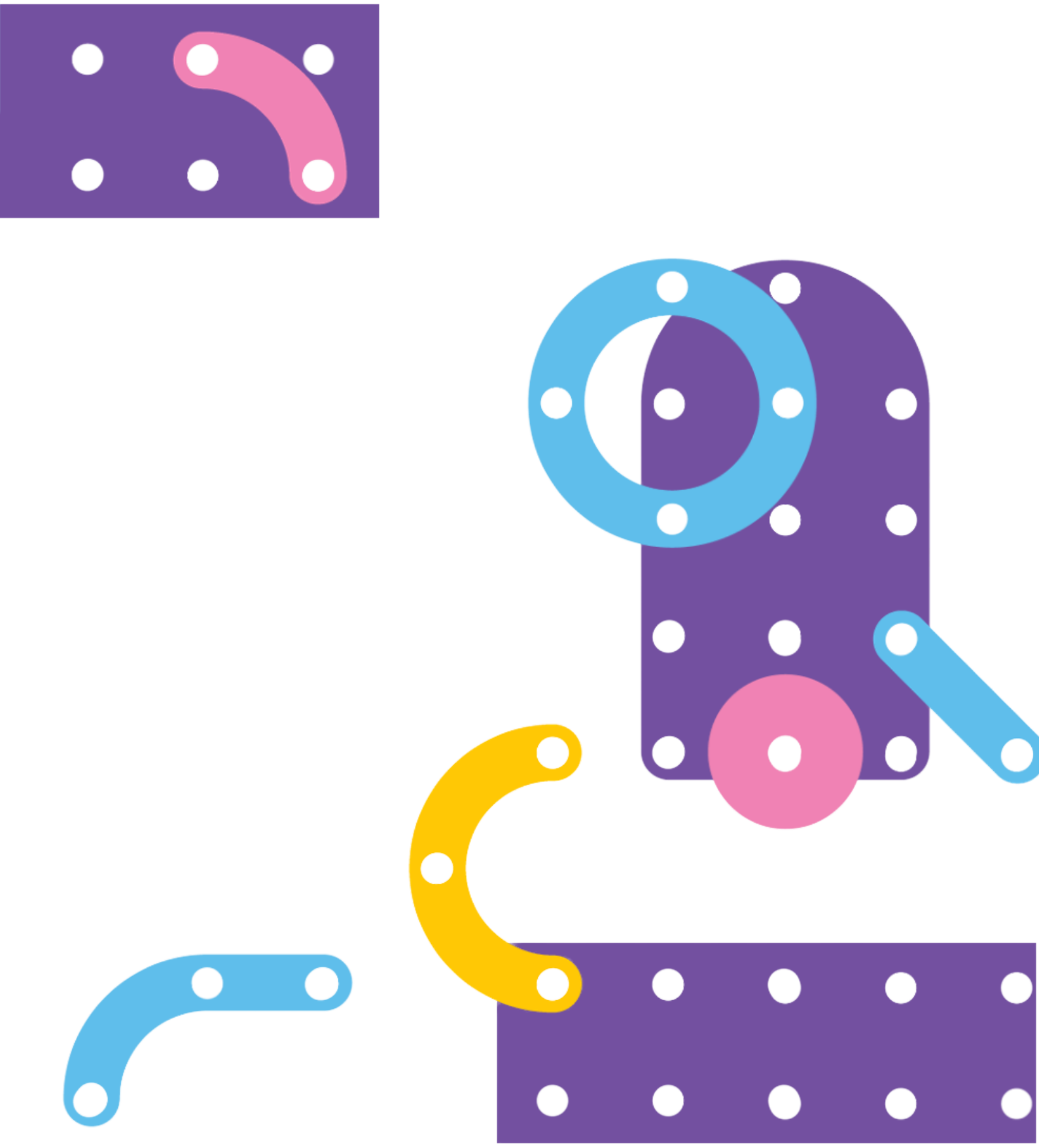
Pay what you want

Restaurants like this do already exist but there is no vegetarian restaurant that does this.

If people pay what they want they can try the vegetarian food first, if they don't like it, they don't have to pay. It may sound like a crazy business idea, but there are restaurants that use this system all over the world who are very successful.

There's even one in Amsterdam too. It depends on the social norms people are taught and the combination with this system and vegetarian food will create a new trend for vegetarian food.

Utopia in 2050



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