

Appendices

Every purchase counts.

**Creating awareness by
involving consumers in the
impact of their food choices.**

**Master thesis
Silke de Jong**

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A - Original project brief

DESIGN FOR our future



IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name <u>de Jong</u>	Your master programme (only select the options that apply to you):
initials <u>S.A.M.</u> given name <u>Silke</u>	IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfl <input checked="" type="radio"/> SPD
student number <u>4292693</u>	2 nd non-IDE master: _____
street & no. _____	individual programme: _____ (give date of approval)
zipcode & city _____	honours programme: <input type="radio"/> Honours Programme Master
country _____	specialisation / annotation: <input type="radio"/> Medisign
phone _____	<input type="radio"/> Tech. in Sustainable Design
email _____	<input type="radio"/> Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair <u>Jotte de Koning</u>	dept. / section: <u>DfS</u>
** mentor <u>Jo van Engelen</u>	dept. / section: <u>DfS</u>
2 nd mentor <u>Tom Grobben</u>	
organisation: <u>De Nieuwe Melkboer</u>	
city: <u>Enschede</u> country: <u>The Netherlands</u>	

comments (optional) The topic of my thesis asks for experience in sustainable innovation and food transitions. Both Jotte (food transitions) and Jo (sustainable business innov. are the most experienced in this field and are a great addition to each other.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

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

chair Jotte de Koning date 12 - 06 - 2020 signature Jotte de Koning

Digitally signed by Jotte de Koning Date: 2020.06.12 15:15:50 +02'00'

CHECK STUDY PROGRESS

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

Master electives no. of EC accumulated in total: 33 EC

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC

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

YES all 1st year master courses passed

NO missing 1st year master courses are:

name C. van der Bunt date 15 - 06 - 2020 signature _____

FORMAL APPROVAL GRADUATION PROJECT

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

Content: APPROVED NOT APPROVED

Procedure: APPROVED NOT APPROVED

_____ comments

name A. Huwae date 23 - 06 - 2020 signature Andrea Huwae

Digitally signed by Andrea Huwae Date: 2020.06.23 14:30:11 +02'00'

Initiating short food chains in the Netherlands

project title

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

start date 08 - 06 - 2020

27 - 11 - 2020

end date

INTRODUCTION **

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

In the last decades some major steps in the agricultural sector were taken: farming problems were solved by introducing techno-scientific instruments like fertilizers, pesticides, heavy machinery and the scaling up of farms [1]. This modern industrialized and globalized [2] food system has been extremely successful in achieving a doubling of the world food production and is able to supply 'cheap' food to most of world population [3]. The Netherlands plays a substantial role in this system, as it is the second largest exporter of food in the world [4].

However, this food system has some very costly consequences for society, the environment and our health [3]. As farmers are now competing on world markets, they have to sacrifice long-term sustainability for productivity in order to manage financially [3]. Many small players in the food system have disappeared and a few wholesalers control the food market and strictly determine what farmers grow [3] [5] [6]. Besides, the consumer has become estranged from its food; a study in the UK shows that half of the consumers of the age of 18-23 does not know that an egg comes from a chicken and milk from a cow [1]. This estrangement entails an unawareness of the production processes of food and their effect on the planet and society.

A more sustainable food system is desired and there are many perspectives on what such a system entails [16]. This research takes on the perspective of a sustainable food system that is able to deliver food security and nutrition in a social and financial just way without degrading the environment, so future generations won't be compromised. In this, increasing the amount of short food supply chains (SFSC) has potential for supporting the transition. The increase of SFSC can strengthen the resilience of the food system as small initiatives counteract the big players in the market. It has the potential to reconnect consumers to their food and make the impact of their behavior on the food system more directly visible. To be aware of this impact is crucial in installing a different, more sustainable, buying behavior. Furthermore, the ecological footprint of our food will be easier to trace in SFSCs.

Last year 1 in 10 Dutch farmers was supplying directly, or with one intermediate, to consumers [17]. On a larger scale there is little research done and data is lacking to explain how much of what we eat is locally sourced [18] [19]. The current corona crisis seems to have created awareness amongst Dutch consumer on the importance of their food supply chain and local initiatives, such as Rechtstreek and Support your locals, they are getting up to five times more orders than before the crisis [8]. On the national level the potential benefits are also recognized; in 2019 the Dutch Minister of Agriculture, Nature and Food Quality announced she wants to stimulate short chain initiatives and appointed Taskforce Korte Ketens to do so [9].

Figure 1 offers an overview of the different stakeholders in the Dutch food system and explains how they operate and what they value.

Responding to these social and political developments and building upon the potential benefits of SFSC, this project will aim to increase the number of SFSCs in the Netherlands. In this research the 'short', in short food chain, will refer to both the physical and social distance, based on the definition of Galli et al [7]. Social distance refers to the opportunity for the producer and the consumer to interact, share information and create mutual understanding. There are no or very few intermediaries. The physical distance refers to the actual distance, which is as limited as possible.

The client for this research is De Nieuwe Melkboer, which is operated by two brothers Tom and Bart. They initiated a short soy milk chain and are about to further develop and establish the chain. This would make them the first to sell an all-Dutch soy drink. The Netherlands is a dairy-loving country and ranked third in the amount of milk drunk per capita [15]. The amount of plant-based dairy drinks in the Netherlands is rising and in 2019 the market share was about 12% off all dairy drinks [20].

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introduction (continued): space for images



image / figure 1: Stakeholders: what do they value and how do they operate?

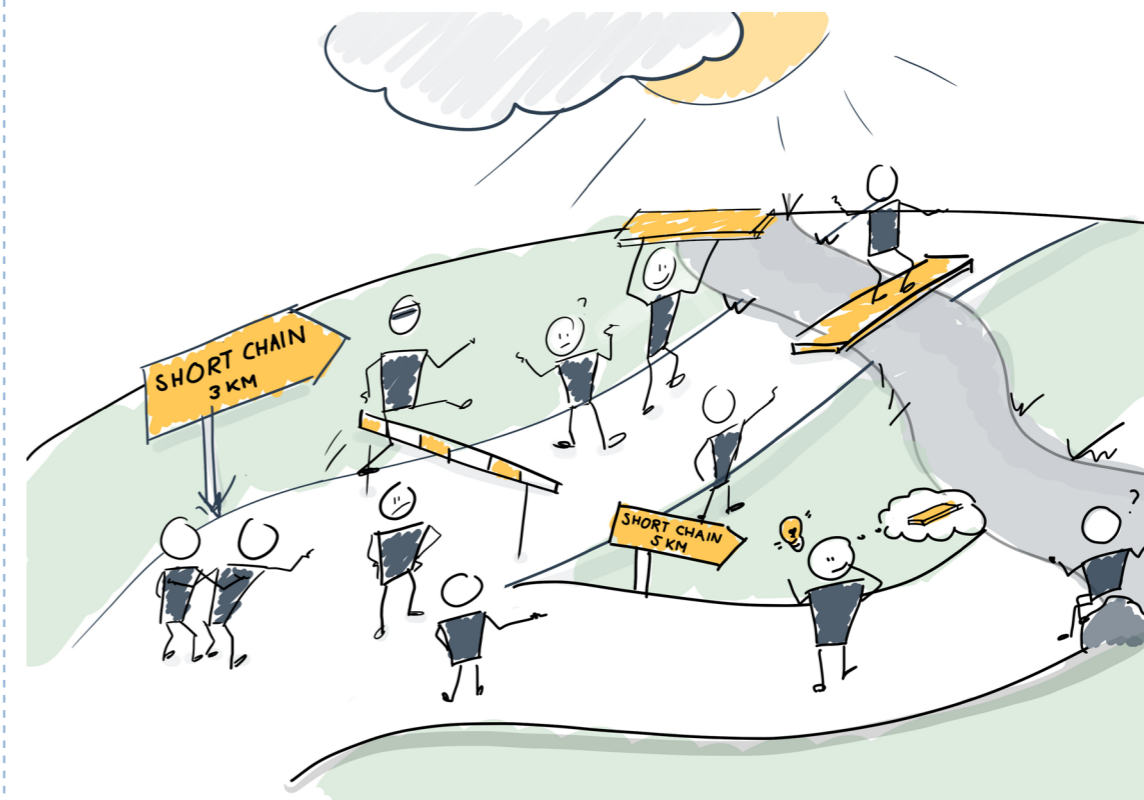


image / figure 2: Problem statement

PROBLEM DEFINITION **

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

SFSC can add to the transition towards a more sustainable food system. Agrarian entrepreneurs and consumers show interest in short chains [5]. On the one hand, consumers express the desire for more short chain-food, but their buying behavior does not match this desire yet [10]. On the other hand, short chain initiatives often have a hard time competing with the larger and established chains [9]. It is a daunting task to initiate a successful short food chain. Research for Rotterdam uncovers that short chain initiatives remain small-scaled, products are missing a clear and distinctive position for consumers and the complexity of food logistics is creating a major barrier [5]. A visual representation of the problem statement can be found in figure 2, on the previous page.

This project will focus on better equipping the short food chain-initiators in creating a successful chain. A successful food chain is seen as one that generates enough turnover to sustain its existence. The following research question will be answered:

How to better equip short-processed food chain-initiators for creating a successful new chain?

To answer the question above, the initiative of De Nieuwe Melkboer will pose as a case study to test and develop ideas and concepts. Therefore, the focus of this project will be on processed food chains and not fresh food chains. Analysis of the WUR [22] shows that agricultural sectors like fruit- and egg farming are more often involved in SFSCs than sectors than goat- and dairy farms. They suggest this difference is caused by the relative little processing necessary between production and consumption. As such, processed-short food chains are a relevant focus for this study.

ASSIGNMENT **

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

I will design a product, service or tool to support short food chain-initiators in creating a successful chain. This will be designed together with the key stakeholders of the short-processed food chain: the farmer, processor and consumer.

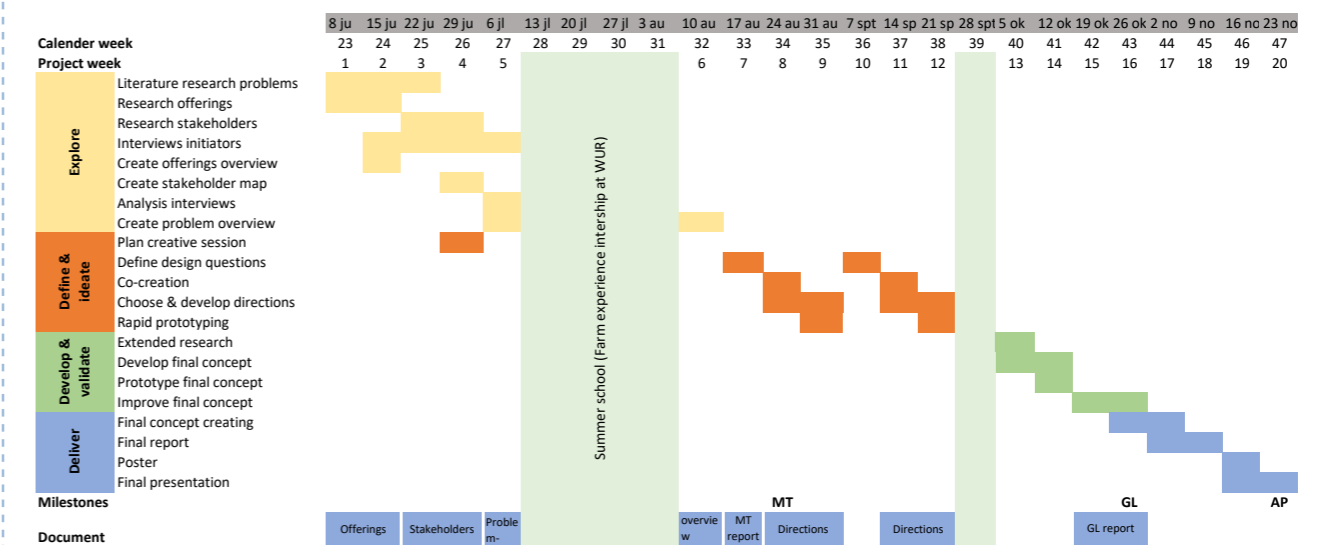
To get to this outcome, the following results are expected to be delivered:

1. A visual, systemic problem overview, uncovering the main challenges for short food chain-initiators in creating a SFSC, that will reflect:
 - Analysis of the interviews with accomplished and starting short chain initiators
 - Outcomes of literature research and interviews with experts in the field
2. A stakeholder map, that shows the connection between stakeholders and what they exchange. Main stakeholders are identified and their values and actions are included.
3. A visual representation giving both inspirational examples and insights in the differences and similarities of offerings in the field of short chains.
4. A co-created design of different concept directions, proposing ways to support the short chain-initiator in initiating of a successful short food chain
5. Quick prototypes and tests to validate idea- or concept solutions
6. A concrete concept, that includes
 - A final design, including further recommendations
 - A prototype, which includes a user test and evaluation
 - A reflection on the broader implications of this research

PLANNING AND APPROACH **

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

start date 8 - 6 - 2020 end date 27 - 11 - 2020



The planning is based on the double diamond approach, however has an extra loop of iteration at defining and ideation, to quickly get to a concrete level within the project. A more detailed explanation below:

- > Explore: understanding the context by answering the following questions:
 - A) What are the main challenges for short chain-initiators when creating a SFSC?

Doing literature research and interview experts in this field. At least five interviews with chain-initiators to uncover the main challenges, which will analyzed using the analysis on the wall technique [21].
 - B) What stakeholders are involved in creating a SFSC and what is their role?

Doing literature research and uncover important stakeholders based on chain-initiator interviews. Interview important stakeholders for a clearer image on their values and actions.
 - C) What do other short supply chain initiatives teach us on creating a successful short supply chain?

Literature research on successful and failed other short supply chain industries and SFSC. Analyze the main differences and similarities.
- > Define & ideate: How can we do things differently?
 - Define design questions based on the outcome of the previous phase
 - Co-creation with main stakeholders (farmer, processor and consumer) to come up with solutions
 - Choose & develop directions
 - Rapid prototyping to validate choices
- > Develop and validate: (How) does it work?
 - Extended research into concept solution
 - Development of final concept and a final prototype report and poster
- > Deliver: Sharing the solution by presentation, report and poster

MOTIVATION AND PERSONAL AMBITIONS

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

Motivation

During my master program I have put my focus on strategic sustainable solution making. So far I've worked on diverse sustainability topics, but my thesis is the given opportunity for me to go in-depth in one topic of interest. A sustainable food system is one of my main interests, as it is a complex and very relevant challenge that links both the social and natural world. I'd like to use these 100 days to get more knowledgeable on sustainable food systems in the Netherlands and the actors that are active in this field.

Personal ambitions

- Increasing my skills in visual thinking: using visuals in my communication and deliverables and using visual thinking in process steps such as ideation
- Daring to become concrete: a challenge in many design projects has been to stop diverging and researching and get to converge towards concrete directions, ideas or concepts. To reach this goal only six weeks of the project will be spent in the exploration phase. After that two iterative loops, including rapid prototyping, are planned to promote a high level of concreteness
- Applying creative facilitation skills into practice: the Creative Facilitation course I've been working in a less creative field and never got to actually apply these skills outside university. As co-creating is a good fit for this project, I'd like to further develop my creative facilitation skills in that.

[1] Korthals, M. (2018). Goed eten : filosofie van voeding en landbouw. Nijmegen: Uitgeverij Vantilt. [2] Robinson, Guy & Carson, Doris. (2015). The Globalisation of Agriculture: Introducing the Handbook. [3] O'Kane, G. (2012). What is the real cost of our food? Implications for the environment, society and public health nutrition. Public Health Nutrition. [4] Viviano, F. (2017). This tiny country feeds the world. National Geographic, September 2017 issue. [5] Monteny, A. & v.d. Schans, J.W. (2015). Verkennend onderzoek kansen opschaling korte voedselketens Rotterdam. Rapportage oktober 2015. [6] Muilwijk, H. et al. (2018), Voedsel in Nederland: verduurzaming bewerkstelligen in een veelvormig systeem, Den Haag: PBL. [7] F.Galli, G. Brunori (eds.) (2013) Short Food Supply Chains as drivers of sustainable development. Evidence Document. Document developed in the framework of the FP7 project FOODLINKS (GA No. 265287). Laboratorio di studi rurali Sismondì. [8] Vijn, M. (2020, April 15). Wat Corona ons kan leren over een robuust voedselsysteem. Retrieved at 21/05/2020 from [link]. [9] De Snoo, E. (2019, December 23). Schouten: dichten van kloof gaat ook over waardering voedsel. Retrieved at 30/04/2020 from [link]. [10] Cleantech Tomorrow. (2019, September 26). Tafel voedsel & landbouw buigt zich over korte keten. Retrieved at 30/04/2020 from [link]. [11] Grobbs, Tom. (2020, May 4). Phone interview. [12] Gladek et al. (2017). The global food system: an analysis. Retrieved at 05/05/2020 from [link]. [13] R. Ruben, M. Slingerland and H. Nijhoff (eds.), Agro-food chains and networks for development, 79-105. Retrieved 27/05/2020 from [link]. [14] Van Lustgraaf, R. (2019, September 24). Kant- en klaarmaaltijden vliegen over de toonbank. Retrieved 27/05/2020 from [link]. [15] Sawe, Benjamin Elisha. (2018, January 17). Countries Who Drink the Most Milk. Retrieved from [link] [16] M. de Krom & H. Muilwijk (2018), Perspectieven op duurzaam voedsel. Pluriformiteit in debat en beleid, Den Haag: PBL. [17] Baarsma, B. (2019). Essay Barbara Baarsma: 'Kunnen we meer lokaal eten?'. Het Parool. Retrieved at 30/04/2020 from [link]. [18] Conner, D. et al. (2013). Measuring current consumption of locally grown foods in Vermont. Journal of Agriculture, Food Systems, and Community Development. [19] Timmons, D., Wang, Q., & Lass, D. (2008). Local foods: Estimating capacity. Journal of extension, 46(5), 1-11. [20] Van Zessen, T. (2020). Plantaardig alternatief ligt gevoelig in de zuivel. Serie vegan versus vee. [21] Sanders, L. (2012). Convivial Toolbox

FINAL COMMENTS

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

[22] Schans J.W. van der en D. van Wonderen, 2019. Korte Ketens in Gelderland. Wageningen, Wageningen Economic Research, Nota 2019-072. 40 blz.; 22 fig.; 0 tab.; 10 ref.

My thesis project is in the field of sustainability and entrepreneurship and thereby meets the criteria of the Climate KIC Master Label Programme I'm part of next to my curriculum.

B - Interview Ernst



- 40 years old
- Working as a strategic designer at his own design agency
- Recently launched HalloBoer together with four others, after meeting at a hackathon from Agri Meets Design three years ago
- The HalloBoer platform facilitates the direct connection between farmers and consumers, without taking margins from the farmer

Motivation as SFSC initiator

Letting the farmer tell his story "Ja, en dat is waarom we ook zijn wat we zijn: de entree voor die boer of om z'n verhaal te vertellen. En hij kan het op het bedrijf doen, maar ook op alle aspecten waar hij het verschil kan maken. En als hij zijn verhaal kan vertellen dat mensen ook de producten beter gaan waarderen."

Being a piece in the transition to a more sustainable food system "Hopelijk, als het allemaal gaat werken maken we dat soort dingen mogelijk. De duurzaamheid enzo. En dat moeten al die mensen samen gaan doen, wij doen daar een stukje in."

C. Interview guide - visiting initiatives

Doel Inzicht verkrijgen in de volgende elementen (op volgorde van belangrijkheid)

1. Welke hindernissen zij hebben ervaren in het opzetten van hun keten?
2. Welke acties hebben zij genomen om deze te overkomen?
3. Hebben zij hulp gekregen bij het opzetten van hun keten?
4. Herkennen zij zich in de problemen die ik geschetst heb in de problem overview?

Deel I: semi-structured interview met behulp van de general interview guide

Heden: Kan je me wat meer vertellen wat je doet als onderneming x?

- Waar produceer je het?
- Waar verwerk je het?
- Waar verkoop je het?
- Wie helpen je bij dit proces?
- Hoeveel x maak je op het moment?

Verleden

- Wanneer kwam je op de gedachte: ik ga mijn eigen x verkopen?
- En daarna, wanneer heb je de eerste stap gezet?

- Hoe ging dat verder, het opzetten van je onderneming?
- Wat waren uitdagingen in het opzetten van je onderneming?
 - o Wat was je grootste uitdaging?
- Wat voor stappen heb je moeten nemen om uitdaging x te overkomen? & y? & z?
- Zijn er bepaalde organisaties, initiatieven, vrienden of ondernemers geweest die je hebben ondersteund in het opzetten van x?

o Wie hebben je ondersteund?

o Op wat voor manier hebben zij je ondersteund?

o Nee? Zijn er andere manieren waarop je samenwerkt met anderen?

Toekomst

- Wat zijn volgende stappen die je nog wilt nemen? En zie je hier nog uitdagingen liggen?

Deel II: Interactief onderdeel waar ondernemer problemen indeelt in mate van herkenbaarheid

Er zijn veel bijeenkomsten geweest en onderzoeken gedaan over het opzetten van korte ketens, waar hindernissen voor korte keten ondernemers benoemd zijn. Hier zijn een aantal onderwerpen die aangekaart worden. Kan je je hierin vinden? Of juist helemaal niet? En zou je per onderwerp willen aangeven waarom?

Opzet is pagina ingedeeld in kolommen, met post-its met de probleem categorieën onderaan. De kolommen en resultaten zijn te vinden in appendix D op de volgende pagina.

Deel III: Afsluiting

- Zijn er nog dingen die je kwijt wilt?
- Zijn er nog dingen die ik je had moeten vragen?
- Als ik wat verder in mijn proces ben, en verdiepende vragen heb, zou ik je dan nog eens mogen contacten?

D. Categorization exercise results

E. Interview guide - future perfect

NR	Dit is heel erg herkenbaar	NR	Dit is herkenbaar	NR	Hier herken ik me niet in, maar ik weet dat het speelt	NR	Dit is niet herkenbaar
17	Particuliere consument biedt te weinig afname zekerheid (is wispelturig)	1	Lastig om specifieke markt te kiezen	4	Mensen zitten vast in hun voedsel gewoontes	5	Weinig overheidssteun beschikbaar
2	Logistiek is inefficiënt dus duur >> dat dus duur dat weet ze niet zeker	3	Een te klein deel van de oogst kan via de korte keten	9	Erg lange trial & error periode	16	Kapitaal nodig bij het opzetten van je korte keten
8	Al die soorten initiatieven en platforms voor samenwerking: ik zie door de bomen het bos niet meer	7	Je kan lastig concurreren met de grote spelers	10	Als kleine partij is B2B verkoop erg lastig		
		6	Consument koopt (nog) te weinig in de korte keten	12	Hoe creëer je meerwaarde voor je product?		
		11	Je moet op zo veel vlakken kennis hebben, die kennis ontbreekt				
		13	Lastig om je toegevoegde waarde aan te tonen naar de consument				
		14	Er is nog weinig samenwerking (in kennis, middelen en kapitaal)				
		15	Keten onderhouden is (te) tijdsintensief				

NR	Dit is heel erg herkenbaar	NR	Dit is herkenbaar	NR	Hier herken ik me niet in, maar ik weet dat het speelt	NR	Dit is niet herkenbaar
1	Erg lange trial & error periode	7	Er is nog weinig samenwerking (in kennis, middelen en kapitaal)	10	Lastig om je toegevoegde waarde aan te tonen naar de consument	14	Particuliere consument biedt te weinig afname
2	Kapitaal nodig bij het opzetten van je korte keten	8	Al die soorten initiatieven en platforms voor samenwerking: ik zie door de bomen het bos niet meer	11	Een te klein deel van de oogst kan via de korte keten	15	Weinig overheidssteun beschikbaar
3	Je moet op zo veel vlakken kennis hebben, die kennis ontbreekt	9	Mensen zitten vast in hun voedsel gewoontes	12	Consument koopt (nog) te weinig in de korte keten	16	Lastig om specifieke markt te kiezen
4	Logistiek is inefficiënt dus duur			13	Hoe creëer je meerwaarde voor je product?	17	Als kleine partij is B2B verkoop erg lastig
5	Keten onderhouden is (te) tijdsintensief						
6	Je kan lastig concurreren met de grote spelers						

Both the interview guide and notes are in Dutch, because most interviewees feel more comfortable when speaking in their mother tongue.

Interview guide

1. Stel je voor... het is nu 2025 en [initiatief] is precies uitgepakt zoals je wilde. Je bent daar nu en zet al je realisme even aan de kant en je zet een mooie roze bril op. Je kijkt nu door die roze bril, waar je jouw initiatief ziet in de perfecte wereld. Wat zie je dan, als je daar zo zou staan over vijf jaar?
2. Wat zouden hierin jouw dagelijkse bezigheden zijn?
3. Wat zijn de dingen die jouw motiveren op dat moment?
4. Welke rol speelt het vertellen van jouw verhaal op dat moment?
5. Zou je initiatief groter zijn dan het nu is?
6. Wat zijn de grootste uitdagingen om daar te

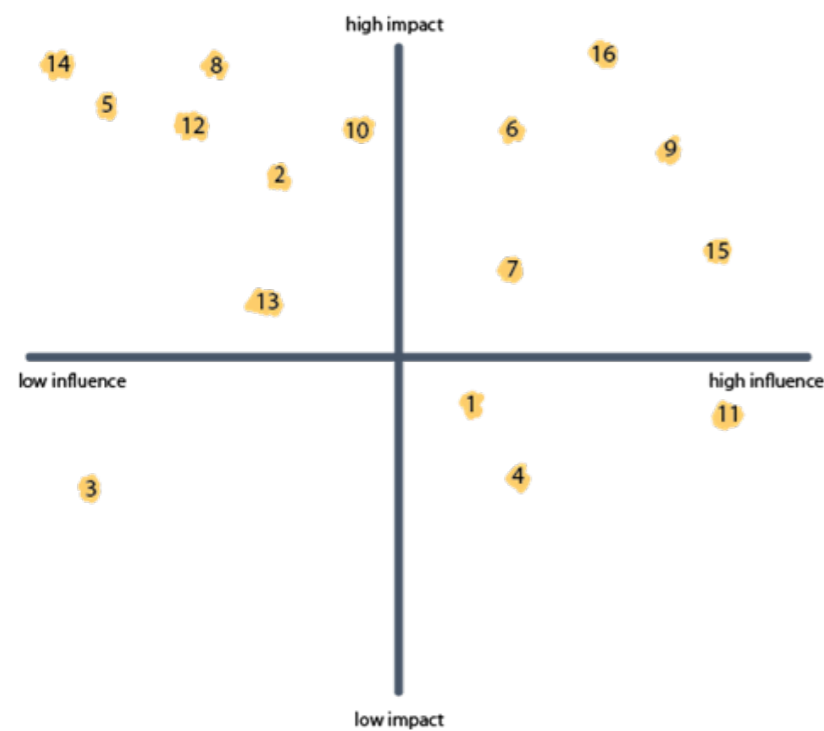
F. Process choosing area of focus

To decide on the area of focus, two criteria were used:

1. Tackling the area of focus will have a big effect on described challenges for SFSC entrepreneurs
2. The area of focus is within my area of influence as a designer

Firstly, to personally take a step back from the results, an evaluation session with a fellow design student was organized. In this session the research insights were presented and the student mapped all insights according to the 'Wow, How, Now'-method [xx]. After mapping, the connection between the insights is drawn into the matrix, to also uncover main causes.

Based on this session and the two criteria for the area of focus a matrix is created (image below).

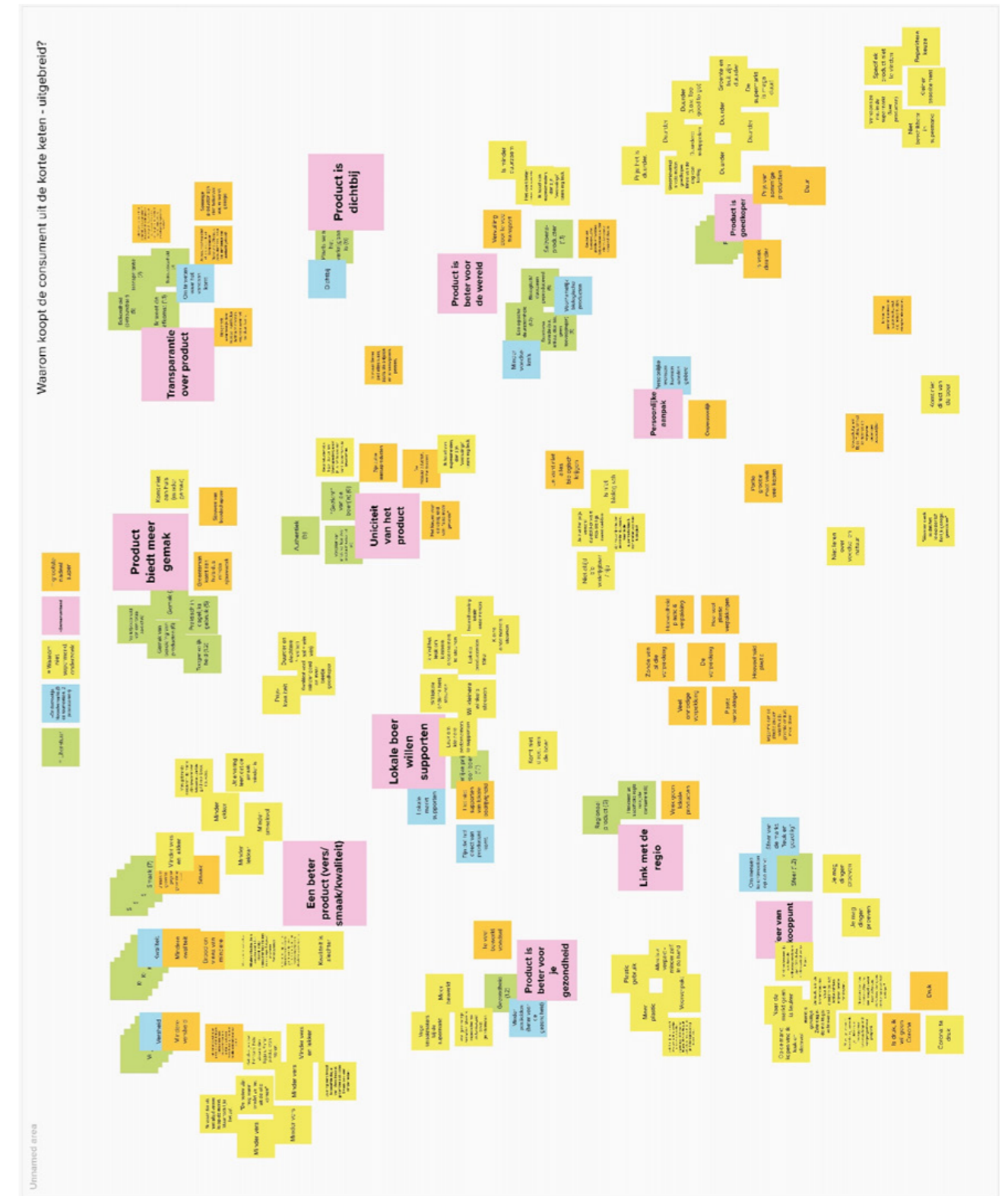


- LEGENDA**
 Vertical axis impact on better equipping SFSC entrepreneurs
 Horizontal axis area of influence within this design project
- Challenges**
1. The private market offers little purchase security
 2. Logistics are inefficient thus expensive
 3. All these initiatives and platforms for cooperation: I've lost overview
 4. Too little of the harvest can be sold via a SFSC
 5. It is tough to compete with the big players
 6. The consumer (still) buys too little from SFSCs
 7. The consumer does not know about the SFSCs
 8. A SFSC entrepreneur needs knowledge in so many areas, that knowledge is missing
 9. Difficult to prove additional value to the consumer
 10. A lack of cooperation (in knowledge, resources and capital)
 11. Maintaining your SFSC is (too) time intensive
 12. People are stuck in their food habits
 13. Long trial & error period
 14. The capital needed when initiating your SFSC
 15. Small and personal vs economically viable
 16. Staying in initiation phase



The five challenges in the upper right quadrant are most relevant to tackle. The map below describes how these challenges influence each other. Based on this, a focus for further research is defined.

G. Wall analysis consumer research



H. Focus session Tom



I. Creative session plan

19.30-19.35	Intro	5'
19.35-19.40	Uitleg Mural	5'
19.40-19.45	Icebreaker	5'
19.45-19.55	Wanneer voel jij je...	10'
19.55-20.15	Brainwriting (abstract)	20'
20.15-20.30	Slechtste idee Ooit	15'
20.30-20.40	Presenteer in 1	10'
20.40-20.50	Pauze	10'
20.50-21.05	Fix it!!	15'
21.05-21.10	Stemmen: dots	5'
21.10-21.25	Ideale situatie	15'
21.25-21.30	Afsluiting	5'

J. Co-creation session plan

19.30-19.40	Intro	10'
	a. Voorstelronde + welk product heb jij meegenomen en waarom?	
	b. De avond is voor mij geslaagd als...	
	c. Regels van de avond toelichten	
	d. Mag ik de sessie opnemen?	
19.40-19.45	Uitleg Mural	5'
19.45-19.50	Wanneer voel jij je...	5'
19.50-19.55	Inhoudelijke uitleg & laten zien ideeën	5'
19.55-20.15	Pick & mix	20'
20.15-20.20	Jouw gedachten	5'
20.20-20.30	Pauze	10'
20.30-20.40	Superman!	10'
20.40-20.55	Nog meer ideeën	15'
20.55-21.00	Clusteren	5'
21.00-21.05	Lezen & stemmen	5'
21.05-21.20	1 team 1 concept	15'
21.20-21.30	Afsluiting	10'

K. Interview guide - consumer research

Proposing the participation

Hoi! Ik heb je nummer gekregen van Mijn naam is Silke, ik studeer Industrieel Ontwerpen in Delft en ben bezig met een afstudeerproject over voedsel. Je zou me onwijs kunnen helpen door een vijftal korte vragen via de whatsapp te beantwoorden over waar jouw voedingsproducten zoal vandaan komen. Zou je me daar mee willen helpen? Ik hoor het wel! Groetjes, Silke

Sequence of questions once agreed

Wat fijn! Ik zal de vragen één voor één stellen om het overzichtelijk te houden, antwoord vooral wanneer het je uitkomt en laat het me weten als iets onduidelijk is! Hier de eerste:

1. Koop je wel eens een voedingsproduct ergens anders dan de supermarkt? Denk hierbij aan alles wat je kunt eten, maar niet buitenshuis opeet.

If the answer is no;

2. Oké! Dus je koopt eigenlijk nooit brood bij de lokale bakker of asperges bij de boer?

Top! Dan de laatste vraag: 3. Wat is voor jou de voornaamste reden dat je al je voedsel in de supermarkt koopt?

If the answer is yes;

2. Oké! Zou je me een voorbeeld kunnen geven van een voedingsproduct dat je niet in de supermarkt hebt gekocht? Wat was het en waar heb je het gekocht? Mocht je toevallig iets in huis hebben zou een fotootje ter illustratie zou

ook erg leuk zijn! :)

2. Oké! Zou je me nog een specifiek voorbeeld kunnen geven? Mocht je toevallig zoiets in huis hebben zou een fotootje ter illustratie zou ook erg leuk zijn! :)

Oké! 2. Heb je toevallig zoiets in huis? Een fotootje ter illustratie zou erg leuk zijn! :)

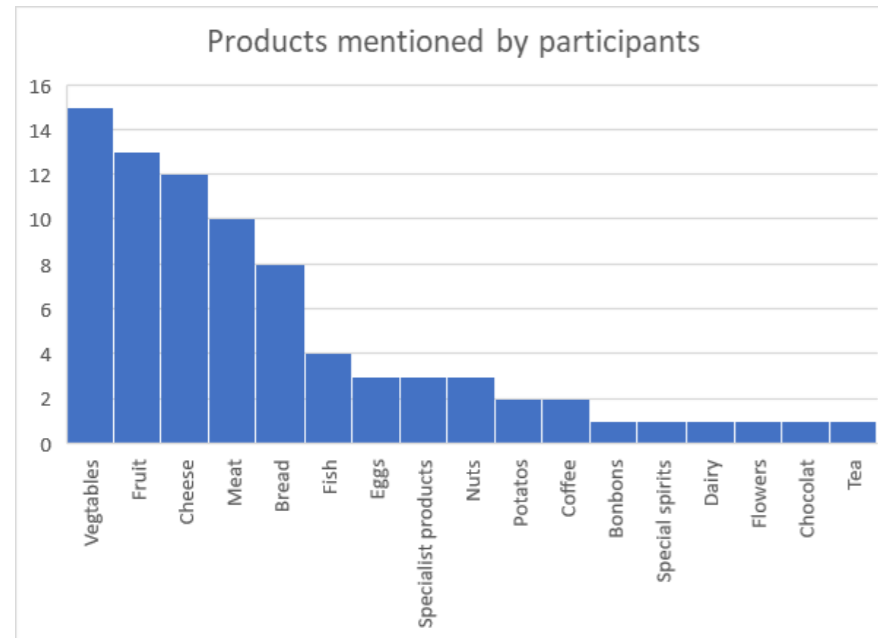
Super! 3. Wat is de voornaamste reden dat je dit niet in de supermarkt koopt?

Top 4. Wat maakt dat je denkt dat in de supermarkt minder goed is?

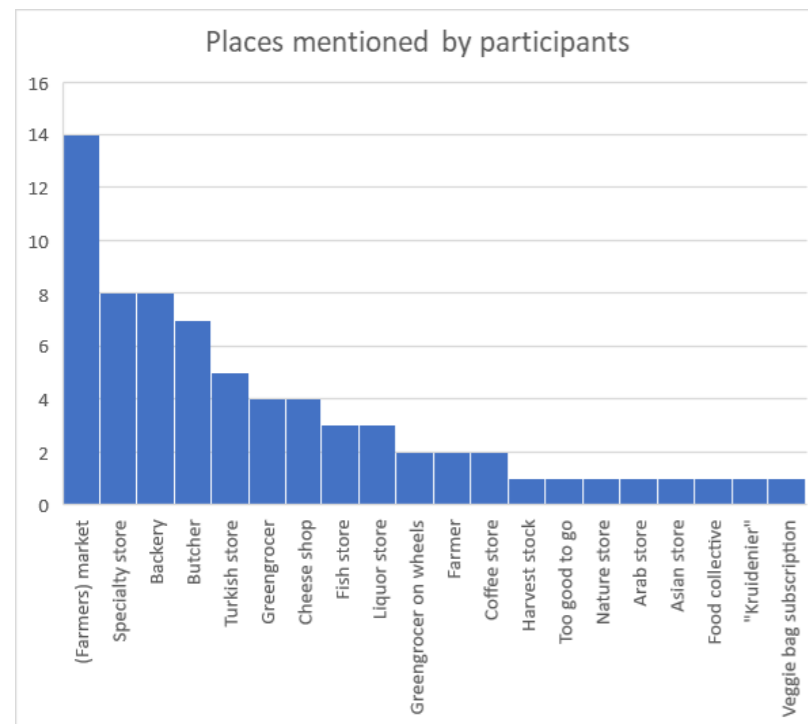
Dankjewel! En dan de laatste vraag: 5. Wat is voor jou het grootste nadeel aan het kopen van voedsel bij de supermarkt?

L. Products and stores mentioned

The graphs below depicts the food products that participants bought when not going to the supermarket.



The graphs below displays the places where consumers go when they do not buy their food in the supermarket.



M. Wow, How, Now - matrix

