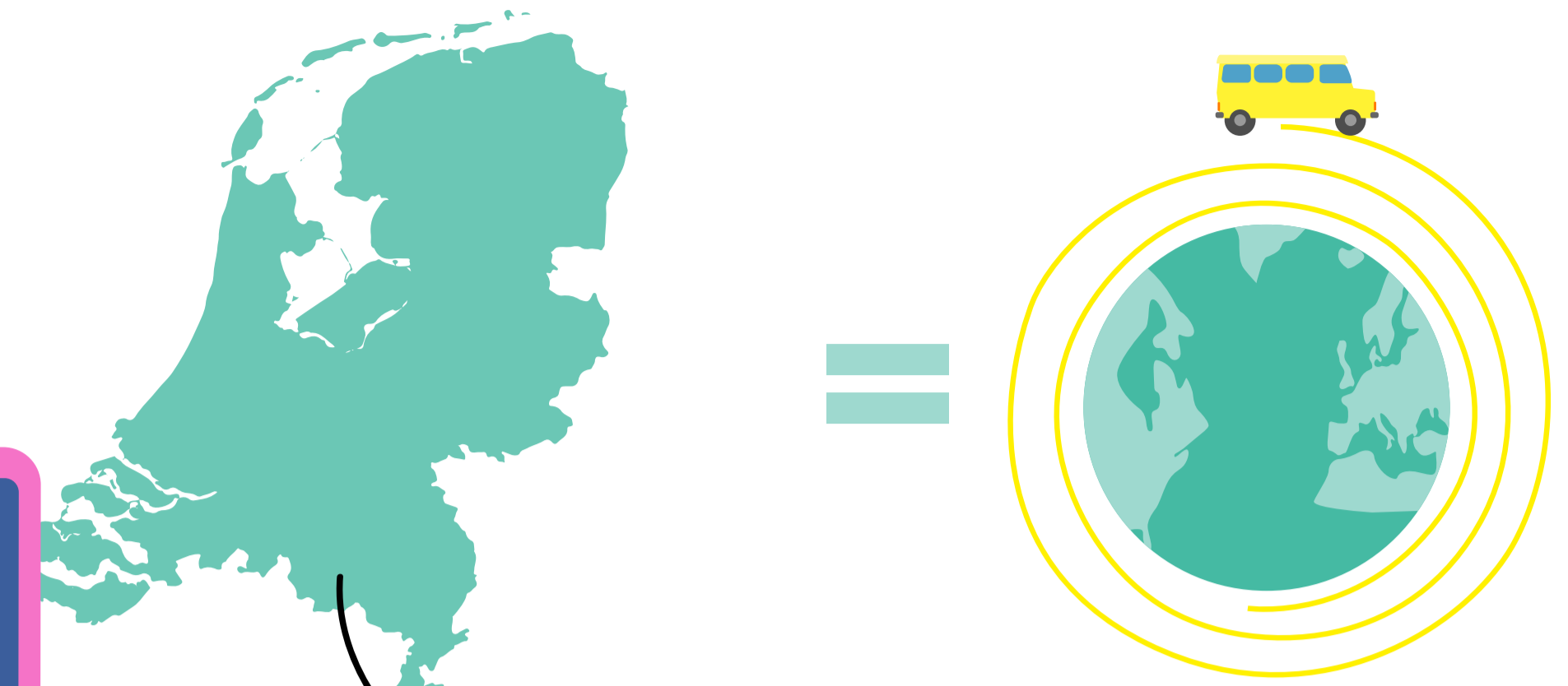




Our current way of consuming take-away is killing us

The way we currently consume while moving from A to B leads to unsustainable behaviour. Single use products lead to waste, impuls buys to overconsumption and unhealthy choices and customer

responsibilisation leads to companies doing little about their impact. An intervention has to be made to make the practice more sustainable for the environment and for humankind.



With the amount of kgCO2 used for the annual cup consumption of the Netherlands I could drive around the world two and a half times in my old timer van!

A sustainable way of consuming on-the-go in 2036

Using **self-care** as a value to make the consumption of beverages on-the-go more sustainable.

Introducing Tend to stop this madness

Using a product-service system, we move from the current practice to a more desirable, sustainable one. Tend is a B-corp that helps you to monitor your self-care intentions (like mental health, physical health and productivity) and makes it easier to actuate them by suggesting the most fitting drink at the given time. When the system calculates the optimal features, it takes into account the personal intention of the user, avoids overconsumption and puts forward the most sustainable choice within this frame.

We suggest a 'Cappuccino with oat'



.. so in 2036 we will do it for self-care

In 2036, people no longer consume take-away products because it is convenient and they are in a rush. A part of Western society will use OTG consumption as a way of initiating and maintaining

self-care

People take a break from where they are or slow down their travel so they can care for their well-being. With Tend, the whole idea of self-care OTG is made easier and more sustainable.

Fay de Grefte
Sustainable strategies for consuming on-the-go

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