

# PROJECT BRIEF

Supporting consumers to make sustainable food  
choices

## Procedural Checks - IDE Master Graduation

### APPROVAL PROJECT BRIEF

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

chair Rebecca Price date 31 - 08 - 2020 signature \_\_\_\_\_

### 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: \_\_\_\_\_ EC

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

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

☒ YES all 1<sup>st</sup> year master courses passed

☐ NO missing 1<sup>st</sup> year master courses are:

name Pascal van Hemert date 31 - 08 - 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.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks?
- Does the composition of the supervisory team comply with the regulations and fit the assignment?

Content: ☐ APPROVED ☐ NOT APPROVED

Procedure: ☐ APPROVED ☐ NOT APPROVED

comments

name \_\_\_\_\_ date \_\_\_\_\_ signature \_\_\_\_\_

## The networked food system influencing sustainable consumer behaviour. 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 31 - 08 - 2020

05 - 02 - 2021

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, ...).

Changes in the food consumption of Dutch citizens could have a big impact on the sustainable future of tomorrow. Research shows that a shift in consumer behaviour towards a sustainable food pattern has the most impact. Changing food consumption behaviour has a societal interest and therefore not only depends on the consumer. It indicates that all actors in the food chain could influence food consumer behaviour. This project focuses on how the actors of the Dutch food chain can support consumer towards more sustainable food consumption behaviour.

The actors in the food chain are:

- Consumer: They make choices and have a routine that defines their food shopping behaviour. Eventhough there is a shift towards a more sustainable attitude it still misses the action related to this attitude (attitude behaviour gap)
- Supermarkets: The interior and the offer in the supermarket defines what is available to buy. This has a big influence on consumer actions.
- Government: Influences food pricing and other regulations related to food consumption. They are also responsible for the relation of food system with other sectors such as agriculture business.
- Farmers: Produce the food the consumer buys.
- Catering industries: Are a location for inspiration to the consumer and restaurants define consumer behaviour outside the home environment.
- Food companies: marketing has a big influence of the perception of food. It influences consumer routines and values and defines the foodmarket.
- Food influencers: play an exemplary role in the food system and influence users with new trends
- Interest groups: work on a better future to make food consumption more sustainable.
- Educators: educate consumers with the knowledge about a healthy and sustainable food diet.

All together they can make this transition work. In this project, I am going to work together with those actors and find a pathway how they can support sustainable food consumption behaviour. All actors have different motives/ intertests and execute a different role in the transition. Together they can create a window of opportunities however they need to find a shared vision to make it work and align small solutions already on the market.

The challenge related to this project is how to change the social-cultural routine related to consumption behaviour. Consumers can be stuck in their routine and therefore it can be difficult for them to change. Additionally it can be difficult to find a shared interest when multiple actors are included. The corona crisis is great opportunity to break current routines and adapt to new ones, therefore it is good timing for actors to become active in the transition.

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# Personal Project Brief - IDE Master Graduation

introduction (continued): space for images



image / figure 1: Food and Agriculture goals related to the project



image / figure 2: General overview of the food chain

**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.

This graduation project will focus on the national Dutch food system and the consumption behaviour of Dutch citizen. Consumer behaviour is responsible for 2/3 of the greenhouse gas emission in the food chain (Sustainability in supply chains, McKinsey, 2016). Sustainable food consumption implies a diet that is less harmful to the planet, eating plant-based, local and seasonal will result in less GHG emission. In addition, sustainable food consumption improves a healthy society, related to the third UN sustainability goals. Finally, it also means a sustainable and healthy economy in the long term.

Sustainability will be tackled from a societal, planet and business perspective and consumption includes shopping, cooking and buying. This sets the boundaries for the desired transition strategy of this project. Waste or food production isn't in the scope of this project. The scope of the project aims to create valuable relations and collaborations across actors in the system.

The research question of this project is: 'How can actors of the food coalition support sustainable food consumption behaviour of Dutch consumers in the upcoming 10 years?'

The goal of this project is to design a transition strategy for the food coalition related to this project. This strategy includes a future vision of 10 years, identification of all relevant system factors needed for the transition and designs an intervention to support system collaboration. A crucial issue that is going to be addressed in this project is what connects all the different actors with each other and what is their shared vision. Deep analysis of the relationships is needed. Also, all factors and the interplay of factors of the transition are defined and help to address the issue lacking coherence in the current market.

**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.

In this project, I am going to design a shared vision illustrated through a transition strategy that brings stakeholders together and supports system collaboration and alignment to acceleration the transition.

The strategy should include a shared vision of all the actors of the food coalition which is also validated during the project. In addition, the strategy should actively engage and creates a change of mindset for all actors in the transition.

The interventions should fulfil the need of the actors by supporting a collaboration process. Bringing those people together via co-creation or service platform will actively engage them in the transition. The project will not focus on designing a consumer solution but solutions actors need to accelerate the transition. Acceleration is made possible when there is a window of opportunity in the system. This means that new interventions and already on the market solutions are aligned and move towards the same future vision. This project aims to design an intervention that helps actors to create this window of opportunities.

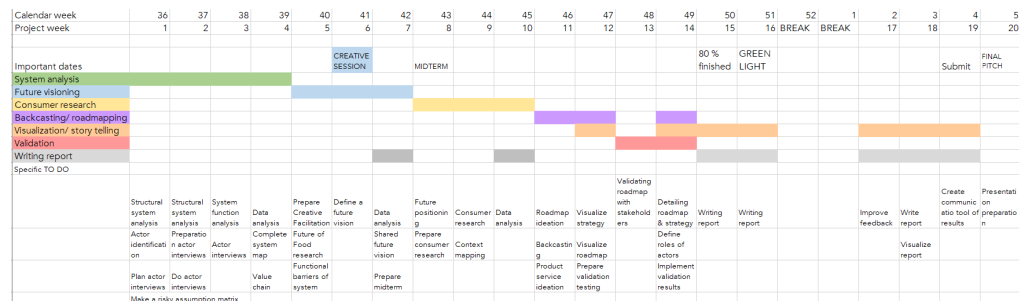
The goal of the project is to make a good first step in a sustainable and healthy food consumption behaviour to establish a responsible and resilient supply chain on the long term. This project gives starting points for new innovation, cooperations and communication in the Dutch food chain and is a driver to change complexity. The results of this project are valuable for the food coalition and are used in the future of the coalition.

## 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 31 - 8 - 2020
5 - 2 - 2021

end date



Since the COVID virus I will be working at home most of the times therefore I detailed my planning with more specific goals every week so I ensure progression every week. That is also included underneath the planning. During the project my planning will be filled up with more details and I will keep on updating it.

I will do my graduation project for 20 weeks fulltime.

### 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.

During this project I want to extend my knowledge about transition and system design. I aquired knowledge about this during my elective Sustainable Innovation and Social Change and during this project I want to experiece what the role of design is in the field.

During my Inhouse project at Rabobank I developed a skill to tackle down far future visions towards realistic short term goals, which I would also like to develop further during this project.

This project is for me a great example of complexity where I as a designer bring people together and act as the connector between different stakeholders. During this project it is my ambition take responsibility and maximize my own learning process as a professional designer as well as design a strategy that is usefull for the future of this project.

My personal learning goals are:

- I want to learn how I can include system thinking and transition design in my design project
- I want to learn about the role of design in the professional world and broaden my network for future job opportunities.
- I want to learn how I can visually communicating during the projects to engage stakeholders along with my project.
- I want to learn how I can reframe in a co-evolutionary design process and bring a novel perspective while being under time pressure
- I want to learn how I can translate a holistic viewpoint into tangible and innovative solutions

### FINAL COMMENTS

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