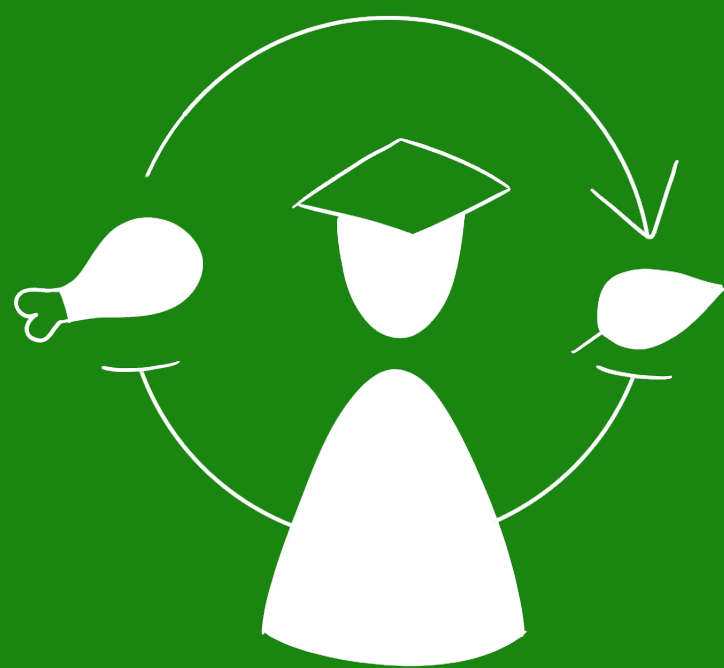


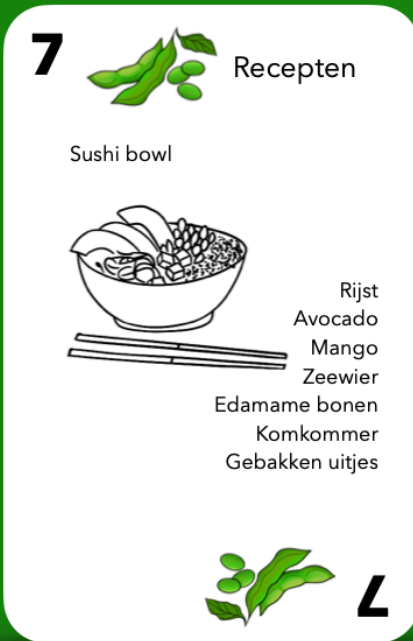
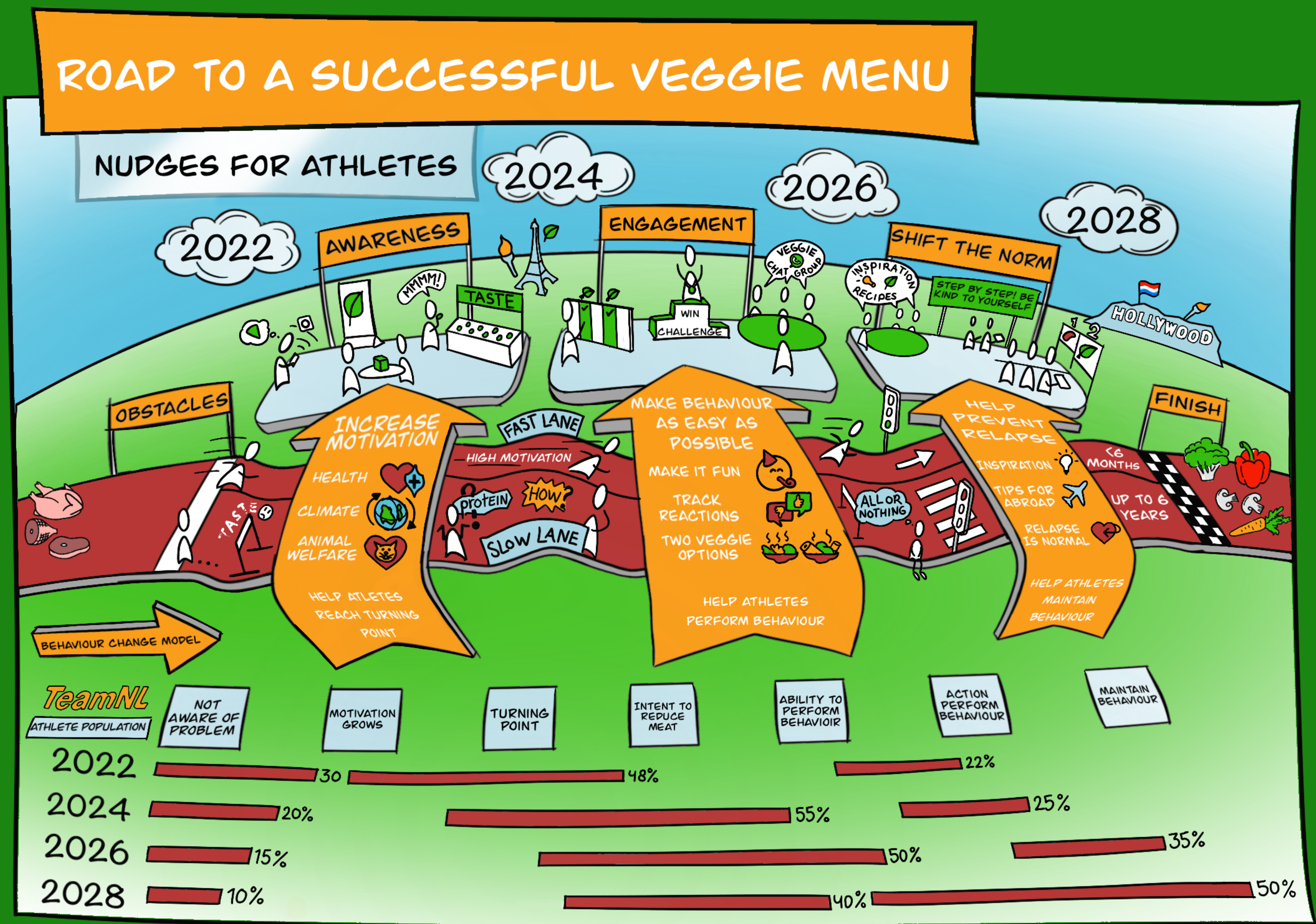
Designing the veggie transition

A strategy towards a successful vegetarian menu at the biggest Olympic training center in the Netherlands

The effects of climate change are increasingly visible, and it is becoming more and more difficult for many people and animals to stay alive. Livestock production is a major contributor to climate change. One of the most promising ways to reduce the impact of our food system is to switch to a more vegetarian or plant-based diet. Therefore, a strategy was designed for a successful vegetarian menu at the biggest Olympic training center in the Netherlands, Papendal. Papendal is a unique situation because the chefs at Papendal determine what the athletes eat, making this location suitable for this project. Currently, only three of the 120 meals sold daily are vegetarian. The goal of this project is that in six years, half of all meals sold will be vegetarian.



Moreover, I have been part of TeamNL for four years and live and eat at Papendal. Being part of this group made it possible to involve athletes, chefs, dietitians, program expert innovation and nutrition, and the manager of the sports restaurant in this project. A large study was conducted with athletes, showing that many are open to reduce their meat consumption. However, awareness around the topic of vegetarian and plant-based food is lacking. Therefore, two roadmaps were designed, with different types of nudges that Papendal can implement to work towards a successful vegetarian menu. In addition to the two roadmaps that provide global guidelines, two nudges were designed in detail to inspire staff what the nudges could look like. A deck of playing cards and a playful cube. Two nudges that help athletes to get in touch with the topic of vegetarian and plant-based eating in an accessible way.



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at the biggest Olympic training center of the Netherlands
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MSc Strategic Product Design (IDE)

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