

# Food as a tool: Eating for a better future

ISABELL OLSSON



## Kommit to Conflict

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Author — Isabell Olsson

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Project coaching — Sabine Fischer

Project coaching extern — Daniel Ranz

Lektorat — Martin Gatial

Institut HyperWerk HGK FHNW

Freilager-Platz 1

Postfach CH-4002 Basel

[mail@hyperwerk.ch](mailto:mail@hyperwerk.ch)

[www.hyperwerk.ch](http://www.hyperwerk.ch)

[www.fhnw.ch/hgk/hyperwerk](http://www.fhnw.ch/hgk/hyperwerk)



Vegan Beetroot Burger - One of the many food experiments

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# INTRODUCTION

## ABSTRACT

I place my work in the research and designing of methods for sharing information on sustainable, conscious and healthy food consumption. Having performed investigations on current human behavior and alternatives of effective communication related to food consumption and sustainability. My conclusion is that the lack of information is often the reason people have problems to change their behavior. The main emphasis in my work lays in explaining the functions and mechanics behind an application. The idea behind the application is based on user defined vectors which are created through answering of hierarchically organized personal questions. This individual user vector will be used to actively search matching recipe and sustainability tip vectors in a database. This way the user will only receive information suitable for their individual lifestyle and needs.

## BACKGROUND

My three years of education at the HyperWerk Institute are coming to an end and with the writing of my Bachelors thesis, it is natural to look back and see what I have achieved and learned. With a background that ranges from retail sales, store decoration, store management, to inventory management coordination for the largest retailer of watches in the world. I never really felt in the right place. I chose to study at HyperWerk because I knew that my talents could be used better if I gained knowledge of methods and tools for thinking and acting outside the box. To be able to make more independent decisions, be more aware of the pattern of processes and creative and design thinking, I chose to take on the challenge and enter the world of creative professionals. With major projects during the studies, such as the wood-oven pizzeria Brand & Brändli<sup>2</sup> or the cookbook Früher Isst Alles Besser. I could wholeheartedly dive into new thematic fields and learn about conceptual work, collaborations, entrepreneurship, cooking, sustainable thinking, value, graphic design, crafts and carpentry, failures and above all finding faith and strength in myself. The common topic during the tree years of education, but also in my private life, has crystallized into food, sustainability, communication and action activism<sup>3</sup>.

## RELEVANCE & MOTIVATION

*Cooking is a powerful, transformative tool that, through the joint effort of co-producers—whether we be chefs, producers or consumers — can change the way the world nourishes itself.*

- Axel Atala

Today, eating can be seen as pure purpose, the effort of which must be reduced through optimization. What we eat and drink does not only affect our health and well-being. Our diet also affects the environment, the economy and society<sup>4</sup>.

How we eat and consume is shaped a lot by the environment we live in. Every day we make our food choices based mostly on habits and the knowledge we have.

Research is being done on how to change things in our immediate physical environments “micro-environments”<sup>5</sup> and thus influence people to make healthier decisions, so-called nudging or choice architecture<sup>6</sup>.

There is no single formula for changing habits. There are thousands. Individuals and habits are all different, so the details of diagnosing and changing the patterns in our lives differ from person to person and behavior to behavior<sup>7</sup>.

Early in my research on what sustainable foods really are, I found the report, The Planetary Health Diet<sup>8</sup>. It contains everything from information about healthy diets, what and how we must change to achieve sustainable and healthy food production, for the planet and ourselves.

Where I feel that I as a designer want and can contribute is in strategy number one for a good food transformation.

*(...) provide guidance for the necessary change and recommend increased consumption of plant-based foods - including fruit, vegetables, nuts, seeds and whole grains - while in many contexts they significantly limit food from animal sources. Improve food information and marketing, invest in public health and sustainability information, implement food - based dietary guidelines (...).*

The topic of sustainability and food consumption is right in time, humanity must make many drastic changes for it to be able to feed a global population projected to have reached 10 billion by 2050<sup>10</sup>.

This year, Janick Frick directs his work on raising the knowledge of regional foods. Two years ago, Lino Bally with projects as Schrumpel and Hazoso. In HyperWerk's history there have been many other projects related to sustainable food consumption. There are also other national and regional projects like Öpfelchasper<sup>11</sup>, Urban Agriculture BS<sup>12</sup>, 4sesons<sup>13</sup> and many more. It makes me convinced that we are on the right path, there are ideas on how we can change how we live and eat together. We just all need to kommit to conflict.

My process is about figuring out how above factors can be combined, how it is possible to convey information about a healthier and more sustainable way of eating and consuming. With an application that inspires people to make more conscious decisions, change their habits and thus their intrinsic motivation. The main emphasis in my work lies in presenting an idea and demonstrating the mechanics of a tool that is easily accessible, user-friendly, direct and with minimized scatter loss<sup>14</sup>.

The main question for my Bachelor thesis is;

**Can I, as a designer, by recording and individually influencing nutrition and consumption habits, change the intrinsic motivation in people, with an interactive app solution?**

*Maybe we do not have to change the whole  
food environment to achieve beneficial  
changes in the way people eat.  
Maybe for starters we could change just  
one small corner of it.*

*- Theresa Marteau*

- 1— Contemporary research, which understands artistic procedures as discursive processes that generate knowledge that is analogous to the methods of the established sciences
- 2— Brand&Brändli, Instagram. <https://www.instagram.com/brandundbraendli/> [Last accessed 6. August 2020].
- 3— Action activism consists of efforts to promote, impede, direct, or intervene in social, political, economic, or environmental reform with the desire to make changes in society toward a perceived greater good.
- 4— Nachhaltige Ernährung. Kantons- und Stadtentwicklung, Basel. <https://www.entwicklung.bs.ch/grundlagen/nachhaltigkeit/ernaehrung.html> [Last accessed 6. August 2020].
- 5— Hollands, G.J., Shemilt, I., Marteau, T.M. 2013. Altering micro-environments to change population health behaviour: towards an evidence base for choice architecture interventions. *BMC Public Health* 13, 1218 <https://doi.org/10.1186/1471-2458-13-1218>
- 6— Nudging & Choice Architecture is a concept in behavioral sciences which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision making of groups or individuals.
- 7— Duhigg, Charles 2014. *The Power Of Habit: Why we do what we do in life and business*. New York: Random House Trade Paperback
- 8— Loken, B., PhD. Prof, DeClerck, F. 2020. Diets for a Better Future: Rebooting and Reimagining Healthy and Sustainable Food Systems in the G20. Eat-Lancet. <https://eatforum.org/diets-for-a-better-future-report/> [Last accessed 6. August 2020].
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- 10— How to feed 10 billion people”. UN Environment programme. <https://www.unenvironment.org/news-and-stories/story/how-feed-10-billion-people> [Last accessed 6. August 2020].
- 11— Öpfelchasper. Basel. <https://oepfelchasper.ch/de/> [Last accessed 6. August 2020].
- 12— Urban Agriculture. Basel. <http://urbanagriculturebasel.ch> [Last accessed 6. August 2020].
- 13— 4Seasons. Basel. <https://4seasons-basel.ch> [Last accessed 6. August 2020].
- 14— Scatter loss is defined as the proportion of people reached with a marketing campaign, who are not included in a specific target group and who are not interested in the products and services being advertised.



# PROJECT IDEA

The basic idea behind my work is to be able to directly inspire and inform on how to cook, eat and act in a more sustainable way on a truly individually adapted level, through a phone application.

In this application, the user will answer questions relevant to their living situation, consumption behavior and current relationship to sustainability. Previous knowledge of the subject, food preferences, allergies, age of the individual, social status, income, housing situation or other aspects will not be important to be able or willing to participate. What is more important is the information they provide for the creation of a personal profile. By completing a questionnaire, an individual profile of the consumption habits of the user is created and saved on their phone. Thereafter, the application will regularly search the database for tips and recipes matching the user's preferences. The matches will be sent as a push notification to the user's phone two to three times a week to best show the availability of regional and seasonal products, as well as their availability on the local market. The recipes and tips, which are adapted to the individual's lifestyle and stated needs, should in this way inform, show alternatives and inspire the user to shop, cook and finally eat more sustainably and healthily.

The application as an information platform connecting the users, producers and other actors can be used for direct marketing, giving the possibility for a project with financial profitability.



# PROCESS

## GENERAL PROCESS

Looking back at how I conducted my previous projects, I found that I always worked in a very goal-oriented way. The analysis of the process came much later, when the project had already brought something tangible. In the case of my Bachelor thesis, I had to choose a different, more research-oriented approach.

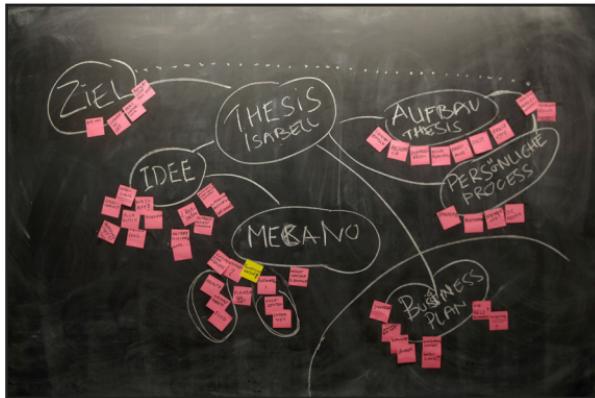
I found it difficult to speculate about the possible result and impact of a project which, at the time of writing, has not yet taken its final, intended form and is still an evolving, continued process.

I briefly describe the way we consume food today and how it impacts our health and the planet resources. I explain the mechanics behind the idea of a tool which could influence people's behavior and habits by providing relevant information based on their specific needs. The goal is to change the intrinsic motivation behind their actions.

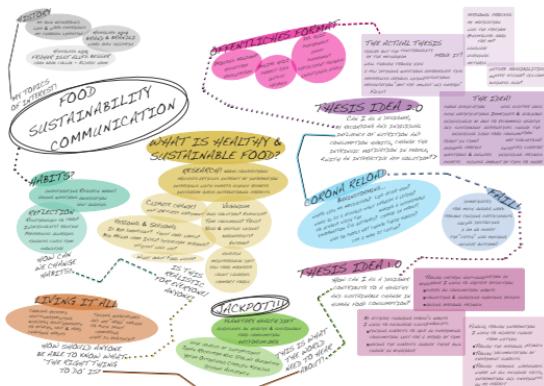
I tested and reviewed similar applications.

I examined the effect of informative influencing through the feedback I received from the participants of a performative experiment.

I was inspired by other pioneers in the field whose actions prove that providing information about alternative consumption options influences people's decision making related to food consumption.



First steps in structuring my process

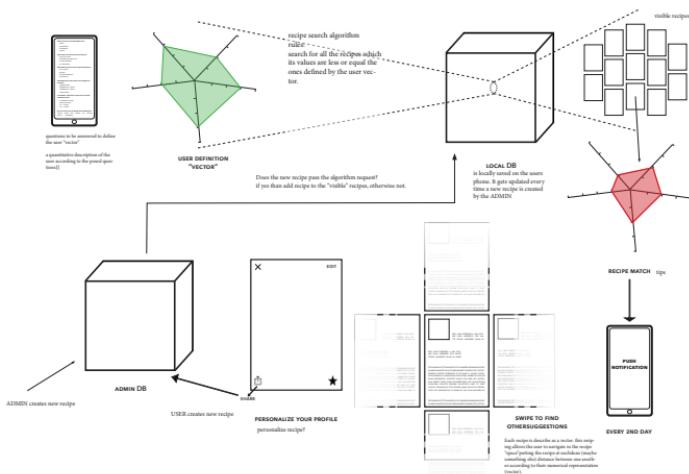


Presentation of the process for District19

## MECHANICS

To be able to explain the systematic and mechanical functions of how the application could work in practice, I got support from a programming expert, Yann Patrick Martins<sup>1</sup>. By going back and together, further developing a method I discovered early in my research, a smartspider<sup>2</sup>, I was able to create a graphical explanation of the mechanics.

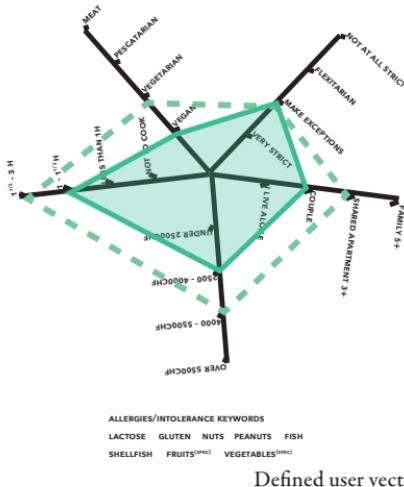
The mechanics creates an individual user vector by the user answering questions with hierarchically sorted answers<sup>3</sup>. The recipes and tips are stored in the admin database and sorted in the same way<sup>4</sup>. The user vector and the recipe vector<sup>5</sup> can therefore be matched. To search for matching information in the local database<sup>6</sup>, a search algorithm is used, with the rule: Search for all recipe vectors whose values are less than or equal to those defined by the user vector. All information about the user is stored locally on the user's phone, the admin database only updates the information in the application. All vector matches are made without the application communicating with the server. This means that the user's data are kept private and cannot be accessed by anyone, which is in accordance with the data protection regulations<sup>7</sup>.



## Mechanics overview

## FUNCTION OF THE MECHANICS

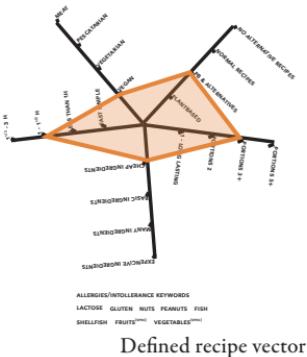
Each question is its own dimension and since the human eye only sees two dimensions and in order to be able to shape how these 5 dimensions are connected to each other, I have chosen to show it as a spider web. This mode of operation can also be compared to a smartspider, although the mechanics in my project idea are much more developed. The possibility of infinitely many dimensions (questions) exists, it only increases the complexity of the result of the user profile.



Each answer option in each question dimension must be hieratically sorted. The answer with the least leeway is the answer with the least hieratic value, in this case the answer closest to the middle. By the user answering questions 1-5 with answer options 1-4, a user vector is defined.

A quantitative description of the user definition on the questions asked and the answers given.

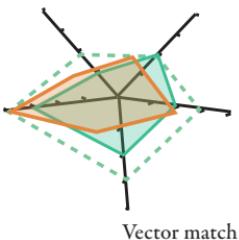
Response alternatives that are not possible to arrange here in a hieratic manner, such as allergies. Instead, they are marked separately by the user, numbered in the vector and treated as exceptions in the search.



The recipes and tips stored in the database must be defined in a similar way, in this case a recipe vector. A quantitative description of the recipe based on the answers and the recipe content.

The difference between the user vector and the recipe vector is that one or more dimensions in the recipe vector can be completely eliminated, which leads to a greater versatility in the range of recipes and tips. Here the allergies (exceptions) are marked in the same way as in the user vector. For the recipes and tips, exactly the same function can be created for different seasons, for example.

To search for matching information in the local database, a search algorithm with the rule is used; search for all recipe vectors whose values are less than or equal to those defined by the user vector.



Vector match

The local database is located locally on the user phone. It is updated every time a new recipe is created by admin. Does the new recipe pass the algorithm request? If yes, add recipes to the „visible“ recipes, otherwise not.

Two to three times a week twice a week, a push notification is sent with a matching recipe or tip to the user phone.



Swipe function

Since each recipe is a vector, it allows the user to navigate through the recipe „space“ and by a swipe place the recipe at a Euclidean<sup>8</sup> distance between another according to their numerical representation. In this way, the swipe broadens the results for the user.

Because the recipes belong to a defined vector, the user can enter their own keywords, vegan, asparagus, quick-cooked, etc.

The recipes the user likes can be saved as favorites in a library. The recipes the user chooses to remove disappear from the matches and go after it only to explicitly search for to minimize the occurrence of irritation in the user by suggesting options they do not appreciate.

All recipes can be modified, number of servings can be adjusted, or ingredients can be changed. In the same way, the user can also create their own recipes. Only when the user chooses to share a recipe on social media, via email or text message applications, or saves their own created recipe, that information is shared with the Admin database.

This is partly to be able to measure the spread of the information in the application, to be able offer the user to update their personal profile if it no longer fits with the specified information. But mainly to be able to evaluate modified recipes and determine whether the adjustments made fit with other personal profiles and therefore should be changed or added to the database.

Each step the user through this point, stays internally in the application on the phone. The reason for this is of course due to the data protection regulations that exist. And that for me personally and many users, it is of the utmost importance that personal information cannot or should not be used by third parties. The whole concept of the idea is that people voluntarily want to share private information in order to be able to get individually adapted recipes and tips.

## FOOD QUIZ

For the diploma exhibition, I chose to work with graphic image, text, live performance and video. I designed a stereotypical food quiz where the participant got a personal profile after the completion, for each profile I composed five suitable sustainable tips. During the live performance in Riehen, many interesting discussions took place. Five participants agreed to keep in touch with me to share their feedback and the experiences with the tips they received. Their personal information is to be kept anonymous. Video<sup>9</sup> can be found at district19<sup>10</sup> and a few selected statements from the responses can be found in *participant feedback* in the attachments.

*(...)es gibt, was der Korb bietet. Dies erweckte in mir und bei mir Zuhause auch wieder erneut die Lust zum Selberkochen.*

- #Meatlessmonday Yippie



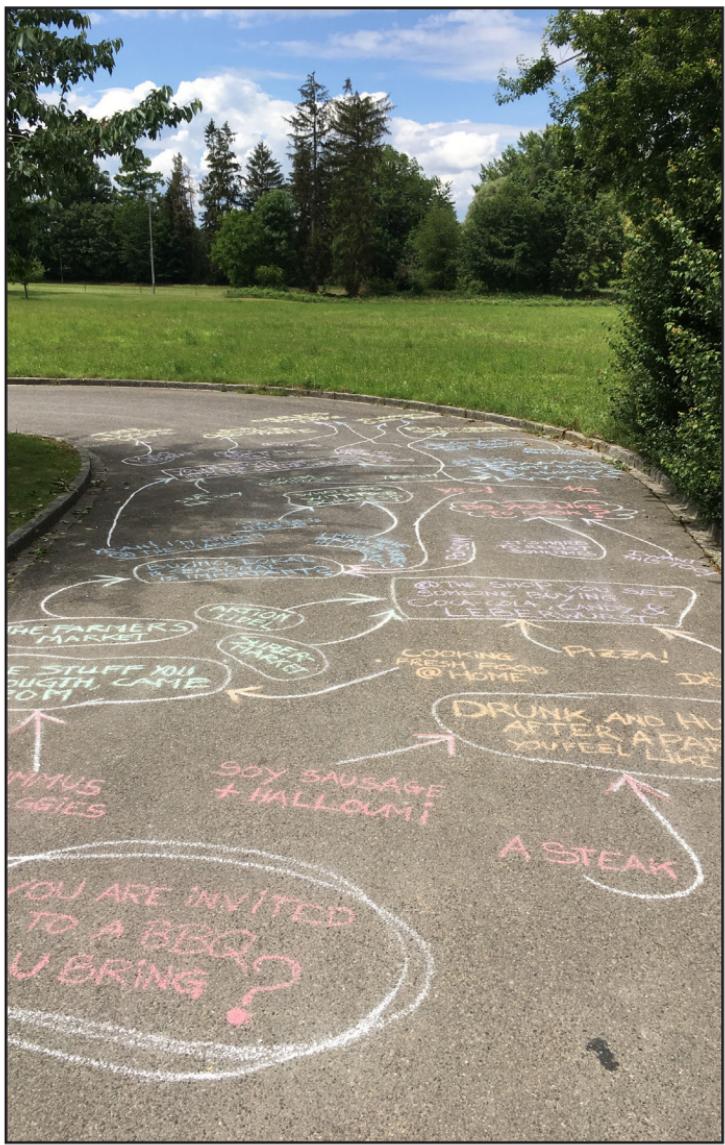
Participants performing the Stereotypical Food Quiz



The making of the Stereotypical Food Quiz



Making of the performance, Stereotypical Food Quiz



The actual experimental performance, Stereotypical Food Quiz

## **EVALUATION OF INSPIRING PROJECTS**

For a couple of weeks, I have been a diligent user of my own phone. As a part of my research I made myself familiar with similar applications that advocate a healthier diet or consumption. I wrote a personal evaluation of the functions, information, similarities and differences compared to my project idea. The first evaluations can be found under *Inspiration* in the attachments.

## INSPIRING PEOPLE

During my research work, I found many inspiring pioneers in the field, people who have taken it as their task to inform the world about more sustainable food consumption in various ways. It fascinated me, not only by their work but also by their message. I wanted to make it part of my work, to make these pioneers visible, portray their current role as representatives, activists and designers from their perspective and learn more about their speculative solutions to sustainable food consumption in the future. I chose to contact Niki Sjölund – Neonatur<sup>11</sup>, located in Stockholm. Cook, forager<sup>12</sup> and cook. Alexandra Andersson – Fivesechealth<sup>13</sup>, from Malmö. Influencer and the most famous Swedish vegan food blogger. Martin Gatial – LöweBrot<sup>14</sup>, a local sourdough baker working with local and organic ingredients. Tobias Leenaert - The Vegan Strategist<sup>15</sup>, based in Gent. Author, Effective Altruist and speaker.

By exposing myself not only to questions but also to opinions, I was able to become more aware of my own position and develop it further. Selected sections from the interviews will be published as part of the exhibition in September.

- 1— Yann Patrick Martins. Research coder and artist. Basel. <https://www.ixdm.ch/team/yann-patrick-martins/> [Last accessed 6. August 2020].
- 2— On the basis of a questionnaire on various political topics, voters can compare their positions with those of candidates and/or parties and have an election recommendation made on this basis. <https://smartvote.ch/de/wiki/methodology-smartspider> [Last accessed 6. August 2020].
- 3— User vector is a quantitative description of the user based on the questions asked and the answers given.
- 4— The admin database is located on external servers and only functions as a form of library that shares information with users.
- 5— Recipe vector is a quantitative description of the recipe based on the answers and the recipe content.
- 6— The local database is located locally on the user telephone. It is updated every time a new recipe is created by admin.
- 7— Data protection regulations:  
EU - [https://ec.europa.eu/info/law/law-topic/data-protection/eu-data-protection-rules\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/eu-data-protection-rules_en) [Last accessed 6. August 2020].  
CH - <https://iclg.com/practice-areas/data-protection-laws-and-regulations/switzerland> [Last accessed 6. August 2020].
- 8— The Euclidean distance or Euclidean metric is the „ordinary“ straight-line distance between two points in Euclidean space. With this distance, Euclidean space becomes a metric space.
- 9— Stereotypical Food Quiz Video: <https://youtu.be/TWEFAWRxROg> [Last accessed 6. August 2020].
- 10— District19 <https://distrikt19.hyperwerk.ch> [Last accessed 6. August 2020].
- 11— Neonatur. Niki Sjölund. Stockholm. <https://www.neonatur.se> [Last accessed 6. August 2020].
- 12— To forage is to search for wild food resources
- 13— Fivesehealth. Alexandra Andersson. Malmö. <https://www.fivesec.co> [Last accessed 6. August 2020].
- 14— LöweBrot. Martin Gatial. Basel. <https://loewekost.ch> [Last accessed 6. August 2020].
- 15— Tobias Leenaert. Gent. [www.veganstrategist.org](http://www.veganstrategist.org) [Last accessed 6. August 2020].



# REFLECTION

## REVIEW AND CONCLUSION

Looking back at the whole experience of my studies at HyperWerk Institute, there is a lot I could and would have done differently. A major difficulty during my studies was the freedom and the lack of my own but also institutional structure. One question I ask is whether supervisors, associate professors and coaches could have acted differently to give me the understanding I lacked, in what this interdisciplinary education means?

It took me just over three years to get to the point I am today and no matter what, there are many lessons and experiences I take with me after this education.

The big challenge I personally struggled with in the last year's process is that I find it difficult presenting an idea and the mechanics behind it. It was hard to measure the potential and the effectiveness of the concept of an idea. This does not make the work less relevant.

In order to gain more insight on the process, it would have been helpful if there was more interaction and cooperation from the side of my fellow students but I wasn't able to get anyone on board even after repeated invitations. I prefer to work in teams, sharing knowledge and having input from others is of most importance to me. It was not always easy to design the processes individually but the methods I used and solutions I found have been what made my process mine and

makes it possible for me to say that I am a process designer.

I found my personal solutions, in the last year's process, when I discovered that I have a talent to write and communicate in my mother tongue Swedish. This has been crucial in my work and my own personal development.

Being able to use the systematic and logical thinking that I learned through my previous work experiences has been a great advantage and helped me to understand the technical side of the project such as the working of the mechanics and the principle of how the database would be built.

The exchange I had with my external project coach has taken my train of thought to completely new exciting levels and thanks to his commitment to me and my project and his attempt to understand what HyperWerk is all about. Through this I can finally say that I understand!

The examination of the subject and experimenting with it was an important factor that helped me define the values related to my own habits and food consumption patterns. I have gathered a lot of evidence that health, physical and mental, is related to sustainability in every way.

In the exchange with other people, I received confirmation over and over again that people want to act differently but that knowledge is often lacking. By making the information easily accessible, I was able to influence people to actively make conscious decisions. This is how I want to carry on in the future.

I am very fascinated by the subject of food and sustainability and have always been. The greater my knowledge of the subject becomes, the more I want to learn, experience and teach others.

Some methods I have used have been outside of my comfort zone but are what have taught me the most about the actual designing of processes. Generally, through my studies at HyperWerk, I learned to perceive processes and to be able to react to them. The diploma year helped me to position myself as a designer and to act between sharing information, interpersonal relationships and effective change.

*Given how often humans have changed their way of eating in the past, there is every reason to hope that the strange place we now find ourselves in with respect to food is not the final chapter.*

- Barry Popkin

## FUTURE

In the role of a process designer, I would like to inspire and authentically mediate information on healthy and sustainable foods to the consumer.

With the knowledge on the project subject I gathered and having studied the logical mechanics of the application, I am not only convinced that it will work but I also know that communication on sustainable food consumption is of most importance. Therefore, my future interest lays in exploring the possibilities of the actual creation of such a tool in more depth.

It may be by continuing my studies at Master Studio HGK, where I as a designer would shape and investigate the relationship of cognitive, emotional and physical aspects in my project idea.

Design schools in Sweden could be of interest too. My knowledge in process design paired with the experience of living abroad for ten years could be beneficial.

In order to deepen my knowledge and influence others to live more sustainably, I will advance my investigations and try to get involved in projects that are appealing to me and actively seek income-generating employment within the topics of my interest where my skills as a process designer can be used.

*The power is on our plates.  
Choosing healthy and sustainable food is one  
of the single most powerful actions that an  
individual can take to combat  
climate change.*

*- Johan Rockström*



A Recommended Diet for a Better Future

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- Page 36, A Recommended Diet for a Better Future. Isabell Olsson

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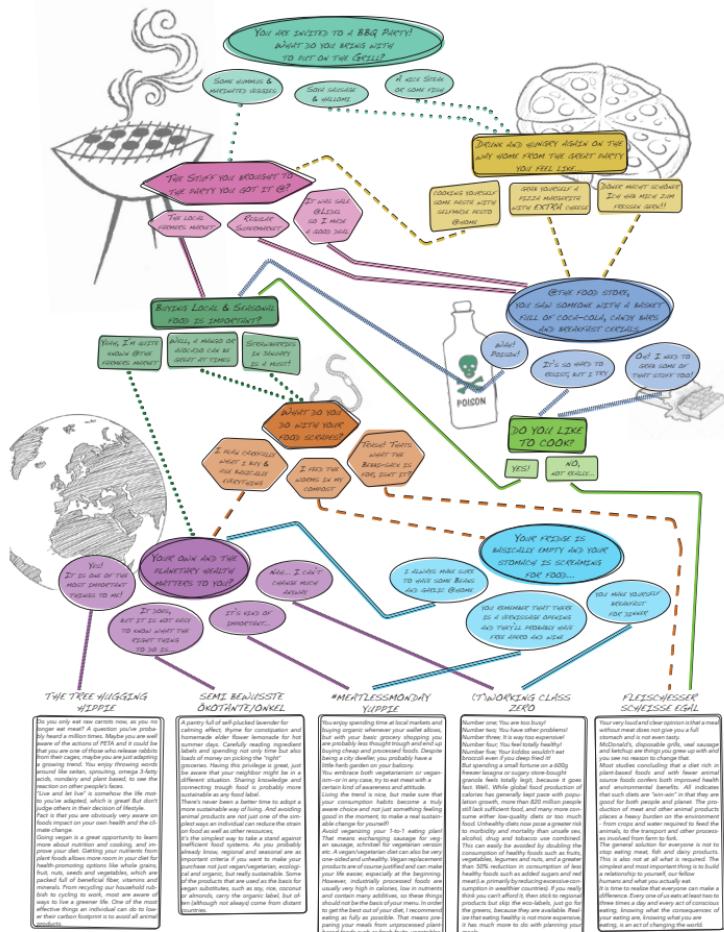
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## HOW STEREOTYPIC IS YOUR FOOD CONSUMPTION?



# ATTACHMENTS

## PARTICIPANT FEEDBACK

Elena Eigenheer and I drew my *Stereotypical Food Quiz* algorithm on the street in Riehen with crayons, being observed by many passers-by and their wondering glances. I directly approached people who walked by and explained that I was a student of process design at HGK and this was a performance for my final project. In the spirit of the theme - finding methods to be able to inspire people to a more sustainable food consumption - I could convince most to join. The participants took the street quiz with lots of laughter, thoughtful faces and reflection. When they reached the finish line and arrived at their profile, they received the printed version of the quiz, a detailed and very stereotypical description of their profile with five related tips or recipes to try in order to act more sustainably.

The direct feedback on the experience was overwhelmingly positive. From 18 participants, 15 left their contact details. They were willing to stay in touch, try some of the tips or recipes and share their experience. After repeated contact attempts, unfortunately only five people chose to reconnect with me. Their response proved to me that the profile tips had a positive effect and I definitely succeeded in bringing about change and reflection. Below you find a few selected statements, the remaining ones will be shown at the final exhibition.

## #MEALESSMONDAY YUPPIE

Laut deinem Quiz passe ich zum Stereotypen des #Meatlessmonday Yuppies. Irgendwie gehört die bewusste Ernährung zu meinem Lifestyle, manchmal bin ich aber auch zu ‚faul‘ und zu ‚bequem‘ dafür. Denn auf meine Ernährung zu achten, gilt für mich eher als Mehraufwand und gelingt mir in meinem Alltag zeitlich nicht immer.

Dank deinem Profil- Beschrieb und deinen Tipps habe ich aber gemerkt, dass es eigentlich gar nicht so schwierig und aufwändig wäre, etwas nachhaltig daran zu verändern. Über gewisse Dinge wie Zusatzstoffe in den industriell hergestellten Lebensmitteln habe ich mir bisher noch gar nie wirklich Gedanken gemacht. Nach der Erfahrung mit deinem Quiz fing ich an, darauf zu achten, wie viele Industrieprodukte ich täglich so zu mir nehme. Mir wurde bewusst, dass es doch einige sind, auch wenn nicht unbedingt immer nur Junkfood, sondern auch einfach der ‚einfache‘ Fertigsalat aus dem Supermarkt, den ich bisher nie hinterfragt habe. Plötzlich fiel mir auf, dass es sich oftmals um Produkte handelt, die ich mit etwas Zeitaufwand ganz einfach selber zubereiten könnte. Und ich damit wiederum Zeit spare, in dem ich nicht mehr überlegen muss, wo ich was zum Essen kaufen möchte. Endlich konnte ich meine WG davon überzeugen, einen Gemüsekorb vom Birsmattehof zu abonnieren. Das erspart uns nicht nur einen zeitlichen Aufwand, Gemüse einzukaufen, sondern kommt uns tatsächlich auch preislich günstiger, da wir uns den

Korb teilen! Somit kann ich mir nun Dinge zubereiten, von denen ich weiss, dass sie keine Zusatzstoffe enthalten. Auch muss ich nicht mehr überlegen, was in mein Gericht reinkommt: es gibt, was der Korb bietet. Dies erweckte in mir und bei mir Zuhause auch wieder erneut die Lust zum Selberkochen. Nun kochen wir viel mehr als früher und auch vermehrt zusammen. Was wiederum dazu führt, dass es am Folgetag meistens noch etwas zu Essen übrig hat, was mitgenommen werden kann.

Rundum bin ich sehr glücklich über diese Veränderungen! Aber auf den Döner nach dem Ausgang würde ich trotzdem nie verzichten ;-)

## #SEMIBEWUSSTE ÖKO-TANTE/ONKEL

I want to thank you again for giving me the opportunity to partake – it was an enjoyable experience which made my day. I liked the lighthearted and fun formulation. I think that putting it in such a way makes it less likely for people to take it too personally and get offended by their „result“. The tips you shared definitely broadened my perspective, for example I would never think of using barley for risotto. I tried it and while it had a little bit too much texture for my taste, it was an interesting variation to my usual cooking.

I haven't tried the vegan mayo recipe because I don't really use mayo in my cooking but I'm pleasantly surprised by the fact that it can be made without using animal products at all.

I would warmly welcome the possibility to receive similar tips on a regular basis since I'm always trying to cook as healthily as possible for my family. I used to read healthy food blogs but I find it hard to keep up. When I try looking for recipes myself, I don't even know what to type into the search engine!



## INSPIRATION

### CIBOILETTE; EAT BETTER FOR THE PLANET

A French application. They suggest flexitarian and seasonal recipes that should be kinder to the planet and ourselves. No user is needed here, the information is saved directly in the application. When you download the application, you answer the questions: What is your position to animal products? Do you have any allergies? Then you are shown some food examples and you swipe right to say whether or not you like them. You can also add favorite products or blacklist some. A „personalized intelligent assistant“ helps you plan your meals. By analyzing your history of saved weekly recipes, future suggestions are adjusted. If you eat differently, you should add that information afterwards. You can get the shopping list for all recipes. There is the possibility to scan the QR code from products to search for recipes in the application or list additives. In the free version you get two recipes per day. If those do not appeal to you, you can ask the assistant for new ones. The paid version (1CHF per month at the time of writing) grants you access to more recipes.

## **MY EVALUATION:**

The application is very similar to my basic idea.

The interface is not the most intuitive. It is an application with recipe suggestions. You can plan your weekly meals and you get an overview of what you have been eating. It does not share any information about sustainability or health. You can change the preferences in your profile at any time.

Even though I have chosen vegan and then vegetarian profile, I received recipes with pictures of different meat and fish dishes without any explanation of how I can adapt the recipe to be meat-free. Most recipes are linked to websites outside the application.

Regarding the mechanics, I cannot say much but I doubt there really is any kind of exclusion model or „rules“ behind it. You rather only get these two suggestions a day and if you do not like them, you can ask for two new ones. My conclusion is that you as a user must spend time and energy on keeping the application updated. There are pictures of vegetables in the calendar to remind you to maintain an allegedly „balanced diet“. The information about what such a diet should contain is lacking. After using the application for a few weeks, I have to say that it was quickly forgotten. Neither the website nor the Instagram account is active. There is an evaluation on iTunes that points out that it is a fun way to learn French vocabulary.

— Apple store: <https://apps.apple.com/us/app/ciboulette/id1451692497>  
[Last accessed 6. August 2020].

## **FOOD MONSTER - VEGAN RECIPES**

By registering, in less than 30 seconds, you get access to vegan recipes with high-resolution photos of the dishes. The largest application for vegan recipes - their own statement. In the user profile you can enter specific information such as no gluten, low calories, etc. You can follow other users. Search function is available. If you choose to pay either the monthly fee or the annual fee, you will also see how to prepare the food. You can save recipes, read the whole preparation guideline, make weekly planning and read or write recipe comments.

### **MY EVALUATION:**

Linking a user account to Facebook and then reading that „they can collect certain information automatically, including, but not limited to Log Data“ does not feel quite right. When you continue to read the fine print, you come to: „Your information, including Personal Information, may be transferred to - and maintained on - computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction“. Which in practice means that they take the right to save your information and can possibly share it with third parties.

The start page contains „latest recipes“ or „features“ and there are tips on weekly planning, seasonal recipes, tips on how to use different ingredients in different ways, etc.

The images are absolutely high resolution and properly styled, portraying mouthwatering foods.

The recipes I tried were good, and with general knowledge

on of how to cook, you do not necessarily need the cooking guide for the simpler dishes. Something I liked is that there was information about the authors of the recipes and these are people who have blogs or are otherwise active in the vegan cooking world. You can thus search for more information about the person outside the application. In the paid version you can also plan your weekly cooking here, message other members and upload your own recipes.

The mechanics exclude/include the recipes that you have marked as wanted or not wanted but do make any specific recommendations to you.

You must definitely have an interest in vegan cooking to use the application. The recipes are often a bit complicated and often contain ingredients which are not too common in most households.

There is no website, but it is also not necessary, everything you need is already in this user friendly application. At the time of writing they have 17.8k Instagram followers and over 600 comments in Apple Store.

- Apple Store: <https://apps.apple.com/ch/app/food-monster-vegan-recipes/id1052988561> [Last accessed 6. August 2020].
- Instagram: <https://www.instagram.com/foodmonsterapp/?hl=de> [Last accessed 6. August 2020].

## **JOULEBUG - LOTS OF APPS DO WELL; JOULEBUG DOES GOOD.**

By competing with your friends on Facebook and Twitter, you lower energy bills and reduce waste by playing your environmental part. When whole communities start using JouleBug? That's when we start saving some serious planet.

### **MY EVALUATION:**

Stylish design and sustainability tips for everyday life. An application that clearly declares in its privacy policy that they collect your data, so no need to register more than your Facebook or email. You can quickly learn how to use it and under each category there is information about the effects of your actions. For example, turning off all the lights when you leave the room has the same annual impact as charging your computer 2885 times. You can compete against other users and compare your performance against theirs.

It constantly sends you information and notifications, which over time becomes a little annoying. The application requires that you interact with it often, it is about you registering your actions to collect points, to help save the planet. Therefore also no need to fill out any individual information as they track your every action.

The experience wasn't very new or exciting to me since I already have most of the habits suggested. However, the tips are good and it promotes an important cause.

It's not clear how large the user base is with 36 reviews in the Apple Store.

— Apple store: <https://apps.apple.com/us/app/joulebug/id391199306>  
[Last accessed 6. August 2020].



## PREVIEW OF COLLECTION OF INSPIRING PEOPLE

Tell me about your speculative or realistic solutions on how to change towards a more sustainable future in people's food consumption behavior?

*I think it's related to the kind of information people have. For example, I have read and seen a lot about how my diet affects animals & climate. Other people around me have not seen or read what I have, therefore they do not have the same information to act on. Giving people that information in an easy-to-digest way would have been a starting point for them to process the information and choose action based on the new information.*

- Alexandra Andersson: Fivesechealth

How do the actions in your work affect other people?

*My actions show people that healthy can be tasty; that it's worth pursuing your passion and realizing your vision; and that if you do something you love, it really shows.*

- Martin Gatial: Löwebrot

What does sustainability in relation to food consumption mean to you personally?

*It's about reducing the environmental impact of the foods we eat in general, and on the personal level it comes down for me to eating plant based. I do watch the amount of packaging, recycling, food waste etc. I find it important to separate the really important things from the less important things (e.g. biggest reduction in terms of environmental impact seems to be gotten via the shift to plant based, while on the other hand buying local seems to be much less impactful, even though it seems a popular thing)*

*- Tobias Leenaert*