fine funghi June, Timea, Duncan, Lukas

Fine Funghi natürlich! biopilz.ch

Our Interdisciplinary module was a collaboration between design students from the University of Nairobi and the ZHdK.

Our project was to find a problem and create a solution for our client: Fine Funghi. When we went to visit the mushroom farm in Gossau, we were amazed about their professional and high tech mushroom cultivation process. After long discussions, our contact person, Michael Mannale explained that a part of their production goes to waste at the retailer's site because of wrong storage. It turned out that although mushrooms are supposed to be kept in cold, most of the supermarkets don't keep them in the fridge.

Why? Because they just want to sell everything, which is on their shelves and they through away the left over in the evening. Furthermore, all their fridges are used in full capacity and to buy new ones would be too much investment.

We started to work on this problem first by trying to solve the issue of the limited space in the fridges. We created some cool prototypes, which could have been stood or hanged in the existing fridges. But our client had no intention to change their packaging process.

So we took a step back and re-evaluate the problem, did some more research, and the results were shocking. We found out that every day 1/3 of the produced food in the world goes to waste.

We had to realize that the mushroom is just the tip of the iceberg and we were dealing with a much bigger and global problem: food waste, and the consumers have a much bigger responsibility than we thought before. Therefor we had to treat it in a bigger scale. So instead of trying to change the retailer's routines, we decided to gain public attention and create awareness. We thought that with small steps we can make a bigger impact. So we created the #LoveDontWaste, and to attract people, we are now everywhere: on social media (Facebook, Twitter, Instagram), on posters, on flyers and on food packaging.

Our aim was not only to raise awareness but also to teach the people to the right way and also connect them to their food. We placed useful tips and a QR code on the packaging which leads to our website and application, where people could learn more about the origin of their food, how to store and use them.

We believed that together we can reach our goal to decrease foodwaste!

Blog to follow:

dwsiswitzerland.tumblr.com/tagged/teamFunghi

Apps

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DWSIS

Design With Social Impact Switzerland 2016

Zurich University of the Arts (ZHdK)



The Pilzbox experiment is totally out of control...



The highlights of yesterday:

- 1. Always be sure that when you agree in something, everybody has the same understanding of it!
- 2. Don't be afraid of starting over! It can lead to a new and better perspective.
- 3. The Pilzbox experiment came to a dead end. The mushroom on the top dried out and in the actual place where it suppose to grow, nothing happens.

- Timi

#teamFunghi #Frustration #Challenges #Communication #submission

SOU

Apr 13, 2016

2nd visit to Fine Funghi

So today Team Fine Funghi made their 2nd visit to Fine funghi. Being the priviledged team we are, we were driven all the way by Jessica , we were therefore in good time for the interview.

This time round things changed a bit and our client

Instead of the 2nd visit at FineFunghi, frustration for being sick

So, last week I got cold. Probably during the first visit at FineFunghi, since some of the mushroom cultivation rooms were quite cold.

I was still planning to go to our second visit on Friday afternoon, but at some point I had to admit that my constant coughing and sneezing wouldn't help much during the discussion. Furthermore I think it is an important responsibility of a sick person to not to walk around and infect other people. Especially not people from an other continent who might have different immunity and probably would react to a simple European sickness in a different way. So I stayed in bed, trying to deal with my fever and frustration.

Because, of course it's really frustrating when you can't be there on an important meeting, you can't present your own ideas yourself, ask your questions and be part of the things. And you can't be sure that your team will do everything that, you think, must be done. And you also feel bed for leaving them alone.

To deal with this, the only thing you can do is to TRUST your team!

Trust that they can handle and take care of everything, they do their job and everything's gonna be fine...

At the end the meeting went well, we got good feedbacks and we are ready to go on with the next phase.

So thank you guys for your great work and for managing it only the 3 of you!

- Timi

#teamFunghi #Frustration #Challenges #submission





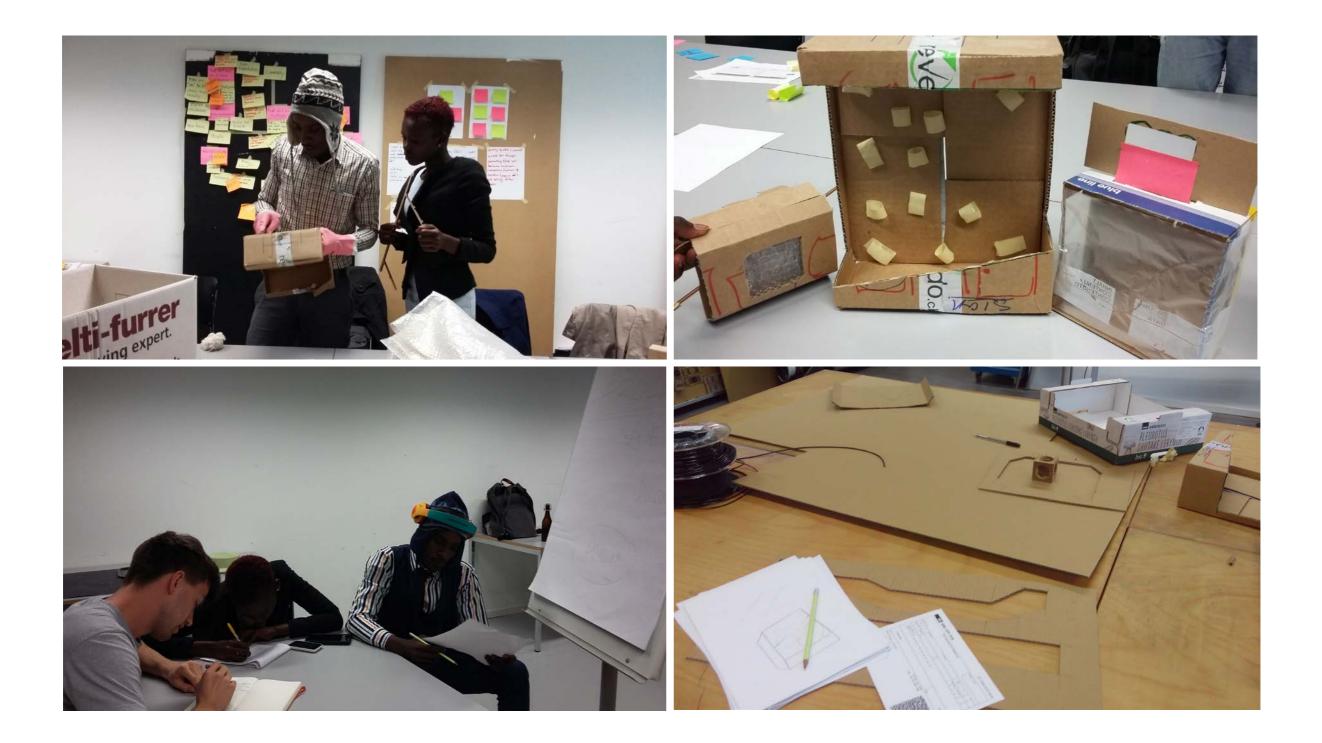
our client

Visit in Gossau









"the mushroom is just the tip of the iceberg" Joyce Akach, 2016

back to the drawing board

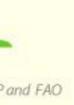


create awareness

FACT: About 1/3 of food produced worldwide is wasted each year. That's at least 1.3 billion tons!







create the hashtag #lovedontwaste



create a slogan



be everywhere



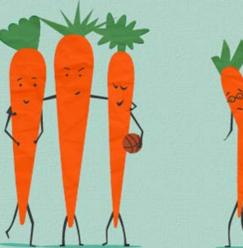




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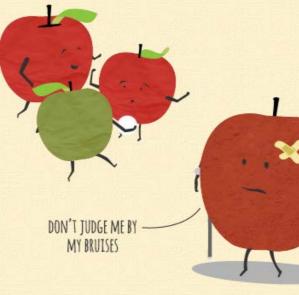
posters/flyers

CHOICE

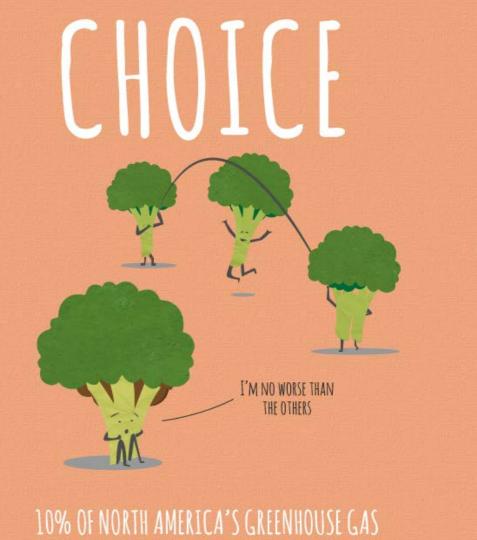




10% OF NORTH AMERICA'S GREENHOUSE GAS Emissions come from growing food that Is never eaten. CHOICE



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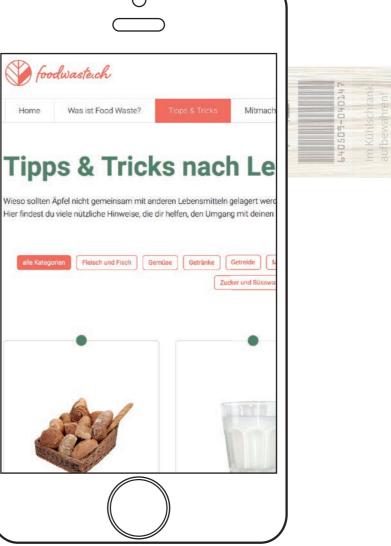
packaging



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packaging

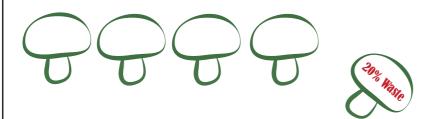




packaging

DID You KNOW...

20% of the produced mushrooms goes to **WASTE** because of **WRONG STORAGE**?



KEEP your mushrooms in COLD to have them fresh longer!

For more tips and info, visit: *www.champinonsuisse.ch*









3 step masterplan

get attention create awareness teach the people the right way

