

fine funghi

June, Timea, Duncan, Lukas

Fine Funghi

natürlich! [biopilz.ch](http://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 throw 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. Therefore 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 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!

## DWSIS

Zurich University of the Arts (ZHdK)



- Timi



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. :(

#teamFunghi #Frustration #Challenges  
#Communication #submission



## 2nd visit to Fine Funghi

This time round things changed a bit and our client





our  
client



# Visit in Gossau

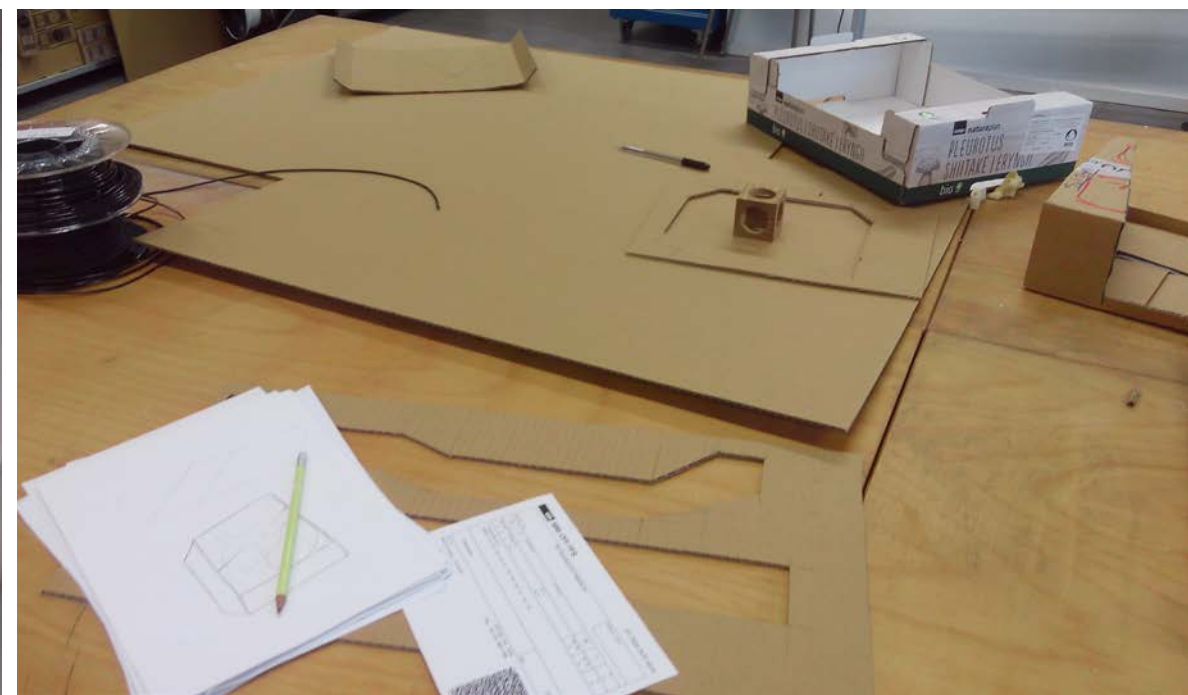




put them in the fridge

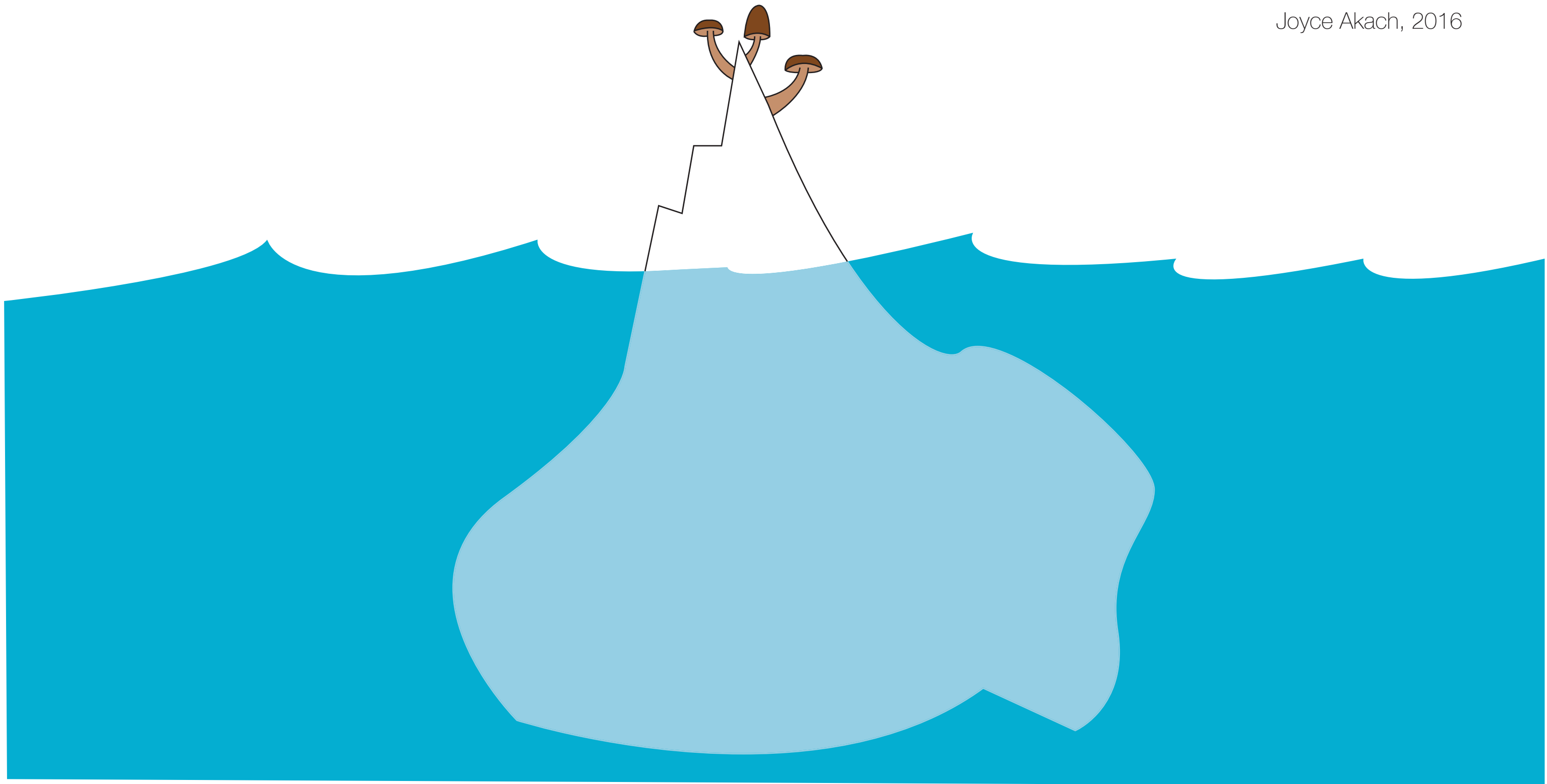






„the mushroom is just the  
tip of the iceberg“

Joyce Akach, 2016





back to the drawing board

# IMPACT





# create awareness



create the hashtag  
#lovedontwaste





create a slogan



**DON'T  
WASTE.**

# be everywhere



Gichore Duncan



Timea

Kezdőlap







Gichore Duncan

Ismerősnek jelölöm

Követem

Üzenet

...

Idővonal

Névjegy

Ismerősök 1 közös ismerős

Fényképek

Továbbiak ▾

GICHORE AZ ISMERŐSÖD?

Ha látni szeretnéd, mit oszt meg az ismerőseivel, jelöld ismerősnek!

1 közös ismerős


Ismerősnek jelölöm



WE ARE  
 WORKING  
ON WASTE  
TOGETHER



Love DONT WASTE

Oldal (kedveled) · április 14. · 



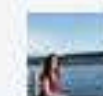
Tetszik



Hozzászólás



Megosztom



Szólj hozzá...



Kit ismerhetek?

Összes megtekintése



Stefanie Aberer

4 közös ismerős

 Ismerősnek jelölöm



Kőszegváry Kálmán

1 közös ismerős

 Ismerősnek jelölöm



Mike Muiya

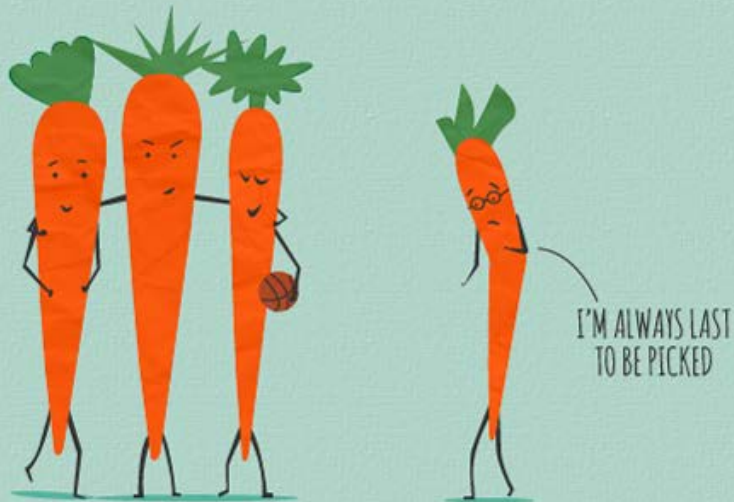
4 közös ismerős

 Ismerősnek jelölöm



# posters/flyers

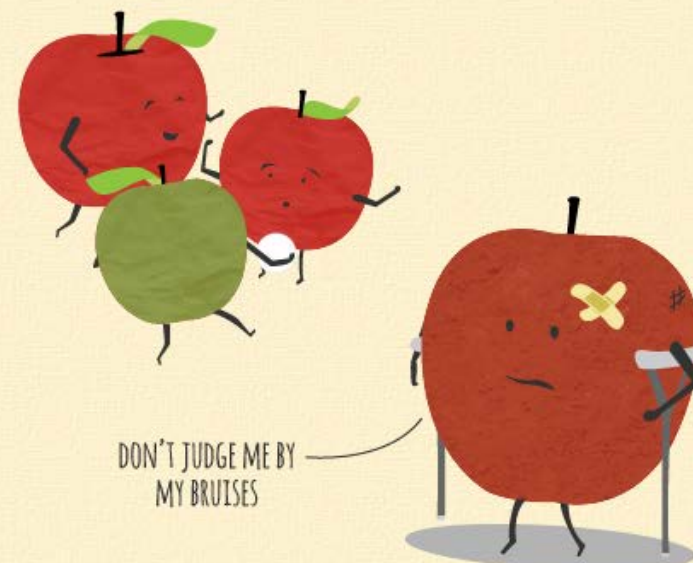
## CHOICE



10% OF NORTH AMERICA'S GREENHOUSE GAS EMISSIONS COME FROM GROWING FOOD THAT IS NEVER EATEN.

Data source: as of 22 Sept. 2012 from [www.choosingto.org](http://www.choosingto.org)

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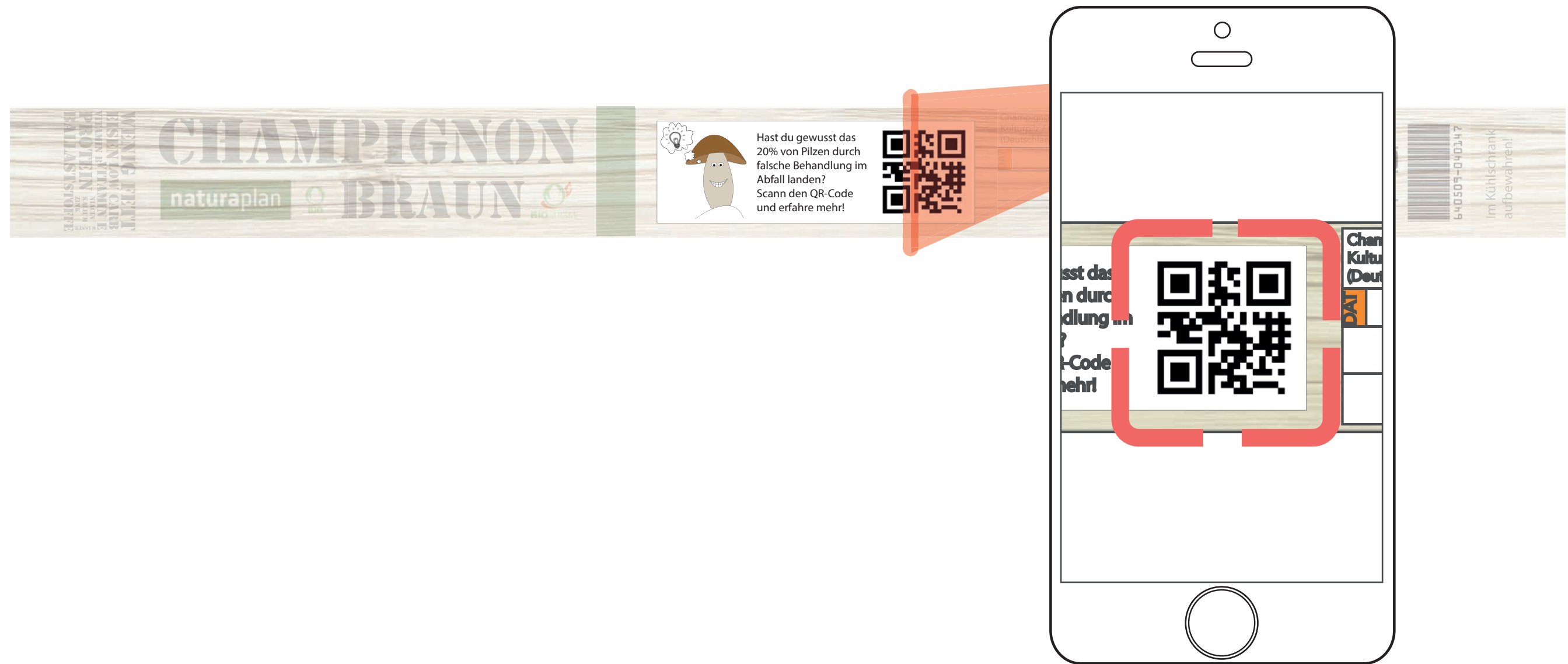


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# packaging



# packaging

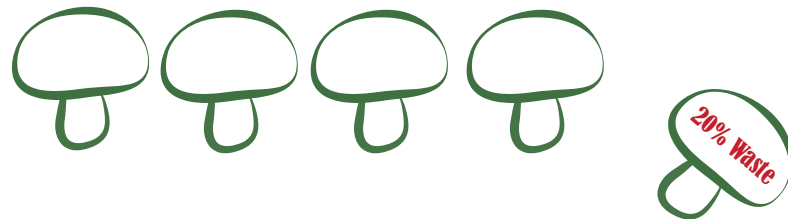




# packaging

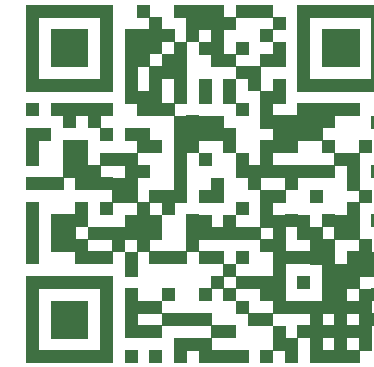
## DID You KNOW...

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



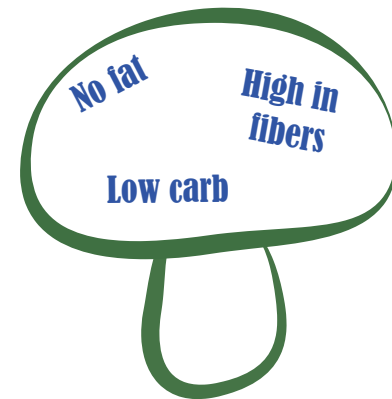
**KEEP** your mushrooms in **COLD** to have them fresh longer!

For more tips and info, visit:  
[www.champignonsuisse.ch](http://www.champignonsuisse.ch)

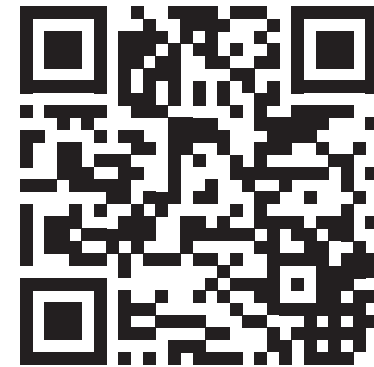


## DID You KNOW...

mushrooms are perfect alternatives of **MEAT?**

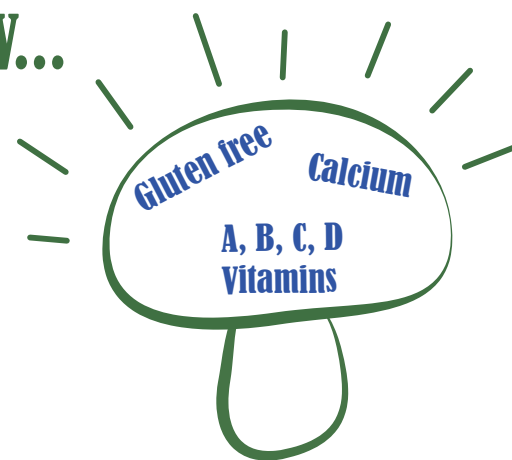


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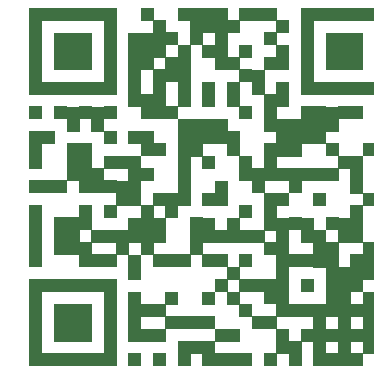
## DID You KNOW...

mushrooms are **NOT PLANTS** and they are still **ALIVE** in the packaging?



**To keep your mushrooms longer fresh put them in the FRIDGE!**

For more tips and info, visit:  
[www.champignonsuisse.ch](http://www.champignonsuisse.ch)



# 3 step masterplan

get attention

create awareness

teach the people the right way



**DON'T  
WASTE.**