

# VISION BIRCHHOF

Design With Social Impact - Vision Birchhof

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# ABSTRACT

Mr. Roger Gündel, a farmer located in Oberwil-Lieli, has a vision. He strives to build up a community supported agriculture (CSA). Within the next 12 years he seeks for 300 subscribers.

This as our main challenge, we sort to use social design to approach it. At this stage it had to be looked at as a social challenge in order for us to be able to come to terms with the problem.

On our bit were required to produce an acceptable solution that Mr. Gündel could use.

This then lead us to the means with which we could make this happen and we conceived a planned built on Mr. Gündel's participative input. This is a three step plan of attracting as the first step followed by converting and finally the retaining step.

With this sort of arrangement our plan was based on trying to soliciting members through propaganda and other forms of communication to create awareness of the Birchhof's existence and ideology.

«He strives to build a community supported agriculture»

«Within the next 12 years he seeks for 300 subscribers»



## «What are native Swiss vegetables?»

## «What is community supported agriculture?»

# RESEARCH

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Extract from DWSI Tumblr Blog  
<http://dwsiswitzerland.tumblr.com>

### Real Native Swiss Vegetables

The research has shown the difficulty of finding genuine 'Swiss Vegetables'. There might be some like topinambour and various cabbage or even some kinds of apples. However, there is no prove to fall back on. So many different vegetables have travelled thousands of kilometers in the past to cultivate them in different regions/countries. For example potato which originally came from Peru not Switzerland and neither Europe.

### Awareness of Origin / Season

After several interviews with students coming from different fields and elders it has shown that the knowledge and awareness of origin / season of vegetables varies extremely.

The cool kids whatever this means to you do not care too much about vegetables generally. They seem to eat more processed than organic food.

Some students of the ZHdK were quite aware of seasonal vegetables. Nevertheless, the price is still the decisive factor. They try to buy organic and local vegetables but they stop doing so when there is a restriction. For example it is too expensive or they want to have vegetables which are not available at the moment (Swiss product).

The same with elders. Some are more aware than others. It is impossible to make a statement who or which group knows more. I claim that it depends on the person's education and social environment.

### Migros and Coop

After the interviews I thought it might be interesting to visit the two leading supermarkets to find out if they try to increase the awareness of organic and local vegetables or if the just 'don't give a f\*\*\*'?

To be honest, neither of the two. In some stores (branches) they sell only organic (bio) vegetables from abroad and local (mostly foreign though). In other stores they sell less organic vegetables (and fruits). There is no difference between Coop and Migros. Even the Migros branch Alnatura which only sells organic food does not (really) care about the origin. That means they sell with a clean conscience potatoes from Egypt. I claim their motivation is not a healthy society or better employment relationship neither a boost of the awareness. It is just profit. They analyze their customers and adapt their product range to suit their behaviour and income class. To prove that at least to some extent all the supermarkets near the financial sector only sell organic vegetables (local and foreign). Near the main station (HB) they sell 80% foreign cheap vegetables and only very little local or at least swiss products (higher price compared to other locations).

As a further investigation it would be interesting to analyse the stores in the countryside and to interview residents as well.

### Migros and Coop Seasonal Vegetables

They try to give the consumer a hint of what vegetables has season? Why the question mark? Because they present vegetables in front of the entrance i.e asparagus which seem to have season. Yes, asparagus' season is Avril until June. So they really seem to care about the season. Not really, you will not find any Swiss asparagus. Only from Spain, Peru, USA. Are they organic? Nope! I do not want to sound too cynical about it only critical. Critical of the marketing. (greenwashing).

### What is CSA?

The farmer and a group of committed consumers share both the bounty and the risks of the farm production. Consumers purchase shares (providing financial support for the farm) and receive fresh products weekly from the farm.

Farmers solicits local members anywhere for an annual membership fee, receive a share of the harvest throughout the growing season.



### QUESTIONNAIRE ON CSA

Imagine, instead of buying your vegetables, you pick them up somewhere and you can not choose what kind of vegetables you get. What do you think about it?

*Most people replied that they do not mind. Some people even think that it is cool to try new things.*

What is your opinion on the fact that all kinds of vegetables are sold in the supermarket all year long?

*I found out that all people have the common opinion that the range of vegetables is unnecessarily. Some even think that it is „creepy“.*

Could you imagine working a certain amount of days on a farm and pay a certain amount of money to get two kilos of vegetable each week? How much would that be?

*The issue showed a wide spectrum of answers. Working days were between 4 per year or once a week. Money between 50 Swiss francs per week or only 100 a year.*

When you do grocery shopping, how often do you look on the origin of the food?

10 = always 1 = never  
*All answers were between 10 and 5. Most of them rather 5.*



# FIELD TRIP #1

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Extract from DWSI Tumblr Blog  
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## Problems In Their Opinion

The surrounding residents have a very different ideology. Birchhof is kind of isolated by them. Also most of the village people are rich, and political rather right winged.

The people are not aware of the consequences of non organic food.

They want to have the availability and the variety.

They don't know what is in season or not.

They do not care about it.

The education at school according to this topics is not satisfying.

People do not want to work on the farm, especially during the winter months.

## Rogers' Vision For The Future

Rogers' dream is, to have the community overtaking his farm when he is slowly getting to the retirement age. In twelve years he will turn 65. His plan is, then only to do some administrative work, until the farm can be completely overtaken by the community.









# DIRTY PROTOTYPES

Extract from DWSI Tumblr Blog  
<http://dwsiswitzerland.tumblr.com>

## The Wheel Game

is an interactive game where the player spins the wheel and has a chance to win something. This game is used by many organizations who try involving people to understand about their product. It has images of different crops. Images are processed 60 times faster than words and with the several pictures and interaction with the game, there will be enough time saved to educate people about organic farming. The game will bring people together and that will create opportunities for people to know each other and create a higher probability of gaining subscribers. There will be prizes of course to encourage people to come and play. It will be used in the markets and in the farm shop.

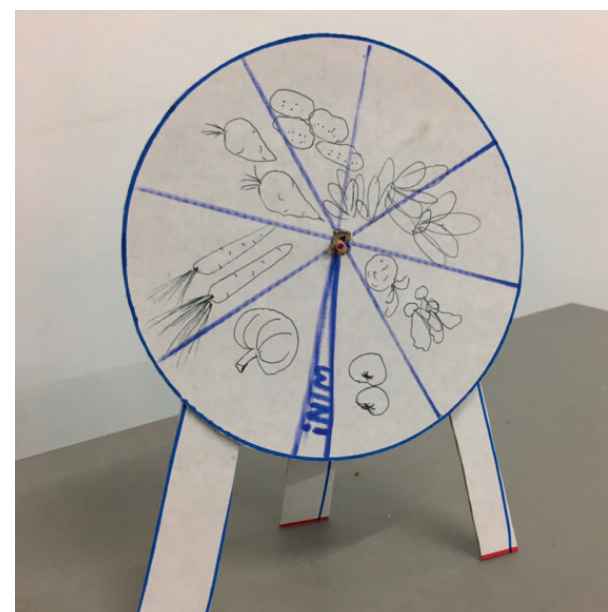
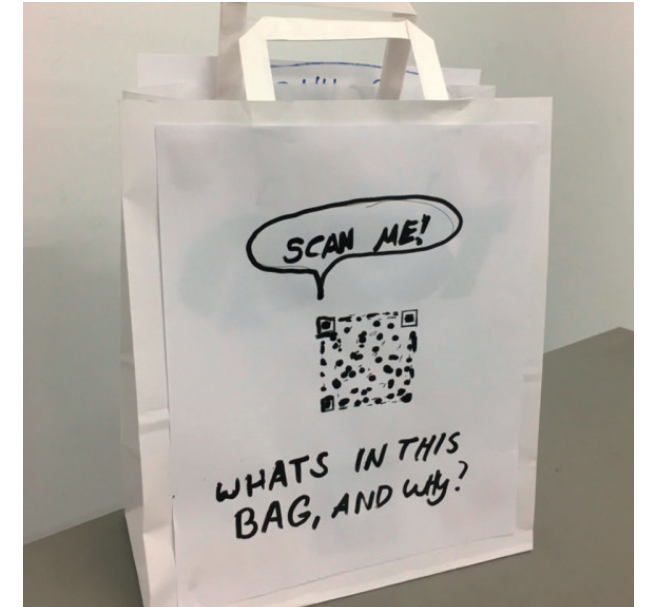
## The Bag

in his farm is usually just plain white. Adding small information like a recipe of different dishes could work. This answers the question "Why do I need them?" I don't know how to make vegetables. Plus giving people new ideas to do what they normally do encourages them as it's adventurous to try new things with things you are used to.

The QR code takes you to a link with enough information. Maybe a video recipe, a video on the growth of the plant. Farmers experience while growing just to create an attachment between the farmer and customer. It builds trust slowly and later loyalty.

## The land division

is focused on trying to create a competition game. With people aware of organic farming, with people gaining interest in organic farming it is good to make it fun. The subscribers will be put in groups and with a prize put in for it, and they have to compete to see who produces more. Of course there will be other fun activities but the main focus will be trying to create a sustainable community.



## upcoming problem & plan for tomorrow

- prototypes only solve problems on the surface  
(posters, flyers, advertisement)
- they don't create new concepts
- missing information about surrounding

Florian and Moses  
-go to the village again  
-get deeper information  
about the habitants,  
farmers, shopping  
habbits

Hannah and Dan  
-Work on the details  
of existing prototypes



bring new findings together  
with existing ideas to solve  
problems at the roots

## FIELD TRIP #1.2

We were not satisfied with the outcome. There had to be more than just simple artifacts as a solution. We decided to observe the town before the second field trip to prove that some of the problems Mr. Gündel told us were assumptions.

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**We got to field in and stopped at a small outlet to check out if:**

They stock organic produce, which there was but not from around the area and another thing is that they did not know there are farms within that produce organic products.

We meet a guy who has subscribed to the yearly subscription and gave us an insight:

Motivation is to contribute to a sustainable environment for the coming generation.

He mentioned quite a number of guys inhabiting that area work in Zurich and probably shop in the big city.

And again they are just people who have bought houses there in the countryside and probably not interested in what is going on around there.

Most probably if they knew they can get their stuff from around their probably they would do that.

He for him is willing to sacrifice on variety of vegetables for the sake of the environment.



# FIELD TRIP #2

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Extract from DWSI Tumblr Blog  
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We made our way once again to Birchhof to present and discuss our ideas with Roger. We had a warm welcome in the community room had some coffee and tea and started slowly the discussion.

We have taken a lot of sticky notes with us to involve Roger to the idea generation. The already produced ideas acted like an inspiration. Roger was very open to new ideas and was happy that we are interested in his utopian idea and the upcoming problems.

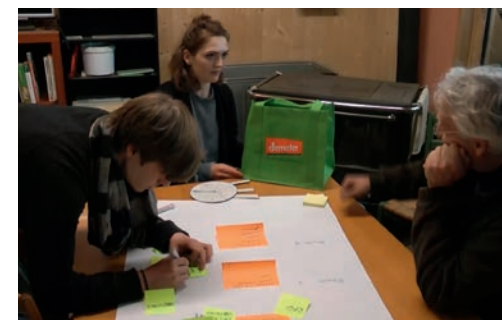
Hannah and Florian did the most speaking because Roger does not speak English. Moses and Dan documented the whole discussion. In the end Hannah and Florian presented the results of the discussion.

In case of Birchhof it is very difficult to just come up with an artefact like a better planting machine for example. The solutions is probably going to be a whole process of little things Birchhof have to apply and change to reach their goals ( 300 subscribers ).

The residents of the municipal Oberwil-Lieli are not interested in Birchhof. Most of the time they are working in Zurich and use the town as an escape of the city. Nevertheless, there are 2000 inhabitants of which we think 10% are interested. But how to reach them?

We still need to develop the a process for attracting future customers. However, quite a sure thing is Facebook. They use it but in a public form so it is published mostly random and ridiculous content. Another media might be Whatsapp for the community itself. They are already using Doodle as an organisation tool which is superb but lacks of communication.

The goal for the upcoming day is to recap the whole discussion and develop a structure specific tool example he can use. We were also thinking about a workshop to show them how to use different media differently to reach their target customers.



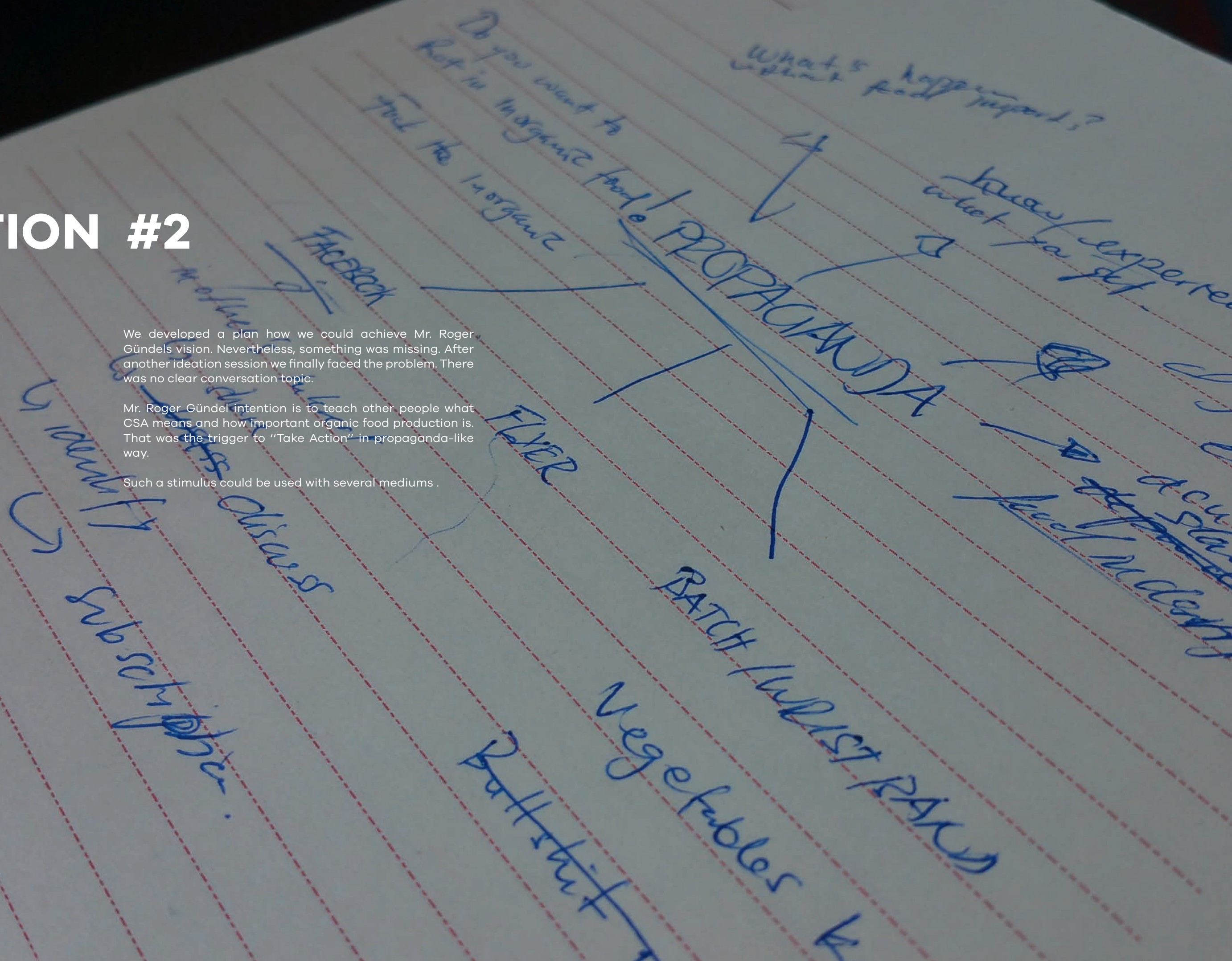


## IDEATION #2

We developed a plan how we could achieve Mr. Roger Gündels vision. Nevertheless, something was missing. After another ideation session we finally faced the problem. There was no clear conversation topic.

Mr. Roger Gündel intention is to teach other people what CSA means and how important organic food production is. That was the trigger to "Take Action" in propaganda-like way.

Such a stimulus could be used with several mediums.





# ATTRACTION



 PROPAGANDA  
 SCHLAGWÖRTER

 SLOGANS  
 EXTREME  
MEINUNGEN



# CONVERSION



 PARTICIPATE  
 REPRESENTING  
OWN INTERESTS



# RETAINING



 ATMOSPHERE  
 COMMUNITY  
 PROGRESS

## APPROACH

We came up with a three step plan. The first step "Attraction" generates attention and topics for conversation.

The second step "Conversion" leads finally to subscribe. People experience how their own interests are represented and as well as how they can participate.

The third step "Retaining" contains the whole experience while being a part of Birchhofs' CSA

**TOMATEN IM WINTER?**  
 Die Schweiz importiert ca. 80% der Lebensmittel.  
 Noch produzieren andere Länder genug Lebensmittel für den Export.  
 Doch was wird passieren wenn die Ressourcen dafür nicht mehr ausreichen?

Sei ein Teil der Diskussion!

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CH HA  
SAISON

CH HA  
SAISON

CH HA  
SAISON



CONVERSION





RETAINING







# FIELD TRIP #3

Mr. Roger Gündel was enthusiastic about it and was agreeable to the proposed plan.







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#teamBirchhof

