

## MoM - Minutes of Meeting

**Date:** 04.11.2020

**No.:** 3

**Location:** P35

### Attendees:

Andor Davoti

Aurora Kiese

Sindre Fladvad (meeting leader)

Thomas Stoltenberg (secretary)

### Meeting Notes

- Discussing more extensively on the grocery-idea:
  - **UN Sustainable goal #12 - Sustainable Consumption and Production.**
    - **Challenge:** It's difficult to know how sustainable a grocery item you buy is, there are so many choices. Is the packaging recyclable? Is the product sustainably produced? Where was it produced? How was it transported?
    - **Solution:** An app that can help consumers make better informed decisions with regards to climate footprint, ecological issues, ethics and recyclability. As a result, it will provide incentive for producers to ensure more sustainable and ethical production patterns.
- Focusing on the questions from the assignment text:
  - **Explains why the problem is important from a social or technological perspective**
    - The world continues to use natural resources unsustainably
      - Global material footprint 2010: 73.2 Billion Tons
      - Global material footprint 2017: 85.9 Billion Tons
      - <https://sdgs.un.org/goals/goal12>

- Sustainable consumption is important for reducing our ecological footprint. Further it is important for future economic growth.
  
- **Describes how the problem relates to the solution that you have identified**
  - As a consumer it is difficult to make well informed decisions.
  - There are a vast number of choices we have to make every day
  - Lack of information and transparency from producers makes deciding what products to choose a large puzzle.
  - We aspire to inform consumers in a simple and easy way. By reducing the difficult and complex task of consuming sustainably.
  
- **Describes what the solution is. For example, if your solution is a mobile app, then describe the app. You do not need to code the solution, but it is recommended that you create a lo-fi prototype to showcase your solution.**
  - The solution is an App which informs the consumer of the facts, data and tips surrounding a grocery product in an easy and simple way. It will further monitor the consumer and propose improvements and alternative products.
  - We want to impact the direction of the grocery industry through consumer choice.
  - Information must be based on science. There is a lot of conflicting information in the industry.
  - Each product will be assessed in different categories, at the moment differentiated into four:
    - **Environmental impact:**
      - **CO2 emission**

- **Water and area usage in production**
  - <https://www.framtiden.no/gronne-tips/mat/sjekk-hvilken-mat-som-er-best-for-miljoet.html>
- **Country of production and transport**
- <https://www.nrk.no/norge/snart-kan-du-enkelt-velge-maten-som-gir-lavest-utslipp-1.14691388>
- **Ecological aspects:**
  - **Organic farming**
  - **Use of pesticides and antibiotics**
  - **Organic labeling**
    - [https://www.mattilsynet.no/planter\\_og\\_dyrking/okologisk/okologisk\\_mat/merking\\_av\\_okologiske\\_produkter.2596](https://www.mattilsynet.no/planter_og_dyrking/okologisk/okologisk_mat/merking_av_okologiske_produkter.2596)
    - <https://www.framtiden.no/gronne-tips/mat/okologiske-merker.html>
  - **Organic not necessarily more environmentally friendly**
    - <https://forskning.no/okologi-kronikk-landbruk/kronikk-okologisk-er-ikke-nodvendigvis-mer-miljovennlig/1167347>
- **Ethics:**
  - **Animal welfare**
    - <https://dyrevernermerket.no/>
  - **Working conditions in production**
- **Recycling:**
  - **Packaging**
    - <https://www.grontpunkt.no/medlemskap/emballasjemerking/>

- <https://sortere.no/avfallssymboler>

- An idea for a fifth category has also been discussed: Health/Nutrition, but we are concerned that the scope of the app will be too large.

- **Functionality**

- The app should give the user the possibility to scan a product and show information regarding the product and easily see how similar products score in the different categories.
- To propose and challenge the user to change their behaviour/habit, the app must be able to auto-import receipts/information of which products have been purchased. If we can collaborate with Trumf, Æ and Coop we could offer the user this option. We don't think that the user will want to scan all the products they have purchased, so this is essential.
- With grocery data from the user the app can give tips on how to improve on the different categories, and challenge the user to change their behaviour in a favorable way for the environment.
  - Example: If data shows that the user is buying a lot of bottled water, it can propose to cut the consumption by 50% during the next week/month. If the user is successful, they will be rewarded.

- **Reward structure, how to keep the user interested?**

- An incentive to change user behaviour/habit is important, we came up with two alternatives
  - Social rewards
    - Compete with family/friends/public for points
    - The group is concerned with judgement, shame etc. that this can lead to

- Discount coupons
  - Get rewarded with discount coupons for successful challenges (the group thinks this will be the most effective reward)
- **Additional Functionality**
  - Cost-data of your purchases
  - Health/nutrition category as mentioned above
    - Find a good relationship between healthy and sustainable products
  - Allergen alarm. Tick off your allergens or ingredients you don't like, and the app will warn you if the product you're scanning or any products you have bought contains it.
- We are happy with the solution and process so far, good job!.
- Next meeting will be on Friday the 6th.