

Ready To Fuel?

Collaborative project

Interior Design

+
Sustainable Product Design

Working to each other's strengths within our respective disciplines, I, along with other Interiors students, collaborated with Sustainable Product Design students to present an **innovative approach to food poverty in the UK** in response to a **Creative Conscience Awards** brief. An estimated quarter of families with children experience food insecurity. With increased inflation and wage stagnation in the UK, many families struggle to pay for weekly food shops, resorting to cheaper, unhealthy food. **Fuel creates meal plans that provide the nutrition needed for a healthy diet**, using food donated by producers at the end of its shelf life. The food is sorted into meal packs for families to buy and delivered at schools for parents to pick up at the end of the school day. To reduce waste packaging elements can be returned for a discount on subsequent orders.



We developed and refined our proposal over the course of six scheduled workshops. We spent the first few workshops investigating and discussing the scope of our project.

We Are **Fuel**

The UK throws away around 9.5 million tonnes of food waste in a single year – even though 8.4 million people in the UK are in food poverty.



Purpose

Tackling food poverty through donations that would otherwise be put to waste.

Promoting healthy eating choices by making fresh fruit and veg more accessible and affordable.

Location

Located in schools in Cornwall. Families with young children are affected most by food scarcity.



We divided up the team's tasks during the latter workshops, and each person was responsible for producing models or visuals that would be compiled into our final submission for the Creative Conscience Awards.

Video Campaign
[Click To Watch](#)



1



To improve health and well-being through nutritional information and recipes



2 ZERO HUNGER

2



To provide reduced price, fresh food packages for families in need



3 GOOD HEALTH AND WELL-BEING



DONORS

CONSUMERS

1

Food Donation

Excess food is donated from retailers to the Fuel hub.

2

Verification

Supermarkets gain a verification in their sustainability efforts with reducing food waste.

3

System

Fuel organises, stores, preserves and catalogues all the donated food.

4

Packages

Food packages are generated with even item distribution and uploaded onto fuel app.

5

Recipes

Fuels nutritional recipes will be linked to corresponding package items.

6

Pop Up

Fuel prepares food packages into sustainable, returnable chilled boxes, and creates a pop-up at local primary schools at the end of the day.

∞

Fuel App Ordering

Parents of children at local partnered primary schools can select an available fuel package that they would like to pick up at the end of the school day.

7

Fuel Pick Up

Community Fuel pick up after school hours. Collecting the pre-ordered packages.

8

Health & Well-being

Packed full of nutrition and fun for the whole family. Now the consumers can use their food to make healthy meals following the recipe cards.

9

Returnable System

With our 4 returns and 5th one free - Every time a customer brings back our Fuel boxes they'll receive a stamp. And after the 4th return they'll receive a free Fuel food package!

Consumers Return The Box's Back To Fuel



Sign into the Fuel App



View your profile and account



Browse healthy, seasonal recipes

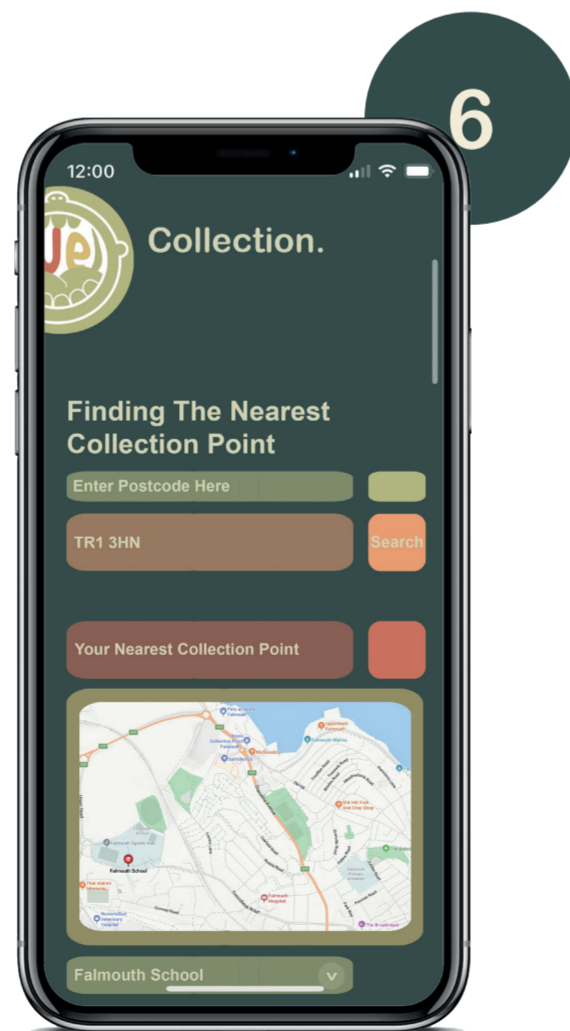
View recipes and their methods, add the ingredients to your basket



Check out in your basket and purchase recipe ingredients



Select your chosen collection point and pick up your Fuel parcel

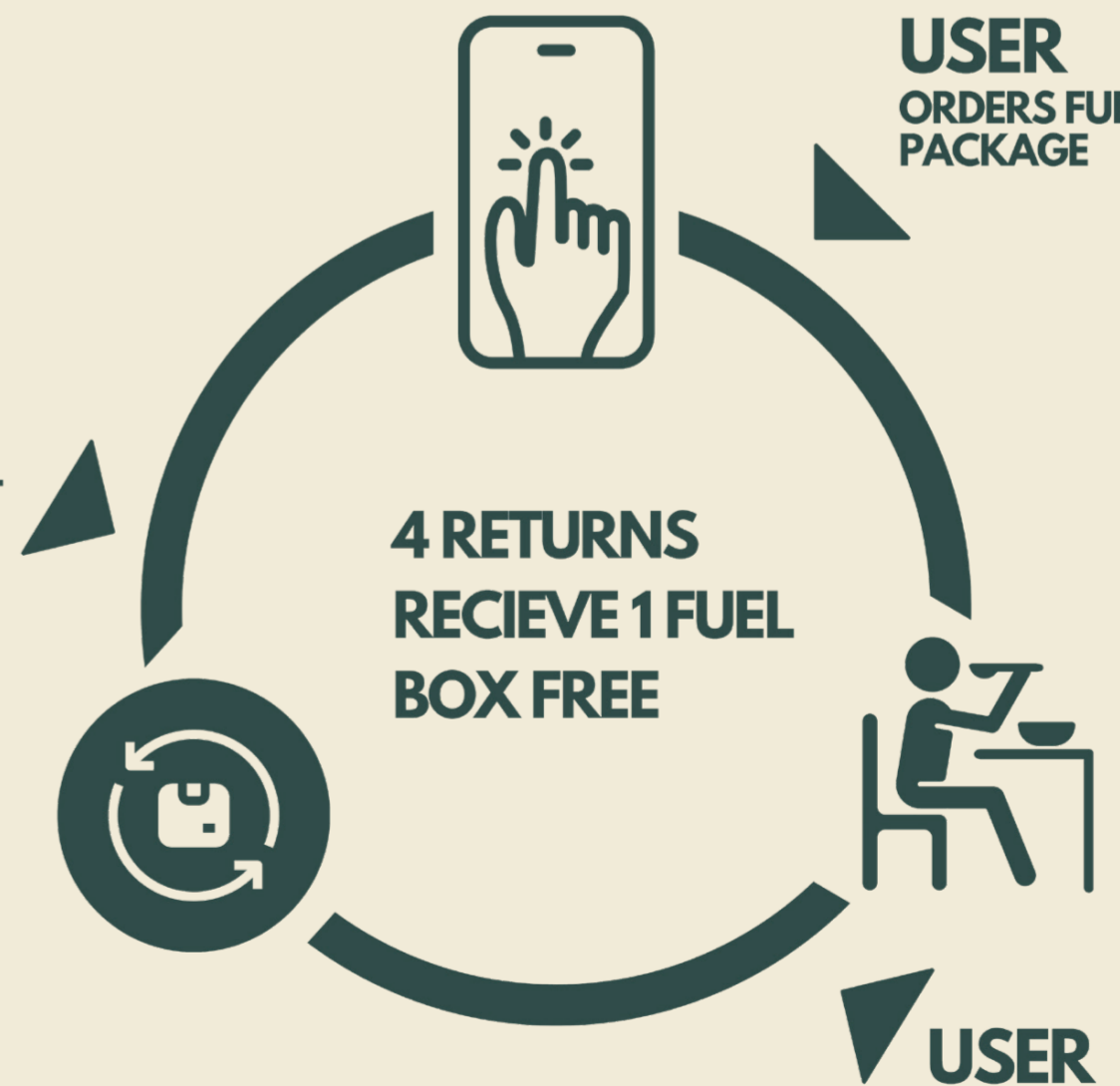


USER RETURNS THE PACKAGING FUEL PROVIDE

USER ORDERS FUEL PACKAGE

4 RETURNS RECIEVE 1 FUEL BOX FREE

USER ENJOYS THE HEALTHY MEAL FUEL PROVIDE





Example Pick Up Point

Located on primary school sites to remove the stigma of going to food banks, and to target our user group (families with young children).

