



UNTITLED TEAM



CUT THE WASTE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION





Cultivating phase

During this phase, food was most affected by environment, such as, weather and pests.



Retailing phase

During this phase, food are being sorted. Only the perfect-looking food will be putting on the shelves.



What is food waste?

Food waste is a term of edible food has been abandoned from manufacturing, retailing, consuming phases.

Manufacturing phase

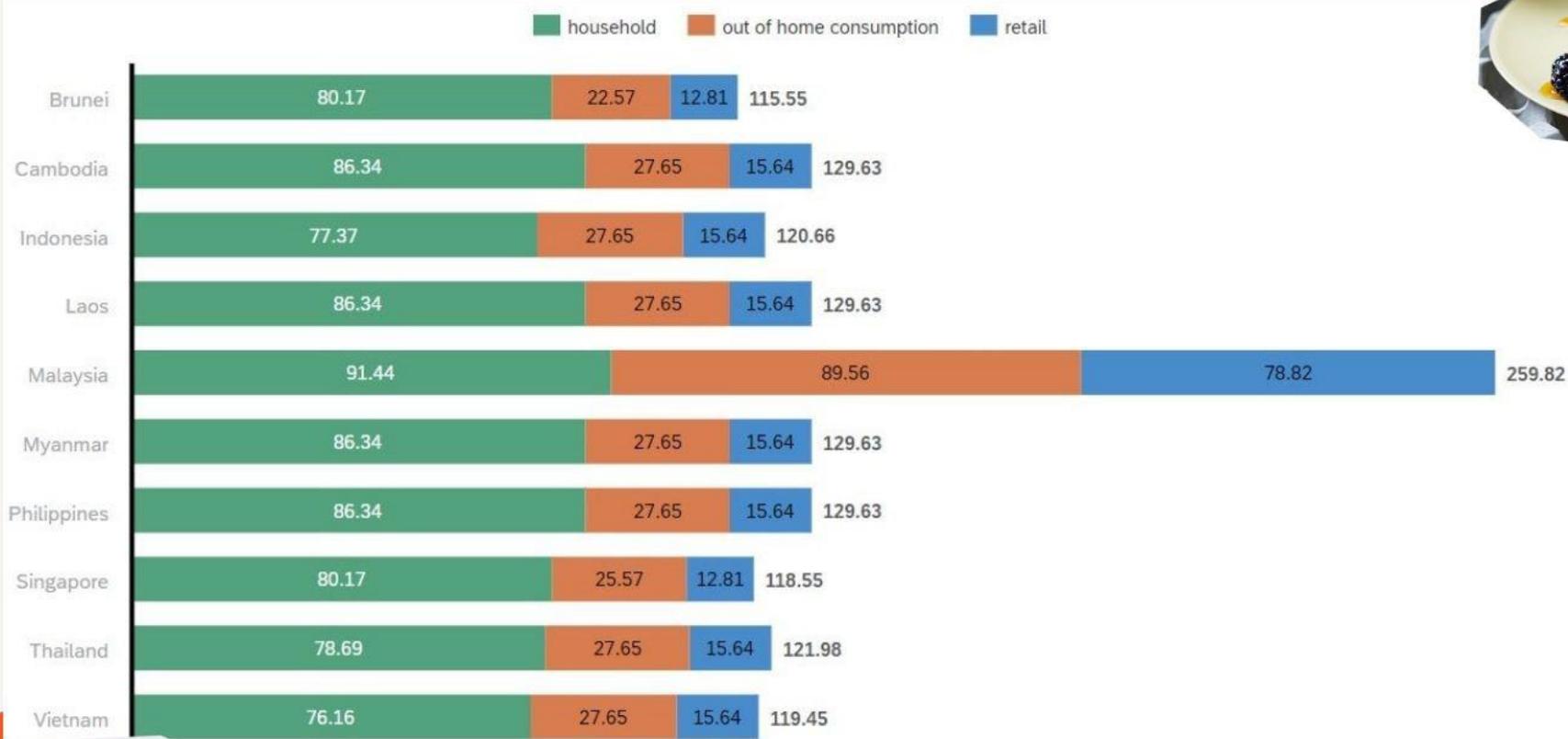
During this phase, food need to face on process of washing, cooling and preparing for storage. If food not properly prepared, it will bring about food wasted.



Consuming phase

During this phase, It has become a huge food waste discarded by over-buying food, food spoilage, confusing labeling and over-cooking.

Consumption Phase : Major Contributor of Food Waste



Source: UN Statistics Division



WHY?

Responsible Consumption and Production is Important?

The imbalance of food production and consumption lead to one of the world's biggest issue which is "Food Waste".



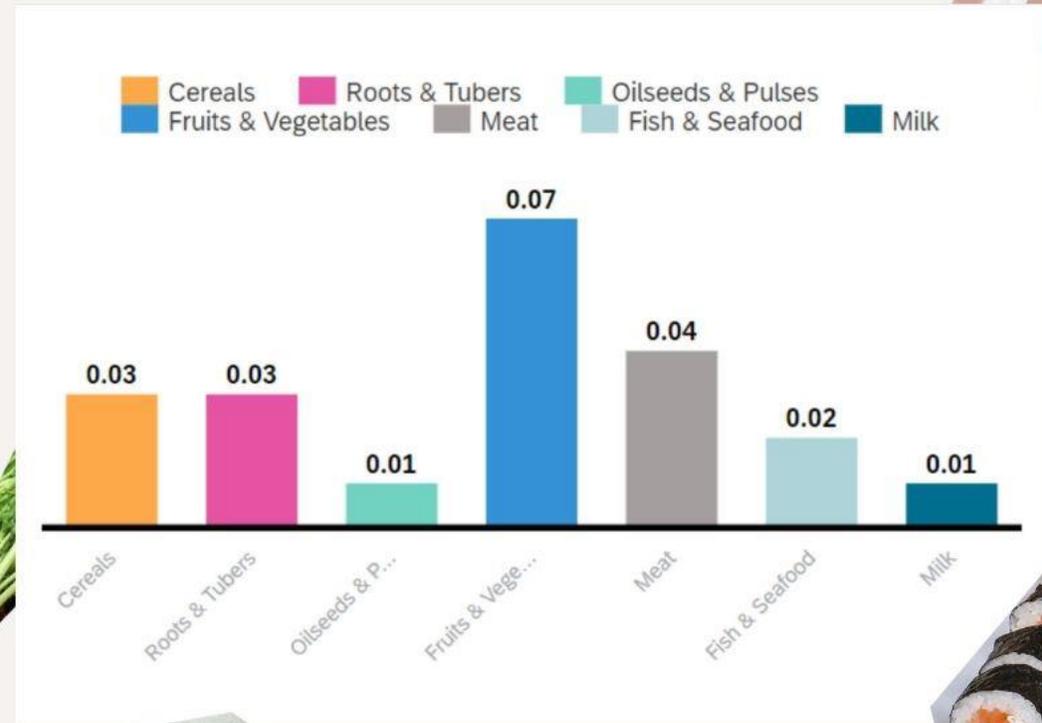
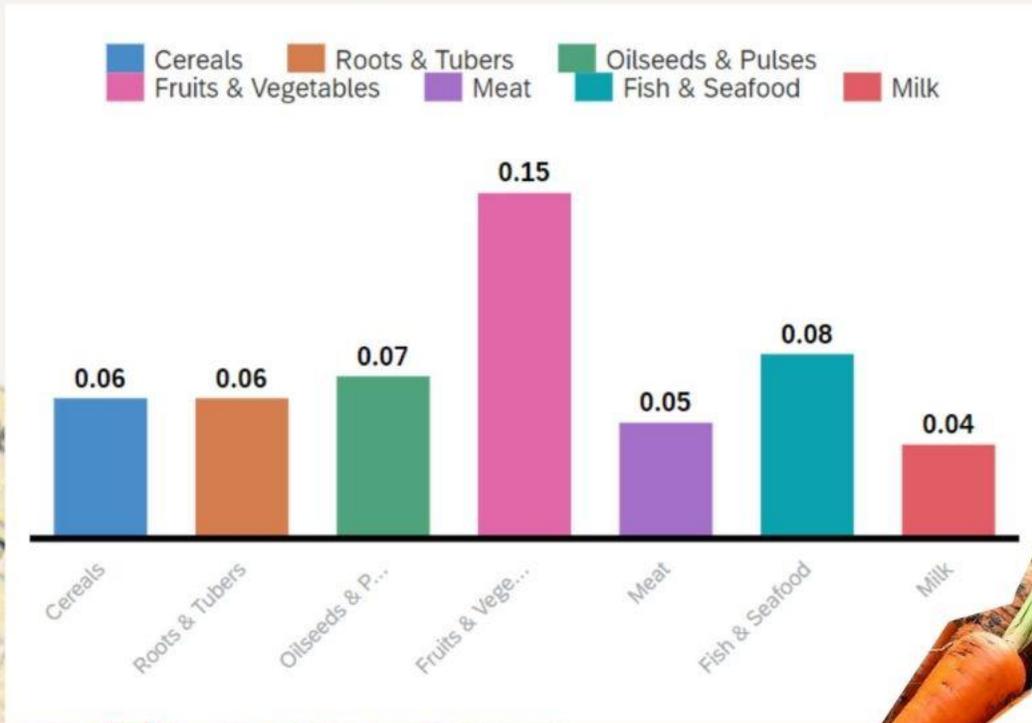
Farms are wasting 1 billion tons of food. That's a disaster for the climate
By Hanna Ziady, CNN Business

Green | Greener Living
New Data Shows US Food Waste Is Getting Worse
The US is generating more surplus food than it was five years ago, both in total and per capita.

FOOD TECHNOLOGY MAGAZINE | ARTICLE
Facing the Food Waste Crisis

Graphs show the imbalance of the food production and consumption in ASEAN countries

Source: Food and Agriculture Organization of the United Nations (FAO)



PRODUCTION

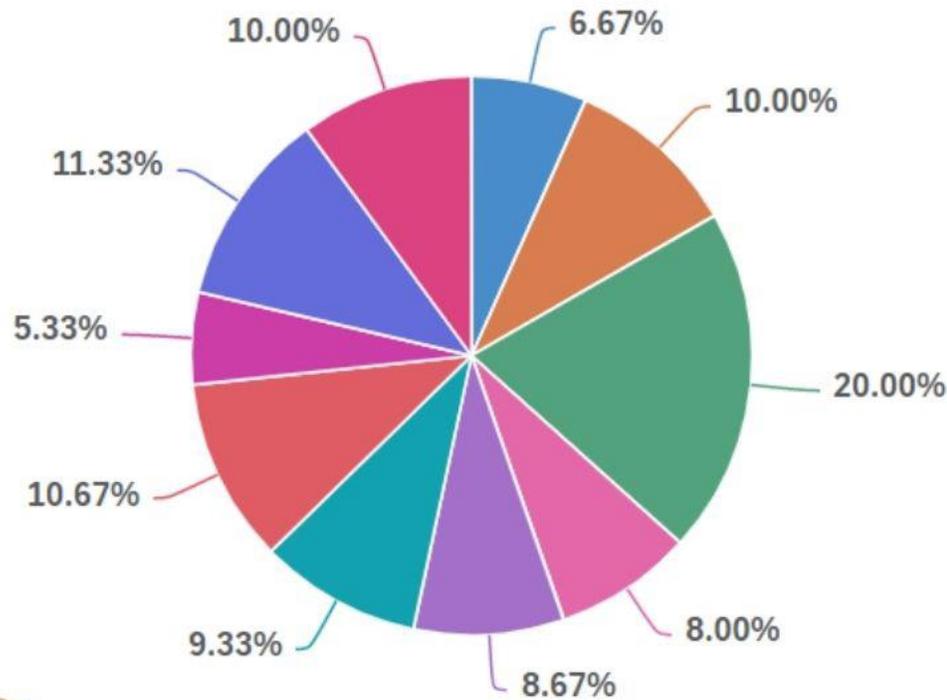
CONSUMPTION



Food waste percentage of ASEAN countries



Brunei Cambodia Indonesia Laos Malaysia
Myanmar Philippines Singapore Thailand Vietnam



Source: UNEP Food Waste Index Report 2021



Get rid of food waste problems

Singapore's National Environment Agency (NEA) reported that in 2017, over 809,800 tons of food was thrown out. A Tesco Malaysia report said that from 2018 to 2019, 7048 tonnes of surplus food not be sold to customers.



**Alleviate
124 million
hunger people**



and achieve the United Nation's (UN) Sustainable Development Goal (SDG) of zero hunger by 2030.

HUNGER IN ASEAN

Source: World Health Organization, 2018



LAOS

83%



CAMBODIA

78%



INDONESIA

73%



PHILIPPINES

69%



68%



MYANMAR



64%



VIETNAM



57%



MALAYSIA



44%



THAILAND

Dilemma

According to Future Directions International (FDI), South and Southeast Asia accounts for 25 percent of the world's food waste. However, due to global hunger index ranking for ASEAN. Myanmar, Laos, Cambodia, Philippines and Indonesia are ranked as serious countries that has massive amounts of hunger.

Obstacles

Lack of awareness : do not realize how environment, social and economic are affected by food waste.

Perception of abundance : where food is easily accessible can lead to discard a value of food.

Misunderstand of expired date : unclear of labeling between "best before" and "used by" caused huge edible food losse.

Goal

- Raise awareness about food waste
- reduce amount greenhouse gases emissions from food waste 5% each year
- clearly distinguishable labeling expired date



RECOMMENDATION



reducing
label
confusion

**DON'T
WASTE
IT!**



telling how to
store the food
correctly

This application is design for people to reduce the amount of the food that they could possibly waste in their household





DON'T WASTE IT!

Username

Email

Address

SIGN UP

Already Have a Account? Sign In

**DON'T
WASTE IT!**

5G

Thursday, June 9

10:48

15
13 21

DON'T WASTE FOOD

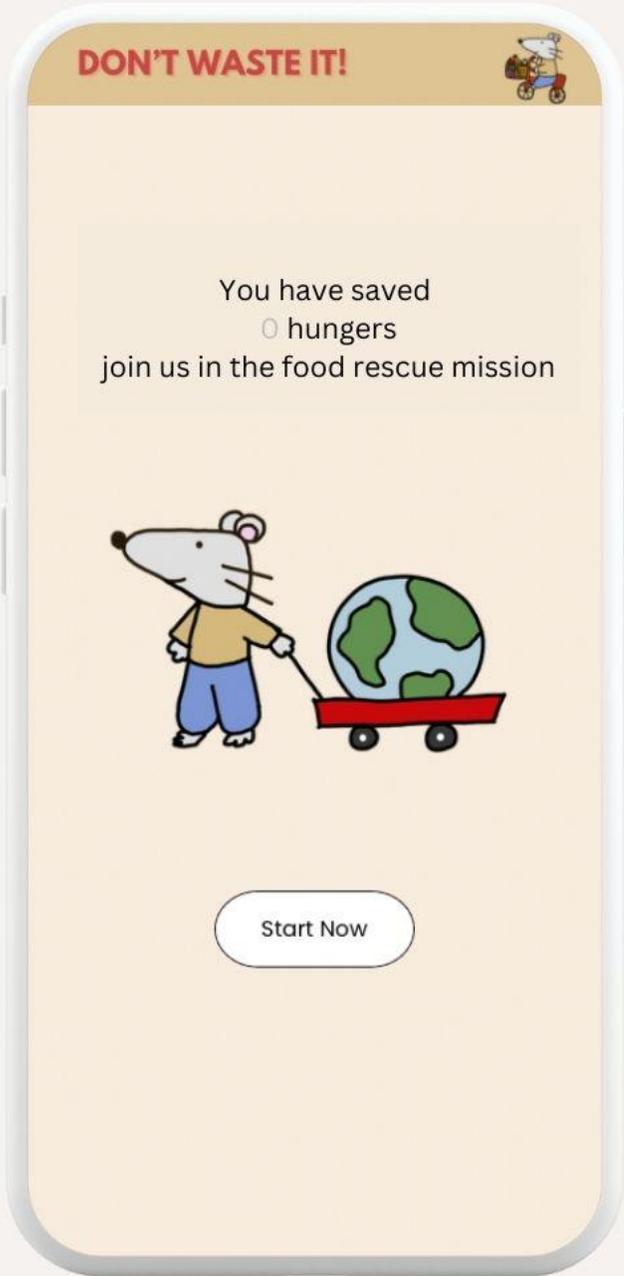
now



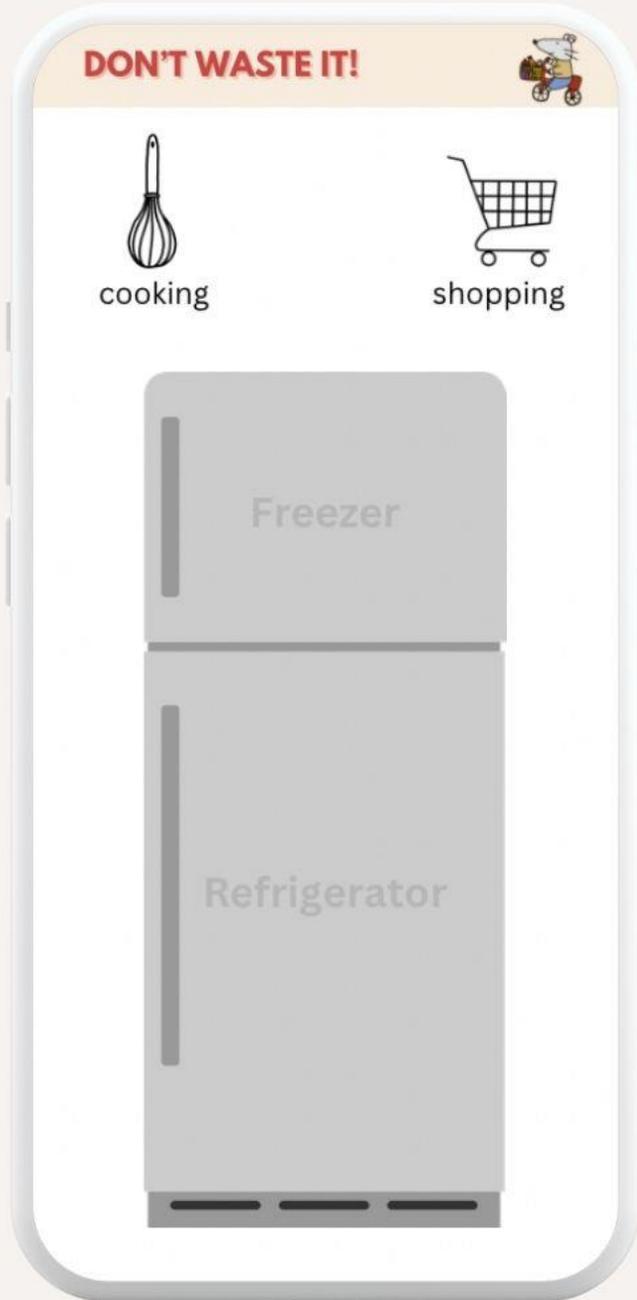
Your bread is expiring soon.



Swipe up to open



**DON'T
WASTE IT!**



DON'T WASTE IT! 

Freezer

	meat	exp. _ _	?
	ice cream	exp. _ _	?
	frozen fish	exp. _ _	?
	cheese	exp. _ _	?
	sausage	exp. _ _	?
	bacon	exp. _ _	?
	salmon	exp. _ _	?
	overripe banana	exp. _ _	?



**DON'T
WASTE IT!**

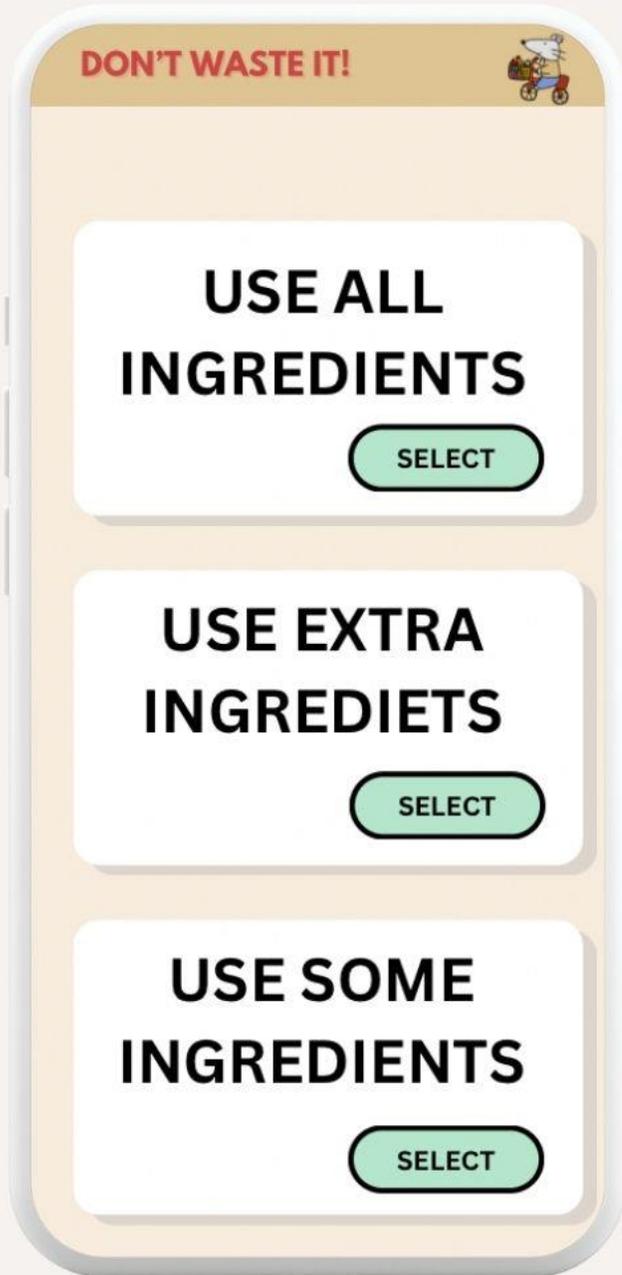
DON'T WASTE IT! 

COOKING

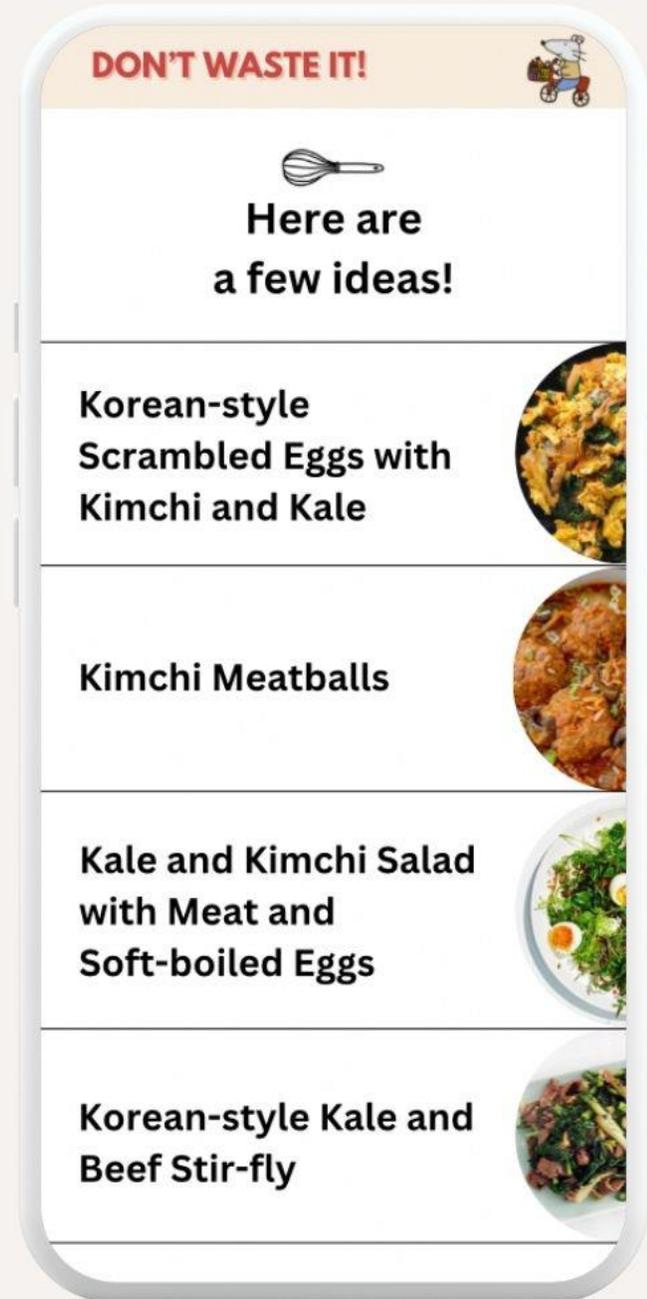


<input type="checkbox"/>		kale	exp. _ _	?
<input type="checkbox"/>		canned food	exp. _ _	?
<input checked="" type="checkbox"/>		meat	exp. _ _	?
<input checked="" type="checkbox"/>		eggs	exp. _ _	?
<input type="checkbox"/>		avocado	exp. _ _	?
<input checked="" type="checkbox"/>		kimchi	exp. _ _	?
<input type="checkbox"/>		chocolate	exp. _ _	?
<input type="checkbox"/>		bread	exp. _ _	?





DON'T WASTE IT!



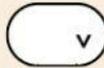
DON'T WASTE IT!



COOKING

Setting Portion

Number of person that will be having this meal is required



**DON'T
WASTE IT!**

DON'T WASTE IT!



COOKING

Fun Fact

Did you know that you are saving our planet?
By using this application to manage your meal,
you have reduced carbon footprint from not
wasting food!

Nutrition Facts

(Per serving)

Calories: 250 calories
Protein: 20 grams
Fat: 20 grams
Carbohydrates: 15 grams
Fiber: 5 grams
Vitamin and minerals: Vitamin D, Vitamin B12,
Selenium, Vitamin A, Vitamin C, Vitamin K,
Calcium, Iron, Potassium, Probiotics

Start Cooking!

DON'T WASTE IT!



COOKING

Instructions

- 1.Heat the vegetable oil in a non-stick skillet or frying pan over medium heat.
- 2.Add the chopped kimchi and sauté for a few minutes until it becomes slightly softened and fragrant.
- 3.Add the chopped kale to the pan and continue to sauté for another 2-3 minutes until the kale wilts...[more](#)

Youtube link :

https://youtu.be/6vzE3zG_8RY

Website :

<https://my.whisk.com/recipes/1019e6bff74ff45d0f4f493679a1168704aba8e6de>

Enjoy your meal

**DON'T
WASTE IT!**

DON'T WASTE IT!



SHOPPING

Limited Decision-making

Number of people who lives in the house



DON'T WASTE IT!



SHOPPING

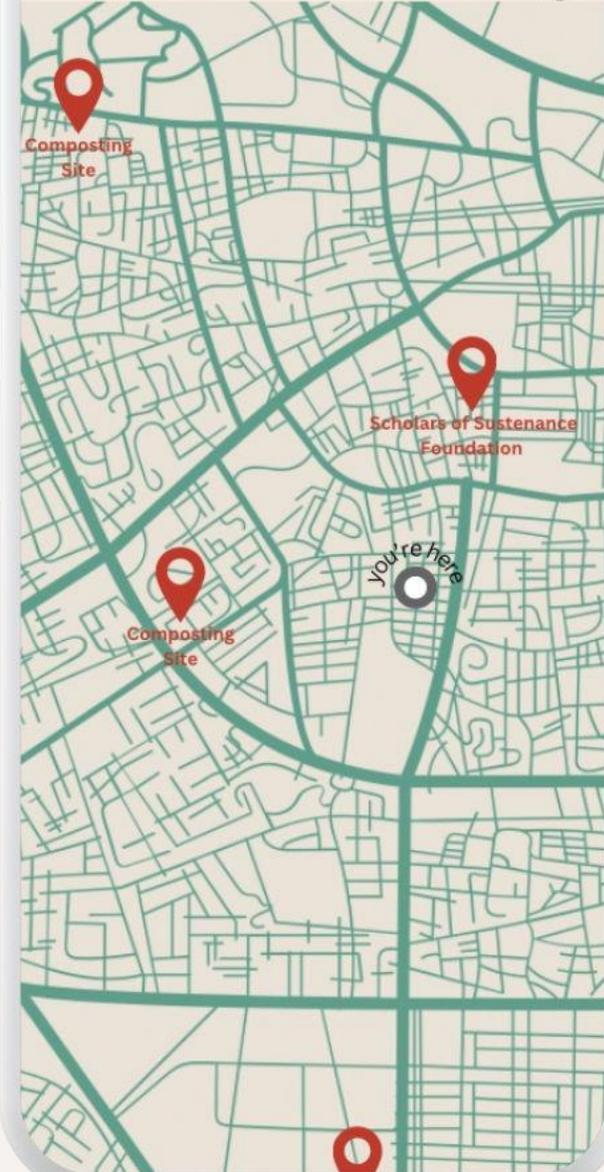
🔍 banana ✕



1. Wrap Banana Stems in Plastic Wrap. Bananas start ripening as soon as they're picked from
2. trees because ethylene gas releases from the stems.
3. Hang Your Bananas.
4. Buy Green Bananas.
5. Place Ripe Bananas in the Fridge.
6. Freeze Your Bananas.
7. Buy a Banana Keeper.

**DON'T
WASTE IT!**

DON'T WASTE IT!



NOTES

IMPLEMENTATION PLAN

NOTES

LAUNCH TESTING APP

Test the app and find out the issues that need to improve.



2024

COLLECT DATA

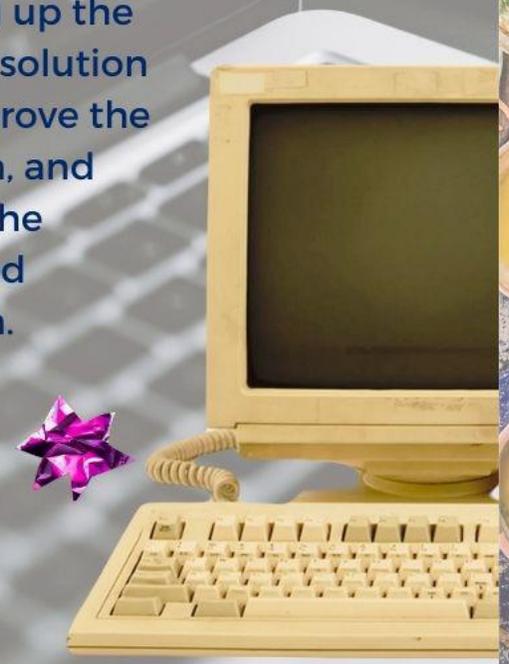
Enhance app quality and efficiency and analysis data from the testers by using SAP.



2025

UPGRADE LAUNCH

Bringing up the issues resolution and improve the program, and launch the upgraded program.



2026-2029

FOOD SAVER

Achieve SDG 12.3 goal. Reduce food waste



2030

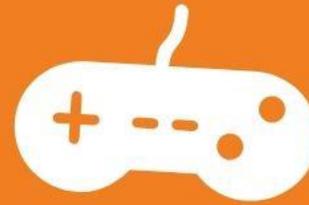
UPGRADE AND LAUNCH

Plan



ADD NEW LANGUAGES

To make the application easily accessible to more people.



CONVINCE PEOPLE

Reward users with eco-friendly items.



BUILD OUR OWN COMPOSTING SITE

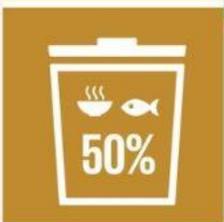
We wanted to make sure that leftover food will end up wasted as little as possible.





Sustainable Development Goals

TARGET 12.3



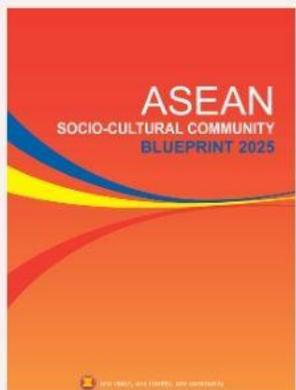
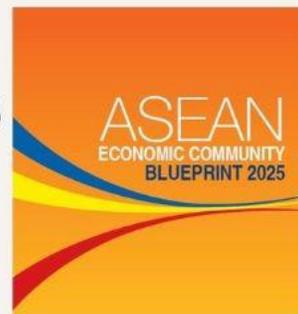
By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.



ASEAN Economic Community Blueprint 2025

c.5. Food, Agriculture and Forestry

iv. Increase resilience to climate change, natural disasters and other shocks;



ASEAN socio-cultural community blueprint 2025

D.5. Enhanced and Optimised Financing Systems, Food, Water, Energy Availability, and other Social Safety Nets in Times of Crises by making Resources more Available, Accessible, Affordable and Sustainable

i. Enhance cross-sectoral and cross-pillar coordination to ensure food adequacy and accessibility at the household level, especially vulnerable households, and ability to cope with disaster, food price shocks and scarcity by developing adaptive mechanisms and strategies;

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