

Location :
CBD

shelter

住

"The average person in the U.S. uses 405,000 gallons of freshwater per year (combination of the subfractions which comprise 206

pounds of meat per year—divided between 46 pounds of pig, 58 pounds of cow, 102 pounds of chicken and turkey in addition to 248 eggs and 616 pounds of dairy products), which equates to saving 1,100 gallons of water each day.

- 45lbs of grain saved per day: Grain: multiply ounces of each meat consumed daily per person by the feed conversion factor for each animal.

- It is estimated that 80,000 acres of rainforest are cleared each day with an additional 80,000 degraded, with 70-91% of that degradation for the livestock industry.

- CO2 based of feed conversion ratios and the average US meat consumption of 209lbs per year, per person. Beef is at 22-27 kg CO2 Eq per kg produced/consumed X 2.5 ounces/day=1.75 kg or 3.85 pounds Cheese/milk is 13.5 kg per kg product X 2 pounds/day=12.15 kg or 12.5 pounds

Pork is 12 kg per kg product X 2 ounces/day=.68 kg or 1.5 pounds

Combination chicken and turkey is 7 kg per kg product X 4.48 ounces/day=.89 kg or 1.96 pounds minimally (using only chicken) {turkey, for instance, is 11 kg per kg product} Eggs are at 5 kg per kg product X 2/3 egg per day=(50 g/egg).55 pounds

— which equals 20.36 pounds of CO2 Eq saved per day."

Vegetarian and vegan diets have been found to have less of a carbon footprint than animal based diets

Andersen, K., Kuhn, K., xTrue Naturex (Musical group), A.U.M. Films & Media (Organization), & First Spark Media, (2014). Cowspiracy: The sustainability secret.

Scarborough, P., Appleby, P. N., Mizdrak, A., Briggs, A. D., Travis, R. C., Bradbury, K. E., & Key, T. J. (2014). Dietary greenhouse gas emissions of meat-eaters, fish-eaters, vegetarians and vegans in the UK. *Climatic change*, 125(2), 179-192.

衣
cloth
bái zhī
白 織

.white. .crochet.
.clear. .knit.
.wrongly- .weave.
written. ■■■■■
.mis- .eat.
pronounced. .drink.
.in vain. .suffer.
.endure.
.bear.

白 吃
bái chī
food
食

By Yuting Qiao

In the case of Little Green Door,

vegan food is the product

that has the potential
to spawn a relationship with the planet.
It is expected that customers will embrace home
cooked meals once again.

This will help foster the customer's journey to the vegan
lifestyle.

Many individuals subscribe to veganism
as a way of resisting the agricultural industries
that pose a serious threat to our planets health.

Many individuals do not see how the actions of one
individual can impact on the planets health in a meaningful way;
they see veganism as being in-vain.

Secondly, perceptions of veganism are often fueled by 'radical' vegans who
are overzealous in the methods chosen to share their perspective.

Non-vegans often report feeling as though ideals are forced down their throats, that they
are talked down to and that vegans have some sort of higher moral code.

People often experience a strong cognitive dissonance when their beliefs are challenged.

Cognitive dissonance is the experience where you may hold two conflicting idea or beliefs. Generally when this happens, a person would make a change to resolve these ideas, updating their beliefs. However, accepting the logic and rational of veganism would mean updating your actions to reflect that. One reason why people are less likely to accept vegan rational and to update their beliefs is that it is put in the too hard basket for difficulty or cost level. These are mis-conceptions that LGD hopes to disprove.

Delivery

mobility

行



Vermicelli
Mushroom Vegas
Soy Source Onion Carrot
Sunflower Oil Sesame Oil
Ginger Chilli Garlic Pepper
Salt CBD Delivery
Vegan

The organic food cooking organisation is the home of production.
The meal's fresh ingredients are sourced from local produce markets which are produced by the planet, often with the help of the hands of fellow humans.

These are prepared with home condiments and vermicelli in the evening at Little Green Door's headquarters (HQ).

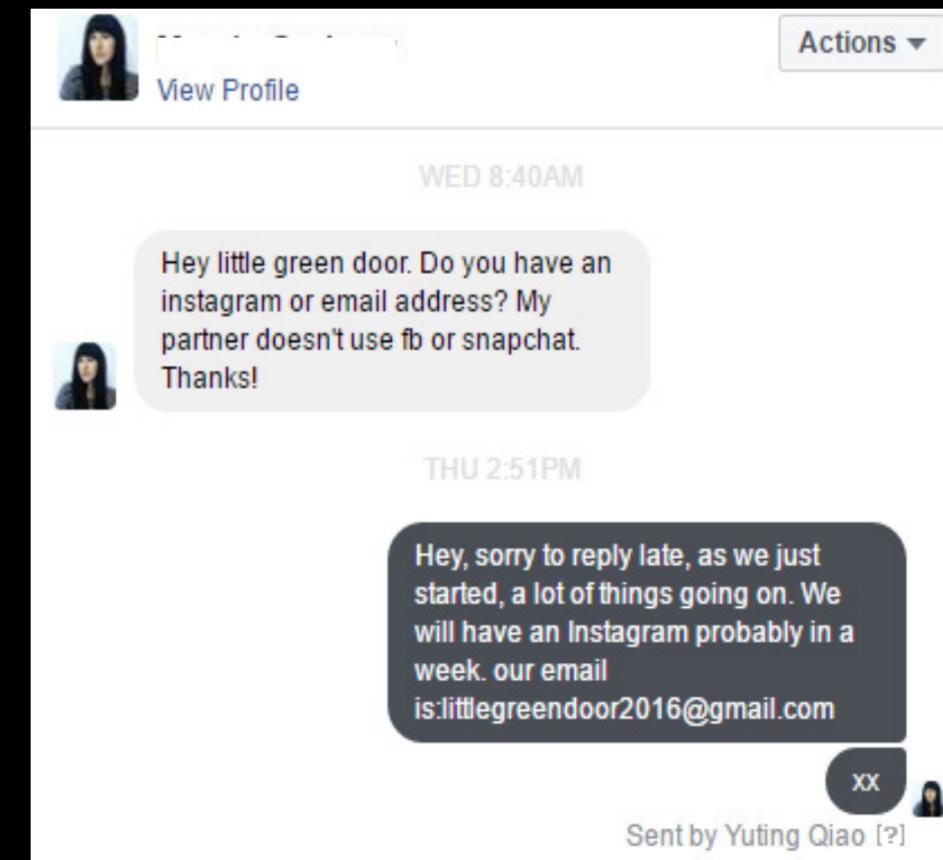
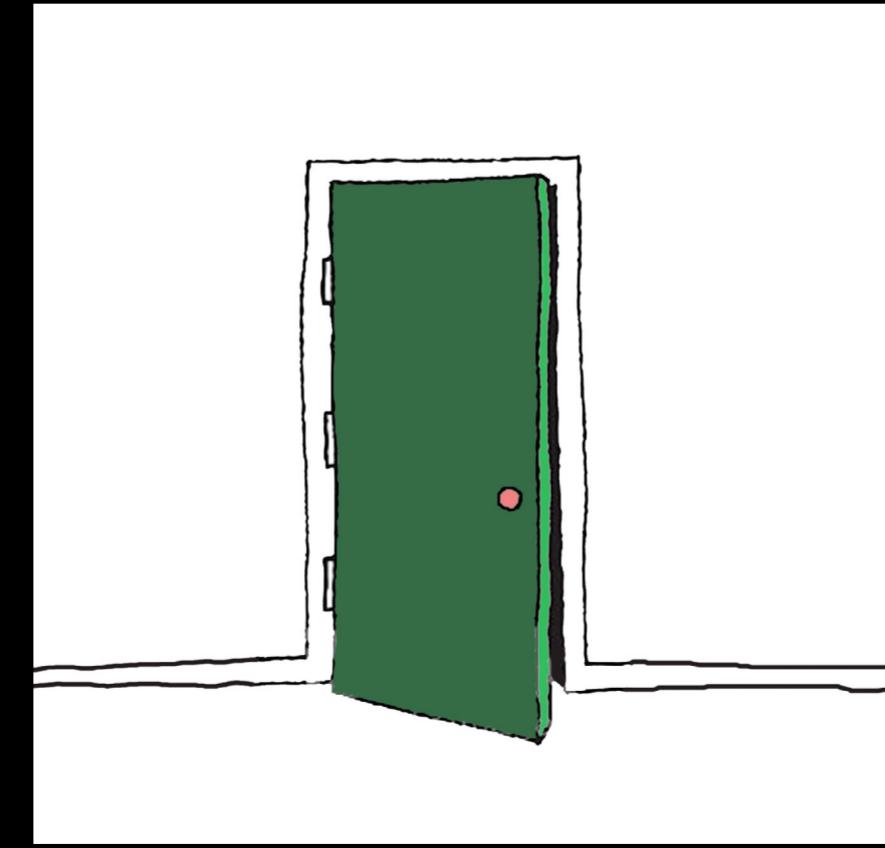
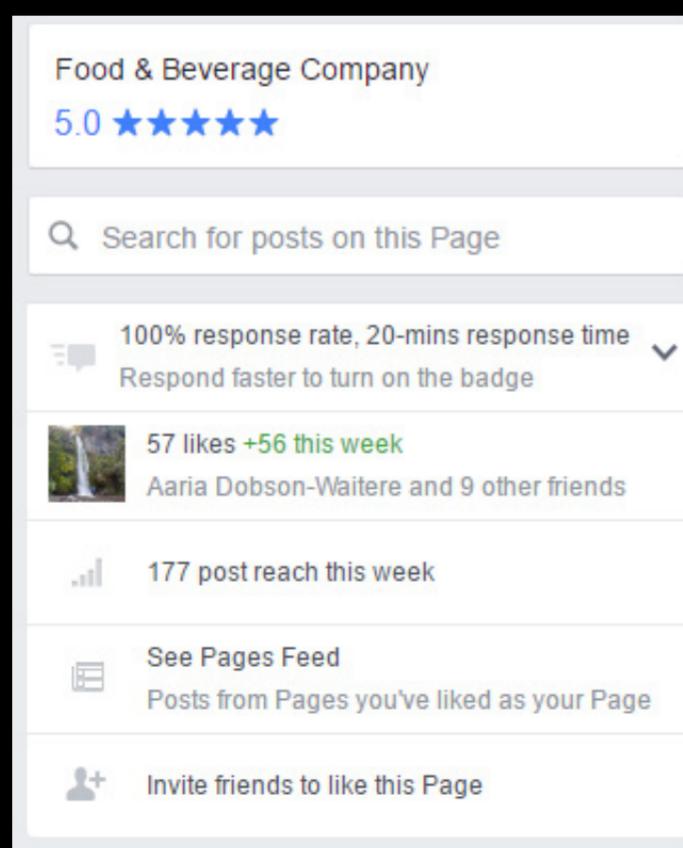
Packaged and ready to go,

we deliver the meals on a route that is pre-organised to be the the quickest route according to Google Maps.

The food is both consumed and destroyed by the consumer.

The only waste product is the package that the meal is delivered in.

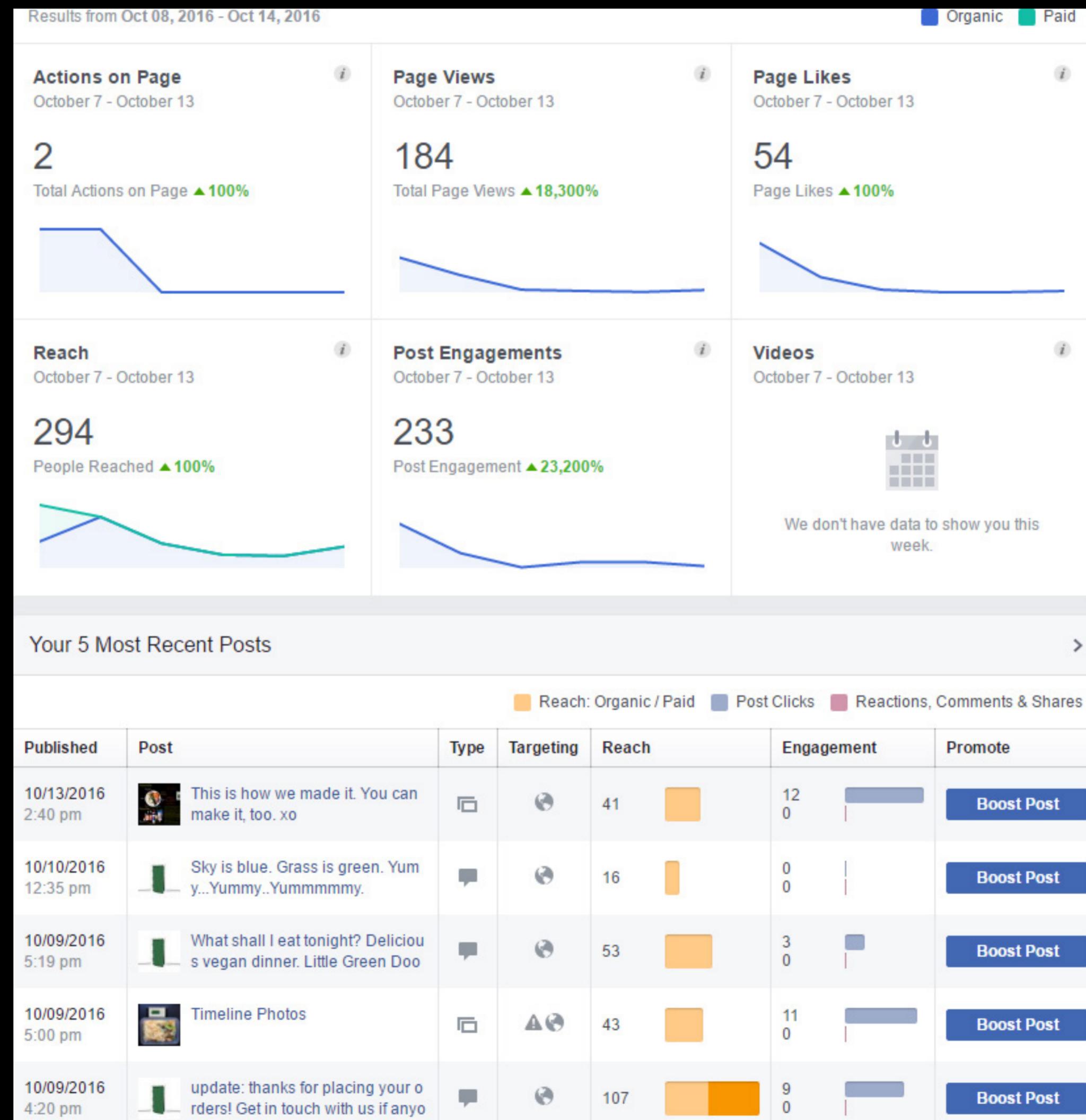
However, we encourage customers to give us their own reusable packaging that we can then deliver their next meal in.



One of our main customer bases is the vegan community in Wellington central.

Many individuals who subscribe to exclusively environmentally friendly lifestyles such as veganism are excluded from many food-centric experiences. This includes being excluded from food delivery services which are traditionally capitalist ventures sparing little thought for the minority. It can often be perceived from the outside as being 'hard' or 'difficult' to go vegan based on what is offered for purchase outside of the home. We hoped that by promoting simple, yummy and cheap vegan food, those individuals who are anti-vegan would become more likely to open up and embrace the idea of veganism.

In the long-term, embracing veganism strengthens the relationship people have with the planet they live on by reminding them of the objective reality in a world that is often constructed by subjective perspectives. It is only through a strengthened relationship with the planet that a higher state of consciousness is achieved.



Many people perceive cooking to be a time-intensive process. Therefore, one of the groups of users we are marketing our product towards are those people who find it difficult to put time aside to cook dinners. Initially, LGD serves the short term goal of a takeaway dinner. However, through the process of buying our food and engaging with the Little Green Door brand, it is hoped that these people will gain a new perspective on their lifestyle. Acknowledging that food is a necessary product, but that takeaway deliveries are unnecessary.

By building a relationship with the customer, they are more likely to engage with our brand. It is through this brand that they will build a relationship with food. Understanding how food makes it to the supermarket shelves, understanding what is within the food that they consume that is produced behind closed doors. This aim is achieved through social media engagement with users - educating them first with a wide lens where LGD is transparent about its menu's ingredients and recipes. Essentially creating an online interpretation of open-kitchen style restaurant. Before later campaigns educating users on the roots of each of those ingredients and how to grow or produce them for yourself sustainably.

Building...
 ...a compassionate society
 a sustainable society
 ...relationships with the city
 ...relationships with the ground
 ...relationships with the self

You are more in touch with your hands.

Helping hands are the ground layer of collaboration.

Community for a community.

This design hopes to show people that cooking food is easy. Condiments are commonly purchased for one-off dishes and are returned to the pantry never to be thought about again. Instead, we hope that our simple recipes will give people a base layer of condiments that are useful as bases or additions to many simple dishes. After developing an initial level of confidence with these condiments, it is expected that users would begin to explore cooking and food skills in more depth. Potentially even getting to the stage where they are able to pass those skills on to family, friends and new generations to come.

Post Details

Little Green Door
Published by Yuting Qiao [?]- Yesterday at 2:40pm ·

This is how we made it.
You can make it, too.
xo

Preparation:
Mushroom:
Carrot:
Garlic:
Ginger:
Essentials:
Soy sauce:
Vinegar:
Oil:
Salt:
Pepper:
Duration: 20-40mins depending on experience.

Boil water. While the water is boiling begin with the next steps.
2. Heat a pot and a frying pan to medium-high heat.
3. Chuck a reasonable amount of oil into the pan (5 tbsps).
4. Once oil is heated chuck onion into the pan. Throw the onion, mushroom, carrots, garlic and ginger in the pan as well. Fry off until cooked and place aside.
5. Boil green veges with the noodles until noodles are cooked (~5 minutes) before turning off the heat and placing aside. (minimise heat). Drain noodles and wash through with cold water.
6. Heat a small amount of sunflower oil (5 tbsps) in clean pan.
7. Layer everything on top of the noodles. Onion and mushroom, carrots, garlic, ginger = ginger + chilli flakes, pepper, salt, vinegar, soy sauce, lemon juice.
8. Pour the heated sunflower oil onto the carrot + garlic + ginger mix to activate these ingredients.

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41 people reached

Aaria Dobson-Waitere

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Reported stats may be delayed from what appears on posts

41 People Reached

1 Likes, Comments & Shares

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
12 Post Clicks		
11 Photo Views	0 Link Clicks	1 Other Clicks

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Not all tasks that involve hands are cleansing. It is clear that it is the meaning of the tasks and the experiences themselves that are responsible for the relieving situations that hand use elicits. Experiencing relief from symptoms of depression or anxiety allow the users to form a relationship with a refreshed perspective of the world. This would fuel the users passion for continued involvement with food, veganism and the natural world.

Preparation:

Mushroom:
sliced



Garlic

Ginger

Essentials: Pepper
Chilli



Sesame Oil

Vinegar

Soy Source Salt

Vegetables:
sliced

Vermicelli

Carrot:

grate carrot
into small strips

Onion:
sliced

Duration:
20-40mins
depending
on
experience.

Simple dish but for those people who do not cook very often this can be a bit of a task.

Healthier.



1. Boil water. While the water is boiling begin with the next steps.
2. Heat a pot and a frying pan to medium-high heat.
3. Chuck a reasonable amount of oil into the pan (5 tbsp)
4. Once oil is heated, chuck onion into the pan. Brown the onion and then chuck the mushroom into the pan as well. Fry off until cooked and place aside.
5. Boil green veges with the noodles until noodles are cooked (~5 minutes) before turning off the heat and placing aside. (5 minute wait). Drain noodles and wash through with cool water.
6. Heat a small amount of sunflower oil (3 tsp) in clean pot.
7. Layers. everything is on top of the noodles. Onion and mushroom, noodles, carrot + garlic + ginger + chilli flakes, pepper, salt, vinegar, soy sauce, sesame oil.
8. Pour the heated sunflower oil onto the carrot + garlic + ginger mix to activate these ingredients.

Reflection on what the strengths and limitations of designing relationally are, or could be.

The aim is to design something that users will form a relationship with. However, a relationship is a two way street. Therefore, when designing relationally it can often feel as though you are designing half a product, half an idea - the other half being filled by whatever the user brings to the relationship. However, while doing this, you have no way of knowing how the users themselves are going to interact with it.

As a result, we as designers ought to make it as easy as possible for an equal relationship to be formed. However, building the unknown (those unknown user factors) into your design can often be anxiety provoking. Will my design work? Will relationships form? Given that LGD was keen to target non-vegans, and given that it is best to start as non-confrontational as possible, on re-design would potentially refrain from explicitly labelling the food as vegan. This is a good example of where unknown variables exist (e.g. user beliefs), we are able to mitigate their potential influence (e.g. biases against veganism).

While there are strengths in building relationships between the product and the user, sometimes this could have economic consequences for potential investors. If the point of our design is such that users spawn a lifestyle that deems the product unnecessary then interest in the product should drop. For example, LGD providing a product that leads its customers to build a new relationship with food and cooking that means they no longer need to order from LGD. LGD combats this by having the ability to update and refresh its menu, continuing to engage current and new customers. While customers have been given a new relationship with food, they will maintain their relationship with LGD as the menu is refreshed and other relationship building engagements are utilized.