

# Food For Thought

A Sustainability  
and Supply Chain  
Challenge



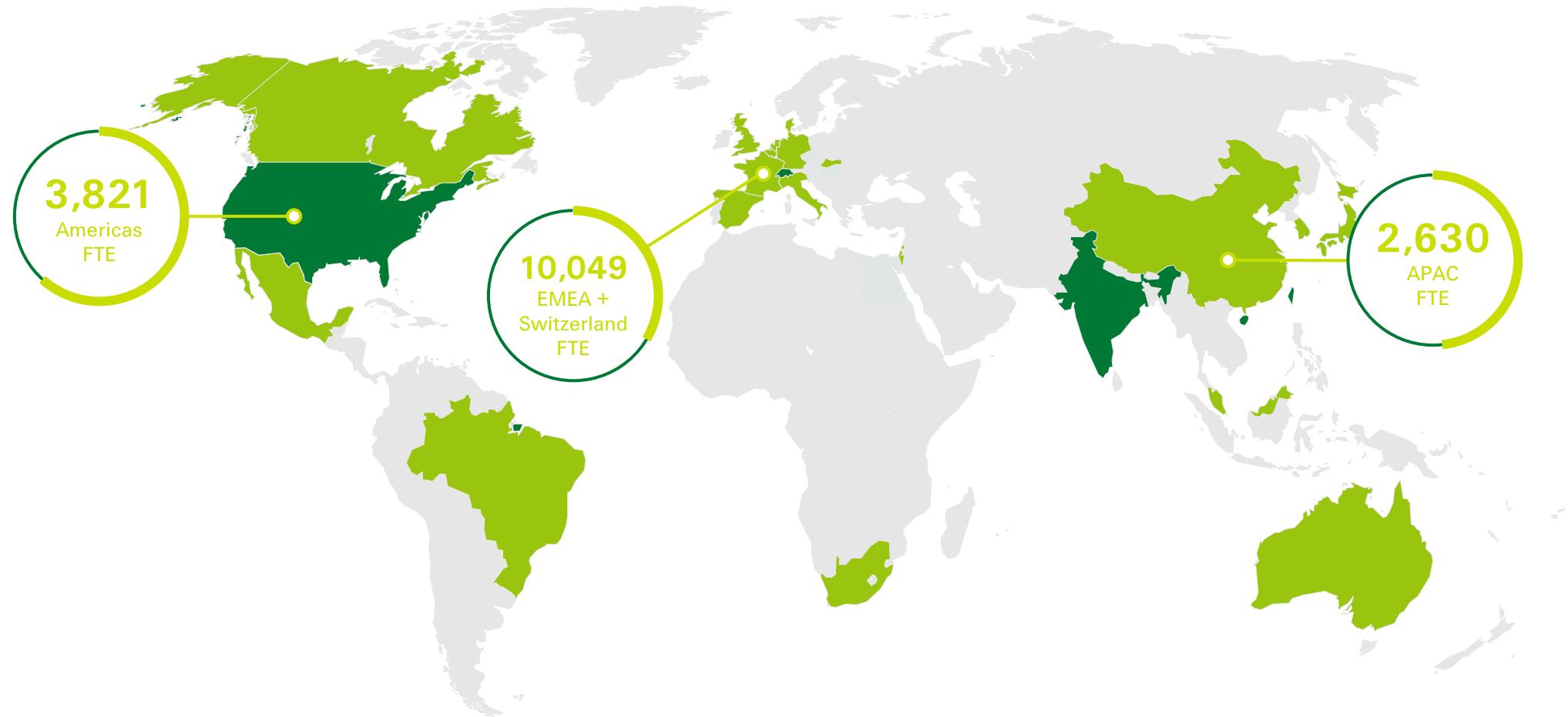
“

Nature provides a free  
lunch, but only if we  
**control our  
appetites**



**William Ruckelshaus,**  
First Administrator of the  
Environmental Protection Agency

# Global Gastronomy, Global Problem



## What's the challenge?

- Swiss Re wants to control its appetite – but where can we start?
- Sourcing data is exhaustingly long and often fragmented – thus cannot be read manually
- We're arming you with Environmental Impact Databases and IBM Cloud Technology to create a robust technical solution to solve this problem
- Find a way to suggest engaging, actionable insights to us, either at an employee or company management level



# So what's the data?

## Swiss Re Gastronomy

- 5000 rows of sourcing data, including type, weight, country, and labelling scheme
- 126 full menu offerings, broken down by food subtype (i.e. Vegan, Gluten Free) and input products by weight.

## Eaternity API

- A broad database accessible through a RESTful interface – providing easy programmatic access to a variety of environmental info
- Calculate the CO2-value, rating, Vita Score, and more for hundreds of food products
- Use this to quickly and automatically quantify the impact of a food product in general

## Ecoinvent Impact Scores

- An Excel spreadsheet of hundreds of food products across different regions, split into the impact from production and sales
- Dive deeper into the exact reasons for high impacts – identify the exact impact of every extra kilometer travelled, or liter of water consumed
- Use this to adjust a product's impact based on its origin country and labelling

## Did we clean it?

- Mostly – We've removed blank or incorrect entries, and unified data sets
- Sourcing data is inherently messy
- We expect a robust solution capable of ignoring missing data

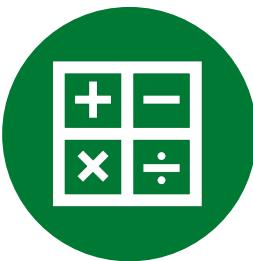


# What are we looking for?

**Human Centered  
Design**



**Robust  
Solutions**



**Engaging and  
Exciting**

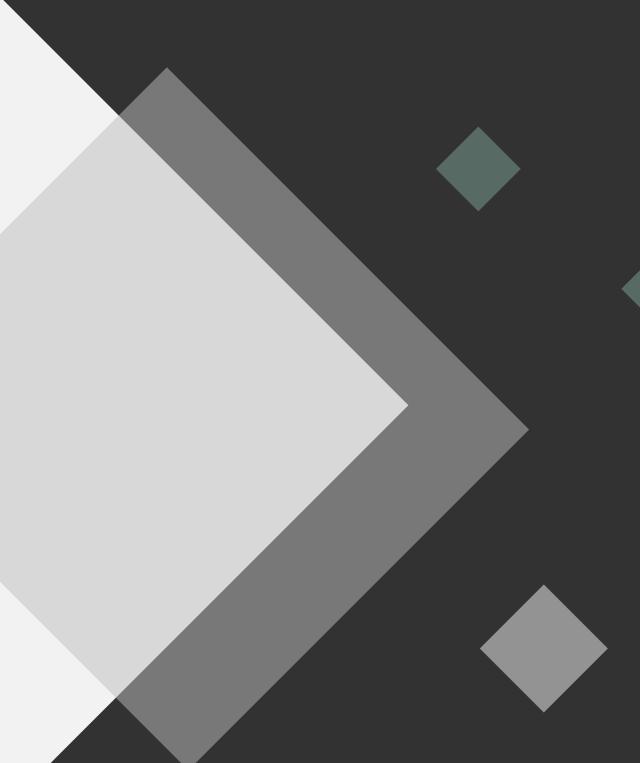


**Actionable  
Insights**



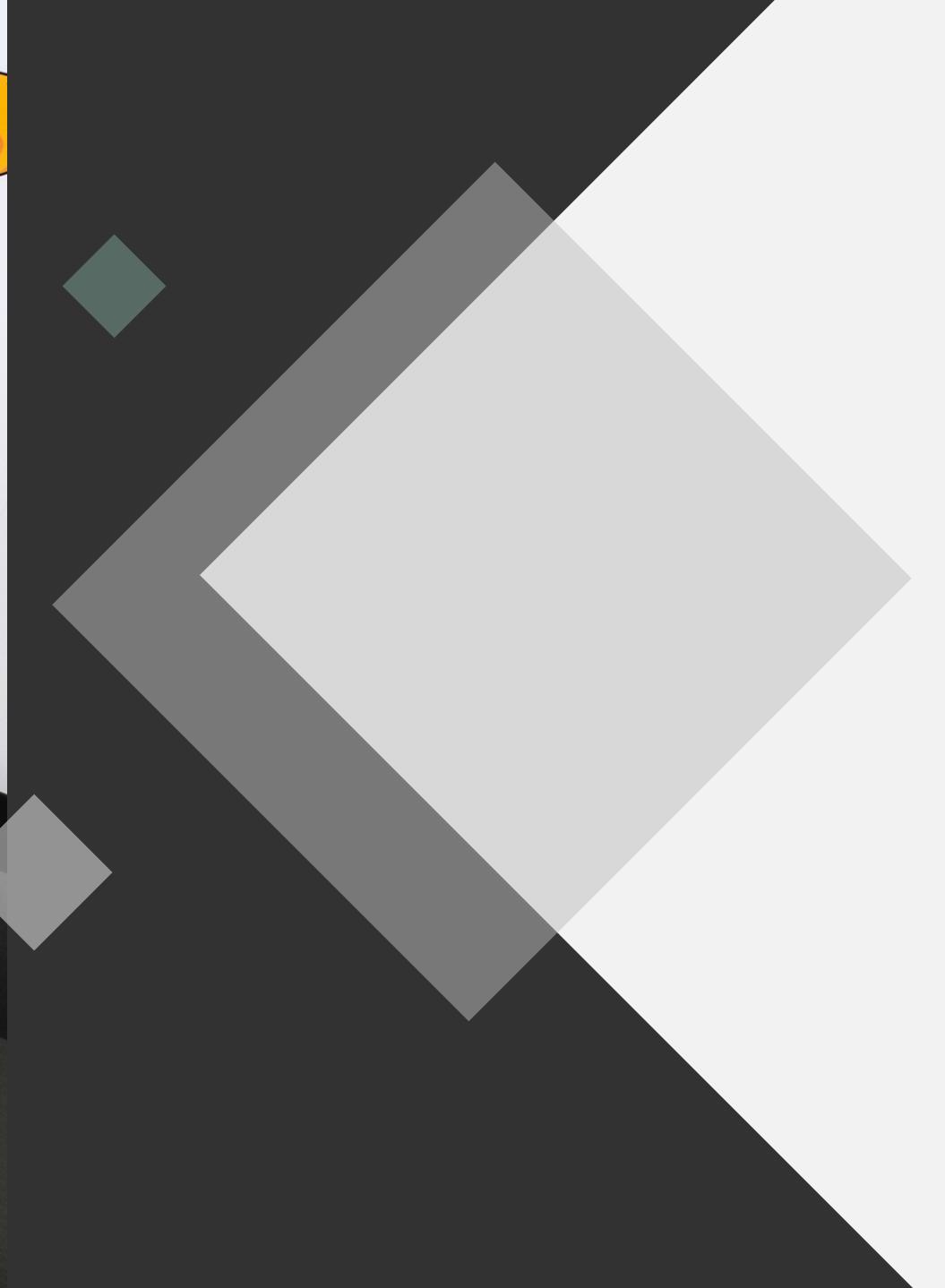
**Detail, Detail,  
Detail**





# Don't start hacking - yet!





# Tell a human story!





Jennifer, 32  
Small business owner  
struggling during pandemic



Sebastian, 29  
Passionate cook,  
travels 6 months a year



Marc, 38 & Natalia, 34  
Young parents;  
acquired a house recently



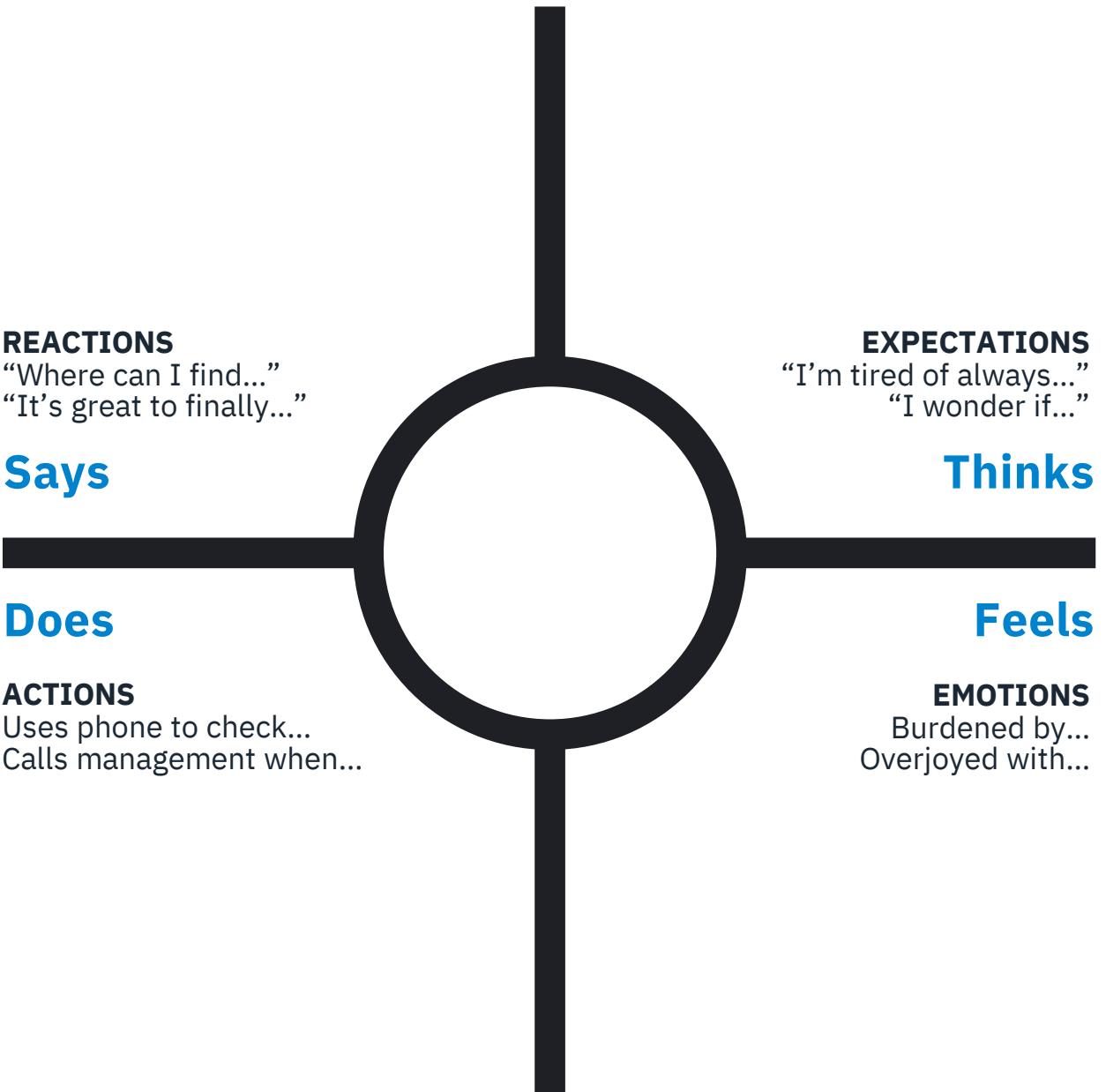
Kevin, 28  
Lives in a flat with 3 students  
/ young professionals

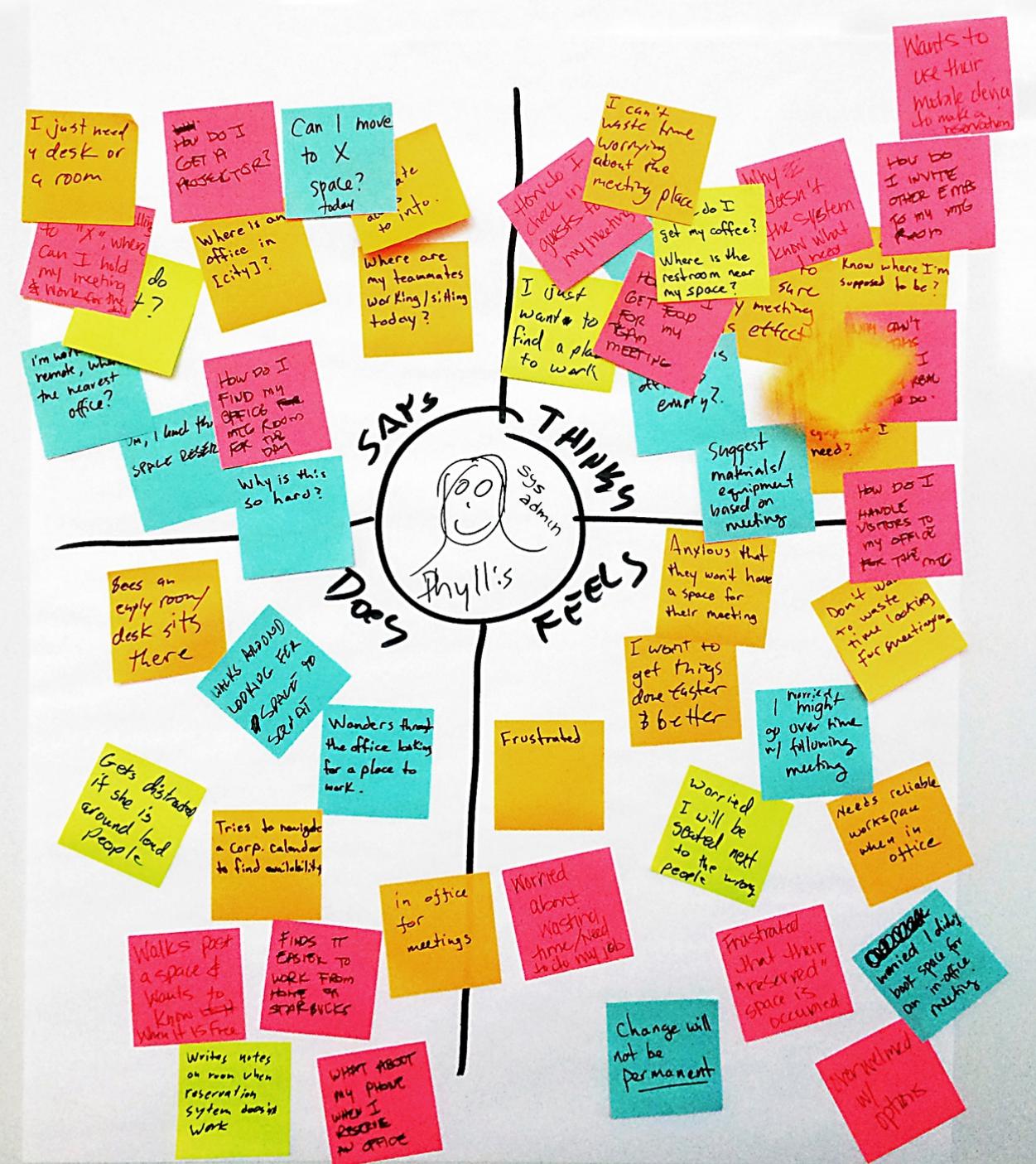
# Empathy Map



# EMPATHY MAP

What does it look like?





# As-Is Journey



## How to create a Journey

1. Use the As-Is Journey to bring together what your team knows about **the current experience** collectively
2. **Don't get lost in countless steps** of the journey
3. **Start with activities**, group them and the label them as the **steps** (ideally approx. 3-7)
4. **Identify** the most interesting **pain points**



# STEPS / "PHASES"

Scope definition

Explore Options

Plan timeline

Determine selection criteria

Evaluate choices

Present recommendations to Stakeholders

Choose solution

## DOING

Talk to Advisors

DISCOVERY OF THE NEED

Talk to key stakeholders

Compare vendors

Prioritize

Market Research

Reach out to the network

IDENTIFY ADDITIONAL Stakeholders

Define requirements

Industry Benchmarks

Build a plan

based on what?  
lease RFP

Risk Assessment

Site Visits

Capabilities

Down Selection

Review Vendor Selection with Stakeholders

Contract Schedule

## THINKING

SCOPE??

IS THIS BOLD ENOUGH

I GOT THIS!

WHO DO I CALL FOR HELP?

WHAT DOES ANNE THINK

If I build can we align SASC vs BPO to keep in house  
I lead a bigger orginazation

TOO SLOW

Is this too slow  
good enough

Too much clutter to evaluate

SHIT I DON'T HAVE TIME

We can do this Better Alone + this for less \$\$\$?

Vendors are proposing different solutions - how to choose?

Must TRUST vendor

Selecting the best partner

I WILL Go with PEGGE I TRUST

IS IT ENOUGH?

## FEELING

Ambitious

Excited

Overwhelmed

Stressed

LOVES ADRENALINE RUSH

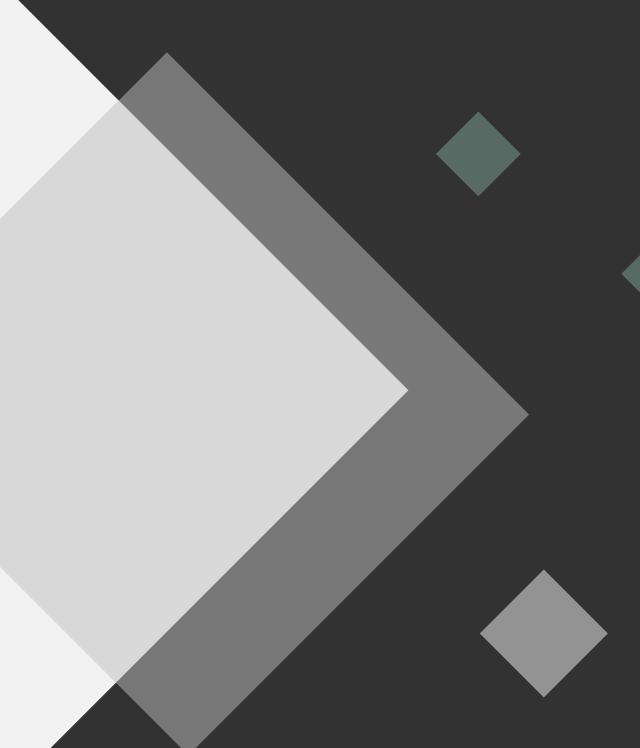
Impatient

Too Risky

Afraid

Disempowered  
empowered

Excited



# Life's a Pitch!



## What makes a good pitch?

- 1. Solve a problem**
- 2. Share what you've observed, and tell a **story about your user.****
- 3. Create an **emotional connection.** Make stakeholders care about and see the value in your work.**
- 4. Start **small & focus.****



# To-Be Journey





# Experience-based Roadmap



Do this.



# How to create a Roadmap

- 1. Don't think too small in features (dropdown, list of temperature,...) but more in terms of what the user can actually do to get a benefit**
- 2. Focus on what is most valuable for your user**



Our user can.... / will be able to.

IV. PERSONALIZED VIEW  
 ①. TRIMOS  
 ②. FACTS  
 ③. VARIOUS CONFIGURATIONS  
 ④. SOURCE  
 ⑤. CLOUD TOPIC  
 ⑥. INVESTIGATE

Short term



Short -  
term H1

1) Weekly  
 2) Daily •H  
 3) on-line

\* A cross dimension → for every topic H2

not confidential  
 -H

(KAM)  
 H3  
 long -  
term

SR POSITION  
 Line of Biz  
 appetite

- Publications
- Newsletters
- DNs
- Guidelines
- Articles

News  
 Annual reports

•H  
 TAILORING

Facts

Desktop

Risk profile  
 Country X  
 LOB  
 SWISS Re Position

Int PPT  
 (Country, SP.)

DATA REPORT  
 (NEWS)  
 MARKET REPORT  
 SWISS REPORT  
 RISK REPORT  
 (SWISS REPORT)  
 (MARKET REPORT)  
 (MARKET REPORT)

Forward as e-Mail  
 •H  
 OT

Update •H  
 Create version

power point?  
 or  
 web pdf  
 or what?  
 •H

SUMMARIZED INFORMATION + •H  
 SEPARATE

•H  
 FACTS

(Last Hippo  
 is 1st Post pag  
 Opti request ->)

SR position  
 LOB x  
 Country x  
 Solution

Get informed  
 as soon  
 as event occurs •H

Feedback  
 •H

SHARABLE •H  
 INTEGRITY (max)  
 EVERGREEN  
 (LOM)



# Hack for humans

A photograph of a family of three in a modern kitchen. A man in a light blue t-shirt and a woman in a grey cardigan and brown t-shirt are standing at a white countertop, smiling and looking down at a young girl who is also smiling. They are preparing food in stainless steel bowls. The kitchen has dark grey backsplash tiles and wooden cabinets above the counter. A large, modern pendant light hangs from the ceiling. The overall atmosphere is warm and familial.

The image shows a man, a woman, and a young girl in a kitchen setting. The man is on the right, the woman is in the center, and the girl is on the left. They are all smiling and appear to be cooking or preparing food together. The kitchen has a modern design with dark grey backsplash tiles and wooden cabinets. A large, modern pendant light hangs from the ceiling. The overall atmosphere is warm and familial.

A screenshot of a web browser window showing the 'Enterprise Design Thinking' framework page. The page has a clean, modern design with a white background and black text. At the top, there's a navigation bar with links for 'Enterprise Design Thinking', 'Framework' (which is underlined to indicate it's the current page), 'Badges', and 'Toolkit'. To the right of these links is a 'Log In' button. The main title 'The Framework' is displayed in a large, bold, black font. Below the title, a subtitle reads 'Design Thinking re-envisioned for the modern enterprise.' A paragraph of text explains the purpose of the framework: 'At IBM, we think the systems of the world should work in service of people. At the heart of our human-centered mission is Enterprise Design Thinking: a framework to solve our users' problems at the speed and scale of the modern digital enterprise.' At the bottom of the page, there's a call-to-action button labeled 'The Principles guide us >' and a note below it stating 'See problems and solutions as an ongoing conversation.' The browser's address bar shows the URL as https://www.ibm.com/design/thinking/page/framework.

Enterprise Design Thinking

Framework Badges Toolkit

Log In

# The Framework

Design Thinking re-envisioned for the modern enterprise.

At IBM, we think the systems of the world should work in service of people. At the heart of our human-centered mission is Enterprise Design Thinking: a framework to solve our users' problems at the speed and scale of the modern digital enterprise.

The Principles guide us >

See problems and solutions as an ongoing conversation.

Cookie Preferences



**Thank you**



# Contact



**Jan Schüpbach**

Experience Design Consultant, IBM iX

[jandimitri.schuepbach@ch.ibm.com](mailto:jandimitri.schuepbach@ch.ibm.com)



# Tech Demo @ HackZurich

Swiss Re | IBM

# Tech Team



We help you  
with...

**Youri Böhler**  
Developer Advocate



Java, JavaScript, K8s,  
DBs, Linux ...

**Tobias Sasse**  
Senior Architect



... the Data for  
the challenge

**Samendra Prasad**  
Environmental Analyst



... Cloud  
Architecture

**Konrad Paluch**  
IT Architect



... AI & Data  
Science

**Pedro Roig Aparicio**  
Data Scientist



... Java & Watson  
Cognitive APIs

**Yogesh Singh**  
Software Developer



... Blockchain &  
Business Models

**Pascal Allot**  
StartUp Leader



...anything else.

**Moez Mnif**  
Associate Partner

Fasten your seatbelt...



<https://ibm.biz/HackZurich2020>

