

Description

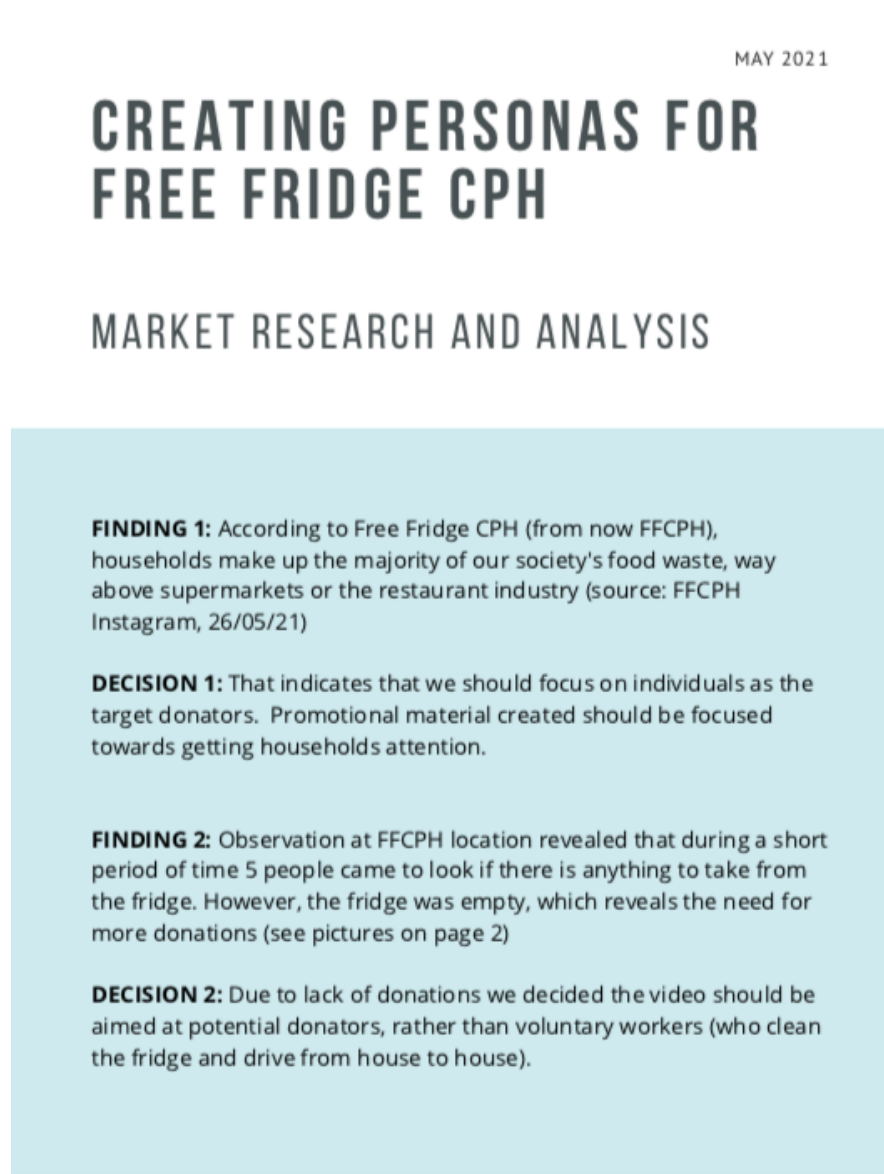
Team Jive of Five wanted to elucidate the problem of food waste in a new way. In a humorous way that leaves the viewer thinking about things in a different context.

We also focused on social media presence as well as redesign of the website given the design guidelines from Free Fridge Copenhagen.

Website: <http://allmara.dk/kea/freefridgecopenhagen/index.html>

Key project documentation

Desk research and creating personas





FINDING 3: Not all donations need to be registered (source: Google docs Q&A), allowing locals to become more flexible donors and giving away food in a more impromptu basis.

DECISION 3: As some food like fruit and veggies do not need to be registered beforehand, it allows to tap into the local area and find potential donors there. The persona can be someone who often might have leftovers and lives around the area, so they can easily combine for example going for a walk/to the store with walking by the fridges.

FINDING 4: There lives nearly 80,000 people in Nørrebro (source: <https://www.kk.dk/artikel/befolkning-og-fremskrivninger>). The population is young (average age is 33) with many students and recent graduates living there (source: https://www.kk.dk/sites/default/files/status_paa_koebenhavn_2019.pdf)

DECISION 4: It would make sense to inform schools about the FFCPH initiative and involve them in the project. Teachers can become good advocates of the project.



Lisa Kristensen

SCHOOL TEACHER

Details

Age: 35
Location: Nørrebro
Online location: Mobile and desktop
Family status: In a relationship, 1 kid
Internet usage: during class breaks and in the evening - 5 hours a day
Social media: follows Free Fridge CPH on Facebook and Instagram

Core Competencies

Teaching: teacher at Nørrebro Gymnasium
 Ability to effectively work with students and parents
 Can motivate students
 Provides interactive teaching & learning

Who influences Lisa



Lisa is caring and warm, she likes to help people and have a positive impact on her neighbourhood

She loves to help people - in addition to being a teacher she is also a counsellor and tutor. She takes part of all sorts of extracurricular activities - she organises school events, plans field trips, and donates food.

How will Lisa interact with Free Fridge CPH?

Food Donor - since autumn 2020

- Lisa was one of the first ones to join the initiative. Though she is not a volunteer (volunteer= driving and collecting food from other donors), she is a full-on donor and promoter of the brand
- Lisa is wondering whether she can donate food without registering every single time. That would make it not only for her, but also for her friends and colleagues a lot more easier to donate food.
- Lisa uses social media a lot - she would like Free Fridge CPH to post regular social media updates on whether the fridge is full (so not to come with food) or whether it's empty (so it's best time to come)

Lisa's story

Lisa comes from a big family, she has 5 siblings. She grew up in a countryside, and then went to university abroad. For the last 10 years she has been back in Denmark and currently lives in Nørrebro. She likes the diversity and different cultures there.

Lisa started donating because she realised that she often has leftovers that she wouldn't want to throw away. She often has friends or family over so therefore it is hard to predict how much food is consumed - therefore Lisa donates everything that is left.

She would like to start donating 2 times a week but she needs to know when food is needed, and when the fridge is full.



Emily Rush

1st year sustainable fashion student



Emily loves Nørrebro!

She is a creative individual who loves the area she lives in - it is vibrant and never boring.

Details

- Age: 20
- Location: Nørrebro
- Online location: phone mainly
- Family status: single
- Living status: living with 4 other students
- Internet usage: 10 hours a day
- Social Media: Instagram, occasional TikTok scroll

Core Competencies

- Sustainable Design
- Trend Forecasting
- Sustainable lifestyle
- Teamwork and collaboration

How will Emily interact with Free fridge CPH

Food Donor - since February 2021

- Emily has a very sustainable mindset - she hates throwing away food
- Emily follows Free Fridge CPH on Instagram - though they post 1-2 times a week, they never post about the current situation of the fridge, which Emily would find useful
- She goes to Free Fridge CPH 1x a week to put in her leftovers. She always shares it in her IG stories as well to raise awareness

Who influences Emily

FRIENDS
NEWSPAPERS
EMILY
SOCIAL MEDIA
FAMILY

Emily's background

Emily moved to Denmark 1 year ago from London. Having lived in an international city all her life, she knew she wanted to continue on living in a vibrant part of town during her studies - since she is a student it also had to be affordable - that is why she chose Nørrebro.

She comes from a family where sustainability is not that important - she has learnt about the importance of sustainability through her friends and social media, and is now trying to make environmentally-friendly choices.

Having seen a flyer in her school about Free Fridge CPH, she knew immediately that this would be a good opportunity to make an impact on the neighbourhood and be more green. Though she doesn't have that many leftovers, she often tells her friends about the initiative so they sometimes also help out.

Ideation phase

Ideation & brainstorm work in your groups

1. Realize the problems – How do you find a good story (video) for the site and what can you come up with, design wise for the website?

Design guidelines:
https://docs.google.com/document/d/1OGkTKrsfB2JTqcxHjL-b8_kAfDud6TdUU-CK525aQ/edit#heading=h.mux7f355hyz8

Heidi: present arguments in the context of time/money.

Triin: Two core focus points for ideation: website design (make it more appealing and inviting) and video content (again appealing and inviting content - goal is to get more people to donate food)

Fahmida: have to execute money with this food wasting. Because people value everything related to money.

a. Minimum two problems to do ideate on...

2. Analyse the problems – divide the problems focusing on the essential; what kind of story/video is interesting for the target Audience/or the personas? This can be used as a guide for ideation sessions such as the Brainstorm later.

Triin: Video ideas: get some numbers to represent visually

Heidi:

Title

Heidi (brainstorming ideas):

- What a Waste (Julie and Triin like this one)
- Wasting Away
- Waste Away
- Down the drain
- Trash Dreams
- A Day in Waste
- A Day of Waste
- Money Trash
- Trash is Cash
- Cash is Trash
- Trash or Cash
- Freeing Food
- Food Fable
- Free Food Fable (it's a specific genre though?)
- Food Fail
- Forgetting Food
- Fresh Find

A theme (The emotion that the video should evoke in the viewer - sets the essence of the film)

One line of text. An emotion and a working line for the crew.

Surprise and reflection

Theme (Fahmida):

- Food is money, don't waste it. (Triin likes this one)
- Take all you can eat, eat all you can take.
- Use, what is left.
- Reduce food wasting and help the economy.
- Food waste is a matter of urgency and should be taken seriously.
- Don't waste good food.
- Eat less, waste nothing.
- Consume food according to your needs.

Julie's suggestions to theme:

- Throwing away money is stupid right? So is food waste.
- Wasting food is like throwing money in the bin. It's just stupid.

Heidi:

Food is money. Money is time.

Out of sight, out of mind

Money bin.

Collective food awareness.

Waste of resources.

Storyboard



Shot no. **1**

Location: In the kitchen
Description: The character walks into the kitchen.

Sound/ Props Upbeat happy music

Camera mov. Camera is panning slowly while she is walking towards the fridge. Shot ends close up to the character's back.



Shot no. **2**

Location
Description: The character is about to open the fridge.

Sound/ Props Music continues

Camera mov. Camera is slowly zooming and panning/twisting to the left



Shot no. **3**

Location: In the kitchen
Description: Character is opening the fridge. There is no food in the fridge, only money.

Sound/ Props Music continues

Camera mov. Semi close-up. Camera is inside the fridge, shot starts with darkness.

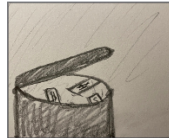


Shot no. **4**

Location: In the kitchen
Description: Character smells on the money and checks it's "condition".

Sound/ Props Music continues

Camera mov. Camera moves to the left
Transition Medium-shot + close up

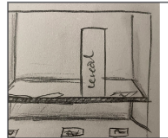


Shot no. **5**

Location: In the kitchen
Description: Character throws the money in the trash

Sound/ Props Music continues

Camera mov. Start shot by panning from the right.
Transition Medium-shot + close up

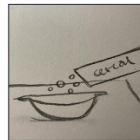


Shot no. **6**

Location: In the kitchen
Description: Character takes out the cereal. The cereal is moving towards the camera and the shot transitions to next shot right when the cereal is passing the camera.

Sound/ Props Music continues

Camera mov. Semi close-up. Move camera from bottom up to the cereal-shelf.

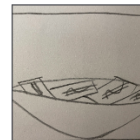


Shot no. **7**

Location: In the kitchen
Description: Shot starts with the cereal box moving into the shot from left to right. Money comes out of the cereal box.

Sound/ Props The sound of coins falling into a bowl. Music continues.

Camera mov. The shot ends by camera moving to the left

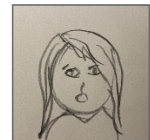


Shot no. **8**

Location: In the kitchen
Description: Close up. Panning the kitchen table and the countertop where there is money laying around

Sound/ Props Music continues.

Camera mov. Pan from right to left
Transition

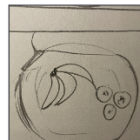


Shot no. **9**

Location: In the kitchen
Description: Medium shot of the character realising that she is throwing money in the trash. This shot lasts longer than the other.

Sound/ Props Music continues.

Camera mov. The shot ends in the camera tilting down.

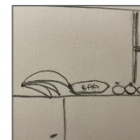


Shot no. **10**

Location: In the kitchen
Description: The trash is now filled with perfectly good food instead of money. The character takes out the food from the trash.

Sound/ Props Music continues.

Camera mov. The camera is moving from upright position to downwards



Shot no. **11**

Location: In the kitchen
Description: The character puts the food to the countertop

Sound/ Props Music continues.

Camera mov. Camera is slowly moving upwards.
Transition



Shot no. **12**

Location: In the kitchen
Description: The character puts the food into a bag. She takes the bag, moving it to the left, and the camera follows the movement.

Sound/ Props Music continues.

Camera mov. Semi close up from above. Shot ends by camera moving to the left.

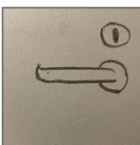


Shot no. **13**

Location: In the hallway at the door
Description: Character is in the hallway with a bag full of food and is about to open the door

Sound/ Props Music continues.

Camera mov. Shot starts with the camera moving from right

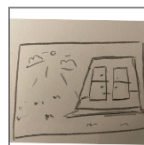


Shot no. **14**

Location: In the hallway at the door
Description: Close up shot of the door. Character is opening the door

Sound/ Props Music continues.

Camera mov. When opening the door we see the Free Fridges location.



Shot no. **15**

Location: Free Fridges
Description: Wide shot of the Free Fridges. The character will appear in the shot moving from right and towards the fridges.

Sound/ Props Music continues.

Camera mov. Camera is slowly moving towards the fridges.

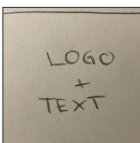


Shot no. **16**

Location: Free Fridges
Description: Medium shot showing the character donating food to the Free Fridges foundation

Sound/ Props Music continues

Camera mov. Camera slowly panning to the right
Transition



Shot no. **17**

Location
Description: Video ends with logo and a text about not wasting food.

Sound/ Props Music fades out

Camera mov. Transition



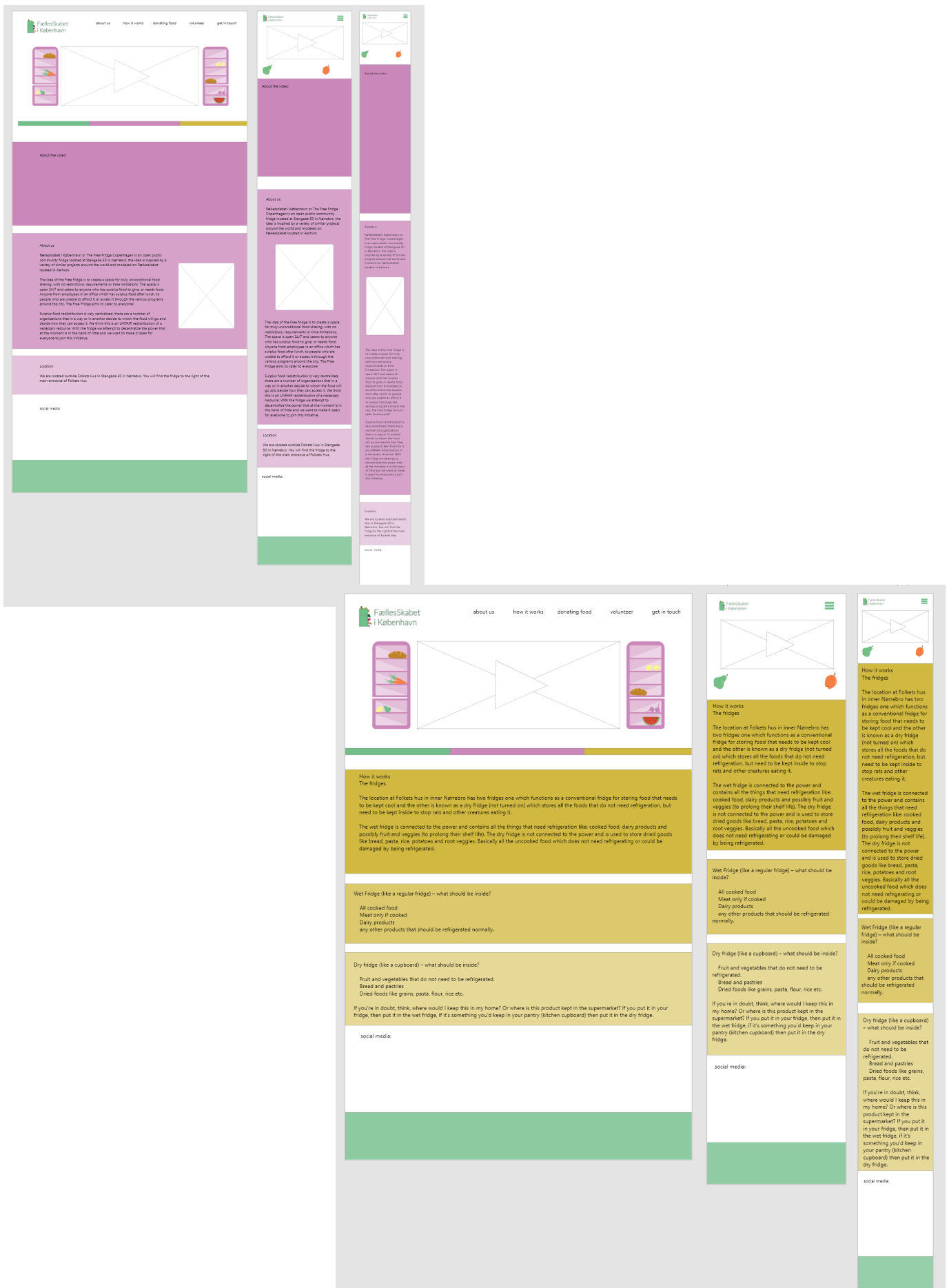
Shot no. **18**

Location
Description

Sound/ Props

Camera mov. Transition

Website prototype



What we know

The organisation does not have enough donors or volunteers to keep the fridges stocked up



The goal is to engage with an audience who has the resources but hasn't seen / heard of Free Fridge Copenhagen



Because of this we have created a video and other social media material that's objective is to evoke emotions and catch attention

