

<b>BUSINESS CASE</b>	
<b>Project Name</b>	<b>Community of Meal Planners Forums</b> A.K.A Community Meal Planner Forum.
<b>Proposed Project</b>	<p>This project aims to provide members of the meal planning community with a space for relevant discussion and critique of recipes, practices, and tools that can be received by meal planning companies/tool developers so as to incite community-led change in the status quo.</p> <p>The discussion space is to be public and maintained in such a way that lessons to be learned and acceptable changes deemed by the community are identifiable from each relevant conversation.</p> <p>This project is intended to support the following sub-goals of the United Nations Development Programme's (UNDP) Sustainable Development Goal 12: Ensure sustainable consumption and production patterns:</p> <ul style="list-style-type: none"> <li>12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities</li> <li>12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature</li> <li>12.A Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production</li> <li>12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products</li> </ul>
<b>Date Produced</b>	February 7, 2021
<b>Background</b>	<p>The current market for meal planning applications offers a wide variety of convenience tools that make the manual work of meal planning easier: including calendar tools for mass planning of meals, the conversion of recipe ingredients to an automatic grocery list, and even tools which take the generated grocery list and orders the items from a delivery service straight to the user's home.</p> <p>The available convenience tools simplify consumption practices without paying attention to concerning aspects like the sustainability of large communities eating one particular diet, ordering food from far-away producers, and food waste stemming from pre-planned, pre-portioned meals that do not fit all consumers. No single, nor popular, platform combines aspects of convenience, good practice, and sustainability education. It is easy for consumers to follow the instructions given by available platforms blindly without ever knowing about how their consumption practice impacts others.</p> <p>The market consists of convenience tools rather than educational tools because the development companies influence and control what platforms and content members of the community have available. There exists side platforms and content that only</p>

	<p>those “in the know” access and share. These two situations limit the demand for education and consumption practice change because there is no collective place for members to voice concerns and ask for change.</p> <p>An important, worldwide-reaching organization that is asking for consumption practice change is the United Nations Development Programme (UNDP). In particular, the UNDP adopted a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030 (UNDP, 2021). Goal 12: Responsible Consumption and Production applies to meal planning platforms.</p> <p>References: UNDP statement, 2021. <a href="https://www.undp.org/content/undp/en/home/sustainable-development-goals.html">https://www.undp.org/content/undp/en/home/sustainable-development-goals.html</a></p>
<b>Business Need/ Opportunity</b>	<p>This project will address the need for the community to break free from market-forced limitations of discussion spaces by providing such a space to discuss and demand changes be made, particularly in response to controversial practices, suggestions, and tools.</p> <p>This project will also introduce broader, critical thinking within participants and lead to wider awareness for sustainable consumption practices (UNDP Goal 12).</p>
<b>Options</b>	[This section documents the potential approaches to complete the project There is always a minimum of two options: perform the project or do nothing.]
<b>Cost-Benefit Analysis</b>	
[This section contains the detailed costs and benefits of each option listed in the previous section. The costs may include considerations such as financial expenditures, the amount of time required, possible risks, and the potential for reduced quality. The benefits may include the potential of increased sales, market share, and brand recognition and the reduction of errors and ongoing costs. Each option should be clearly identified and listed separately.]	
<b>Recommendation</b>	
[This section contains the recommended option from the previous section.]	