Food Sharing Copenhagen Notes

Brainstorming titles.

Food Waste

Care for a Share?

The theme (up to 8 words).

Do you have time to waste? Neither does the food.

Video should be mostly informational - how much food is wasted; how many people are starving and could benefit. It should be motivational and make people want to do something about it. Show how easy it is to make a big difference.

A bit of help makes a big difference.

The logline (the story in less than 30 seconds/words).

Protagonist - little animated character (fruit?)

Antagonist - food waste

What makes our story different? We're trying to make the story more motivating and involving, and make people empathize more by having a cute character on screen??

Our food character starts out small and evolves through the video - from a fresh baby fruit, growing up and get into the supermarket and after a few days it is left alone in there then it gets collected by food sharing.

Inspiration

https://www.youtube.com/watch?v=YLtpB6h0Kos
https://www.youtube.com/watch?v=xriZB0goe-s

Website Ideas

Navigation basic on top

Big caption

Three increasing data numbers, showing how much waste there is- whenever you reload again it will be shown again

For phone/small screens videos will be in the center

For desktop video will cover ⅓ of the screen, with text describing the video next to it.

Aiming for volunteers and make the public aware of the food wastage

Provide some quick facts as a video, just some text showing the wastage

Two videos posted next to one another

Same colour scheme of the food sharing website

Should complement the original website, not compete.

A lot of white space

Connect the footer with their social media, as pictured below

Facebook video is one with the apple

Instagram video is factual videos- like a trailer for the video

Follow us on Social Media

f Facebook   in LinkedIn   Instagram   ▶Youtube