

# Top Choices



something along the lines of "you don't have to be a vegetarian everyday to be vegetarian today"

to encourage people to each more vegetarian meals even if they are not full vegetarian

veg for 1 day is better than v for 0 days

karen likes this message > visuals

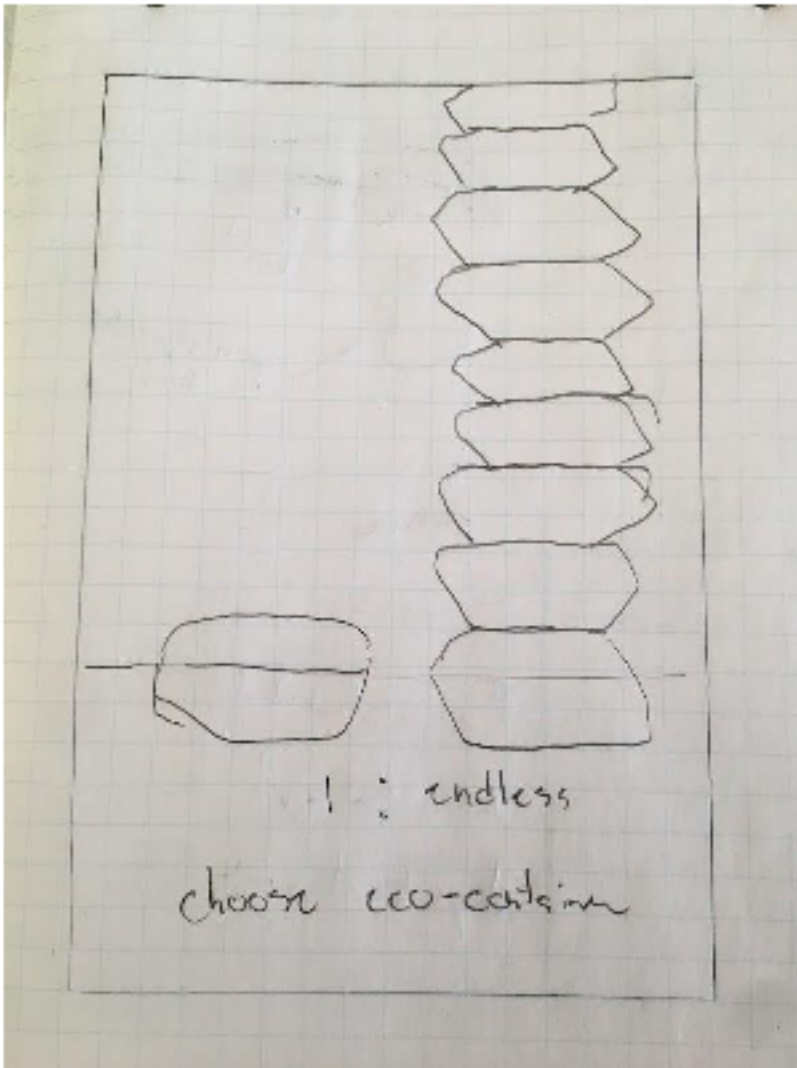
what do yall think abt combining these two

I like that ^^

"1: endless" ratio of eco-containers to disposable containers (or another word than endless)

a room littered with blenz cups juxtaposed with a clean aesthetic desk with a mug

prototype the stack and the area space



should let them know waterloo food services offers eco-containers



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Possible image:

- (veggy hunched over, tired)
- focusing more on carbon emission, which is the root of the problem + energy to keep food fresh
- visual to show difference in emissions + energy something about transporting food emits carbon and uses energy

maybe "give your food a rest" to direct attention to specifically eating local- little graphic with tired looking food on truck or something

^ i like that a little more - people don't have to think that much



Think Reusable.



"How tired is your food?"  
\*implying its been travelling far distances\*

# Big Brainstorm

----->>>>>

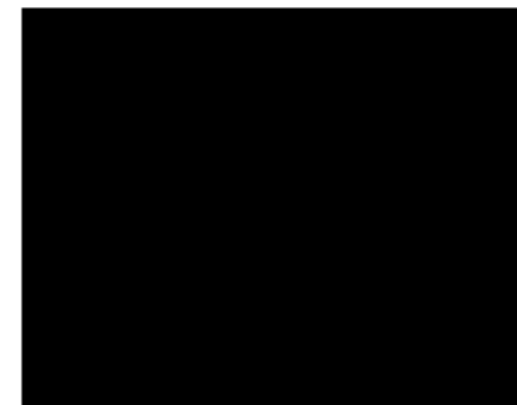
# Fair Trade

(Some layout/similar message like:  
Protect Labourers.  
Protect Democracy.  
Choose **\*\*Fair trade\*\***).

**very scary image of  
no labour  
protection, side by  
side with utopia fair  
trade (can combine  
with others)**

**"Bless this food and  
the hands that  
prepared it" BUT it  
would look vandalized  
with edits of  
"international hands"  
or strike through bless  
cause it's too Christian  
lol**

**"look for this logo!",  
scavenger hunt or  
magnifying glass  
over fair trade logo**



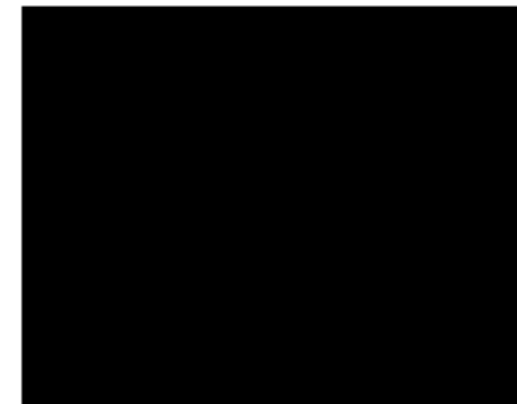
# MSC Certified

**"Fish are  
friends  
not bait"**

someone connectd  
this to finding nemo

piles and piles of  
dead fish (like, irl  
disgusting image)  
and a guy with evil  
face counting cash.  
use rim lighting for  
images of infinite  
fish and extra evil  
guy

**"Net  
waste is  
food  
disgrace"**



# Locally sourced

maybe "give your food a rest" to direct attention to specifically eating local- little graphic with tired looking food on truck or something

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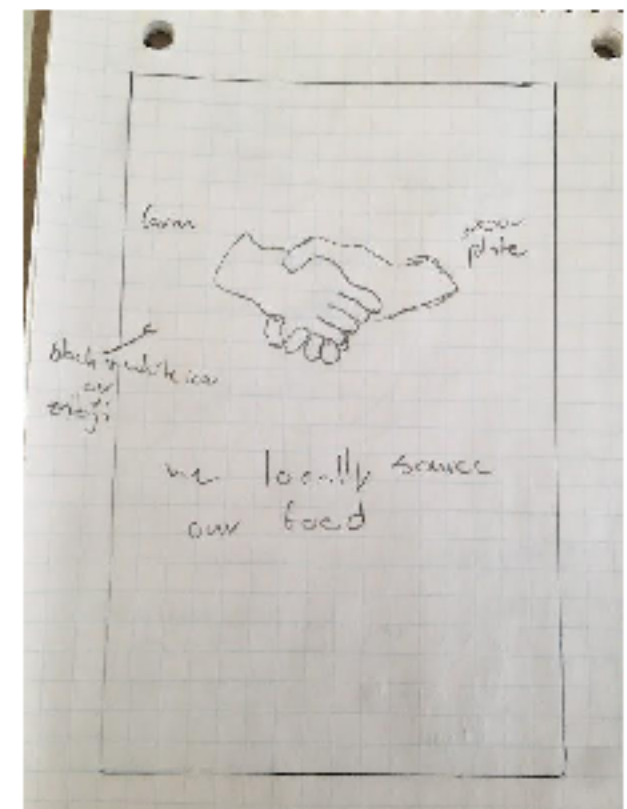


Possible image:  
- (veggy hunched over, tired)  
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- visual to show difference in emissions + energy

**BUY LOCAL. Support our economy to pay less taxes (and work on canada's 700B debt or smt idk).**

Home grown & proud \*with a little maple leaf or something\*

"farm" and "your plate" shaking hands, at the bottom "we locally source our food"



smo should work on this more before we do this

**Foodlink.ca > \*some popular platform\*. Local + Fresh**

**UberEats, Doordash, etc. ???**

karen supports because it's easy to do like literally throw them a qr code if we want physical links

taken off of waterloo site. need to rethink whether to include this or not

want more context on what foodlink is

"Ontario fields to hungry mouths" -> playing on fields to forks CTV news segment

"Ontario farms" and "your plate" shaking hands

supporting local farmers>>>>>  
food that emmitted a lot of carbon to get to you (not this wording but this idea)



# Vegetarian & Plant Based

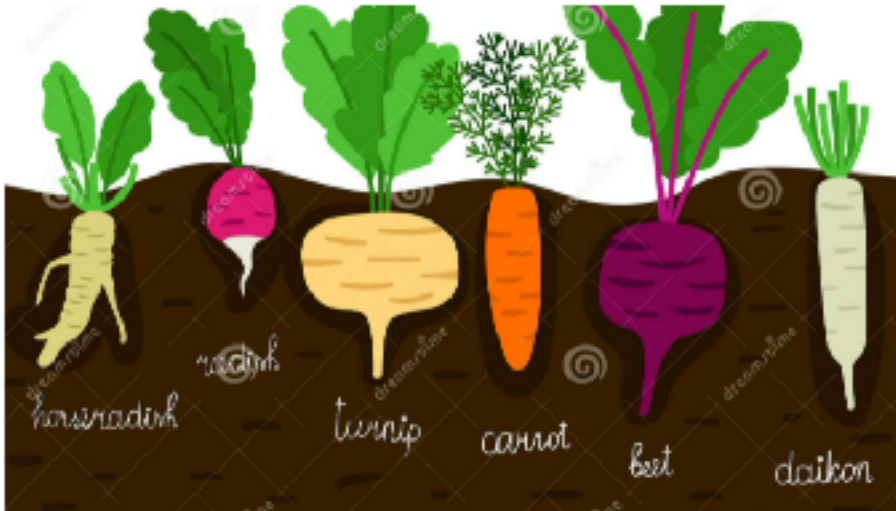


**"The ground is wealthy for hungry bellies"**

if moving forward - make words clearer

should add a "stop wasting your food." or a "take what you can finish"

picture of poor person eating dirt? (its actually a thing and i was shook when i learend it)



70s theme<sup>shortlist</sup>  
flower power-  
happy little 70s  
dressed veggies



**"Brain Power, Think Flower"**  
\*maybe with a fruit graphic\*



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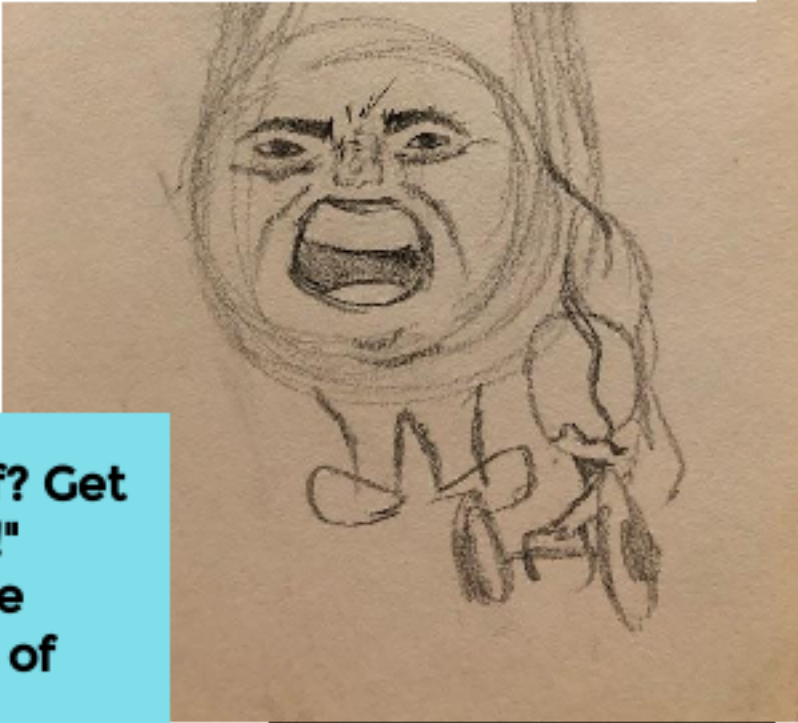
WEEK: \_\_\_\_\_

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
SATURDAY	SUNDAY	NOTES: _____		

facts ab  
plant based  
diets?

Yah. Suggesting you don't need meat to have a protien packed diet

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**\*insert pic of extra good-looking veggies dish\* \*insert good thiing about veggies\* (I have in mind some asian dishes but I'm not sure if this will work well because I am aware some ppl like to call it "disgusting")**

**Nemo was never found \*with the saddest Nemo graphic ever\* (not limited to this section)**

i feel like pescitarians are more sustainable than red meat eaters though..

that is true lol



nemo was found... ON YOUR PLATE

OH I LIKE THIS

A lot of nemos are copyrighted. I'm wondering if we can use \*any\* dead fish...?

but I think nemo adds that afintiy (childhood memories)

**"Get Buff? Get Sprouts!!"**  
With little graphics of veggies working out



# Eco-containers

"1 out of 3 Coffees end up in a reusable mug. Get yours today"

**Styro-NO**  
Think reusable

styrofoam?  
styro-NO.  
Think reusable.  
- simple but catchy??

what do yall think abt combining these two

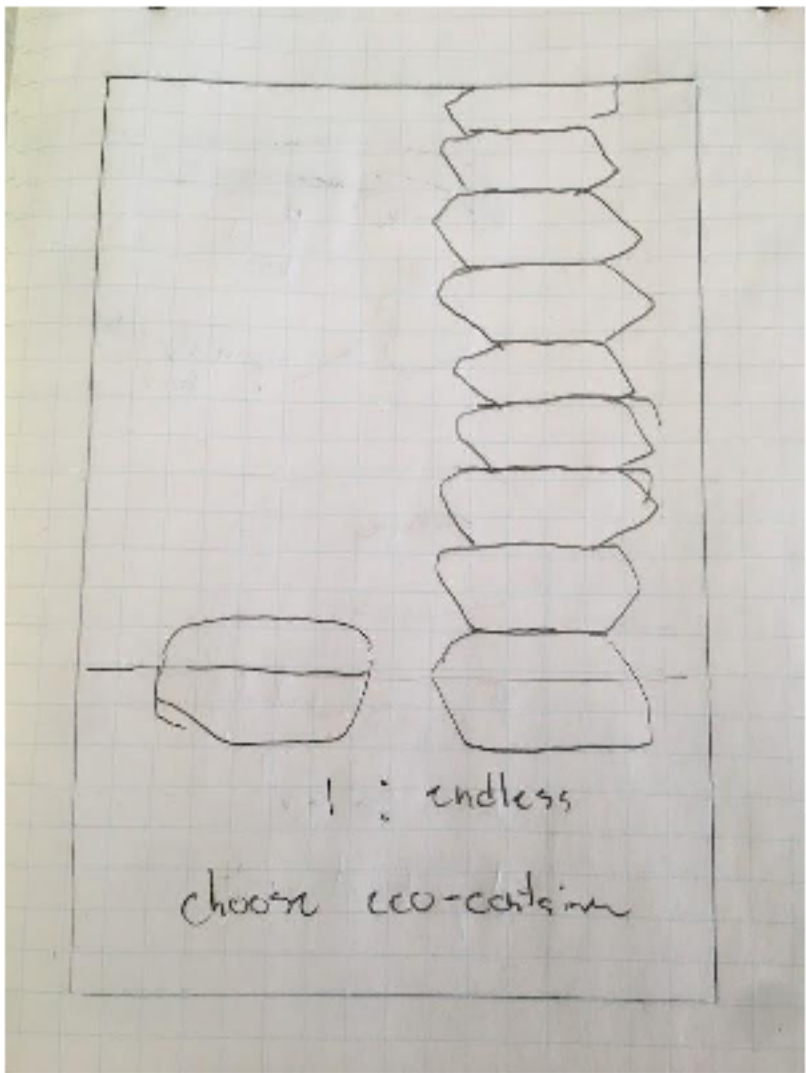
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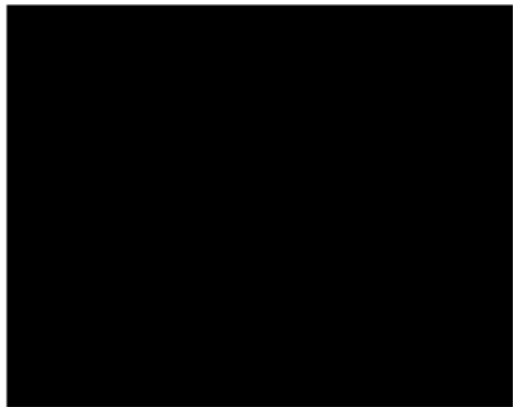
## ECO-CONTAINER PROGRAM

save money & reduce waste!



I feel like we could easily make a cohesive set or pair of eco-container posters

Bring a mug!  
Save 20c, save the planet!





# Food Waste

very  
waterloo  
spirit ;)

"If you don't finish your plate... they will" \*with a picture of an angry goose\*

**STOP  
WASTING  
FOOD. BRO.  
JUST STOP.**

I have in mind a very scary image of a human body trapped by plastic waste (like, photoshopped) and all squished + screwed up. Like a turtle.

shock factor is effective- some people are sensitive about what they see before they eat though, may "gross" people out??? or rather food service people would not be inclined to use a poster that may make people uncomfy ?  
that too

trying to get people to think about their food packageing and where it goes? It more of the focus of recycling/litter reduction? →

Slightly nsfw and i also have no idea how much ppl with relate but uh: "Condoms don't feel good. Now imagine that trapping your legs."



"You choose what happens here..."  
\*picture of stomach\*  
what about out there?

implying that food that isn't in your stomach is in a worse place (landfill)

what is it that happens out there?

some sort of diagram with arrows from kitchen to mouth, and more arrows with kitchen to trash (illustrating percentage of food waste)



incorporates a statistic or fact about food waste

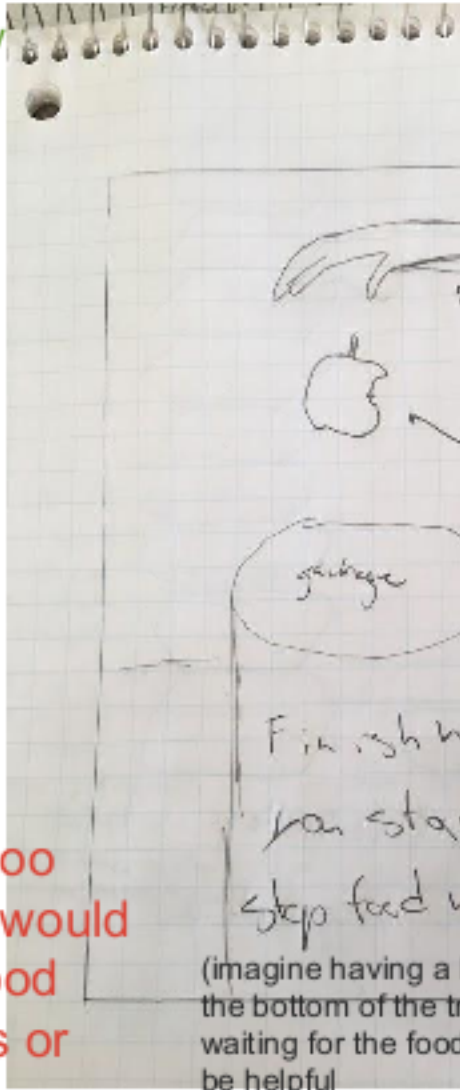
Yes I was thinking that too

make them sound like a fuck boy for not committing to their food

**"finish what you started"**

maybe too vague? would need good graphics or photos

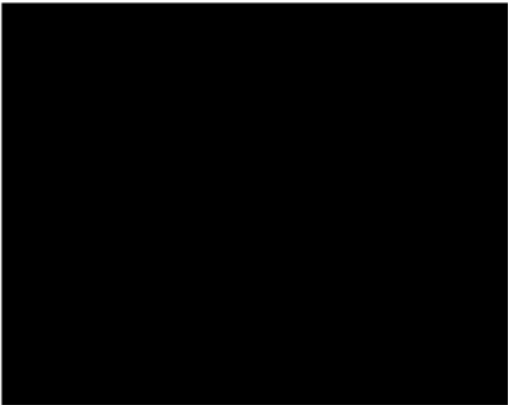
Merge? I do agree, the blue post-it is too harsh



**"Choose sustenance, not gluttony"**

I kind of distracts from the focus. Almost makes me think it is talking about eating habits, but in a bit of a harsh way? would benefit from a secondary clarifying phrase maybe

perhaps want stronger visual?



**Choose sustenance, finish what you start**



## General

**a  
meme?**

**guilt  
trip  
them**

**scare  
them**



**What about turning  
maybe this tree or  
something else into  
a character. That  
way the UW food  
services can carry  
on beyond  
print/digital PSA????**

# SCHOOL SUPPLIES

**WHOLE GRAINS** Snack on ready-to-eat, whole grain cereals or whole grain crackers.

**PRINTS** Vary your fruit choices. Fruits differ in nutrient content.

**VEGETABLES** Try crunchy vegetables as a school snack.

**MILK** Include fat-free or low-fat milk with meals or snacks.

**MEAT AND BEANS** Choose lean turkey, chicken, roast beef or ham for sandwiches.

Success in school depends on a lot more than the right pencils, books and papers. Studies show that a diet rich in vegetables, fruits and whole grains, along with a healthy lifestyle, can help your child succeed. Find out how good nutrition can lead to great things at [MyPyramid.gov](http://MyPyramid.gov).

Ad Council USDA

Too busy

strong visuals  
simplified  
"choose what you chew"  
strong written  
limited colour palette  
slang or casual  
food waste reduction  
"finish what you start"

Hit at 40mph  
There is an 80% chance I'll die.

Hit at 30mph  
There is an 87% chance I'll live.

It's 30 for a reason.

juxtaposition



## This page is blue.

Do you like the color blue? Lots of things in the world are blue. The sky. This page. Your sister's eyes. Here's a fun game. Let's see how many blue things we can count around us!

When you talk to your child, you build vocabulary, so everyday moments become learning moments. For more tips, visit [bamlearning.org](http://bamlearning.org)



# EAT LOCAL

## SUPPORT YOUR ROOTS

?

You don't have to be perfect to be a perfect parent.



- ☐ do nothing
- ☐ [fightglobalwarming.com](http://fightglobalwarming.com)

ROBERTSON FOUNDATION



ENVIRONMENTAL DEFENSE



You don't have to be perfect to be a perfect parent. There are thousands of ways to be a perfect parent. Visit [fightglobalwarming.com](http://fightglobalwarming.com) for more tips.

# SOMES ME.

PROJECT SAFE NEIGHBORHOODS

1. solo brainstorming
2. going through collective solo brainstorms + commenting
3. picking ideas that we like + moving forward with them
4. more solo brainstorming to build on/branch off of existing ideas, perhaps prototyping
5. commenting
6. picking





**"If you don't  
finish your  
plate... they  
will" \*with a  
picture of an  
angry goose\***

**piles and piles of  
dead fish (like, irl  
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**"farm" and "your  
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hands (like the  
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**"Get Buff? Get  
Sprouts!!"  
With little  
graphics of  
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working out**





