

## PW Oral Presentation Admin Forms

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### **Admin 2: OP Speech Summaries & Slides (2 sets from each PW group)**

**Group leader:** Give your tutor 2 sets, stapled separately, of groups' OP Outline & slides – by 26 Oct Wed, 12noon or earlier. PW Rep can help tutor collate the sets from the PW groups in your class.

**Tutor:** Your class is assigned a pair of OP assessors. Please give each individual Assessor a separate set of your groups' OP speech summaries and slides. **By 2 Nov Tue, 10am (at Audi)**

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HI 200      CT: 22S7D      Tutor's name: Dr Tan Seok Hwee Sandra

#### **Title & WR Abstract:**

**Title:** Empowering UglyFood

#### **WR Abstract:**

Food waste is a pertinent problem in Singapore which generates a high carbon footprint, threatens food security and exacerbates Singapore's lack of landfill space. *UglyFood* is an organisation aimed at reducing food waste by changing consumer attitudes towards ugly produce and selling ugly food. However, its current efforts are limited by poor outreach and ineffective incentivisation.

Taking inspiration from the National Steps Challenge™, we propose innovative strategies, in the areas of outreach and incentivisation, to increase public receptiveness towards cosmetically imperfect produce and spur consumer purchase of ugly food. In Chapter 3, we attract consumer attention through strategic publicity and integrate acceptance of ugly produce through direct engagement. In Chapter 4, we employ various incentivisation strategies to shape sustainable consumption of ugly food.

**Briefly indicate what each individual presenter will focus on. (2- 3 sentences).**

#### **Bai Ruotong (30351918) + Slide no. 1 to 25:**

##### **Brief Description of speech content:**

Ruotong will analyse the problem of ugly food waste in Singapore and introduce our target organisation, *UglyFood*, which aims to change consumer attitudes towards ugly produce. She will further elaborate on the unaddressed gaps in *UglyFood*'s current efforts in areas of publicity and service, as well as the desired outcomes of our project.

#### **Allison Law Li Xuan (30351917) + slide no. 26 to 36:**

##### **Brief Description of speech content:**

Allison will cover strengths of our chosen model, the National Steps Challenge (NSC), in the areas of outreach and incentivisation respectively. She will then outline the overarching framework of our proposal strategies for *UglyFood* after drawing lessons from NSC's strengths.

#### **Xin Qingyang (30351940) + slide no. 37 to 49:**

##### **Brief Description of speech content:**

Qingyang will discuss how the group will implement physical and online outreach strategies. He will also analyse how these strategies effectively raise awareness about *Uglyfood*, overcome Singaporeans' emotional rejection of ugly produce and improve public perception of its taste and safety.

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**Liu Zihao (30351934) + slide no. 50 to 62:**

**Brief Description of speech content:**

Zihao will share how *UglyFood* can further promote the acceptance of ugly food by engaging individuals directly. Beyond which, he will analyse how it can implement a centralised and gamified mobile application as well as establish partnerships with supermarkets to shape sustainable purchasing habits.

**Yang Qinghuan (30351941) + slide no. 63 to 88:**

**Brief Description of speech content:**

Qinghuan will continue to explore how *UglyFood* can incite sustained behaviour change in consumers through the Nudge Theory. She will then move on to cover future extensions that *UglyFood* can adopt to further enhance its operations, before going through the overall strengths of the proposal.