



# Ecolet - Predictive Food Waste Model

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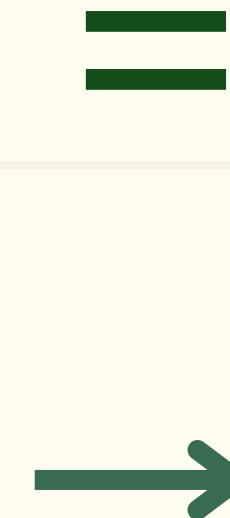
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**S\$342 million**  
worth of food wasted annually



**Food waste**



**68.4 million**  
plates of nasi lemak



Lost of resources, cost  
and human labour



F&B businesses struggle due to:  

- Unclear benefit of tracking tools
- Fear of reputational damage  
(exposing inefficiencies in food prep)

*Existing tools only record waste after it happens*



**SG GREEN PLAN**

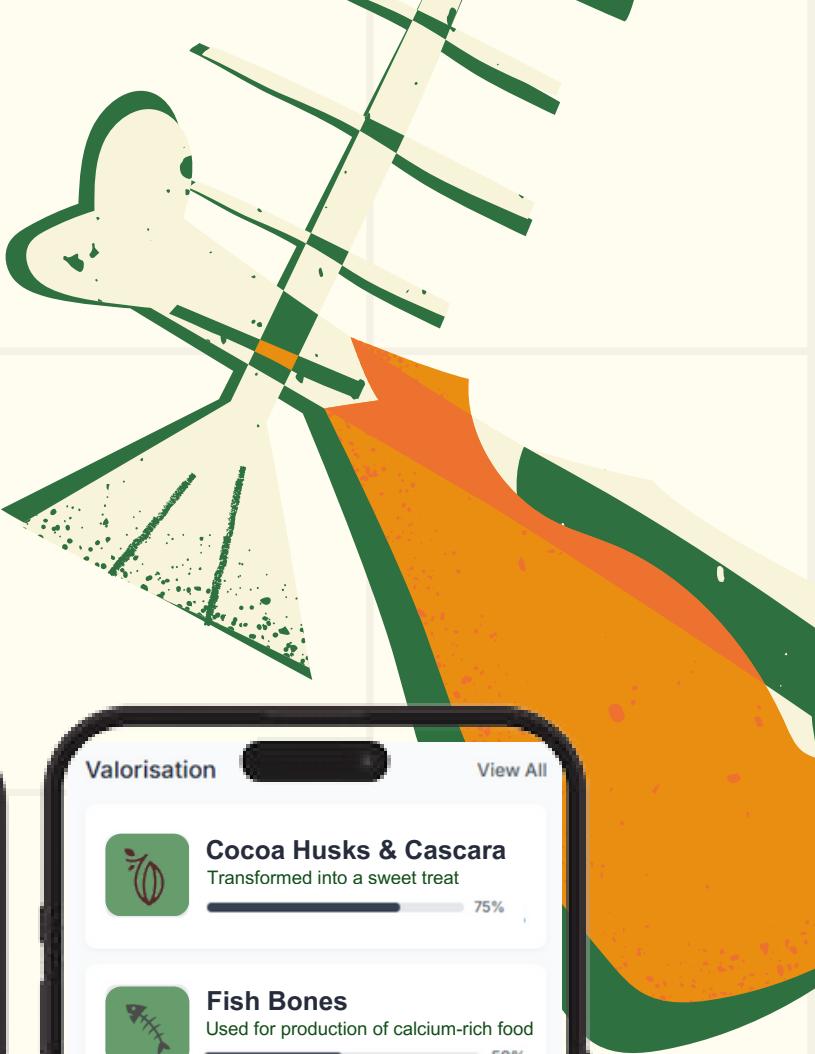
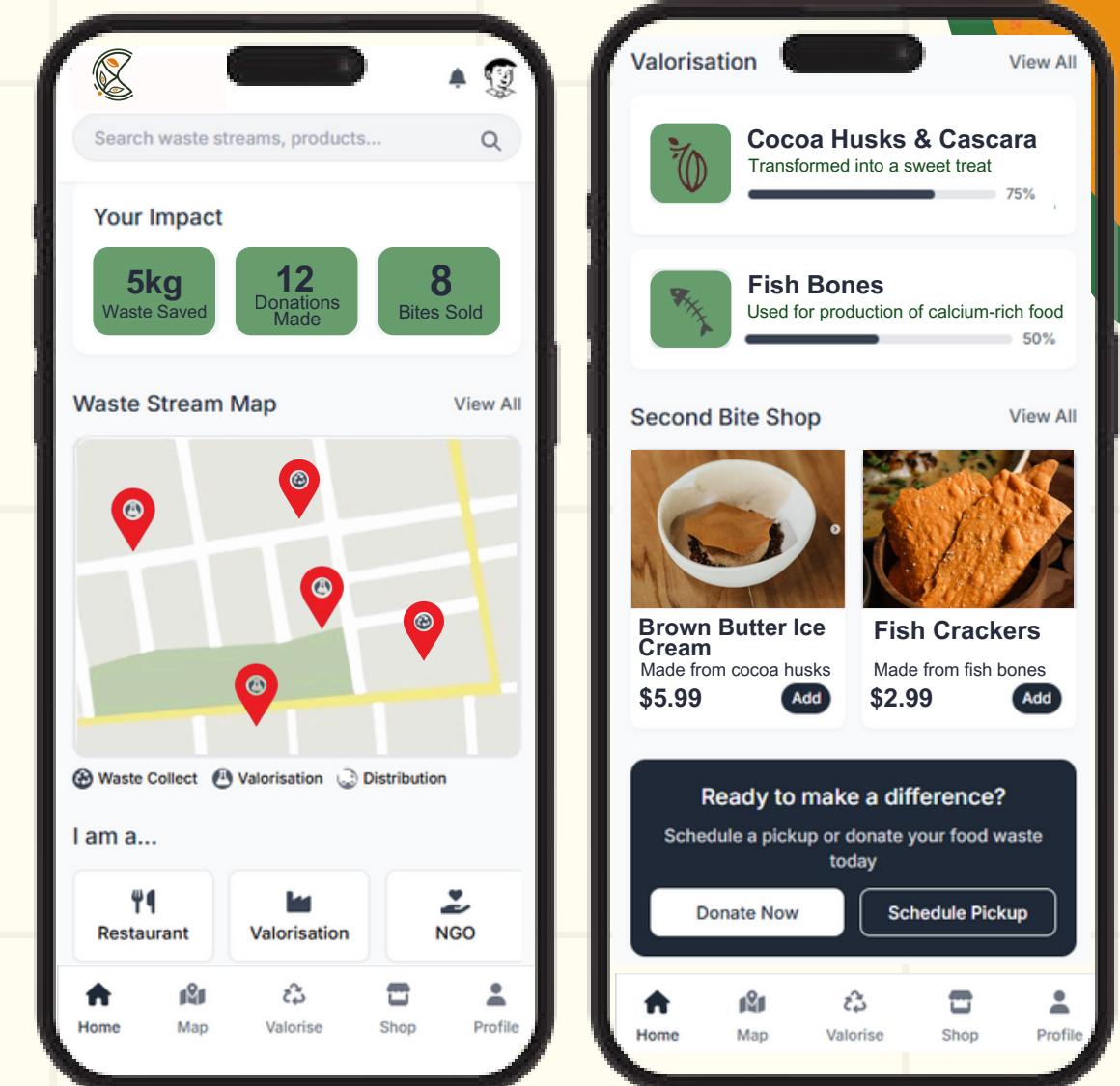


# The Solution?

**Why not predict the waste before it happens?**

Predicts future food waste using machine learning

- Smarter prep decisions, less guesswork
- Understand how daily habits impact food waste



# Socio-Economic Implications





# Positive Implications



Aspect	Implication
Improved Sustainability Awareness	<b>Drives sustainable behavior</b> by raising awareness and improving planning. Making consumption patterns more visible, shift consumers & businesses toward more responsible and eco-friendly practices.
Cost Savings	<b>Reduces costs for businesses</b> – potential savings passed to consumers. Reducing food waste means lower operational cost for businesses which can potentially be passed onto consumers through more affordable prices.
Transparency & Accountability	<b>Empowers citizens</b> to demand ethical, transparent F&B practices.



# Negative Implications

Aspect	Implication
Power Over Narratives	<b>Narrative control</b> – Data can be selectively used to overstate sustainability progress. Corporations may use predictive data to push preferred sustainability narratives, possibly covering deeper structural problems.
Algorithmic Bias	If historical data reflects bias (e.g., overproduction in affluent areas), the model may reinforce that bias instead of solving them.
Cultural Sensitivities	Food waste is <b>tied to social norms</b> (e.g., buffet overproduction). Models that suggest reductions may <b>clash with cultural practices or hospitality expectations</b> .





Our Theorist

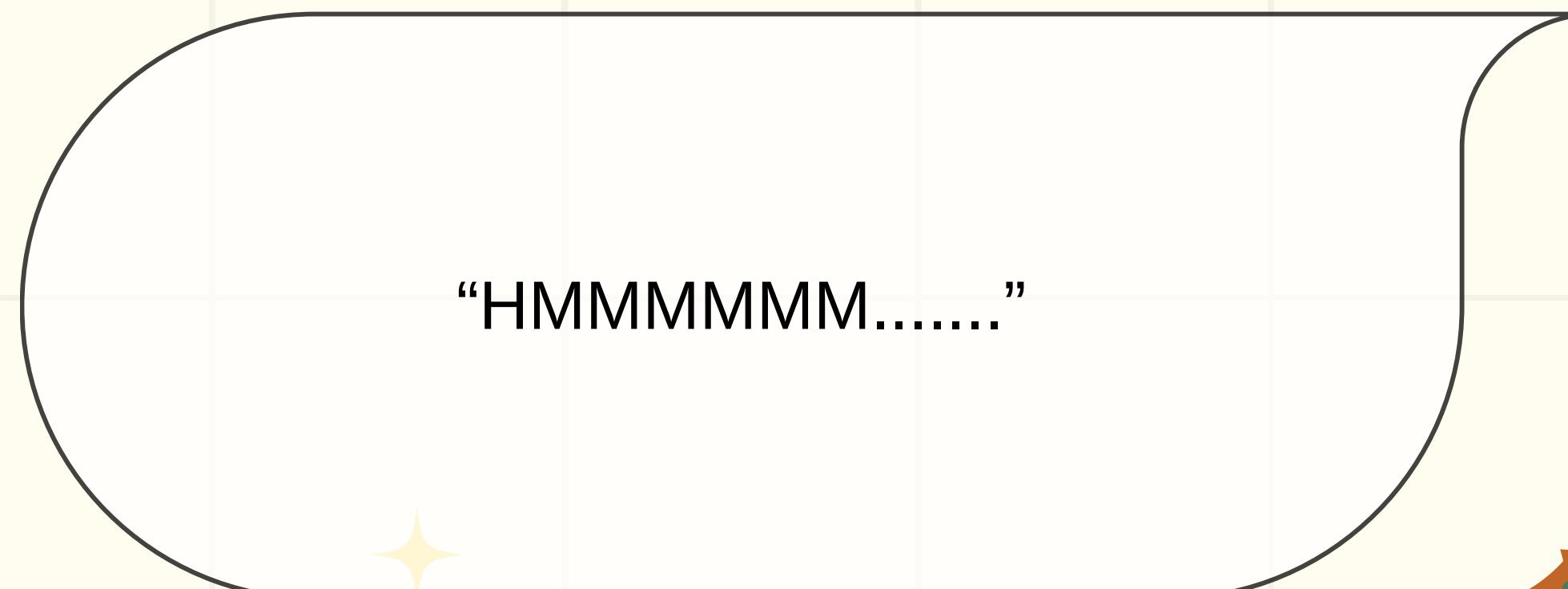
# Sigmund Freud





Our Theorist

# Sigmund Freud



“HMMMMMM.....”



# Sigmund Freud

Our Theorist

My concepts that are applicable:

1. The Id, Ego and Superego
2. Repression
3. Libidinal Outlet
4. Sublimation





## Concept #1:

# The Id, Ego and Superego

### Conflict framing

"The conflict is conjured up by frustration... the libido, deprived of satisfaction, is driven to look for other objects and paths."

(Lecture XXII, p. 434)

"It is a conflict between the ego and sexuality... one [sexual trend] is ego-syntonic, the other provokes ego defence."

(Lecture XXII, p. 437)

### Id:

- Represents unconscious, instinctual drives: profit motives, greed, and the desire to satisfy customers
- E.g. oversupplying food to avoid complaints or "save face"

### Ego:

- Balances business needs with reality
- e.g. The restaurant's decision-making force, managing between profit-driven desires (id) and public/environmental responsibility (superego)

**Superego:** The internalized moral conscience – ESG values, sustainability norms, and green regulations act as externalized forms of the superego.

## Concept #2:

# Repression



### Repression at the core

"The chief part in the mechanism of hysteria is played by repression."  
(Lecture XXII, p. 426)

"Even if a man has repressed his evil impulses into the unconscious and would like to tell himself afterwards that he is not responsible for them, he is nevertheless bound to be aware of this responsibility as a sense of guilt whose basis is unknown to him."  
(Lecture XXI p. 411)

- Repression: Unconscious act of pushing uncomfortable thoughts or realities out of awareness
- In F&B settings, managers may **avoid tracking food waste to suppress feelings** of:
  - Guilt over waste
  - Perceived inefficiency or failure
  - Powerlessness to change systemic practices
- **Waste becomes normalized:**
  - It's seen as "just part of the job"
  - Rarely acknowledged or discussed
- This avoidance limits progress – even when tools exist, they are ignored or underused because the discomfort is never faced

## Concept #3:

# Libidinal Outlet

### Infantile libidinal origins

"A few of the components of the sexual instinct... hold fast to an object from the first... [e.g.] the mother's breast... satisfying nourishment and pleasure simultaneously."  
(Lecture XXI, p. 408)

- According to Freud, libido is not just about sex – it's the life instinct, tied to pleasure, survival, and nourishment
- **In infancy, food and love are fused** (e.g. breastfeeding = nourishment + emotional gratification). These early experiences leave lasting emotional traces
- Today, this translates into an **unconscious fear of scarcity, even when food is abundant**. In the F&B industry, this **may manifest as compulsive overproduction or overserving** – not for logic, but for emotional security
- **Overproduction becomes a libidinal outlet:** it satisfies deep-seated anxieties about not having enough, being judged, or failing to provide

## Concept #4:

# Sublimation

Linking to our design solution



### Sublimation as partial solution

"Sublimation is never able to remove more than a certain fraction of libido... many people are gifted with only a small amount of capacity to sublimate."

(Lecture XXII, p. 430)

### Unconscious transformation into virtue

"[Sublimation] replaces [sexual] satisfaction with aims of a higher social or ethical order."

(Paraphrased from Lecture XXII, p. 428–430)

- Our app **makes use of sublimation** by allowing users to **rechannel their feelings of guilt or anxiety about food waste into visible, positive metrics** (E.g. “waste saved” or “impact reduced”)
- This reframes the experience: instead of directly confronting uncomfortable truths about overproduction, users can **channel those emotions into sustainability pride**
- **Pros:** Motivates action, builds positive habits, and makes sustainability feel rewarding
- **Cons:** Risks becoming performative or a form of greenwashing, offering emotional relief without addressing deeper behavioral or systemic issues.
- Thus, our app functions as both a tool for change and a psychological coping mechanism – helping users feel better while also revealing the limits of surface-level sustainability.

# Freud vs Trouillot? \*

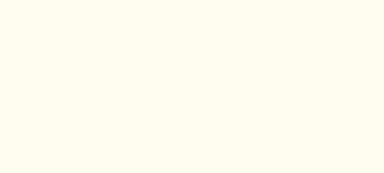
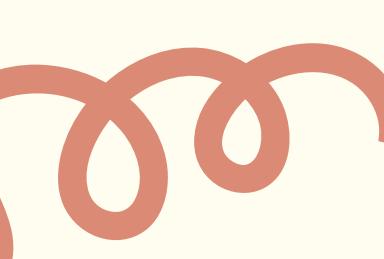
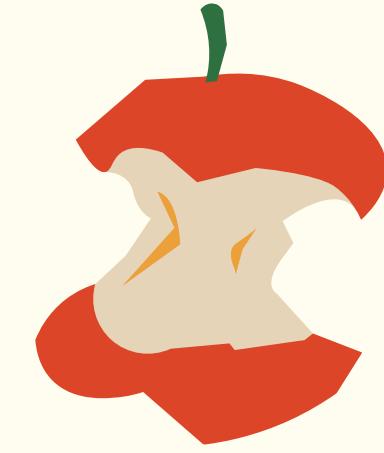
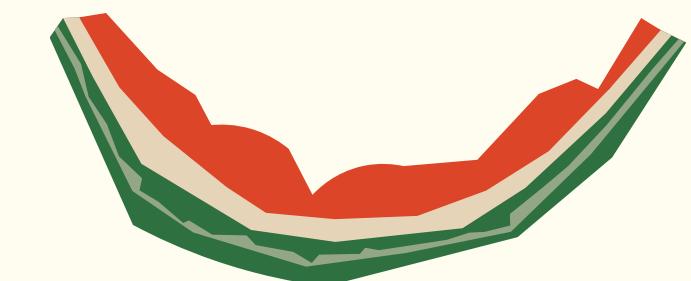
## Trouillot

- Shows how power silences waste
- Explains why small F&Bs are excluded from the narrative
- Focuses on institutional erasure

## Freud

- Explores why individuals feel compelled to overproduce
- Reveals unconscious forces: guilt, denial, fear of scarcity
- Helps explain emotional patterns driving waste

- Trouillot examines who writes the script
- Freud reveals the hidden motives that compel us to act it out – even when no one is watching



# **PREVENTION IS BETTER THAN CURE**



# THANK YOU

