



# EWR good practices and case studies

## (Systemic Food Design)

### 1. Details of Action:

Coordinator: AICA

Action Developer: University of Gastronomic Sciences

Name of nominated action: Systemic Food Design

Town: Pollenzo (Bra, Cuneo)

Region: Piemonte

Country: Italy

Website: [www.systemicfooddesign.it](http://www.systemicfooddesign.it) , [www.unisg.it](http://www.unisg.it)

Nominee category: Other

Dates of action: 24 November 2016

### 2. Action's theme:

- Reduce – Strict avoidance and reduction at source
- Reuse – Preparing for reuse and reuse
- Recycle – Waste sorting and Recycling
- Let's Clean Up Europe!

### 3. Action related to the Prevention Thematic Days 2016: Packaging waste – Use Less Packaging?

- Yes
- No

### 4. Description of the nominated action:

The University of Gastronomic Sciences ([www.unisg.it](http://www.unisg.it)), Comieco (National Consortium for the Recovery and Recycling of Cellulose-based Packaging), Ricrea (National Consortium Steel Recycling and Recovery of Steel Packaging) and Rilegno (National Consortium for the collection, recovery and recycling of wood packaging), have presented on 24th November 2016, through a joint press release, the new edition of Systemic Food Design [www.systemicfooddesign.it](http://www.systemicfooddesign.it), an interactive and educational tool, that aims at preventing the waste generation by the explanation of the complexity of agro-food products and their packaging, throughout the whole supply chain. Systemic Food Design.it is a website that applies the guiding principles of Systemic Design to the food world: a production system in which every choice leads to consequences, effects and the creation of value relationships, with both the territory and the community. When we deal with food quality, we enter into a concept definition that is multi-faceted in its very nature. Systemic Food Design attempts to speak of the concept of the production and commercialisation of products and services in a practical way, throughout the supply chain, in order to teach new generations to recognise "system quality". The site aims to recognise the efforts of companies and small and medium producers towards a new concept of Good, Clean and Fair quality (Petrini C., 2005, Slow Food), where the importance of sustainability of content goes hand in hand with that of its container. The goal was to spread



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the idea that a food product's quality is based both on the sustainability of its raw materials as well as on the sustainability of the life cycle of its primary, secondary and tertiary packaging. The site is full of the inseparable relationship between content and container quality, of a circular economy based on waste becoming a resource for other systems, of a system quality determined by environmental, economic and social sustainability together with sensory factors, of a consumer that must be more aware of the food system in order to make choices with information that covers the whole system as much as possible. It is proposed as an interactive tool for educational purposes.

### How the Site Works

Putting ourselves in the shoes of a food industry businessperson, the website allows us to understand the main "cause and effect" connections that can be difficult to see: from production to packaging, from sale to consumption to the valorisation of generated outputs, in order to investigate and reflect on every aspect required for quality food and packaging, step by step. Systemic Food Design poses questions that allow users to build their own supply chains for 20 foods and beverages in daily use and, through the narration of the production system's main phases, allows the user to look at the multidisciplinary world of Gastronomic Sciences. The user can trace the life cycle of each product, considering the quality of the content (raw materials) as well as the quality of the container (packaging). More specifically, ten supply chains deal with paper and cardboard packaging (marmalade, potato crisps, oil, chicken, beer, pasta, biscuits, ice cream, eggs, cheese), five with steel (tuna, chocolate, coffee, corn, peeled tomatoes) and five with wood (apples, small fruits, pallets, wine, whisky). Once a supply chain is chosen, the user enters and plays the part of a producer of the selected food. The user finds a short introduction to the food system selected, described from a historical-geographical perspective. Once inside the interactive section of the site, through 15 questions, players can design their own products, learning to recognise their main features. Users take about ten minutes to answer the questions, discovering what inputs and outputs make up the supply chain, step by step. Each choice is assessed for its positive and negative effects in four areas – environmental, economic, and social sustainability and sensory quality – giving a final approximate value and a percentage of "System Quality", the value given by a multi-faceted definition of holistic and dynamic quality connected to ecosystems and their rhythms. These definitions and content are based on the research of 67 people who, in various ways, participated in content creation for the site: specifically, in the drafting of 300 questions, 900 answers, 20 summary outlines for the supply chains, 250 glossary words, and about 100 curiosities that give the chains details and relationships with other systems. The whole thing is based on a bibliography and siteography of 157 references, divided into general sources and specific sources for each product, together with 96 websites.

### 5. Type of evaluation conducted and outcome of the evaluation:

- Number of visitors/participants
- Feedback from visitors/participants (willingness to change their behaviour)
- Quantity of waste avoided/collected
- Amount of CO2 avoided
- Other indicators

### Outcome of the evaluation:

Systemicfooddesign.it contains, behind its playful interface, cutting-edge reasoning and innovative logic. 22,392 people (data from January 2017) have played at becoming an entrepreneur (on the homepage of



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the website there is a counter of visitors). We don't know the age of the average player but we know that, since the 2015 Expo, the site has been included in many programmes at Italian high schools and institutions, like the Ludovico Geymonat Institute in Tradate (Varese, [www.itisgeymonat.va.it](http://www.itisgeymonat.va.it)). It's an atypical online game because, with the 10/15 minutes needed to play, is not comparable to other online games, which require an average of 5/7 minutes per game. This result, confirms the trend that more and more people are interested in really understanding what they eat, as well as the system they subsidise by buying certain products. It's clear that the average site user is interested in becoming an active supporter of a community of destiny that unites the whole human race in recognising the entire Earth as a "homeland". In this perspective, it becomes crucial to enact policies of cooperation, an economy of relationships for common welfare. So, what emerges is a vision that values relationship capital, meant as the ability to realise that we are all part of an infinite system connected in time and space. Systems Design applied to food, as can be seen by playing on the site, thus offers a new role to the project manager: a designer of relationships that, if developed well, can be cultural bridges that unite the sensibilities, goals and ideals of producers and consumers.

### 6. Reasons why the action has been selected for the EWWR 2016 Awards:

#### a) Visibility and communicational aspects

The website is available online for free. It is promoted by both the University of Gastronomic Sciences and three of the 7 Italian recycling consortia. There have been already many visitors.

#### b) Quality of content and focus on waste reduction, products reuse or materials recycling

The website has a big potential: it is educational and recreational but at the same time it provides much scientific information. It is suitable for many different targets.

#### c) Originality and exemplarity: What makes the action original or innovative?

This action perfectly fits the PTD 2016. It's not a one day or a one week event but it's something which lasts beyond the EWWR and that everyone can use/benefit from at any time..

#### d) European reproducibility: How can other entities adapt the action to other contexts or European regions?

New case studies can be added at any time. Plus, it basically only takes translation of the information and respect of copyright.

#### e) Lasting impact: In what way is the action designed to have a lasting impact?

As mentioned before, the initiative is the re-launch of a website which lasts beyond the EWWR Week

#### f) Motivation: How will your action motivate its target audience/the general public?

The website provides precious information, which is not easy to find. It aims to people's curiosity to know more about what they eat and the packaging which contains the foodstuffs.



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Presenting the website



Website homepage



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