

WHAT

HOW

VALUE

ULTIMATE VALUE
of desired transition

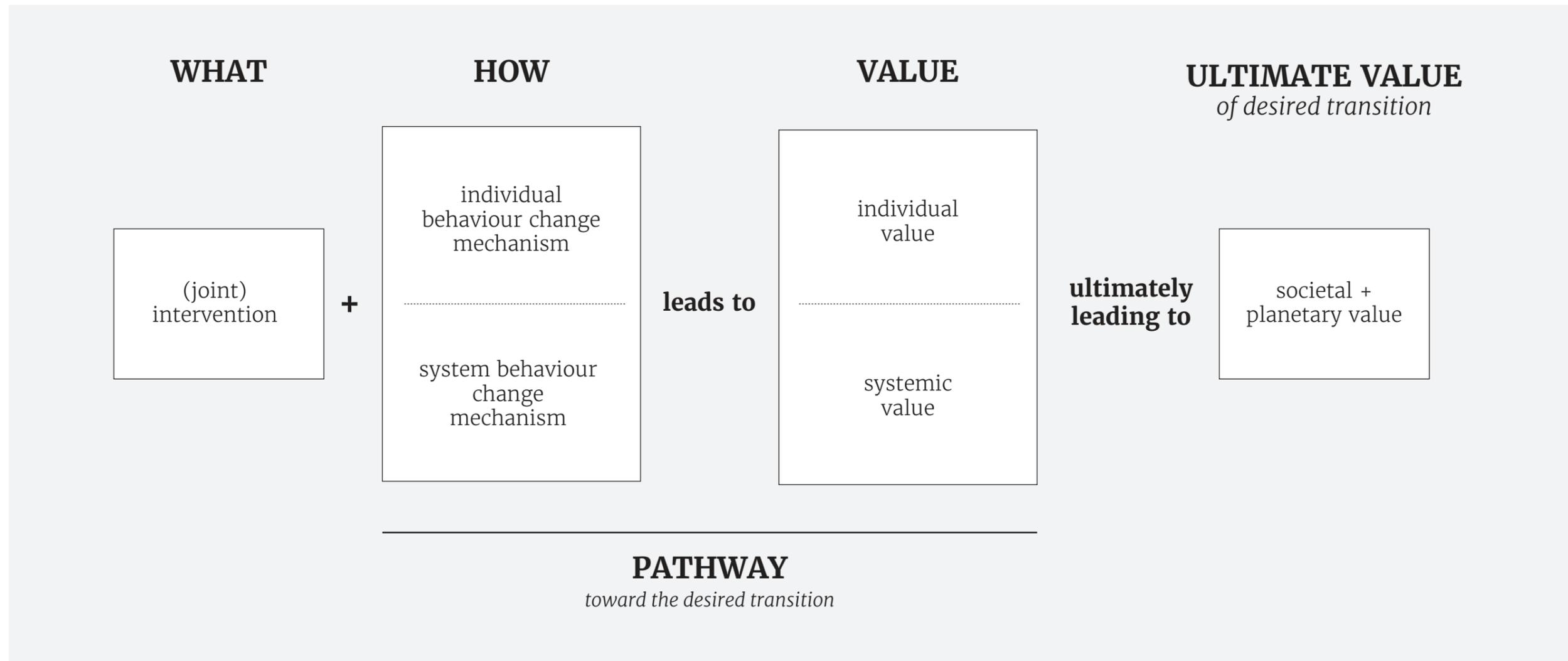
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leads to

*ultimately
leading to*

PATHWAY:

Transition design logical framework



Instructions:

1. Write bullet points or sentences to explain the *ultimate value(s)* of the transition challenge.
2. Write bullet points or sentences that describe a *pathway* toward the desired future to address through design. There are likely many pathways you can choose, just choose one.
3. Move back and forth between the *What*, *How* and *Value* sections in whichever order you feel supports your reasoning toward an intervention proposal. You can start with the individual level or the system level. To get to the behavioural mechanisms and values, consider and reflect upon what the pathway might mean for people and the system.
4. Adjust the elements of the framework as needed.
5. Consider which stakeholders might implement such an innovation, and why that might be appealing for them.

COMPLETE THE FRAMEWORK

WHAT



New sensory labelling
- offers guidance to consumers on how to assess the safety of the certain food items and what actions can be taken
- could be implemented and supported by Iglo, HAK, HelloFresh, and the Voedingscentrum.

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HOW

By supporting consumers in assessing food quality with their senses and taking appropriate actions based on this:
- they can increase their food literacy
- be less reliant on date labels.

leads to

VALUE

This flexibility would:
- allow for more stock in retailers being consumed
- less food needing to be produced in the first place.

ultimately leading to

ULTIMATE VALUE of desired transition

- Enough food for all with hardly any food waste.
- Food system contributes less to GHG emissions.

PATHWAY

Embracing Flexibility: realign food safety, quality, and sustainability

COMPLETE THE FRAMEWORK

WHAT

HOW

By offering consumers insight into how much they waste:
- consumers can be better equipped to adjust what/how much they buy based on what they waste.

By supporting the collection of household level food waste insights:
- more targeted behaviour change can be introduced to reduce food waste.

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leads to

VALUE

This feedback increases:
- their confidence in food provisioning for enough and helps them feel more empowered to adapt their consumption practices.

ultimately leading to

ULTIMATE VALUE
of desired transition

- Enough food for all with hardly any food waste.
- Food system contributes less to GHG emissions.

PATHWAY

Embracing Flexibility: realign food safety, quality, and sustainability

An example

WHAT



Ingredient-less recipe book:

- provides generic recipes
- guidance on portioning & general cooking
- by the STV & the Voedingscentrum

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HOW

If we shift consumer thinking from ingredients to meals:

- consumers can become more skilled at mixing various ingredients & flavours.

If we shift how consumption is framed (ingredients to meals)

- growers can adapt to the seasons
- be less reliant on harvest uniformity.

leads to

VALUE

This flexibility:

- enhances their resilience to supply changes
- promotes more efficient use of partially consumed food

This flexibility would:

- allow growers to use all they grow
- allow retailers to adjust offering to seasons & harvest

ultimately leading to

ULTIMATE VALUE *of desired transition*

Enough food for all with hardly any food waste

PATHWAY

Embracing Flexibility: realign food safety, quality, and sustainability