

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

FAVA

Abstract

This project is currently being developed by design students and aims to combat the high intake of fast food products inside the university campus of Aveiro, through the implementation of a local product food market within students' access. Due to space constraints, it is now envisioned that it could become a virtual service with direct delivery to costumers.

This project aims to increase the variety of food for consumption; to overcome the lack of nutritional quality presented in the green line of the canteen and in the canteen itself and, finally, to respond to the food needs / trends of the students.

It also intends to create relations within the local community, being with local producers, businesses and local associations.

Website

Not available at the moment

Contacts (SIKE team)

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SECTION 2: Case description

FAVA

Objectives

The project intends to design a local product food market within the University of Aveiro. Being aware of fast food influence and of its demand among the younger, the project defends it is important to create a system that allows college students fast and appealing access to healthy foods. This project aims to allow the entire academic community a greater proximity to the products of the periphery of the city, which are seasonal and local products grown without recourse to chemicals or mass production.

The objective is to encourage young people to consume fresh produce, such as vegetables and fruits, and give them motivational menus with optimum nutritional values, such as sandwiches, shakes and salads.

This market will be virtual, where the consumer accesses the foods available and also the menus set for the week. It will be possible to order online in advance what you want to receive.

Clients, audience

The target audience is all the academic community at the University of Aveiro

Position along the SI Spiral

- Generate Ideas

This project is in its research phase, trying to understand the best way to test and implement while trying to find sponsorship and support, therefore still hasn't passed to the test phase.

Relationship with HEI(s) (High Education Institutions)

This project started as an academic project within the Design for Social Innovation course at the University of Aveiro, and is now being carried on by two of the original group members.

This project is to be implemented in the campus, therefore in the university context, its users being students, academic or technical staff. The University will benefit from the project by the increase of meal options, and more importantly, healthier food available to the academic community. The project to be able to exist needs support of the University to be able to frame and implement it.

Finance model and resources

There is no funding available at the moment.

This project is self-sustainable while running, however needs support and sponsorship to be implemented, non-existent in the moment.

Methodology

Design thinking methodology used during Design for Social Innovation class was also applied to the development of the project.

The members of this project also participated in LABE Aveiro region – course of entrepreneurship promoted by the University of Aveiro in partnership with the Incubator of the Aveiro Region.

Products, results

This project is still in its generate ideas/ development phase, therefore there are still no measurable products.

Impact and results

There are no measurable results because the project is still in the ideation phase therefore the impact is not yet quantified.

Overall impact

At the moment it is not possible to deliver this information. It is expected that the next moment will be the pilot test and implementation. The final outcome is intended to be the

implementation of a confection and delivery service, by the students, of healthy meals to the academic community.

Images

In attachment

Other resources

In attachment: project presentations (in Portuguese)