

Food Altruism

Designing Food Thoughts

Socio-Cultural Issues in
Product Design
DEPD 2430

Research

Understanding what Altruism is:



What is altruism (and is it important at work)? What Is Altruism (and Is It Important at Work)? (n.d.). Retrieved February 6, 2023, from <https://www.betterup.com/blog/altruism>

There are many different types of altruism: “kin altruism (supporting your family members and loved ones), reciprocal altruism (helping someone knowing that, at some point, they may help you in the future), cultural group altruism (supporting someone who’s part of a group you are associated with), and pure altruism (helping someone from a place of empathy knowing you will see no benefit, often in high stake situations)” (Lebow, 2022)

According to the Cambridge Dictionary, Altruism is the "**willingness to do things that bring advantages to others, even if it results in disadvantage for yourself**" (Altruism, n.d.)." Therefore, food altruism can be described as the selfless act of spreading food to humans who are in need, at a cost (for example time, effort, or money) to oneself. Food altruism most fits under the categories of *cultural group altruism* and *pure altruism*.



Design

The Altruists: a Curriculum and an Opportunity to Implement Change

What
A system that consists of a curriculum to be taught at different stages of schooling (pre-school, middle school, high school) to teach the values of altruism, with a product that creates opportunities for students to put into action what they learn during school.

Why
It is no secret that food is not evenly or fairly distributed. Altruism on a large scale could help to correct this. Altruism also positively impacts the giver, adding a more positive overall quality of life through a mutually beneficial, symbiotic relationship. This promotes the concept of a social economy.

How

- Confer with experts on food waste, human behaviour, and education to create a multi-phase curriculum that will ensure the teaching and implementation of altruistic behaviour
- Approaching local and provincial governments to implement the curriculum in public schools nationwide.



Placing a portion of your work/school lunch into a dehydration box that turns your portion of food into a pill. You take the pill and place it into the shoot of your choice - divided by categories of what foods.

Jones, E. (2019, November 18). Encouraging kids to make good choices...at school. Emily, RD. Retrieved February 6, 2023, from <http://emilyjonesrd.com/articles-recipes/2019/8/16/encouraging-kids-to-make-good-choices-at-school>

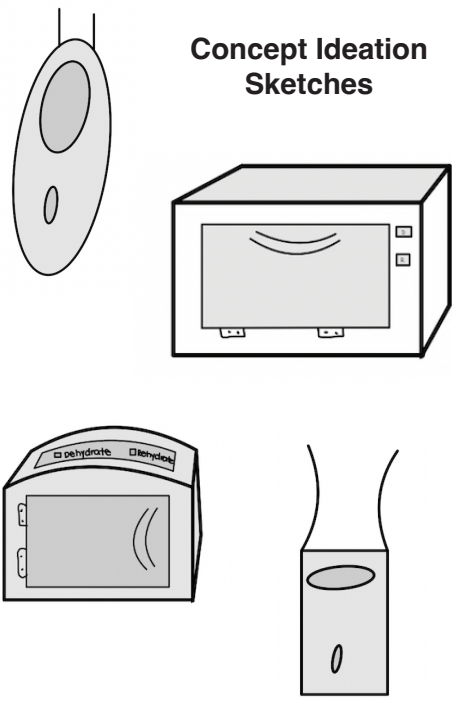
Every house has a shoot in their kitchen, with a re-hydration box. On the shoot in your kitchen you can select anonymously your level of need. Houses with more need get priority. Every office/ corporation has a shoot for donation.

Cafeteria. St. Mary Catholic Secondary School. (n.d.). Retrieved February 5, 2023, from <https://stmary.cdcsb.ca/en/parents/cafeteria.aspx>



Process

Creating a Dystopian Setting: Divergent



IMDb.com. (n.d.). Divergent. IMDb. Retrieved February 5, 2023, from <https://m.imdb.com/title/tt1840309/mediaviewer/rm1265998081/>

Mother used to say: "Suffer today in order to ensure someone else has a tomorrow." She was the perfect example of a giver, and she was devoted to the Abnegation faction. Even then it seemed strange that the other factions looked down at us. How could you possibly look down on "selflessness?"



Choosing ceremony. Divergent Wiki. (n.d.). Retrieved February 5, 2023, from https://divergent.fandom.com/wiki/Choosing_Ceremony

For years Erudite had been controlling the food and water supply of all the factions. Fifty years ago, when "climate change" hit us in full force, they promised that with careful control of our resources, we would survive. Now we call it "the barren future."

Erudite was cutting down our food and water supply. The factions were not banishing people fast enough, so they were placing pressure on us to do so. "Nothing makes a man kill man faster than hunger," she explained to me as a tear rolled down her sun-beaten face.

How could I change this? I can't let it go on this way.

The Altruists

DEPD 2430 Socio-cultural Issues in Design
Iryna Karaush

KLARA JOUBERT
& TIFFANY MAK

WHAT IS ALTRUISM?

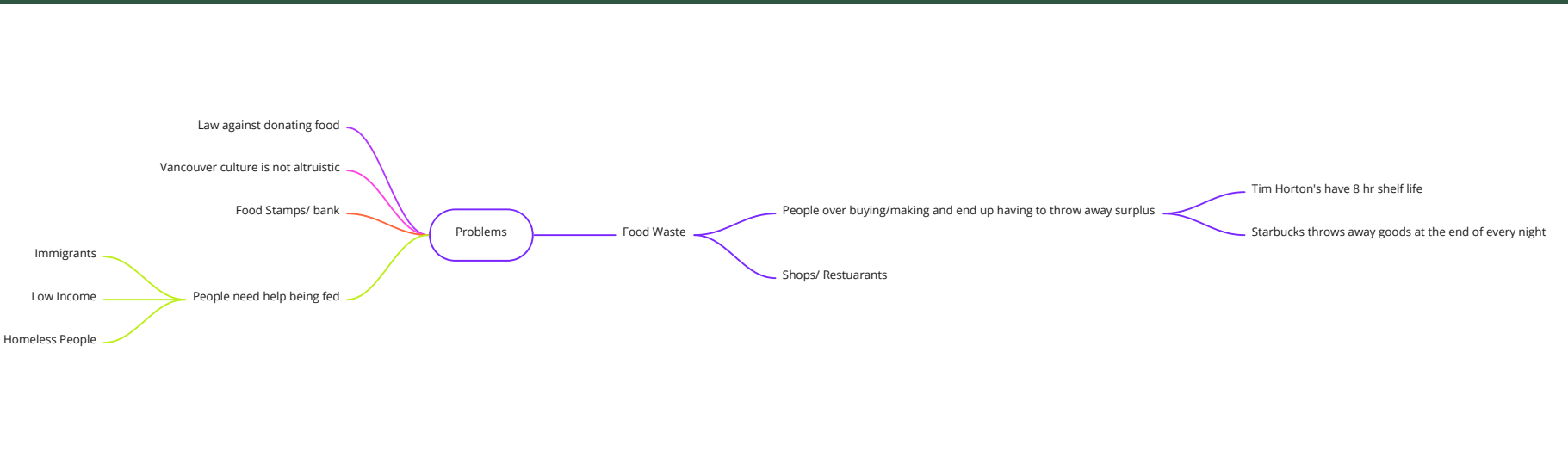
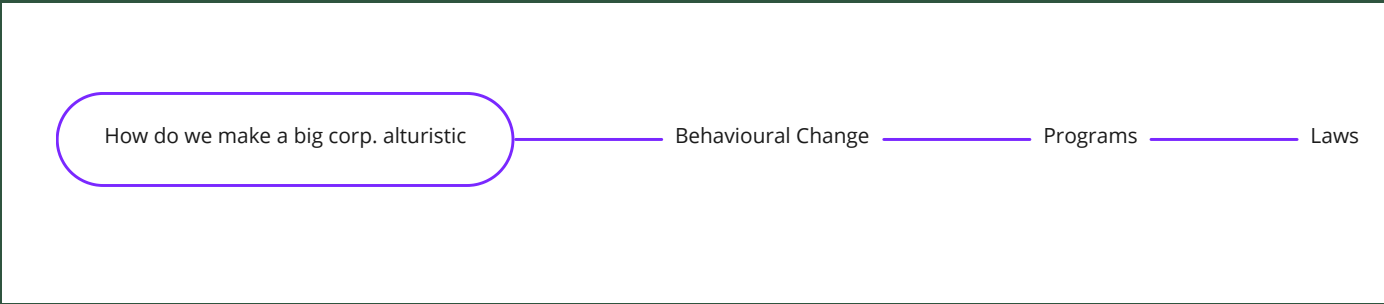
01

According to the Cambridge Dictionary, Altruism is the "willingness to do things that bring advantages to others, even if it results in disadvantage for yourself (Altruism, n.d.)." Therefore, food altruism can be described as the selfless act of spreading food to humans who are in need, at a cost (time, effort, money?) to oneself.

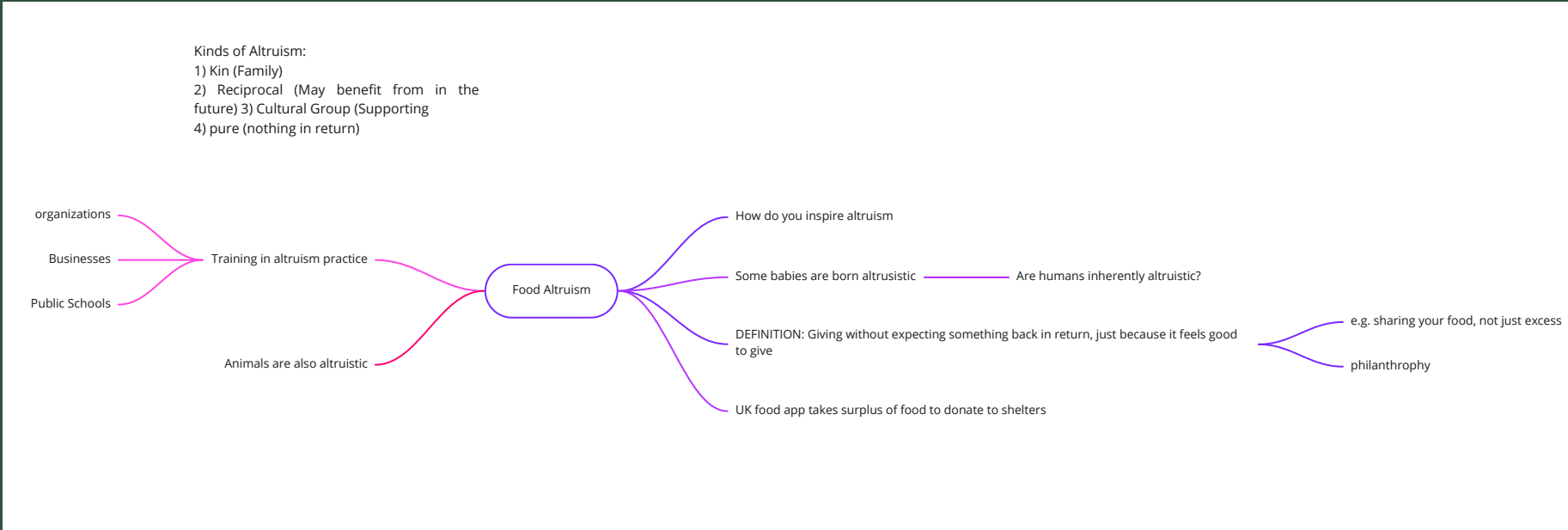
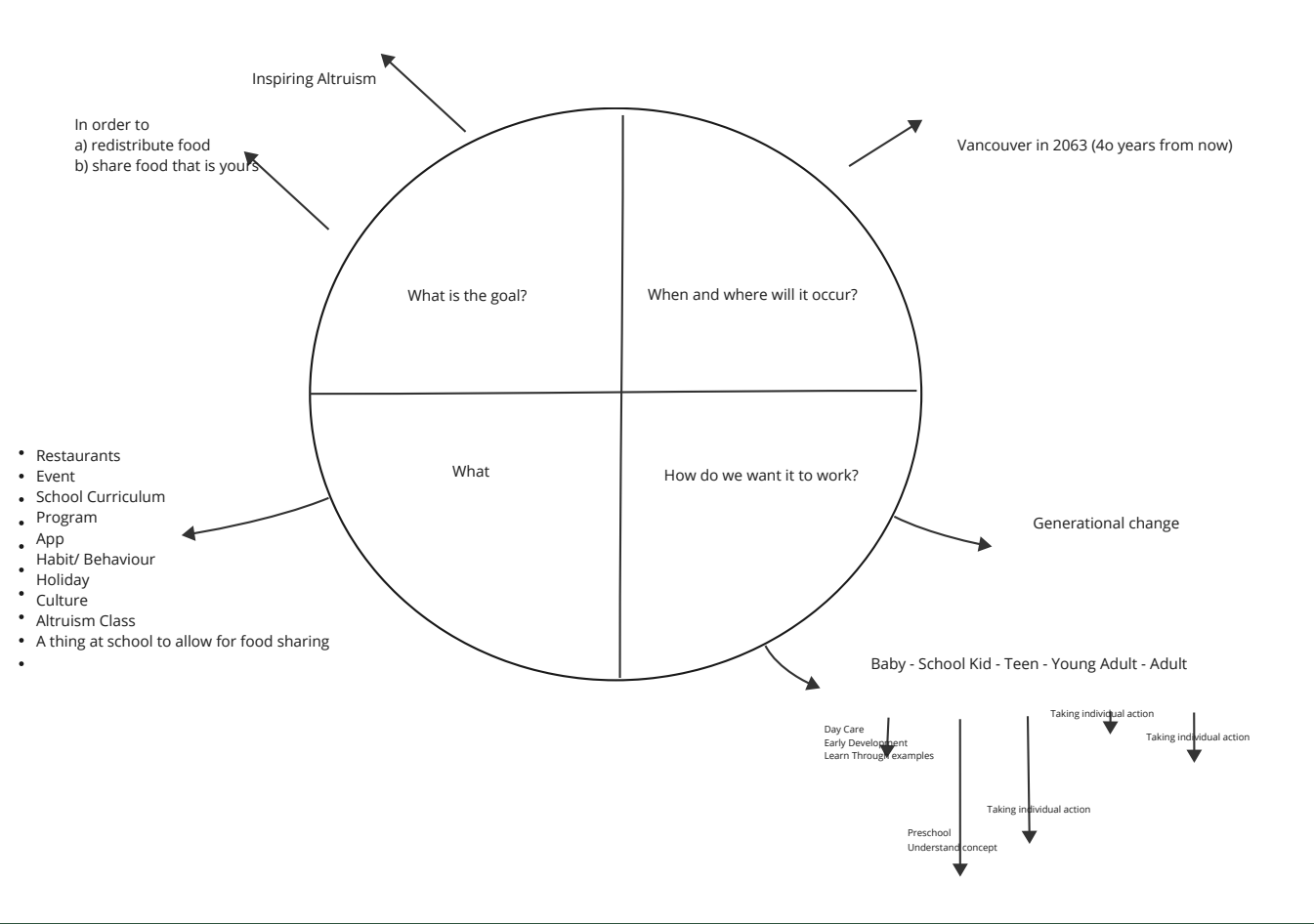
02

Altruism is to give others what is yours without expecting anything back. The only “thing” that the giver may receive would be serotonin. The happy chemical our brain produces because they did a good thing and seeing others being helped gave them that fuzzy feeling. But there is nothing physical that comes back, it is not a transaction. Those that choose to be altruistic may have a mindset where those that give, give in hopes to have the receiver may help them out in the future but this is not a guaranteed transaction. It is merely a hope and a mindset that the giver may have. To be altruistic is quite a rare thing in the modern day.



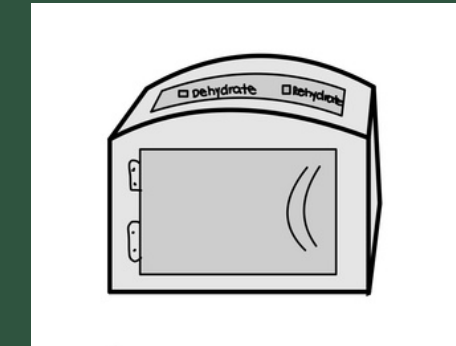
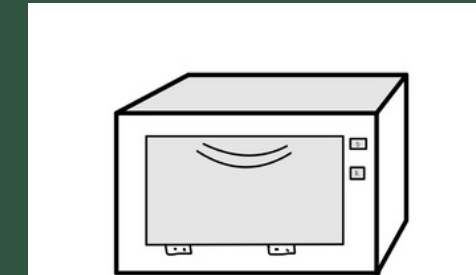


MAPS



READING TIME

SKETCHES



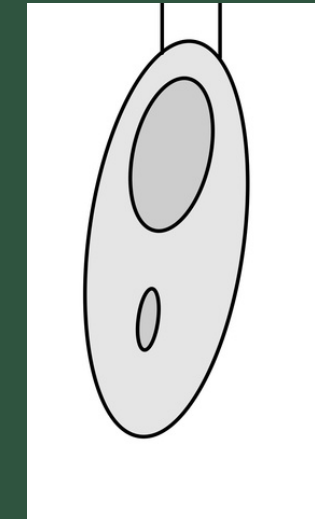
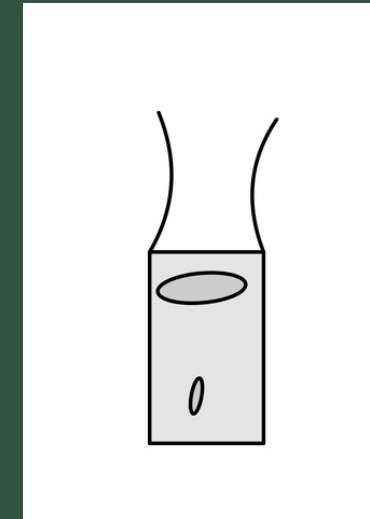
THE DE-HYDRATION STATION

The first part of our product is the de-hydration station. Using advanced technology, the microwave-like dehydrator draws moisture out of the food. It then ZAPS the food into a tiny version of itself, which is transferred into an airtight capsule. The capsule keeps the food fresh for up to 6 months.

If the capsule is placed back into the de-hydration box, it is ZAPPED again and re-hydrated back into the original meal.



SKETCHES



THE RE-DISTRIBUTION HUB

Once the tablet is created, it can be taken to the re-distribution hub. The tablet is placed on a conveyor belt where vents reach down and vacuum them up into the re-distribution hub.

The re-distribution hub works with a system of pipes that transport the tablets to houses withing the system's town or city.

Using "Wonka Vision" technology, the tablets can be ZAPPED to places all over the world! Wonka Vision technology is displayed in Charlie and the Chocolate Factory in this clip:

<https://www.youtube.com/watch?v=pvS3j8VtanM>



Technology

WONKA VISION

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=PVS3J8VTANM](https://www.youtube.com/watch?v=PVS3J8VTANM)

Thank You



KLARA JOUBERT
& TIFFANY MAK

THE ALTURISTS



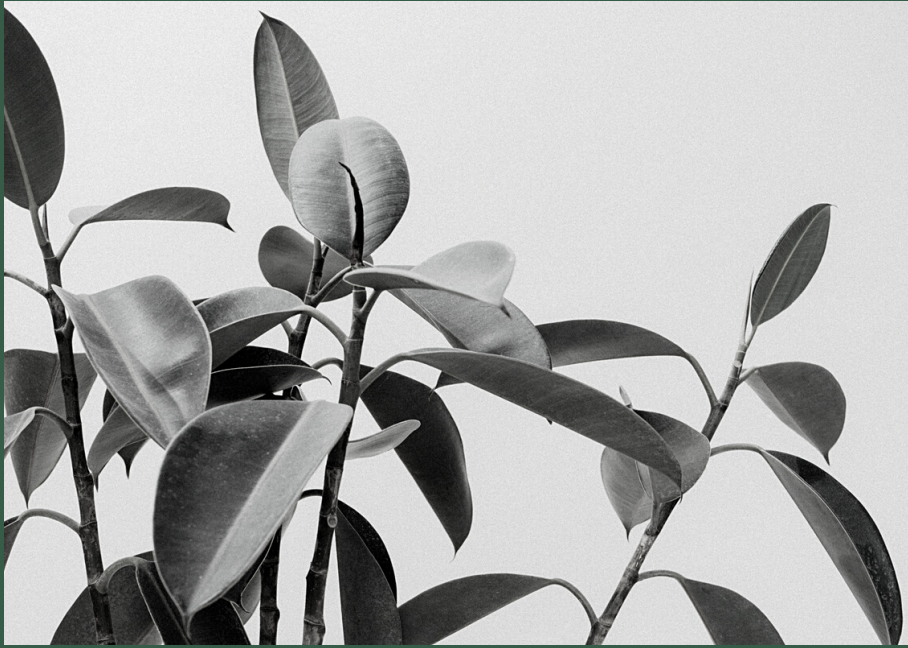
DEPD 2430
SOCIO-CULTURAL ISSUES
IN DESIGN
IRYNA KARAUSH

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INTRODUCTION



THE DESIGN CHALLENGE OF THIS PROJECT IS TO CREATE A PRODUCT THAT PROMOTES ALTRUISM. IN THIS PROJECT, WE RESEARCHED WHAT ALTRUISM IS, HOW IT AFFECTS US, AND HOW IT AFFECTS OUR FUTURE. WE THEN CREATED A DYSTOPIAN SOLUTION TO UNDERSTAND HOW TO ENGAGE SOCIETY IN THE PRACTICE OF ALTRUISM.

KLARA'S QUALITATIVE RESEARCH

WHAT IS ALTRUISM AND WHAT ARE FOOD ALTRUISTS?

According to the Cambridge Dictionary, Altruism is the "willingness to do things that bring advantages to others, even if it results in disadvantage for yourself (Altruism, n.d.)." Therefore, food altruism can be described as the selfless act of spreading food to humans who are in need, at a cost (time, effort, money?) to oneself.

One key theme to altruistic behaviour is that one engages in it but expects nothing in return. Humans are altruistic because we enjoy the feeling – that is our reward (Lebow, 2022). In an article written by Hilary Lebow (a health and wellness journalist) and medically reviewed by Lori Lawrenz (a practicing psychologist of 20+ years), altruism is described as being five different types:

- "Kin altruism. It happens when you unselfishly support your family members and loved ones or make personal sacrifices on their behalf.
- Reciprocal altruism. It occurs when you help someone knowing that, at some point, they may help you in the future as well.
- Cultural group altruism. It involves supporting someone who's part of a group you are associated with, including ethnic and social groups.
- Pure altruism. It involves helping someone from a place of empathy knowing you will see no benefit, often in high stake situations."
- (Lebow, 2022)

Based off of those descriptions, food altruism most fits under the categories of cultural group altruism and pure altruism. Take the example of donating money to your local food bank: it is an act of cultural group altruism because people want to help those in their community who have a shortage of food, and it is an example of pure altruism because you donate money and will never receive any benefit for it other than knowing you helped another person.

ETHICS OF THE MOVEMENT

At its core, food altruism (and altruism in general) has principles of:

- Kindness
- Selflessness
- Taking action to bring about change
- Social responsibility
- And the desire to see change for good

An important question when it comes to altruism, is to ask ourselves whether we are all altruistic. Is it something we learn, or are humans inherently altruistic? An interesting case study may be able to help answer this question.

A study done with 48 babies (24 male, 24 female) tested whether the babies would hand over "desirable food to a begging stranger" (experiment 1) and whether they would continue to do so "under evolutionarily relevant conditions designed to increase hunger," i.e. the experiment was done when the babies were hungry (experiment 2) (Par. 4, Barragan et. al., 2020).

The results of the study were that 14/24 babies transferred the food in experiment 1, and 9/24 babies transferred the food in experiment 2 (Barragan et. al., 2020). This potentially shows that some humans are altruistic from a very young age. Perhaps altruism can be honed, as any skill may be, as one grows up and is exposed to the world. It is natural to assume that ones potential for empathy grows with ones exposure to loved ones. The more you care for people, the more you will want to help them in spite of ones own needs.

CONNECTIONS TO VARIOUS COMMUNITIES

Altruism even spans beyond the human race, as we have seen evidence of altruistic behavior in animals! "Birds will often warn each other of predators, and mammals will put themselves in danger to protect their young ... Whales and dolphins have been witnessed 'adopting' animals in need and showing other species how to escape shallow waters (Lebow, 2022)." This strengthens the argument that altruism is potentially part of our nature. I find this encouraging, and I wonder how we may design a system or product that could awaken that inherent altruist inside us all?

According to Rebato, "food interchange can be viewed as a survival strategy," explaining that "we are genetically predisposed to act prosocially (2015)" in order to ensure we are accepted by the tribe. Acting "prosocially (Rebato, 2015)" in ways such as sharing our food when others in the tribe are in need or helping protect those in the tribe who are vulnerable secures our position as a valuable member of the tribe.



RESEARCH SUMMARY

The journals I have reviewed support the evidence that altruism may be inherent, or at the very least establishable, in humans. This was founded through looking at our social tendencies in order to survive in the early ages of human development, as well as completing studies where we test whether babies will share their food with someone else. Additionally, my research found that altruism exists across several species – not only humans. I also completed research into the exact definition of altruism, discovering that there are different types of altruism. This will help us understand that perhaps certain external circumstances are better at inspiring a specific type of altruism than others are.



TIFFANY'S QUALITATIVE RESEARCH

3 apps that take food from grocery stores, restaurants, bakeries etc. that is nearing their expiration date and sells it at a lower cost to the public

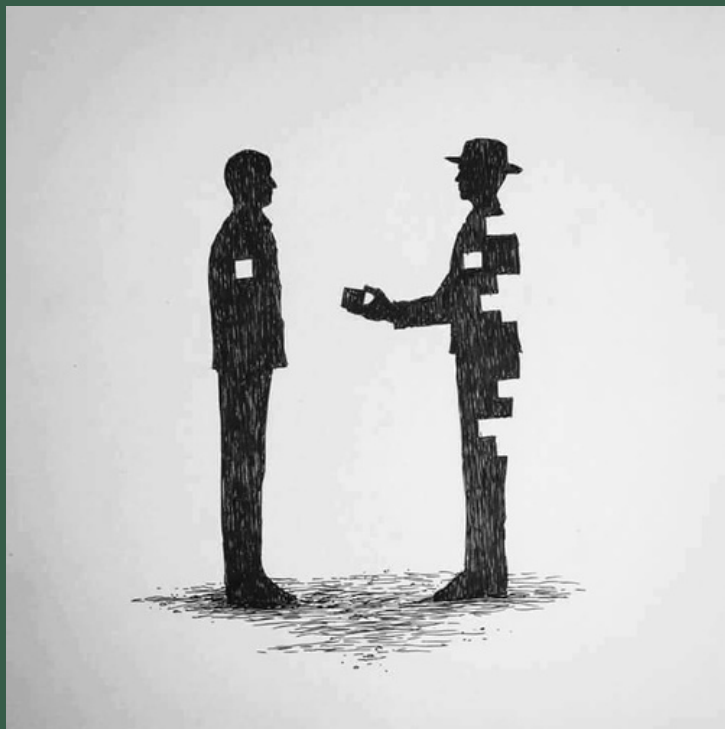
Food Hero

Flash Food

Too good to go

WHAT IS ALTRUISM

Altruism is to give others what is yours without expecting anything back. The only "thing" that the giver may receive would be serotonin. The happy chemical our brain produces because they did a good thing and seeing others being helped gave them that fuzzy feeling. But there is nothing physical that comes back, it is not a transaction. Those that choose to be altruistic may have a mindset where those that give, give in hopes to have the receiver may help them out in the future but this is not a guaranteed transaction. It is merely a hope and a mindset that the giver may have. To be altruistic is quite a rare thing in the modern day.



Quotev.com. (n.d.), 2023.

HOW IS ALTRUISM PRACTICED IN MODERN DAY

Some of the rare ways people in this day of age practice altruism is donating to those in need and this may be in the form of money or shelter or food. As we all know food waste is a huge social and cultural issue. Customers often order more food than that can be consumed and the taste of food and the price factor of these foods do play a factor in it. If food does not taste great then consumers have a higher chance to dispose of the food. Lots of people when going out to restaurants are uncertain of what they are ordering and merely hope for the best that the food tastes good. But in many cases, the food is underwhelming which leaves the customer to take a couple of bites and no longer want it. Some customers may order something else since their first choice tasted bad. If the food was cheap for the consumer then they would feel less of a need to finish the food as well. Additionally, amongst a lot of restaurants, the portions are larger than what most people can finish meaning there is food waste again. But this is not the only way food is being wasted.

REAL WORLD EXAMPLES

A lot of companies throw away their surplus products at the end of the day to ensure their products are always fresh for their customers. One example is Tim Hortons. Certain corporate Tim Hortons throw away any edibles that have had more than an 8-hour shelf life. This could end up in them throwing away up to 100 still edible donuts a day just due to company policies. Tim Hortons does have a slogan "always fresh" but there are still ways to combat this wasteful habit instead of throwing away good produce. Certain Tim Hortons that are owned personally as a franchise has started a program to sell their "throw-away" donuts and give them to a pig farm instead as pig feed. Although this still isn't truly altruistic because Tim Horton's is giving away food for the money in return, this is merely just a way to redistribute their waste. While in other places like the UK, they have apps called FareShare where they collaborate with grocery stores and take their surplus and donate it to local charities. Fare Share is a truly altruistic app where there is no transaction being made, it is purely a donation of food to help others. Speaking locally, here in metro Vancouver we have apps as well such as Food Hero, Flash Food, and Too Good To Go where they take the surplus of food from restaurants, fast food places, grocery stores, and bakeries and sell it for cheap to the public. This not only helps reduce and redistribute food waste it also helps out low-income families that may not be able to afford as much as they'd like. Although you could argue that the apps that charge the public money as a transaction for food would not be true altruism. It would simply only be classified as food redistribution. But the app from the UK "Fare Share" practice true altruism because they donate to local charities and shelters without receiving anything back. In conclusion, being altruistic is easy on a small scale if everyone wanted to do their part. But in this day in age where many people are money hungry and want to turn everything into a business, it is almost impossible to create a business out of the practice of altruism.

RESEARCH SUMMARY

In summary, there are apps in the modern day to help push towards altruism but because most of the apps are now charging the public to buy off these surpluses of food from them it is no longer altruistic. To be genuinely altruistic is to give something that is yours to others and expect nothing back. When some of these apps are charging people it becomes a financial transaction instead of an altruistic act. But the app from the UK "Fare Share" practices true altruism, because they take a surplus of food they get and donate it to shelters without receiving anything in return.



Wikimedia Foundation. (2022, December 19)

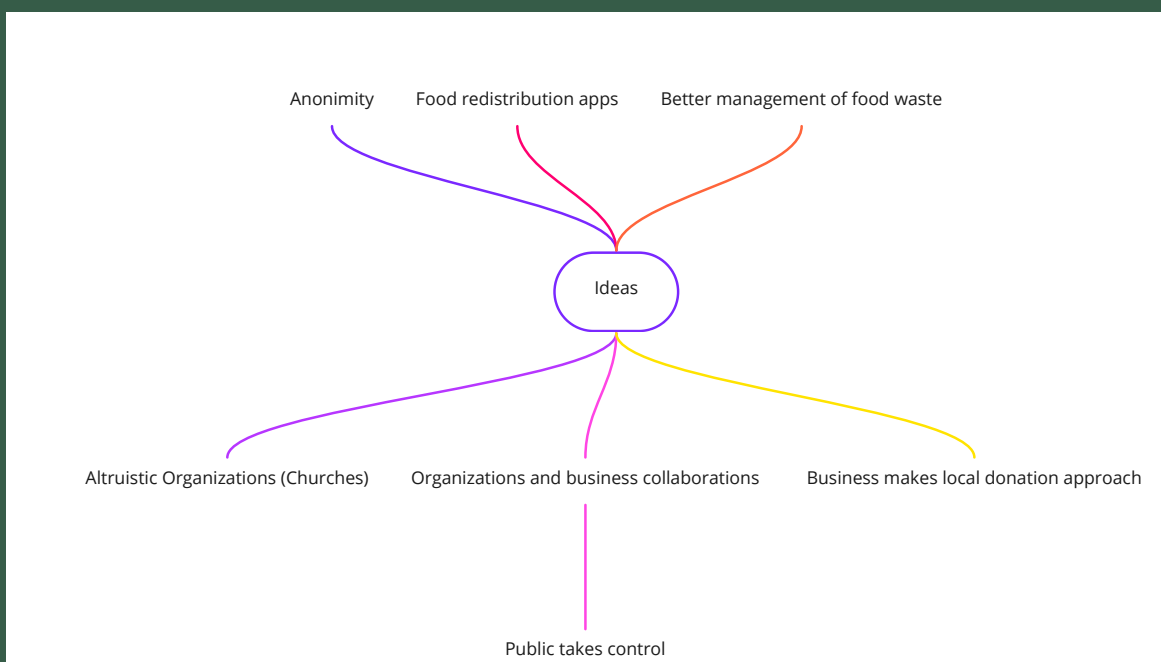
COLLABORATIVE RESEARCH

HOW IT ADDRESSES EXISTING FOOD PROBLEMS

Some current issues we face in food includes poor food distribution, dwindling food production or overproduction, and poor crop/soil health. Altrusim could help to solve some of these issues by keeping us focused and aware of the surplus of food we create and to share those surpluses with those in need.

STATISTICS

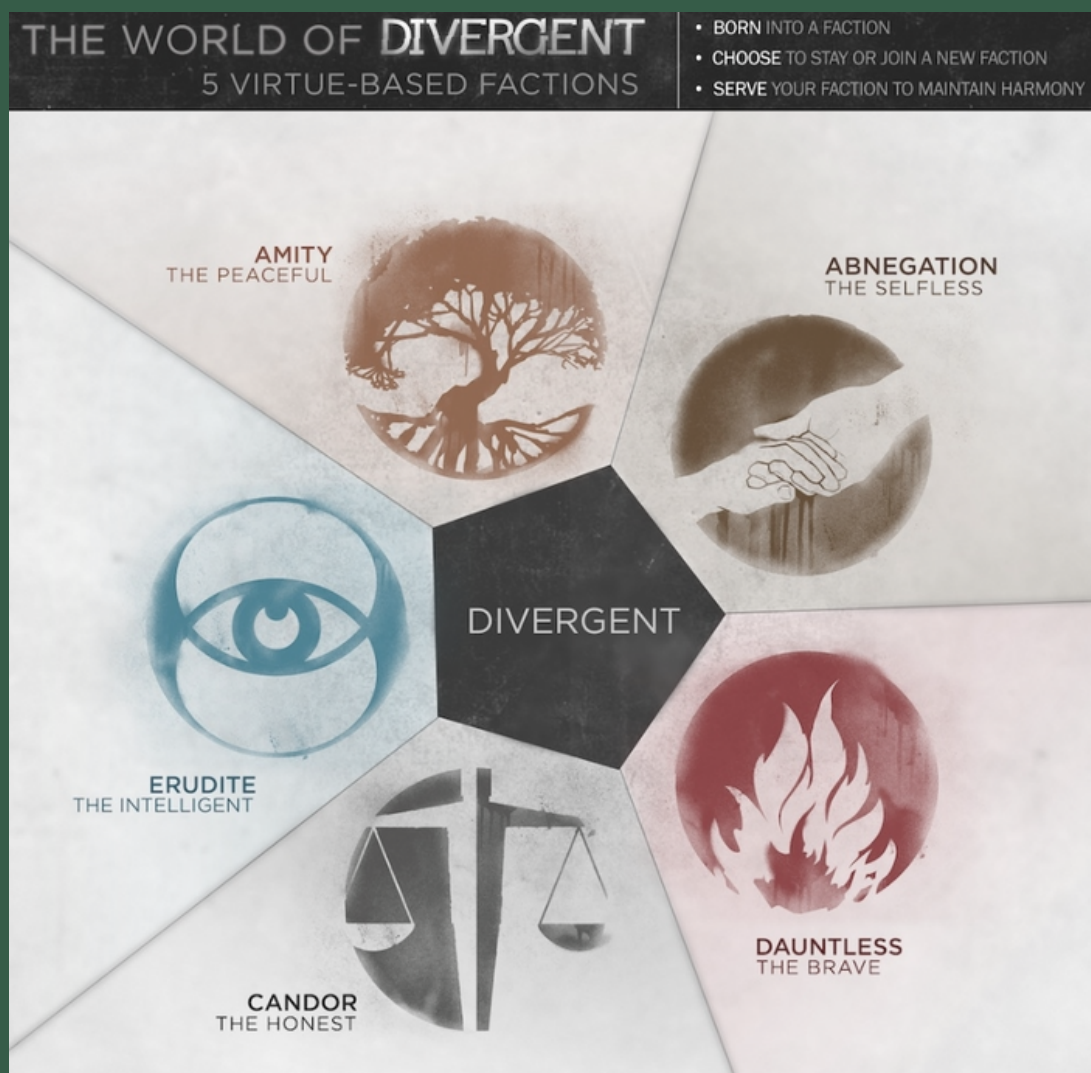
4-10% of food waste that gets purchased gets lost amidst restaurants and retailers or they get lost mid-transportation. This also feeds into food waste. In India, 30% of their products actually go to waste because they do not have enough storage in their refrigerators to keep their produce fresh. Food waste can be categorized into two categories of edible waste and non-edible waste. Non-edible waste is bones, tough parts of vegetables etc. parts of food that humans do not consume because it is practically impossible or very undesired. Focusing on food altruism, and food redistribution.



DESIGN FICTION

THE FACTIONS

In a world where everyone is placed in groups and each group has a task to help the world that they all lived in. There's abnegation, the ones that are selfless, Amity, the peace keepers, Candor, the honest ones, Dauntless, the braves, and Erudite the intelligent ones. These 5 factions helps keep the world they live in a functioning place. Abnegation believes that selfish human nature is what ruined the world so they practice a couple things to keep them grounded and selfless. In abnegation they all wear grey clothing so no one stands out and everyone is seen as equal. They don't look in the mirror so they are not vain. Lastly, they practice altruism. They often give others what is theirs to help and do not expect anything back in return. These 3 things are practiced the moment they are born and passed down from generation to generation.



The factions. The Divergent Life. (n.d.). 2018

FOUNDATIONAL EARLY YEARS

I remember watching my mother work from the comfort of my cot. As a toddler, I would pull myself up against the railings and peer over the windowsill at her as she did her work. Planting seedlings, tending to ailing plants, harvesting the yield for the day – there was something so rhythmic to the way she worked. When some of the crops were short of water, she would give up some of her own daily water supply to ensure they would survive. She used to say: "Suffer today in order to ensure someone else has a tomorrow." She was the perfect example of a giver, and she was devoted to the Abnegation faction. Even then it seemed strange that the other factions looked down at us. How could you possibly look down on "selflessness?"

Of course, I was too young then to understand what she was doing put her, and our family in harm's way. The Erudites barely tolerated our faction, and anyone who showed too much kindness posed a threat to their strict regime. They believed that service allowed us to view others as human in a time when it was the survival of the fittest.

AN UNSTEADY CHILDHOOD

Our crops were failing more often now. Not even a mother's self-sacrifice could stop their fruits from wilting. She tried to distract me from how serious it was, but I could never stay focused in our lessons. I didn't know what was wrong, or why it was happening, but I could sense that something bad was coming.

One day I finally asked her, and she stared blankly at me for a few seconds before answering in a slow, defeated tone. She explained to me that Erudite was cutting down our food and water supply. The factions were not banishing people fast enough, so they were placing pressure on us to do so. "Nothing makes a man kill man faster than hunger," she explained to me as a tear rolled down her sun-beaten face.

For years Erudite had been controlling the food and water supply of all the factions. Fifty years ago, when "climate change" hit us in full force, they promised that with careful control of our resources, we would survive. Now we call it "the barren future."

Putting them in control changed nothing. Ever since Jeanine Matthews took over Erudite, she has created a plan to banish people from the factions one by one, so that in the end she is the leader of only the most ruthless ones who remain. She refers to them as "pure."

I was right – something dangerous is coming. I fear it has already arrived.

BECOMING A YOUNG ADULT

Today I woke up and helped my mother tend to her crops. Today is the day. Mother decided to bring food to the other factions but we cannot let the erudite know or they will banish her and our family and we will live outside the walls. Factionless, with no water or food and soon we would face death. Mother puts on her grey cardigan and puts a grey jacket overtop. She said the more layers she dresses in the better the food she's bringing will be hidden. I help her place the carrots in her pockets and radish in the pocket of her jacket. Mother tells me to be good and to watch over the family, she kissed me on the forehead and left. What the mother is doing is good, I don't understand why there are negative repercussions to her actions if she is caught. Regardless, I pace back and forth the whole day not being able to focus on anything, restlessly waiting for her return.

It's nightfall, and mother has not returned. Gates to each faction close every sundown and we were told to always return back to our faction before sundown. Those that don't return home by then will never return home ever again. This was it. Mother was caught.

NAVIGATING THE WORKFORCE

As I stood at the table struggling to decide on which faction to choose I question myself, "why are we categorizing and separating families into different factions." I turn around and say to the auditorium "We are all the same. Why do we have to segregate each other annually and force the young ones to pick a side for whom they work, for the rest of their lives? When in fact we should be working together because in the end, we all bleed the same and blood should be chosen over faction." There I stood with hundreds of eyes staring back at me I continued my speech "I am starting a new faction called "The Altruists". Where we will work together and not against each other."



Quotev.com, (n.d.), 2014

NEXT CHAPTER...

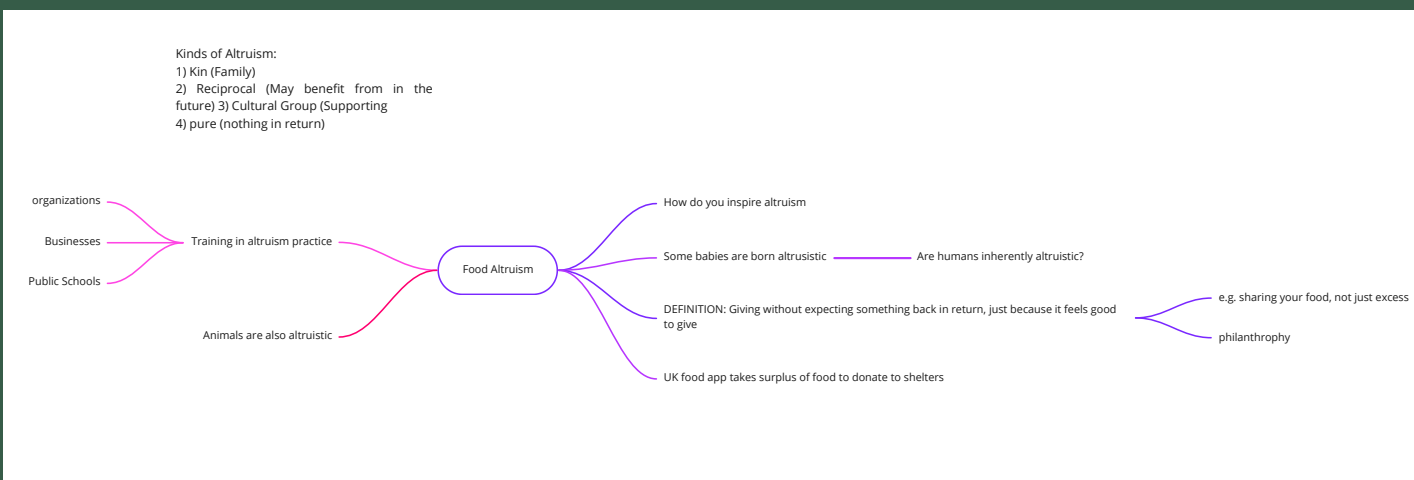
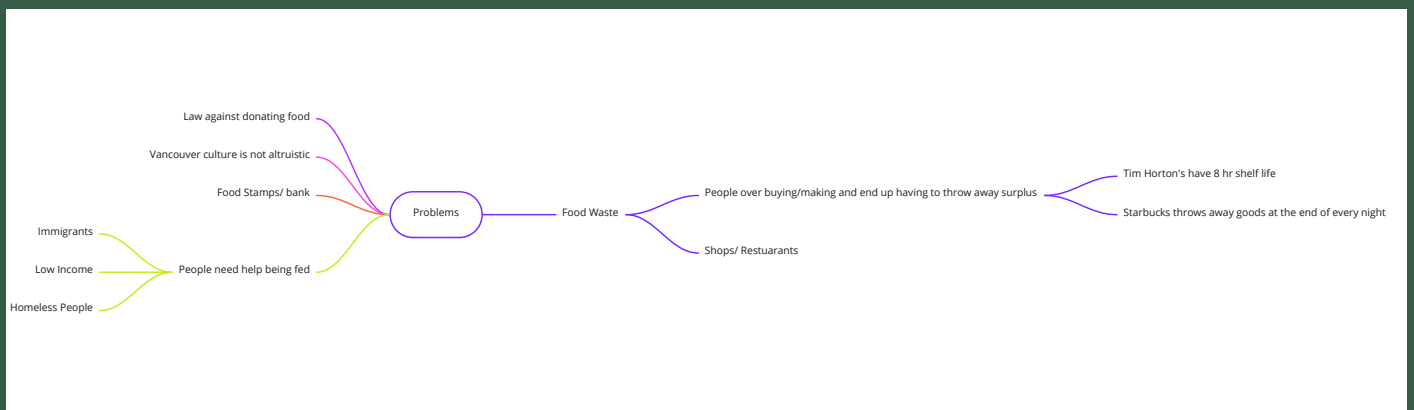
20 YEARS LATER

It was a bright sunny day as I pulled the car around to Bessy's school. Bessy's face was beaming with excitement. I love how excited she always gets when she sees me after school. As Bessy hops into the car and buckles down I ask her "How was school sweetheart?" Bessy couldn't contain her excitement as she began to babble about how her class went to the "Take What You Need Food Shelter" today. She also told me how she dehydrated a partial portion of her lunch and took the dehydrated pill and sent it to Amsterdam via the food chute they have in the school's cafeteria. Bessy is fascinated with the world and has made so many wonderful connections with people across the globe because of the food chutes. I love hearing about all the cities that Bessy sends her lunch to and the note she sends along with it. She said her friends from Saudi Arabia wrote back to her today. As Bessy continues to babble on in the background I can't help but notice the monarch butterfly perched along the dashboard as if the butterfly was listening. I smile knowing mother has been here all along.



IDEATION & VISUAL EXPLORATIONS

MIND MAPS

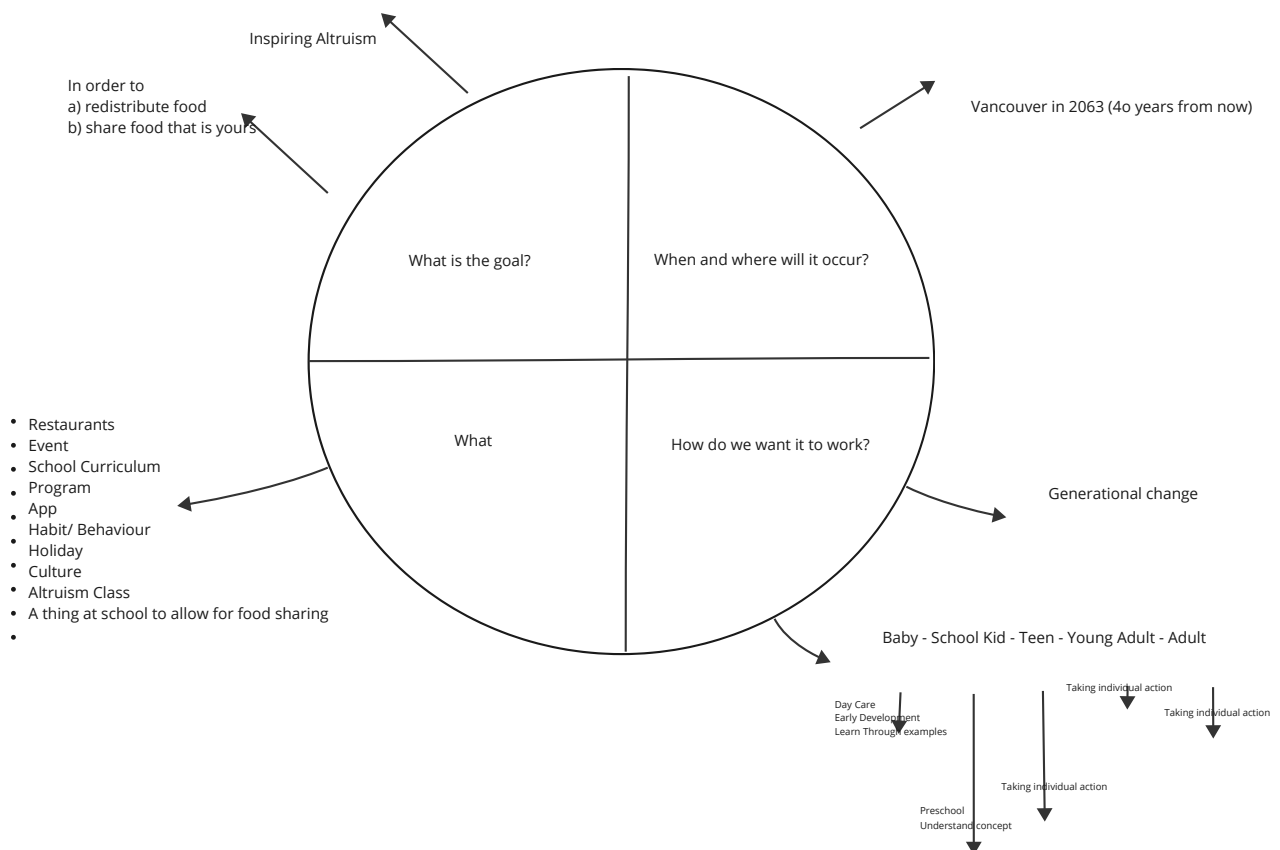


How do we make a big corp. altruistic

Behavioural Change

Programs

Laws



DYSTOPIAN SETTINGS



A school cafeteria from the movie "Ender's Game" (Huddleston, n.d.)



The Five different factions of society in Divergent (Choosing ceremony, n.d.)

DYSTOPIAN SETTINGS



The wall surrounding the city in divergent preventing anyone from getting on or out (IMDB, n.d.).



An aerial view of the city in Divergent, delapidated in some areas, and split up between the factions for living, ('divergent' dreams up a broken future Chicago, n.d.).

DESIGN BRIEF

WHAT

A system for cultivating altruism for the new generations to come, and providing opportunities for agency in food altruism. A system that consists of a curriculum to be taught at different stages of schooling (pre-school, middle school, high school) to teach the values of altruism. The product creates opportunities for students to put into action what they learn during school.

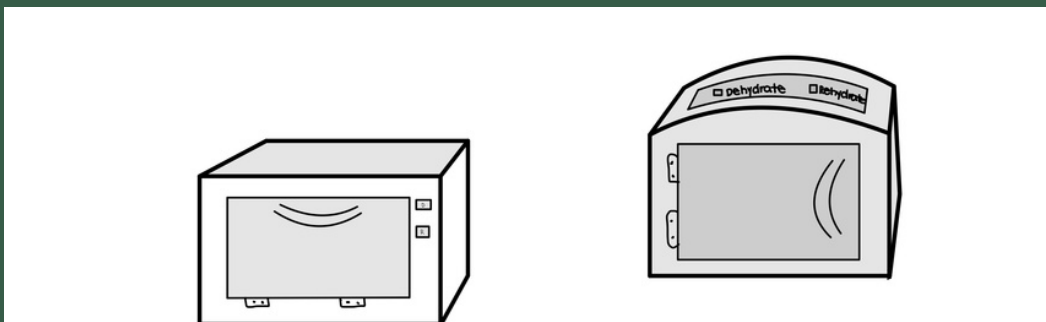
WHY

It is no secret that food is not evenly or fairly distributed. Altruism on a large scale could help to correct this. Altruism also positively impacts the giver, adding a more positive overall quality of life through a mutually beneficial, symbiotic relationship. This promotes the concept of a social economy.

HOW

- Confer with experts on food waste, human behaviour, and education to create a multi-phase curriculum that will ensure the teaching and implementation of altruistic behaviour
- Approaching local and provincial governments to implement the curriculum in public schools nationwide. Once the curriculum has been trialed in Canada, it can be adapted and implemented in other countries/ regions.
- Approach private school stakeholders (homeschoolers, private tutors) to provide the opportunity to partake in the curriculum
- Have opportunities put in place in the school system to allow for students to put their learnings in action through:
- Sharing locally: placing a portion of your work/school lunch into a dehydration box that turns your portion of food into a pill. You take the pill and place it into the shoot of your choice – divided by categories of what foods. Every house has a shoot in their kitchen, with a re-hydration box. On the shoot in your kitchen you can select anonymously your level of need. Houses with more need get priority. Every office/ corporation has a shoot for donation.

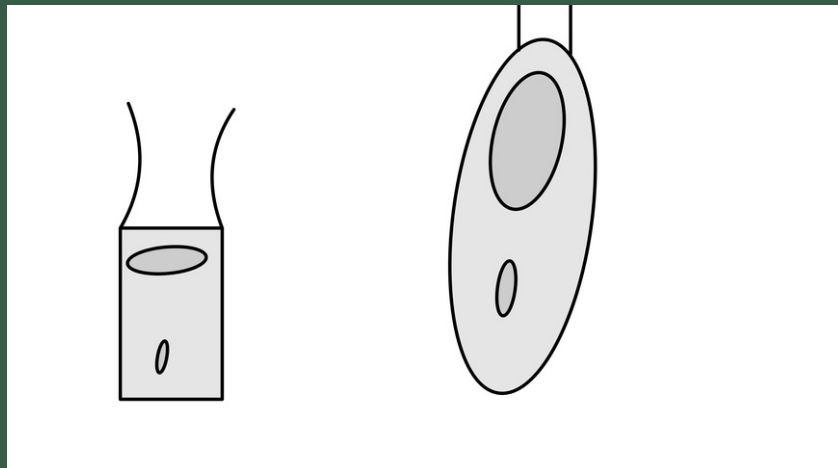
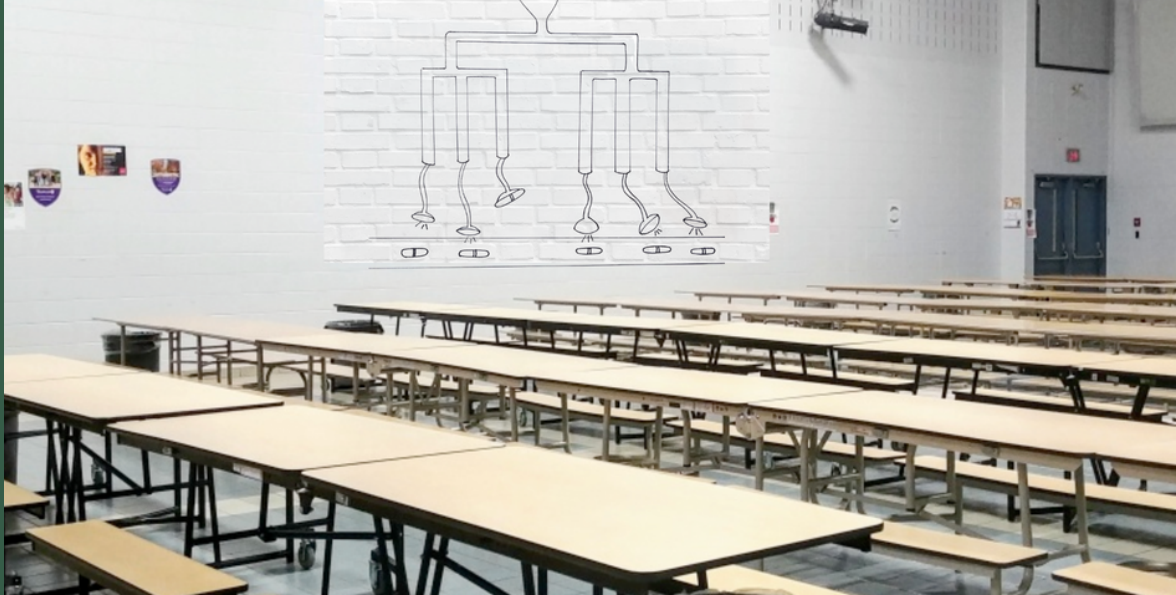
DESIGN CONCEPT



THE DE-HYDRATION STATION

The first part of our product is the de-hydration station. Using advanced technology, the microwave-like dehydrator draws moisture out of the food. It then ZAPS the food into a tiny version of itself, which is transferred into an airtight capsule. The capsule keeps the food fresh for up to 6 months. If the capsule is placed back into the de-hydration box, it is ZAPPED again and re-hydrated back into the original meal.

DESIGN CONCEPT



THE RE-DISTRIBUTION HUB

Once the tablet is created, it can be taken to the re-distribution hub. The tablet is placed on a conveyor belt where vents reach down and vacuum them up into the re-distribution hub.

The re-distribution hub works with a system of pipes that transport the tablets to houses within the system's town or city.

Using "Wonka Vision" technology, the tablets can be ZAPPED to places all over the world! Wonka Vision technology is displayed in Charlie and the Chocolate Factory in this clip:

<https://www.youtube.com/watch?v=pvS3j8VtanM>

PROJECT SUMMARY

KLARA J.

The inspiration behind our project stems from the idea that humanity is headed towards a time of struggle, and that, on a personal level, we may have the power to ease some of that struggle for others. Sometimes we may feel that we have no control over our future. Debilitating statistics promise a barren, harsh future, and lack of action from our world leaders re-enforces that gloomy picture. If it should happen that we cannot turn the tide on climate change, and our world is to stand on the brink of collapse, is there anything we can do to survive?

To answer that question we can reflect on the resilience of mankind up until today. During our early days tribes banded together to support their elderly or weak members. During times of war, such as the devastating world wars, we rationed our food to make sure everybody had enough to survive. Culturally, altruism is a large part of how we handle tough times. When push comes to shove, we are willing to help others by sharing what is ours – even if it means a slightly less comfortable experience for us.

As described in our futuristic story, the world's resources will continue to be limited even 50 years from now. The governing bodies' reaction to climate change was simply to control the resources they had left – not try to engineer ways of generating more resources. The food issues amplified in our dystopian future are poor resource management, lack of innovative crops that can withstand harsh climates, and lack of social action. Failing to plan when we know climate change will inevitably change our landscapes is sure to cause chaos.

It is evident that change starts at a young age. That is why the first part of our solution aims to incorporate the values of altruism throughout the development of new humans. Our target market therefore spans rather wide: from parents to teachers, and from curriculum writers to governments. We can of course not forget about the children themselves. As for our implemented solution, the target market spans even further. Our product will be attractive to work and gathering places of all types: businesses, restaurants, airports, schools, offices – the list goes on!

PROJECT SUMMARY

KLARA J.

Our curriculum and product must command the attention and efforts of entire communities. If it is adopted in a school, it must be adopted by the entire neighbourhood surrounding the school. There is an opportunity to change the behavior of large pockets of people at a time. Our system will allow all sorts of members from the community to practice altruism. Businesses will be prompted to participate to increase their corporate social responsibility, children will be trained from a young age to seek opportunities to be altruistic, parents will feel encouraged to make a better life for themselves and their children, and other community members will find a sense of belonging and teamwork towards a common goal. Altruism is rewarding by nature, and the more you do, the more you want to do. This will prompt positive behavioural changes in communities.

All in all, our system creates the tools and the opportunities for communities to take charge of their wellbeing. It draws citizens closer to each other, and makes businesses more active in creating a positive future. It takes us back to the early days of being in a tribe, where we truly looked out for one another because we understood something very clearly: our survival is collective. We cannot say we “survived” climate change if only half of our tribe makes it. We cannot say we “survived” food shortages if half of our tribe starved. Therefore, our system reunites people in what we may have forgotten is a common goal: not only surviving, but collectively thriving, and doing so through our daily actions.



PROJECT SUMMARY

TIFFANY M.

In summary, the inspiration behind this project is somewhat in the hope to restore humanity. I feel as though back in the days when things were more simple and humans helped each other out, out of the goodness in their hearts but these days in age everything is about "how do I benefit". Additionally, as a society, we have grown to become so selfish and we need more people that are altruistic and willing to help others simply because they want to. It is not fair how the poor get poorer and the rich get richer. It does not take a lot for the rich to help out the poor but even then most won't do it. Even when some of the rich do donate to charity, etc. they do it for publicity so others view them as "giving" people. People are giving for the wrong reasons and we must change that and begin to think differently. We should be treating others shown we want to be treated.

The food issue that has been amplified in this project is the issue of food distribution. Our project focuses on how the rich can have way more food than they will ever need while the poor are left with nothing and are often going to bed hungry. This was what was amplified but it is a problem happening right now too. The way people are eating like kings and queens in restaurants, buying more than what they can finish and letting all the surplus go to waste simply when they are full, compared to others that go to bed hungry and wake up hungry and go on about their day hungry because they simply cannot afford food. It is simply inhumane and honestly very cruel to look at some people throwing away what others need.

Our target demographic is those that are middle class and above. Our product will be installed in schools, grocery stores, each person's home, and mall cafeterias. This encourages people to give more. Many times a lot of people don't give because they feel as though it is out of their way, for example giving to food banks or donating their clothes requires them to drive to the place and donate and many people see it as a hassle. So having our system implemented in so many places helps increase traffic and leaves no room for excuses to those that do want to donate. Those that are living a comfortable life and can afford to give away their portion of food. We are hoping that our project has people thinking about how they too can be more altruistic in their day-to-day lives. I hope this helps people realize that many of us live a life where having a surplus is a very common thing. This project is also to raise awareness of how luxurious some of our lives are compared to others and how much we can help simply by giving our surplus to help others.

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THE END

THE ALTRUISTS

PROJECT INFORMATION

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