Project Proposal

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Make eat! : why?

The name Make eat! is a pun between "it" and "eat" to express the different meanings of my project: to act and eat in a conscious way.

Make eat! is part of a system of nutritional education, that goes to correct the bad habits of the western man, using new technologies and new methods of propagation respecting the environment.

This idea came from the study of the food pyramid: in this system we can observe that foods of lower environmental impact are also those less harmful and more easily available for the man.

I chose to conceptualize an application for smartphones for the effectiveness and the simple dissemination of this new technology. Indeed, the market of applications and smartphones is growing (in 2017 the 85% of people in the world will navigate on 3G).

Today there are countless applications, from medicine to simple games. Especially the eco-apps are helping the users to drive their awareness and promote their responsible actions to reduce energy consumption.

My project speaks directly to the people because we can change the world starting from the basics of it. I would like to enter inside each house and then gradually move to larger realities such as canteens, schools and businesses.

Make eat! is a simple and fun method that can help the user to create a vegetable garden in different spaces and seasons, reconciling man and nature.

◯ 2015: we will have 20 billion deaths from heart disease

◯ 1/3 of wasted food

◯ 29 million people die from diseases linked to excess food

◯ +7 Million diabetics annually

◯ 1,3 billiion people obese or overweight

◯ 14.8 million underweight children

◯ 12.5 million obese children

◯ Rediscovery of Tradition

Project Objectives

The objectives of my project are:

. to educate the user about what is the right nourishment (both for the respect of environmental impact and human health)
. to educate user about seasonal foods
. to give information about traditional and local recipes
. to inform the user on how to preserve food with the aim of avoiding excess waste
. to help the user to rediscover the beauty to create and eat the fruits of own efforts
. to help the user to get and consume only 0 km products
. to stimulate people to eat in a different way
. to reduce the life cycle of products.

Costs

The costs of the project are:
. research
. graphic design and programming
. disclosure of the application

What's it? *Make eat!* is an application for smartphone that helps the user to create his own kitchengarden and not only....

How does it work? The application needs some informations about the user:
. area where he lives;
. available spaces (eg: garden, terrace, apartment).

How does it help me? Based on the informations obtained in the previous step, the application will be able to recommend to the user when and how he can plants the different kinds of vegetables. *Make eat!,* indeed*,* considers the space available and also the right period of the year: in this way, the user can choose what to plant and he can record it on the application.

How does the application notify me? The application helps user to take care of his garden by messages: *Make eat!* informs user what to plant, when to harvest, to water or cover the vegetables if the weather is bad.

How can I preserve food? The application advises user how to preserve food, with simple and traditional methods. This section may be updated by the user, who can add new methods of preservation.

How can I cook it? *Make eat* suggests a list of seasonal vegetables and fruits to the user. He selects the foods that he has available at home and, at this point, the application gives him various alternatives of recipes, giving also information about the environmental impact of each food.

How can I share my progress? Inside of the application the user can upload pictures of his kitchen garden and he may be voted by other users. The user who achieves the hightest score will be entitled to a prize that could be converted in a donation to an association (eg. SEWA)

News and Shop. In this section the user can find articles about food, environmental impact and health. Make eat! gives also an updateable list of links about farmers and shops where the user can find products with a low environmental impact and health benefits.