

BEYOND BEST BEFORE



GREEN VIOLENCE

Design Research Team

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INTRODUCTION

Develop a recipe book that encourages **Gen Z** and **Millennials** in London to safely and creatively use food beyond its best before date, using innovative recipes to minimise food waste and inspire creativity.



CONTEXT

29% OF UK RESIDENTS THROW AWAY FOOD ONLY BECAUSE IT IS PAST ITS BEST BEFORE DATE.¹
40% OF FOOD IS WASTED.²

Food waste is often caused by:

- Limited knowledge around the environmental impact of food waste
- Concerns regarding food safety
- Lack of time/energy
- Low perceived behavioural control³
- And, research shows, younger groups are more likely to waste⁴



Questions:

- How can we promote confidence in sensing food and empower people to increase perceived behavioural control?
- How can increase wider awareness of the environmental impact of food waste?
- How can we implement behavioural change around wasting food?
- Can food waste be used as a tool to inspire creativity?

¹'Stop Food Waste Day 2024: Research reveals a third of Brits admit to throwing food away solely based on the best before date', Too Good to Go (24th April 2024), <<https://www.toogoodtogo.com/press/stop-food-waste-day-2024>> [accessed 26th February 2025]

²'Driven to Waste: Global Food Loss on Farms', WWF (2021), <https://www.panda.org/discover/our_focus/food_practice/food_loss_and_waste/driven_to_waste_global_food_loss_on_farms/> [accessed 10th March 2025].

³Christina M. Neubig, Liesbet Vranken, Jutta Roosen et. al., 'Action-related information trumps system information: Influencing consumers' intention to reduce food waste', Journal of Cleaner Production, 261 (2020).

⁴Beata Biliska, Marzena Tomaszewska, and Danuta Kołozyn-Krajewska, 'Analysis of the Behaviors of Polish Consumers in Relation to Food Waste', Sustainability, 12.1 (2020), p. 304, doi:10.3390/su12010304.

PROCESS: SECONDARY RESEARCH

LITERATURE REVIEW



INTERVIEWS AND REFLECTIVE PRACTICE



ITERATIVE DESIGN RESEARCH



‘Results of this study confirmed date labels’ role in consumers denigrating expired food and showed consumers’ unreasonable convictions that the food’s sensory attributes were altered. Thus, otherwise safe and edible food was wasted – it was shelf-life information, not sensory quality, that determined the tested food’s perceived value.’⁵

‘correct planning practices and knowledge of date labelling’ were related to lower food waste.’⁶

‘a person can be motivated, have opportunity and ability to reduce food waste, but its routines and the way in which its social food practices are organized can prevent behavior changes.’⁷

Comparative research of existing offerings surrounding food waste practices i.e Yellow Sticker Cookbook⁸, Bioplastic Cookbook⁹ and Mold Magazine.¹⁰

EDUCATE ON LABELLING AND MITIGATIONS TO FOOD WASTE

ENCOURAGE CONFIDENCE IN SENSING

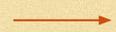
INSPIRE INTENTIONAL MOMENT AT HOME FOR BEHAVIOUR CHANGE

5 Maria Sielicka-Różyńska and Urszula Samotyjka, ‘Influence of “Best before” Dates on Expected and Actual Food Liking’, *British Food Journal*, 125.4 (2023), pp. 1317–34, doi:10.1108/BFJ-08-2021-0935
6 Ovidija Eičaitė and others, ‘Eat or Throw Away? Factors Differentiating High Food Wasters from Low Food Wasters’, *Sustainability*, 13.19 (2021), p. 10741, doi:10.3390/su131910741
7 Joana Simões, Ana Carvalho, and Margarida Gaspar de Matos, ‘How to Influence Consumer Food Waste Behavior with Interventions? A Systematic Literature Review’, *Journal of Cleaner Production*, 373 (2022), p. 133866, doi:10.1016/j.jclepro.2022.133866

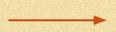
8 ‘Yellow Sticker Cookbook’ <<https://www.yellowstickercookbook.co.uk/>> [accessed 2 December 2024].
9 ‘Mold Magazine’, *MOLD: Designing the Future of Food* <<https://thisismold.com/>> [accessed 1 December 2024].
10 Margaret Dunne and Anastasia Pistofidou, ‘Bioplastic Cook Book’, 2018 <https://issuu.com/nat_arc/docs/bioplastic_cook_book_3> [accessed 2 December 2024].

PROCESS: INTERVIEWS

LITERATURE REVIEW



INTERVIEWS AND REFLECTIVE PRACTICE



ITERATIVE DESIGN RESEARCH

Food safety consultant

- Commercial waste often occurs for similar reasons as in the home: eg. recipe goes wrong. However, encouraging changes at a commercial level is harder due to financial needs and legalities
- Organoleptic intuition is important
- Most food items past their best before date just lose flavour or change texture rather than becoming inedible; this can be taken into account with how it is then used

What/so what/now what?

- No open-sourcing
- Create an informational poster that is clearly segmented based on food type

Megan Jones: RCA Environmental Sustainability Manager

- Baxter's Story (RCA catering partner) works with 'Waste Knot' to use up surplus vegetables
- There is an upcoming change in legislation (by 31st March) that will impact waste management in the RCA: businesses will be required to separate food waste and collection from their recycling and general waste
- Yearly turnover of staff and students makes it harder to enact long-term community engagement around sustainability and waste

What/so what/now what?

- Commercial food waste challenges are often the same as domestic ones, just on a different scale
- The moment just before something is thrown away is a key moment for behavioural change and learning

Eloise O'Brian Scott: RCA Dye Lab Technician

- It is important to consider not just the waste, but the food being bought in the first place: what does its supply chain and transport look like?
- The PH in food will vary over time, so this will affect the colour of the dye
- Preparing the fabric before dyeing is really important to ensure the colour absorbs correctly

What/so what/now what?

- Dyeing with food is not particularly effective due to the quantities needed for a strong colour payoff
- Clothes dyed with food may require re-dyeing within several months



PROCESS: RECIPE TESTING

LITERATURE REVIEW



INTERVIEWS AND REFLECTIVE PRACTICE



ITERATIVE DESIGN RESEARCH

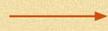
We organised a **collaborative lunch**, where each team member prepared and shared a recipe—from appetizers to desserts—along with edible paper for creative exploration.

During this session, we engaged in discussions on how to refine each recipe, exploring its flexibility with different ingredients and gathering **insights to enhance its practicality for daily use**. Additionally, we tested the physical prototype of our recipe book to assess its usability and effectiveness.



PROCESS: FINAL DESIGN

LITERATURE REVIEW



INTERVIEWS AND REFLECTIVE PRACTICE



ITERATIVE DESIGN RESEARCH

Our recipe book reconnects us to our roots

Our collective strives for **regenerative futures and community building** by repurposing leftover food, especially past-best-before ingredients. We aim to tackle food waste through practical solutions that inspire mindful consumption.

This project brings together... diverse backgrounds in design, writing, research, and prototyping, we craft a functional and meticulously designed recipe book. Our creativity and commitment to sustainability ensure it is both practical and visually engaging.



OUTCOME: Poster + Zine



Sensing Poster

A concise, clear poster aimed at encouraging behavioural change *preventing* food waste

Edible Recipes

Suggestions of recipes drawn from our own cultures and experiences.

Non-Edible Recipes

Suggestions of non-edible recipes drawn from our own cultures, experiences, and creative practices

Further Assets

Giving readers the opportunity to learn more about food waste and existing projects

OUTCOME: Coasters and Materials

Discussion Coasters : Helping to encourage discussion and debate within individual households. Prompts like “Do you have climate anxiety?”



Bioplastic Book Cover : Made as part of our own experimentation with materials and processes that use food waste. Inspiring users and is a sustainable alternative.



REFLECTION

Proud of :)

We are particularly proud of our **experimental approach to materials and resources**, as well as our **strong team focus** and unwavering support for one another.

If we could do the project again?

If we could do this project again, we would **expand the variety of recipes and conduct research interviews earlier** to allow more time for refining the final design.

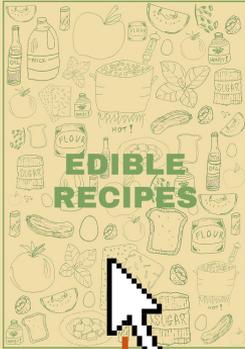
Future Opportunities!

- Collaborating with **Baxter's Story, RCA's new catering provider**, to develop food waste signage for campus bins, aligning with upcoming legislation.
- **Sharing our recipe book** with friends and family to explore its potential for larger-scale or professional development.
- **Creating a website** where users can contribute their own 'beyond best before' recipes.



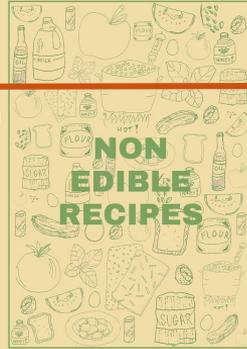
BEYOND BEST BEFORE

WHY DOES FOOD WASTE MATTER? [RECIPES](#) [RESOURCES](#) [COMMUNITY](#)



JOIN THE
COMMUNITY
+
ADD YOUR
OWN RECIPE

POST ON YOUR SOCIALS WITH
#BEYONDBESTBEFORE



BEYOND BEST BEFORE

WHY DOES FOOD WASTE MATTER? [RECIPES](#) [RESOURCES](#) [COMMUNITY](#)

JOIN THE COMMUNITY + ADD YOUR OWN RECIPE

RECIPE TITLE

150 CHARACTER LIMIT

FOOD TYPE

EDIBLE FOOD

NON EDIBLE FOOD

INGREDIENTS

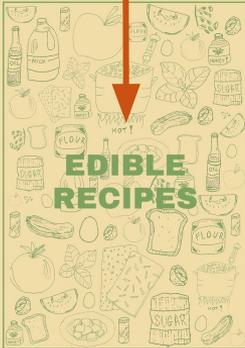
1500 CHARACTER LIMIT

METHOD

1500 CHARACTER LIMIT

BEYOND BEST BEFORE

WHY DOES FOOD WASTE MATTER? [RECIPES](#) [RESOURCES](#) [COMMUNITY](#)



OLADUSHKI
by
GREEN
VIOLENCE

WONKY
PARSNIP
LENTIL
TRAYBAKE
by
HEIDIL

BEYOND BEST BEFORE

WHY DOES FOOD WASTE MATTER? [RECIPES](#) [RESOURCES](#) [COMMUNITY](#)



JOIN THE
COMMUNITY
+
ADD YOUR
OWN RECIPE

POST ON YOUR SOCIALS WITH
#BEYONDBESTBEFORE

UPCOMING
EVENTS:

05 JULY
DINNER AT
BBB

RSVP HERE

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FURTHER READING

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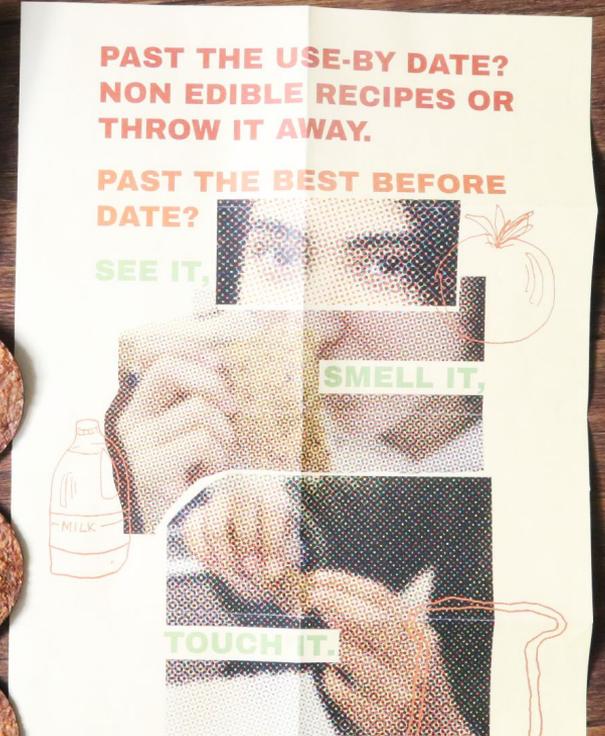
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Thank You



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