

NOTE OF INTENT

THE INSIGHTFOOLS

Project Plat'Net

INTRODUCTION

What is the situation today?

Today, climate change is a notion that seems to be on everyone's lips. Government and private actors around the world are becoming more vocal about the threat it poses to our future. This has manifested into cries to reduce our carbon footprint, especially in automotive industries, airline industries, fashion industries to mention just a few, using methods such as Carbon Pricing 101.

However, there is one industry that very few rarely target and is part of the world's major polluters. This is the food industry. In fact, recently the meat and dairy industries are said to be on track to beat the fossil fuels industry as the major contributor to climate change. Oxfam, a research institute, released a report indicating that the big 10 food companies emit as much as the 25th most polluting country. In fact, the food industry is a major contributor of carbon emission, water waste, plastic use, and soil pollution. People are becoming more aware of the impact their consuming habits has on the environment and are willing to change if they can be helped to do so.

Why is it important?

Biodiversity is essential for our planet and we harm it every time we buy the wrong product. The products we consume the most are food, therefore, it is very important to tackle climate change and environmental destruction issues by changing both consumption habits and production processes. There are many initiatives that do it already by focusing on food waste, circularity, ingredients quality but very few focus on the production and commercialization process. While legislation forces companies to be very transparent on the ingredients composing the product they sell, other information concerning the environmental impact of their production are often not

mentioned or unclear. We noticed that this lack of information led people to buy products that are much more harmful for the environment than existing and equivalent alternatives. However, it is obvious that today's consumers are much more sensitive to environmental issues. They just don't have time to look up for information every time they go grocery shopping. They need an easy solution that gives them the information quickly.

The figure below shows a list of food products that have the most CO₂ (2) emissions.

Rank	Food	CO₂ Kilos Equivalent	Car Miles Equivalent
1	Lamb	39.2	91
2	Beef	27.0	63
3	Cheese	13.5	31
4	Pork	12.1	28
5	Turkey	10.9	25
6	Chicken	6.9	16
7	Tuna	6.1	14
8	Eggs	4.8	11
9	Potatoes	2.9	7
10	Rice	2.7	6
11	Nuts	2.3	5
12	Beans/tofu	2.0	4.5
13	Vegetables	2.0	4.5
14	Milk	1.9	4
15	Fruit	1.1	2.5
16	Lentils	0.9	2

Project Plat'Net.

For a better sustainable living.

As a result, we decided to come up with a project that will help reduce the damage caused to the environment by the food industry. This project will be called Plat'Net. Plat'Net is a measurement system that will score every food product we buy in stores around Paris. Through our mobile application and website, one will be able to understand how the manufacturing and processing of their desired product affected the environment. In the market today, there exists a number of developed applications and innovations that address the issues of reducing food waste and carbon footprint in general by linking prospective buyers to sellers willing to part ways with their perishable products at a discount. But none of these really address the issue of how a consumer can consume in the right way for the betterment of the environment.

This will be the mission of Plat'Net. To better inform the customers, to an individual level, by reaching directly into consumer habits.

How it works.

By downloading Plat'Net for free, consumers will have access to a wide array of food products that are sold in stores all around Paris. Every time a customer wants to know more about a certain product, they can simply type in the name and brand of the product to get information on its production. Each item will be attributed to a score on a 0 - 10 scale that will act as a measurement of how much environmental impact the processing of the given item has made to the environment. 0 will indicate the most polluting items and 10 the most environmentally friendly items.

We have prioritized 3 criteria that we will use to rank each product.

These criteria are:

- Water
 - The amount of water consumption varies widely depending on: its provenance, seasonal or not, meat or dairy.

- Carbon footprint
 - Factors to be taken into consideration are: Is the product local or imported, what is the mode of transportation used, perishable or not?
- Resource scarcity
 - Does the particular item come from endangered species? For example, salmon have been considered as endangered species of late. As a result, all salmon processed foods will have a lower score on our measurement system.

In the long run, we would like to add other criteria, such as packaging, soil poisoning...

Another feature of the app will consist in giving better alternatives to the product if this particular one is too polluting. By clicking on the “alternatives disponibles” tab, the customer will have access to an array of similar, more sustainable and environmentally friendly products. This will help the customer change their consuming habits by showing them that concrete alternatives to their products do exist. Moreover, this will also help support local and small producers whose locally grown products show many advantages in regards to criteria such as carbon footprint.

What impact will Plat'Net have?

There are two main goals with this project:

1. The first one is to give customers a better insight of what they are buying. With knowledge of what is in their shopping list and shopping bag, environmentally conscious consumers will be better informed and change their consumption habits accordingly. This will create an overall positive impact on the environment.
2. The second one is to encourage food companies to follow this new customer-driven process of buying food that is more environmentally friendly. Indeed, with change in habits food processing companies will have no choice but act according to the desires of consumers or suffer the punishment of reduced sales. This way, we will all be able to contribute to mitigating the risks of climate change.

A project not without challenges.

There are few challenges along our way as we strive to make Plat'Net successful. One of our biggest is the fact that companies are not very transparent and keen on giving information about how they produce and what impact it has on the environment. Moreover, even when the information is given, it is often in an unclear and technical way.

Because of this issue, Plat'Net will provide estimations during its initial phases. Using the current limited but accurate information made available to the public, we will use the following three units as an estimation to ranks items:

i) **Low**

- Products found within the 0 - 3 on our measurement scale, based on the 5 criteria
- These products are the most polluting. We would highly recommend limiting their consumption.

ii) **Medium**

- Products within 4 – 7 on our scale.
- Low polluting products. Recommend to steer clear from them whenever a better alternative exists.

iii) **High**

- Products lying in the 8 – 10 range on our measurement system
- These are environmentally friendly and we will highly advocate persons to purchase them

Our Business Model

In order to ensure sustainable development for Plat'Net, our business model will be mainly focused on data. We are well aware of the importance of data for the Agro-food companies that start to notice a huge shift in customers' behaviors. Our aim is not to place ourselves as enemies of the industry but rather as guides who will help it readapt and embrace new values. We see ourselves as lobbyists who advocate for a change in the food production and commercialization processes.

Therefore, we plan on selling to the industry the non-personnal and anonymous behavioral data that our customers will have agreed to share with us when creating a Plat'Net account. We believe that there will be no issue in getting these data as the objective is not to use data as an obscure means of money-making. Rather, we want to use it as a tool to show the industry that mentalities towards the process of buying food is slowly but steadily shifting and that these industries are the ones who have to adapt to this new demand

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