SERVDES 2023

COPPE | UFRJ Universidade Federal Do Rio De Janeiro
DAD | PUC-Rio Pontifícia Universidade Católica Do Rio De Janeiro
Livework

Food Design for a better food culture: Redesigning restaurants´ food system

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Abstract

The thesis relies on Design fundaments to approach food holistically, understanding and overcoming the array of economic, social, and environmental impediments. The resulting artifact is an environmentally balanced, economically feasible, and business-oriented product-service system, projected to be valued commercially and ethically, stimulating an adequate food culture, reducing the harmful effects caused by the current commercial food system, and amplifying the positive impact on humans and environmental health.

The research is grounded on Service Design as a path for social innovation, contemplating new economic models and connections with the territory, starting with a systematic literature review on the intersections of sustainable systemic design and food, expanding to specific restaurant service literature and certification guidelines. Critically analyses aspects of the food system in the restaurant industry, targeting the multiple constraints, implications, and opportunities for Service Design within this structure, an immediate and relevant intersecting subject.

After compiling fundamental data, the study will examine aspects related to the design of food services as a sustainable system, engaging in restaurant operations in participatory observation to comprehend the scenario, ideate collectively, and prototype product-service solutions. The research combines academic knowledge with the restaurateur and chef's practice, approaching relevant sustainability issues to the daily operation of a selected set of restaurants.

The project seeks to promote the interest and feasibility of sustainable food systems in restaurants by codesigning strategies that enable restaurants to achieve more balanced and inclusive standards and practices with transformative potential at the local scale, a first step towards the desired global impact. These cocreated guidelines can provide business owners with initiatives to forge balanced food

systems with global impact reduction and financial equilibrium. Furthermore, it fosters positive and sustainable effects at all layers, enhancing consumer appreciation and increasing stakeholders' participation at local levels by identifying, mapping, and evaluating the restaurant business.

Keywords: sustainable food systems, food design, food service design, social innovation

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