



Universidad de Valladolid



**ESCUELA DE INGENIERÍAS
INDUSTRIALES**

UNIVERSIDAD DE VALLADOLID

ESCUELA DE INGENIERIAS INDUSTRIALES

**Grado en Ingeniería en Diseño Industrial y
Desarrollo del Producto**

Market and USOS booth for sustainable agriculture & commerce

Autor:

Sanz Cañal, Laura

Responsable de Intercambio en la Uva:

Fernández Villalobos, Nieves

Universidad de destino:

Universidad de Amberes

Valladolid, julio de 2017.

TFG REALIZADO EN PROGRAMA DE INTERCAMBIO

TÍTULO: Market and USOS booth for sustainable agriculture & commerce

ALUMNO: Laura Sanz Cañal

FECHA: 15 de junio de 2017

CENTRO: Ontwerpwetenschappen, Campus Mutsaard. Antwerpen Universiteit

TUTOR: Janus Verrelst, Sarah Rohaert

Por problemas ambientales actuales, tales como el calentamiento global, la contaminación, y la extinción de muchas especies, la sostenibilidad se ha convertido en un concepto cada vez más importante a entender y adoptar en nuestras vidas cotidianas. Especialmente entre las generaciones más jóvenes, ya que serán los habitantes del planeta en un futuro próximo. USOS, organización sin ánimo de lucro, se ha propuesto educar sobre sostenibilidad a los estudiantes de la Universidad de Amberes y darles las herramientas necesarias para comportarse de manera sostenible, además de promocionar la organización. Para lograrlo, USOS ha confiado a un grupo de estudiantes internacionales la tarea de organizar un mercado que promueva lo citado anteriormente. La edición de este año, denominada Mercado Verde, se centrará en los alimentos sostenibles e informará a los estudiantes sobre alternativas ecológicas a muchos productos, así como consejos para consumir de manera más sostenible día a día.

Número de palabras: 148

Palabras clave: sostenibilidad, mercado, USOS, comportamiento, Amberes.



mercado verde

final report

9th of June 2017

Julia Galve

Laura Sanz

Alicia Medina

Hanne Vaernewyck

MERCADO VERDE

FINAL REPORT

Supervisor: Janus Verrelst

Expert: Sara Rohaert

Authors:

Julia Galve

Alicia Medina

Laura Sanz

Hanne Vaernewyck

ACKNOWLEDGEMENTS

First, we wish to express our sincere gratitude to our supervisor, Mr. Janus Verrelst, a staff member of the University Foundation for Development Cooperation, for giving us the opportunity of taking part of the organization of the sustainable market and making this project possible. We appreciate all the support, guidance and encouragement.

We deeply thank Sarah Rohaert, organizer of the EPS project and expert of sustainability, to stand us by with advice and guidance. We also wish to express our gratitude to the other staff members of the University of Antwerp who taught us in many different courses and rendered their help during the period of the project work.

The completion of Mercado Verde could not have been possible without the participation and assistance of all the other EPS students, who volunteered at the market.

Last but not least, we are grateful to the University of Antwerp, specifically the Department of Design Sciences, to make the EPS project possible. The international experience was of great value for all of us.

Mercado Verde Market and USOS booth for sustainable agriculture & commerce

Galve, Julia
Medina, Alicia,
Sanz, Laura
Vaernewyck, Hanne



TABLE OF CONTENTS

Abstract	9
1. Taste the change	10
2. Mercado Verde	13
2.1. About Mercado Verde	14
2.2. Target group	16
2.3. Background of the project	17
2.4. Goals	19
3. Communication	21
3.1. Communication strategy	22
3.2. Our approach	22
Social Media	
Posters	
Other approaches	
3.6. Outcomes	26
4. Organization of the market	31
4.1. Exhibitors	32
4.2. Activities	37
Surveys + keyholders	
USOS t-shirt	
4.3. Green Award	41
5. Showstopper	44
5.1. Design process	45
5.2. Final design	49
Measurement	
Materials	
Content	
Manual	
Interaction with the user	
Final product	
5.3. Bag for the showstopper	72
Evolution of the concept	
Final design	
Manual	

6. DIY Activities	78
6.1. Introduction	79
6.2. Concept	79
6.3. Organization	80
6.4. Implementation	80
6.5. Evaluation	81
6.6. Booklet	82
6.7. Video	82
7. After the market	85
7.1. Keeping in touch	86
7.2. Impact of the market	86
7.3. After video with Bananica	90
7.4. Budget	91
Donation	
8. Recommendations	93
Conclusions	97
Index of images	99
References	103
Appendix	107
1. Belbin types	
2. Market names survey	
3. Ideas for the logo	
4. Slogan ideas	
5. Target Group	
6. Business canvas	
7. Lasts years editions	
8. Project Plan	
9. Communication strategy	
10. Posting plan before the market	
11. Ideas for the poster	
12. Press releases	
13. Contact information partners	
14. Background of Belgium (and Barcelona)	
15. Time shedule	
16. Usability	
17. Workshop	
18. Booklet	
19. Keep in touch	
20. How we applied the EPS curses into the project	
21. Individual reflexions	

ABSTRACT

MERCADO VERDE

NUMBER OF WORDS: 242

STATE OF ART ABSTRACT

KEY WORDS: SUSTAINABILITY, MARKET, USOS, BEHAVIOR, ANTWERP

In the view of today's environmental challenges such as global warming, pollution of air, soil and water, and the extinction of many species of plants and animals, sustainability has become an increasingly important concept for people to understand and to adopt in their daily lives.

Especially the younger generations should get to know this concept and its importance since they will be the ones to shape the world in the near future. The Antwerp-based non-profit-organization USOS has acknowledged this situation and has asked itself the question of how they can raise awareness about sustainability among the students of the University of Antwerp and give them the tools and knowledge to behave in a sustainable way? In order to achieve these aims, USOS has given a group of international students of the University of Antwerp the task of organizing a market that promotes a sustainable lifestyle. This year's edition of the sustainable market, which is called Mercado Verde, will have a focus on sustainable foods and will inform students about environment-friendly alternatives to many products as well as about how to consume in a more conscious way on a daily basis. After visiting the Mercado Verde, students of the University of Antwerp will have learned more about the importance of sustainability and will know how they can behave in a sustainable way in their daily lives. Furthermore, visitors of the market will also get to better know the organization USOS and their work.



1

TASTE THE
CHANGE



In today's world, the term 'sustainability' is often used in different situations. In spite of the diverse contexts of the use of this word, sustainability is more frequently used in the context of ecology and its meaning according to the Merriam-Webster dictionary is "[...] a method of harvesting or using a resource so that the resource is not depleted or permanently damaged". Especially among young people, the concept of sustainability is very well known and often discussed about.

Although sustainability is such a familiar concept for students and young adults in general, the majority of them do not behave in a sustainable way on a daily basis, some because of the extra financial burden that purchasing ecologically friendly goods represent and others because of the extra investment of time and effort that a sustainable consumption implies. Since food consumption is a matter that is present daily in our lives, the awareness about the importance of sustainable food (food whose production takes into account environmental, health, social & economic concerns) consumption is of vital importance.

This is why the University Foundation for Development Cooperation (USOS) has been organizing a sustainable food market since 2014. Ever since the second edition of the sustainable food market, the organization of the event has been offered by the University of Antwerp as a project for international students taking part of the European Project Semester (EPS). This year, the market, which featured the bananas of Nicaragua, was called Mercado Verde and it took place on the 11th of May, the World Fair Trade Day. The aim of this project is to raise awareness among students about the importance of a sustainable lifestyle (with the focus on sustainable food) and give them the tools and knowledge to behave in a more sustainable way on a student budget. Another very important goal of the project was to make the commissioning organization USOS better known among the student community. As soon as the goals of the project were clear, the questions how awareness can be raised and how tools and knowledge can be delivered to students in an entertaining way in order to change their behavior came up. The aim was to be achieved by organizing a market, in which students get to know different environmental friendly alternatives to the products they consume on a daily basis and in which they can better understand the consequences of a non-sustainable behavior. Furthermore, the team decided that the best way of making USOS better known was to build a showstopper that was situated in the middle of the market.

Although the Mercado Verde team was responsible for the organization of the market, we had the help and support of the Bananica team, which has the aim of raising awareness about the value chain of the banana production in the country of Nicaragua, focusing on the social aspects of this topic.

This report is divided into nine chapters, which are at the same time divided into different subchapters. Chapter two presents the Mercado Verde project and its goals, and explains the concept of the market, the corporate identity, target group. Chapter three has a focus on the communication of the market. There the reader will be introduced to the communication strategy that the team prepared for the market and the different approaches that we took as well as the outcomes of the communication plan. While chapter four talks about the organization of the market including the partners and activities that were to be found in the event, chapter five is about the showstopper that was built for promoting the organization USOS. Chapter number six is focused on one of the highlights of the market, the do-it-yourself (DIY) workshop, its concept, organization, implementation and evaluation. Moreover, chapter seven talks about the activities after the market such as the communication, results of the survey, after market video and budget. Finally, on chapter eight and nine recommendations and conclusions will be found.



2

MERCADO
VERDE

2.1. ABOUT MERCADO VERDE

Mercado Verde team is the group of international students who are behind this project. The the four components of the group are from different countries and universities: Spain, Ecuador and Belgium; as well as different disciplines and backgrounds: three of them are experts in product development, and the fourth one is an expert in communication and public relations. We have different ways of working and different points of view, as well as different skills and personalities, what determines the roles each one of us has according to the Belbin test (that is shown in *Appendix 1*). Moreover, all of the team members have many different useful abilities to develop a complete project based on sustainability:

JULIA GALVE

LAURA SANZ

ALICIA MEDINA

HANNE VAERNEWYCK



Fig 1. The team

JULIA

Julia Galve has industrial Design and crafts skills. She used to work with NGO and volunteer associations.

LAURA

Laura Sanz has creativity and visual skills. She has worked in many projects related to building furniture with recycled materials.

ALICIA

Alicia Medina has communication and public relation skills, in the future she wants to work in an NGO like Greenpeace.

HANNE

Hanne Vaernewyck has design and graphic skills. She is vegetarian and with much knowledge about sustainability in Belgium.

The project took place as part of the EPS (European Project Semester) programme which is based on a number of immersion courses taught by different international lecturers. The programme mainly focuses on enhancing students' team-working and social skills, as well as providing tools and competences to carry through ideas in a real-world environment in cooperation with local industry and organisations.

The name of our team and the sustainable market is "Mercado Verde". We chose this name in Spanish since the bananas of Nicaragua are an important element of the market, and Spanish is the official language of this country. The name translated into English means "green market". We have added the word 'green' as it is a color that reminds and suggests sustainability and nature.

To make sure that we would reach a lot of people and make the market attractive for them, we decided to conduct a survey among 130 students of the University of Antwerp in order to help us decide which name was the most popular among students. The results of the survey, that are shown in *Appendix 2*, show that more than 50 percent of those asked preferred the name Mercado Verde for the sustainable market.

Regarding to the corporate identity of Mercado Verde as a team and as a sustainable market, we focused on the idea that it had to be fresh, dynamic and clear. Also, it had to be in accordance with the corporate identity of our co-workers Bananica team.

For the realization of the logo, we decided to use words instead of images since we wanted it to be the title for the market. This way, when people saw the logo they could clearly perceive that we were organizing a sustainable market. The green leaf in the logo highlights the concept that the market gives about sustainability. The complete design process that brought us to this design is shown in the *Appendix 3*.



Fig. 2. Final market logo

The slogan of the market is “TASTE THE CHANGE”, which also invites to take part of the activities due to the attraction it creates. On *Appendix 4* it is explained how we came up with this idea.

2.2 TARGET GROUP

The target group of Mercado Verde are the students of the University of Antwerp for the following reasons:

- First of all, our client USOS, is a non-profit organization that is part of the structure of the University of Antwerp.
- Secondly, Mercado Verde would take place outside of the library on the premises of the City Campus of the University of Antwerp in the student district, and is therefore particularly reachable for students.

This group was already defined in the specifications of the project, but we decided to go further and make an analysis of the different categories of students to target only one or two of them.

The reason is that not all students of the University are the same, and different approaches are needed in order to reach them.

This is why the Mercado Verde Team has developed a target group matrix and analysis in *Appendix 5* in order to identify the diverse types of students that may visit the market on the 11th of May. The matrix also shows diverse activities that may catch the different type of student’s attention.

In the view of the different categories of students of the University of Antwerp, we have decided to focus our efforts mainly on those students that are already interested in sustainability but also in those who have a neutral position but are curious and social. In our opinion, these groups are more important than the others for the goals of this market because of their openness towards the topic of the event and their higher will to participate in the offered activities. It is important to point out that we do not exclude the possibility to attract also people interested in sustainability that are not students but because of the time of the day in which the market takes place (11:00 h- 16:00 h) it might only be possible for students to visit the event.

Our target group will be reached through different channels explained in *Chapter 3*.

2.3. BACKGROUND OF THE PROJECT

The project was organised by the University of Antwerp, in the name of USOS and with the cooperation of Bananica team.

How did this project get started? Regarding to the Business Canvas analysis (that you can find more in detail in *Appendix 6*) we can consider that we are offering a service and a customer, in this case the organization of USOS, came to us and asked to organize an event, focussed on sustainability.

USOS (the University Foundation for Development Cooperation):

It is a small non-profit organisation which aims to raise awareness on development cooperation among students, promotes and organizes curricular and extracurricular training for students and personnel at the University of Antwerp with a view to stimulating personal and professional commitment.

Moreover, this small non-profit organization is not only in partnership with the University of Antwerp, but with institutes of higher education in India, Congo, Morocco and Nicaragua, places to where they plan immersion trips.

In addition, for students and non-students, USOS also organizes some participatory workshops, conferences and debates, which are called Debating Development.

This organization receives funding from the University of Antwerp and the Flemish Jesuits and which relies on the volunteer efforts of personnel and students.

As an overview, the objectives of the organization lay on contributing to an open, democratic and multicultural society and to convey the idea of sustainable development to all of society. They also stimulate scientific research on sustainable development at the University of Antwerp and seeks to promote sustainable food by trying to have an impact on attitudes towards food consumption.



Fig3. Logo of USOS

For this reason, some students had the idea of improving sustainable food awareness organizing a small market in the City Campus of Antwerp. This is the moment when the yearly USOS sustainable market was born, in 2014.

As a result of the great success of that edition, USOS decided to repeat the initiative each year and incorporate it into the EPS Program. The project is important for USOS as it is a pedagogical tool on fair trade and gives visibility to the organization and the chance to reach more students, bringing closer to them the topic of sustainability.

Making an analysis of previous editions could improve the quality of Mercado Verde. It is important to analyze what went wrong and could be improved. Also, it's good to know which factors the visitors liked, the focus is on the experience of the visitors. In this text we will only talk about the editions in general, but this analysis is specified in *Appendix 7*.

On the version of 2015, "Sustainable Market" the focus was not specified in any food. However, in the version of last year, the "Sustainable market, fair trade coffee 2016", the focus was on Fair Trade coffee. Then, the University of Antwerp joined the Coffee Challenge of Fairtrade Belgium.

As a conclusion, we can say that in the previous editions, the market was focused more on the sale of sustainable food but this year it has gone further. Through several **activities** it was shown how to perform daily activities in a more sustainable way. The idea was to create an **environment** of serenity and fun, where students could have lunch with their friends and also learn something about sustainability and **Nicaraguan bananas**, the focus food of the market this year. Due to the fact that bananas of Nicaragua was the topic of this year, we cooperated with **Bananica**, EPS team that was in charge of coming up with activities and a showstopper to show the impact of the consumption of the bananas of Nicaragua. They also had their own tent in the market to sell Nicaraguan food and meals made out of bananas.

2.4. GOALS

After developing the project plan (specified in *Appendix 8*) we could clearly understand the project and define the three main aims that it has:

- The first of them was to **promote sustainability among students**, more specifically among students of the University of Antwerp. With that aim, Mercado Verde was supposed to raise awareness and give them the tools and the necessary knowledge to adopt a more sustainable way of life.

How did we do that? We were in charge of coming up with the idea and the design of a showstopper for the day of the market. Moreover, we promoted sustainability with the organization of the market itself and with an accurate selection of the companies and their examples of sustainable food.

- The second goal was to **promote the organization USOS**, making it better known among the student community.

This was also approached with the USOS showstopper, which is one of the highlights of the market. This showstopper has the shape of the letters 'U, S, O, S' and was placed in the square outside the University library. In addition, and as a request of USOS organization, we designed a T-shirt for them not only for the day of the market, but also for next events.

- The third and general goal was to **catch the attention of the target group** of Mercado Verde. The market needed to have a very young and fresh atmosphere, being a place where not only students interested in sustainability would want to go, but also other students that were only looking for entertainment and good food, which was very convenient since Mercado Verde was organized by students and for students.

For that reason, Mercado Verde team put a lot of effort in the selection of the partners that were going to join the sustainable market. They did not only have to be locals, but also diverse and interesting for the youth, to show innovative and sustainable ways of food production and consuming.

Also, the live music during the market was something that caught the attention of a lot of students that were nearby. It did not only helped them to stay in Hof Van Liere during the market hours, but also made them dance in some moments.

In a general approach, since the beginning we wanted to make sure that our focus was not to scare people about the issues of the world, instead, we want to inform them and give them easy solutions to act in a better way in their daily life.

All of them set with the goals format S.M.A.R.T., that means that all the goals had to be specific, measurable, aligned, realistic and timed.

In the following chapters we will talk about the way on which we achieved these goals considering different points: communication, organization of the market, the showstopper and DIY workshops.

3

COMMUNICATION

The Mercado Verde team knew what the **target group** was, but the question on **how they could communicate with them** arose. The best way of finding the right approach was a **communication strategy**, which will be found in this chapter.



3.1. COMMUNICATION STRATEGY

A strategy is a plan of action designed to achieve a goal or vision (boundless n.d.) and it is the key tool for organizations of any kind “to gain a position of advantage, or to best exploit emerging possibilities toward some desired goal” (boundless n.d.).

3.2. OUR APPROACH

After having analyzed our target group and the communication activities of the best practice market MERCADO (*Appendix 9*), we have come to the conclusion that the best way to reach our intended target audience is by planning a strategy that combines various channels of communication. Social Media was the main way in which we communicated with the students of the University of Antwerp but we also had more “traditional” communication approaches such as Posters that were hung all over the premises of the city Campus as well as in other strategic places of the city. Another measure we took was to send E-mails to staff, alumni and students of the University of Antwerp informing about the then upcoming market on the 11th of May. In addition to that, we had a small guerrilla marketing “campaign” together with the Bananica team. A more detailed explanation of the actions we took within the four communication elements named above will be given in the upcoming subchapters.

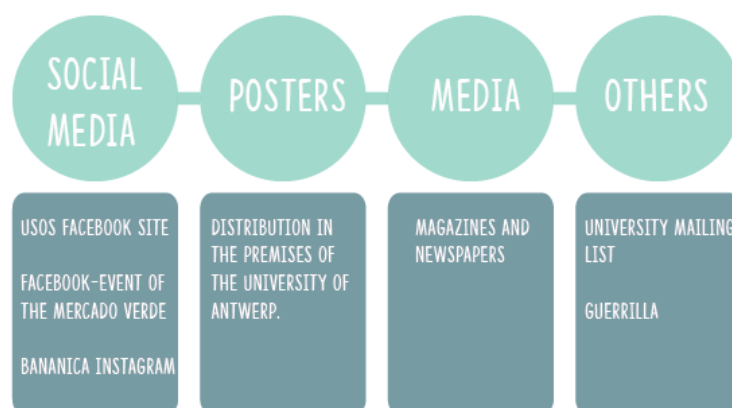


Fig 1.: Communication approaches conceptual map

SOCIAL MEDIA

The main channel in which we interacted with the students of the University of Antwerp was Social Media, specifically Facebook. We decided not to launch a Facebook site for the Mercado

Verde since we did not have a fan base and building one in such short time would have been extremely difficult. That is why we used the fan base of the organization that is sponsoring this project, USOS, and launched a Facebook event of the Mercado Verde from that site. Furthermore, all information regarding the market was written both in English and Dutch. Finally, we took the following actions in order to make the most people possible aware about the market:

- We shared the Mercado Verde event in the multiple Facebook pages of the University of Antwerp (design faculty, economics faculty, etc.)
- We sent an invitation of the market event to all USOS Facebook-friends.
- All members of the Mercado Verde team shared the event with their friends in Antwerp.
- We created our own “Mercado Verde” Facebook profile picture and banner or background picture that we and also our EPS classmates used.
- We asked partner companies and organizations of the Mercado Verde to share the event with their Facebook followers.

USOS Facebook site

We made use of the fan base of USOS and about one post of Mercado Verde Facebook event was shared daily.

Facebook event Mercado Verde

In the Facebook event we posted twice a day content featuring partners of the market, interesting facts and figures about food, and sustainability related topics as well as fun activities that will take place in the market. Also, Bananica was able to post 3 times a week content about their project. The hashtag #MercadoVerde was always shown. The entire posting plan can be found in the *Appendix 10*.

Instagram account of Bananica

The Bananica team launched a Instagram account where they shared pictures with captions presenting the team and talking about their aims. In addition to this, the Bananica Instagram page also promoted the market and was an important platform for the Mercado Verde to get known among the intended target group.



Fig.2.. Bananica Instagram post promoting the Mercado Verde

POSTERS

Posters of the Mercado Verde were hung all over the premises of the University of Antwerp and in multiple other places that students usually frequent such as cafés, bars and restaurants. The hanging of the posters was carried out by team members of the Mercado Verde three weeks before the market.



Fig.3. Poster of Mercado Verde

MEDIA

A press release in English was written by the communication expert of the Mercado Verde and the Dutch translation was done by the Dutch speaking member of the team. The press release both in English and Dutch was sent to the communications department of the University of Antwerp and later they forwarded these documents to relevant newspapers, magazines, radio stations, and television stations such as Radio2, Het Nieuwsblad, Gazet van Antwerpen, De Nieuwe Gazet/Het Laatste Nieuws, ATV, Belga. Information about the market was also shared in the internet site of the University of Antwerp. The press release both in English and Dutch can be found in the *Appendix 12*.

OTHERS

Mailing lists

We made use of the mailing lists of the University of Antwerp to send an e-mail to the staff, alumni and students inviting them to the market. The information regarding the market was written by team members of the Mercado Verde and later forwarded to the communications department of the University of Antwerp for its distribution.

Guerrilla marketing with BANANICA

The Mercado Verde and BANANICA team worked together on a small “campaign” to promote the market the day before the event took place. Team members of the Mercado Verde and Bananica team dressed up in banana costumes and distributed promotional stickers of the market in the premises of the University of Antwerp. The aim of this small campaign was to stand out and make students of the University of Antwerp remember the event and relate both projects with each other. The advantage of this approach was we got out of the conventional parameters of promoting a sustainable market and were able to shock and amuse with very low resources and budget.



Fig.4. Members of the Mercado Verde and Bananica team dressed up as bananas

3.3. OUTCOMES

SOCIAL MEDIA

Mercado Verde Facebook Event

Of 1.385 people that were invited to the event on Facebook, 826 said that they were interested in attending the event and 291 said that they would attend it. Furthermore, the event was shown to 37.893 Facebook users and 6.160 Facebook users actually took a look of the event. Finally, 1.223 people reacted to the event.

Although we know how many people affirmed on Facebook that they were going to attend to the Mercado Verde market, it is impossible for us to know how many of them actually visited the event on the 11th of May.

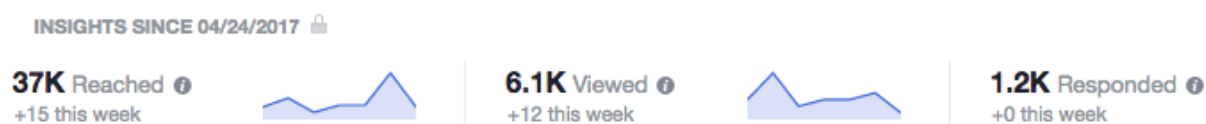


Fig.5. Facebook statistics

Media coverage

After the market, there was some coverage by the media. The local newspaper Gazet van Antwerpen featured the Mercado Verde and especially the Bananas on two articles, although the first one was a wrong interpreted article on the bananas. The media platform for students 21Bis also featured the Mercado Verde and Bananica in an article. The Nicaraguan consulate shared an article on their website about Nicaragua being featured in the USOS sustainable market. The University of Antwerp later posted a message regarding the last article in their Facebook and Twitter account.

In addition to that, we were on the morning agenda of both VRT news and VTM news, the two largest television channels of Flanders. Unfortunately the news desk didn't pick our event for coverage. The reason we were on the list is because also Fair Trade Belgium had sent a press release, about world fair trade day. They listed our event as number one for media coverage, as an example for an activity that took place in the framework.



MERCADO VERDE: VOEDSELMARKT IN TEKEN VAN BANANEN



TAGS : BANAAN . BANANEN . FOOD MARKET . MERCADO VERDE . NICARAGUA . UNIVERSITEIT ANTWERPEN . USOS . VOEDSELMARKT

Op 11 mei organiseerde de universiteit van Antwerpen in samenwerking met USOS Mercado Verde. Dat is een voedselmarktje dat erop mikt studenten bewuster te maken van eerlijke handel.

USOS is een vzw die samenwerkt met universiteiten in ontwikkelingslanden (Marokko, Nicaragua, Congo en Indië). Ze bieden ook inleefreizen aan naar de universiteiten waarmee ze samenwerken. Verder organiseert USOS ook op de campussen van de universiteit van Antwerpen activiteiten rond ontwikkelingseducatie, zoals Mercado Verde.

Geen gewone Erasmus

Jan Verrelst van USOS: 'We hebben deze markt bewust laten samenvallen met de dag van de eerlijke handel. Hele wat verenigingen in Vlaanderen houden vandaag een soort cakepauze. Daarom verkopen wij hier ook cake.'



Sarah Rohaert (assistent productontwikkeling UAntwerpen): 'Mijn afdeling werkt samen met USOS aan dit project. Elk jaar zijn er enkele Erasmusstudenten op onze universiteit, maar in plaats van een gewone Erasmus doen wij iets anders. Er komen studenten van allerlei verschillende disciplines samen in een internationaal multidisciplinair team. Zij werken dan samen aan leuke opdrachten, zoals dit marktje. Ze werken er een heel semester aan, en dit is een beetje hun eindwerk.'

Nicaragua

Het marktje, dat vroeger de naam Sustainable Market droeg, wordt al voor de vierde keer georganiseerd. Dit jaar staat de markt in het teken van de bananenhandel in Nicaragua. Rohaert: 'Zo kan je zelf een tros bananen gaan wegen en ondervinden hoe zwaar de bananenboeren het wel hebben. Op die manier ondervinden studenten aan den lijve wat er allemaal schuilt achter de banaan in de supermarkt. Zo willen we ze aanzetten om te kiezen voor fairtrade bananen.'

La feria es organizada por la Fundación Universitaria para el Desarrollo (USOS) con el apoyo del Instituto para Políticas de Desarrollo y Gerencia (OIB) de la Universidad de Amberes; Tom de Herdt, Director del IOB explicó que desde 1988 ha mantenido cooperación con Universidades Nicaragüenses especialmente con la Universidad Centroamericana ya que ambas son instituciones de educación superior confiadas a la Compañía de Jesús (Jesuitas).



Por su parte Janus Verrelst, encargado de actividades universitarias de USOS, señaló que ellos organizan viajes de conocimiento de jóvenes investigadores en desarrollo a la República Democrática del Congo, Nicaragua, Marruecos y la India; este año un grupo de 10 estudiantes belgas viajaran a Nicaragua para compartir vivencias con estudiantes y familias nicaragüenses.



El compañero Lautaro Sandino Montes, Embajador de Nicaragua ante el Reino de Bélgica saludó a los organizadores en nombre del Presidente de Nicaragua Comandante Daniel y de la Vice Presidenta Compañera Rosario Murillo, señalando el agradecimiento del pueblo de Nicaragua por la solidaridad y los avances que en materia productiva está alcanzando el Buen Gobierno en nuestro país. Durante el recorrido en la Universidad se firmo el libro de honor universitario, recorrido por los diferentes puestos informativos e intercambio de impresiones con los estudiantes universitarios.

Fig.6. Outcome from newspapers and websites

Ambassador of Nicaragua

The event even reached the Ambassador of Nicaragua and it caught his attention. He was really interested and flattered that there was a whole market with the topic Nicaragua in Belgium, therefore he came to Mercado Verde.



CONCLUSION

The development of a communication strategy for the Mercado Verde has been of vital importance for us since it has been a key tool to guide our team into the achievement of our project goals. The social media communication helped us communicate with our target group and was a way for us to regularly inform the potential visitors about the different activities and companies that were to be found in the event. Furthermore, the Facebook event of the Mercado Verde helped raising traffic in the Facebook site of the organization USOS. Overall, we can conclude by saying that the communication strategy of the Mercado Verde was successful since it did what we were expecting it to: promote the market and attract our target group to the event. The combination of our approaches made it possible to inform as many students of the University of Antwerp as possible about the market and it gave us the opportunity to interact with them and discover what topics they are more interested to (for example by looking at the reactions on Social Media),



ORGANIZATION OF THE MARKET

The **day of the market** run smoothly, this was only possible with all the **preparations** we did. This chapter is about what you could find at Mercado Verde and how we prepared all the activities as a team

4.1. EXHIBITORS

One of the first steps of the project was doing a research for and contacting possible partners. The first emails were sent in week 4. Nevertheless, the majority of the contacted companies were already booked on the 11th of May for other events, so we dug deeper and did more research. You can find all the information and data about the companies that were contacted in the *Appendix 13*. In this chapter, you will learn more about the partners who were present at Mercado Verde and why we invited them.



Fig. 1. Distribution of the tents in Hof van Liere



The innovative and organic bistro **Native** is located in the centre of Antwerp. They were invited to serve fair, organic and healthy meals at Mercado Verde, their values, like trying to cook seasonal, and the fact that it is a local company were additional benefits. They served Vegan Ceviche with grapefruits, trio tapenades: hummus, beetroot-tapenade and lentils-pate, and Cauliflower-Quinoa-Tabbouleh.

FLOOM

Another local company that came to the market was **Floom**. They produce organic mueslis and granolas from healthy and natural resources in an artisanal fashion. This results in inspiring its customers in a creative way to think about enjoyable and honest food. Also, Floom has an interesting formula that could pique students' curiosity: organic, seasonal and honest mueslis and granolas, that you can subscribe for on a weekly or monthly basis.

The Belgian non-profit organization **EVA** VZW was present at Mercado Verde to show students how to cook vegan and vegetarian dishes and they provided them with more information about this topic.

They believe that they could change the world with 'the fork', therefore the focus is on the practical application: cooking. EVA raises awareness mainly of plant-based foods, as well of the ecological-friendly, fair trade, health and animal-friendly aspects. They try to be a transparent company.



Last year **Bite Back** claimed to come back to the market with vegetarian burgers, instead of this, they came back with more than one dish: plant-based vol-au-vent, chili sin carne, and vegan cake. Apart from the delicious dishes, they also informed students about how to live a vegan life. Why? Bite Back is a civil society for animal rights, they want to contribute to a society in which awareness and conscious consumption can save the lives of animals and improve their quality.



Oxfam Wereldwinkels are against social injustice for the farmers in the South. In the shops and at Mercado Verde, they sell fair trade products, so they can give the farmers a fair price for the products they provide. They were welcomed at the market to spread their word and inform the visitors about the fair-trade topic.



The Environmental Office of the University of Antwerp started up a project called '**Groentetassen**', which means vegetable bags. People can order a fruit, vegetable, mixed or student bag, the ingredients vary of the season and are fresh, harvested the day before. Joining the project means that you pay a fair price, which covers the production process and cost of wages, and you eat local and seasonal organic food.



Another partner connected to the UAntwerpen, is **UAct**. It is a group of students with a focus on sustainability, with this in the middle they organize a lot of lectures, workshops or other themed evenings. Visitors could play a informative game at Mercado Verde.



STUOS, the volunteers of USOS, provided other students with more information about their immersion trips, internships, debates and master classes. Nicaragua, the theme of the market, is one of their destinations, therefore they could learn the visitors more about this country. Also, the food they served was on the food subject of the market, banana pancakes, made with fair trade bananas, obviously. Since STUOS focuses on social sustainability and their target group is the same as the one of Mercado Verde, students of the University of Antwerp, we invited them.





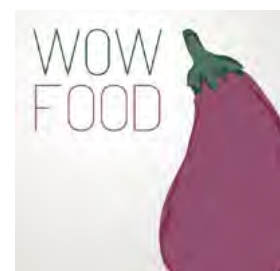
On an event for students, beers can not be absent. That is why Gert Van Langendonck, a beer blogger (Bierman), joined the market to provide it with two kinds of beers. He sold organic **Leireken** pale and brown beer and in theme of the market **Mongozo Bananabeer**. The last one did not scare the students, they were even curious.



The Mercado Verde team had also their own food and drink stand on student-friendly prices. Here we sold a variety of organic juices of '**De Drie Wilgen**' to keep the students hydrated. The juices were, together with the organic beers, delivered by **Biosano**, a wholesaler of organic products. They only sell products of which the whole process could be trusted, they do a lot of research before they accept a new brand.



To keep the students cool on this hot day, we sold natural flavoured popsicles of **Moonpops**, thanks to the weather, they just flew out the door. The dish we sold was made by **Wow Food Belgium**, they make new, vegan creations of ingredients that are not good enough for selling anymore. They save the food from the garbage can, a good place to take action in the life-cycle of food, to a more sustainable consumption behaviour. For Mercado Verde Wow Food made a delicious tabbouleh.



We chose not to make our own food, but sell food of other local and in a certain way 'sustainable' companies to make them known by the students. Now, if students want to try to live in a more

sustainable way, they will know their first places to go. Or, if students just liked the food, it could have been the start to their first interest in sustainable food.

No waste

With an eye on sustainability we tried to create as less waste as possible. That's why we borrowed plates and cutlery of **'Zomaar een Dak'** and reusable cups of **USOS**.

The EPS team **'Banana value chain'** or better known as **'Bananica'** is our most important partner.

They filled two stands, one with their banana dishes and one with information about Nicaragua and the banana value chain. More information could be found in their Final Report.



At Mercado Verde, there was a collaboration with them, before the market we made together a time schedule and planned in all the volunteers work (next subchapter 'Activities'). Also, one of their activities was 'take the weight', we merged it with our polaroid picture. Visitors who 'took the weight' got a small reward in banana chips, and afterwards they could get a stamp of the Bananica's and take polaroid picture before the showstopper of USOS, this was a nice memory of the market that they could take home. More than 70 Polaroid pictures were taken, so that means that more than 70 people participated in the activities.



Fig. 2. EPS teams 'Bananica' and 'Mercado Verde'

MEXICO SHOW

To create a more ‘Nicaraguan vibe’ we invited Mexico Show, a Latin music group, passionate about music and with a large experience in all kinds of events. Their main goal is to “make you dance” and at the market they assured a festive atmosphere.



Fig.3. Mexico Show

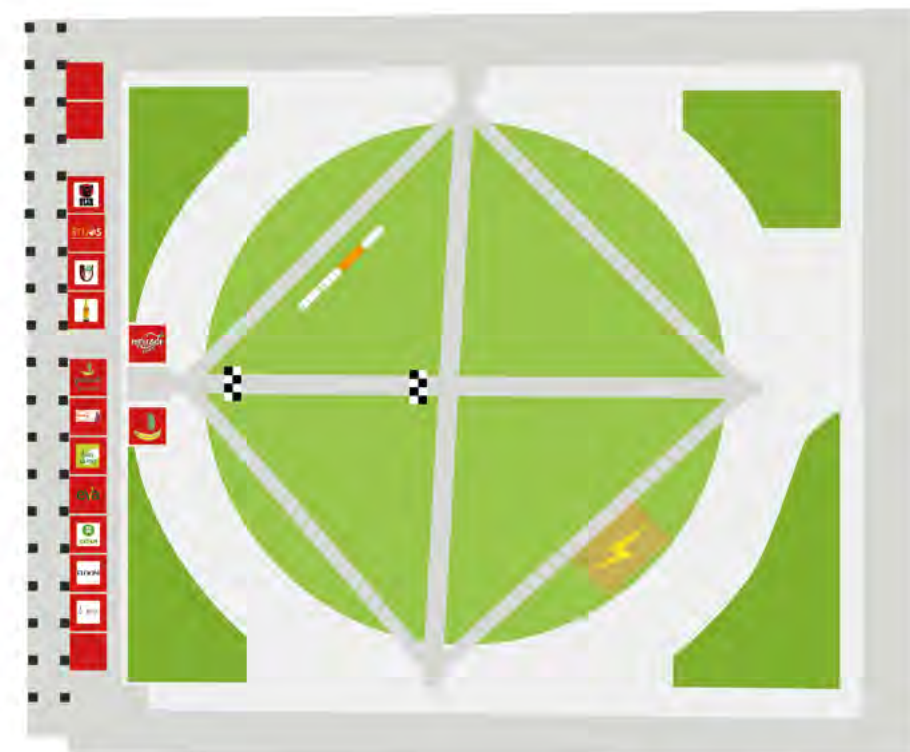


Fig. 4. Map Hof van Liere

CONCLUSION

The partners we invited were all local, most of them even located in Antwerp. The trend in our market was (social) sustainability, but all food-selling companies were at the end also vegan or vegetarian. These trends are not so common for this kind of markets; we can conclude this after some research we did about other Belgian events (*Appendix 14 'Background of Belgium'*).

The communication with the partners went smooth before the day, and the day itself, all the companies could find their tent easily because they were signed with a poster with their logos. It would not be bad if we had sent an evaluation form to the partners, but the team of last year did not get much response on their survey. That is why we tried to talk with all the partners the

4.2 ACTIVITIES

Mercado Verde was an event full of activities, something for everybody. If you just wanted to enjoy the good weather with some background music, no problem. But if you wanted to do something more active you could join 'take the weight', interact with the showstopper or have a look at the 'Banana travel route'. If you were prepared for the market and you registered before, you could also learn to make your own chocolate paste, lip balm or hand scrub during the DIY-workshops. And all the time, you could buy one of the delicious dishes, drinks or popsicles. To organize this all, we needed a time schedule and lots of volunteers. The general time schedule for the public is the one below, the time schedule in which we planned in all the volunteers could be found in the *Appendix 15*.

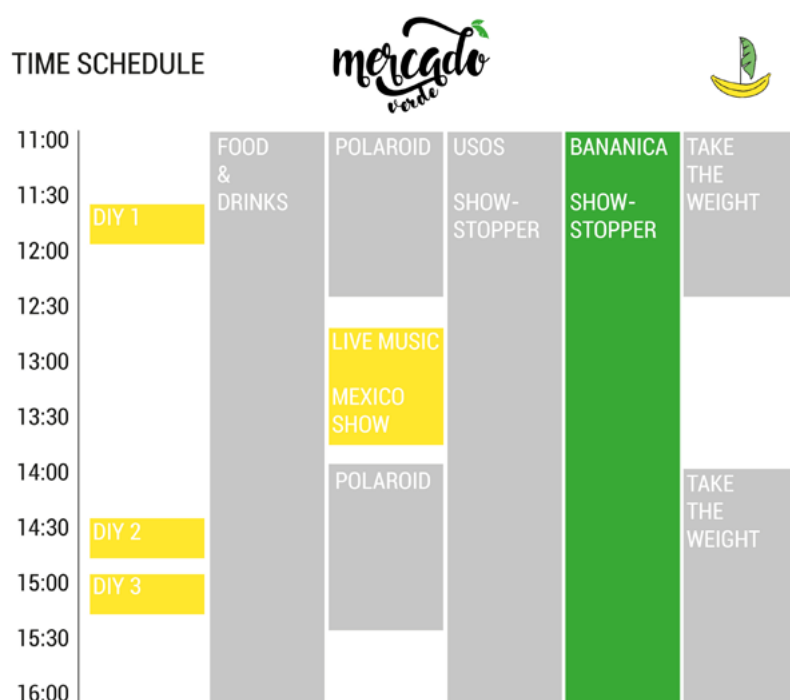


Fig.5. Time schedule

VOLUNTEERS

In the time schedule of the *Appendix 15*, you will see that not only team members of the Bananica's and Mercado Verde teams were included. Also, the other EPS teams got their hands dirty. They helped us with selling our food and drinks, they did the dishes, some of them took pictures and made videos. This was only during the market, before they helped with building up the tents and tables, after they deconstructed everything and the day after they helped with loading the truck. The Mercado Verde team is very grateful to the volunteers.



Fig.6. Volunteers



Fig.7. Setting up the tents the day before the market

For all the working hours, 'paying' them with BEX coins would not suit. Instead, we gave the volunteers, our supervisors and the musicians M-coins. With these coins they could buy the tabbouleh, the juices or the beers. The M-coins are physical coins that we laser cut out of left-over material that was meant for the showstopper. The decision not to use the BEX coins was previously discussed with the other EPS teams and they agreed with the introduction of the new coin system.



Fig 8. M-coins

SURVEY

To measure if visitors learned something new at Mercado Verde, we created a survey. Filling in a survey is not something that people do spontaneously or with pleasure. That is why we wanted to give them a reward and memory of the market.

The first ideas for the small 'gift' seemed to be nice, but it would be just a 'new' product, and we preferred recycling. After some brainstorming we came up with the idea of using the left-over material of the showstopper and make key-chains out of it. The result of the design is in the picture below. Visitors were interested in this key-chain, therefore almost 150 people filled in the survey.

The results of the survey could be find in *chapter 7. After the Market.*

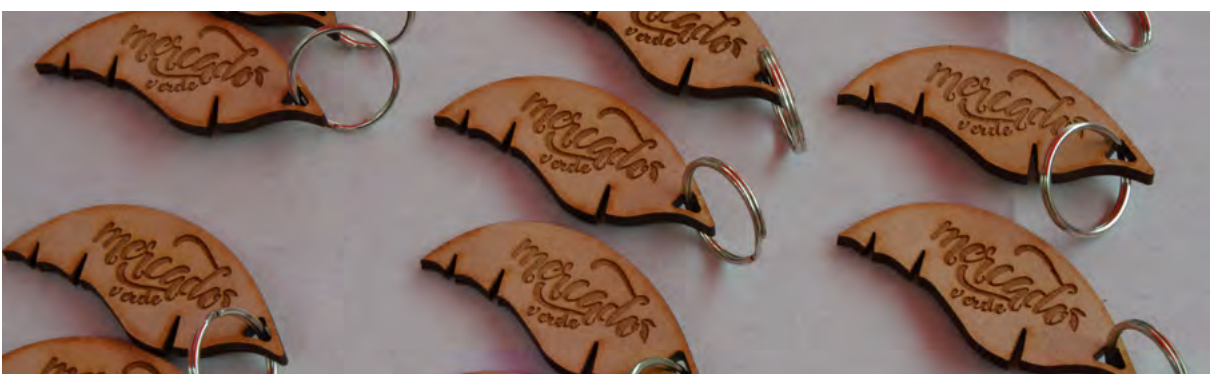


Fig.9. Key-chains

USOS T-SHIRTS

USOS did the request to design shirt for them. In this design, we wanted to show in a very attractive and simple way the immersion trips that USOS offer, so we used their corporate orange colour to mark them on a blue coloured t-shirt (the two colours that represent the University of Antwerp and the organization of USOS).

We wanted to use material with fair fabric. The t-shirts are from Continental Clothing and have a Fair-wear, carbon trust and GOTS label.



Fig.10. T-shirts of USOS

At the day of the market, all the volunteers were wearing the t-shirts. This created the feeling of a unity between the EPS teams.



Fig.11. All the volunteers

4.3. GREEN AWARD 'DE GROENE VENT'

Translation: The Green Guy

The Green Guy has been visiting all kind of events; festivals, parties, markets, ... since 2010. Based on his experience he developed the Green-event-scan, an online application that helps organizers to make their events more sustainable. With a simple click, we set us up as a candidate for the 'Groene Vent'-award, the reward can go up to 6000 euros. It is an initiative of OVAM* to stimulate events to sort their waste, reuse materials, skip chemicals and reduce paper promotion. These are one a few examples, there are many more aspects to organize a 'Green Event'.

We discovered the tool after the market, too bad, we could have used the recommendations to improve Mercado Verde. It could be a great challenge for the team of next year to join (and win) the 'Groene Vent'-award.

The link to the results of the Green-Event-Scan in references.

*OVAM is the Public Flemish Waste Society. They work for qualitative and efficient waste, material and soil management in Flanders. They try to support Corporate Social Responsibility.



Fig. 12. The Groene Vent

REVIEW

Mercado Verde was lucky, the 11th of May turned out to be a sunny day, so most of the students of the University of Antwerp decided to consume their lunch outside. Therefore, between 12h30 and 14h00 were peak hours, the pavement next to the tents was full of people. We are not only happy with the number of visitors, but also with their commitments.

Many people joined the activities, and the workshops were fully booked. Even during the market a lot of visitors asked if there was any possibility that they could still join.

The showstopper caught attention, and there was interaction with the visitors. They were interested and asked for more information.





5

SHOWSTOPPER

In this chapter you can find all the information about the showstopper designed to promote USOS and report on sustainability in an interactive way. You can also find the packaging designed to store, transport and protect the showstopper.

5.1. CONCEPT

To achieve the aim of making USOS known, we decided to come up with something interactive for the market as a showstopper. In this way, the attendees would find more attraction on it and consequently it would be easier to catch their attentions.

In particular, the specifications of the showstopper are the following:

- It had to be something touchable that the people attending the market could interact with.
- Waterproof and wind resistant, regarding on the lack of control and prediction that we had about the exact weather on the 11th of May. It implies a stable and robust structure.
- Simple shape, so that the construction and the exploitation of the materials used is effective.- Also taking special care of wasting as less material as possible.
- All the materials used would be recycled or at least respectful with the environment.
- Foldable or detachable so that USOS could stock it up after Mercado Verde and use it again in coming events.
- Minimum possible parts, in order to make it easier for others to assemble and disassemble the pieces afterwards.
- Visible and catching attention

On the one hand, regarding on the specifications established before, we wanted to build something big that could capture the attention of the attendees. On the other hand, we should not deviate from the main issue that was to promote USOS.

For those reasons, we came up with the idea of building big **four letters: U-S-O-S**, to place them in the main square of the campus, and more precisely in the grass if possible.

The letters were supposed to be 1,4 meters high and 1 meter width, big enough to be seen from every side of the square. With these dimensions we expected the number of users at the same time interacting with each one of the letters to be between one and three.

About the design, they are as similar to the letters of the logo of USOS as possible, without forgetting that we need an stable structure so that it does not fell because of the wind or because the people that would touch it.

Moreover, they are made of recycled materials, or at least materials that do not damage the environment too much.

FIRST PROTOTYPE

Our first idea of the showstopper was creating a front and a back plate for each one of the letters united with recycled plastic bags.

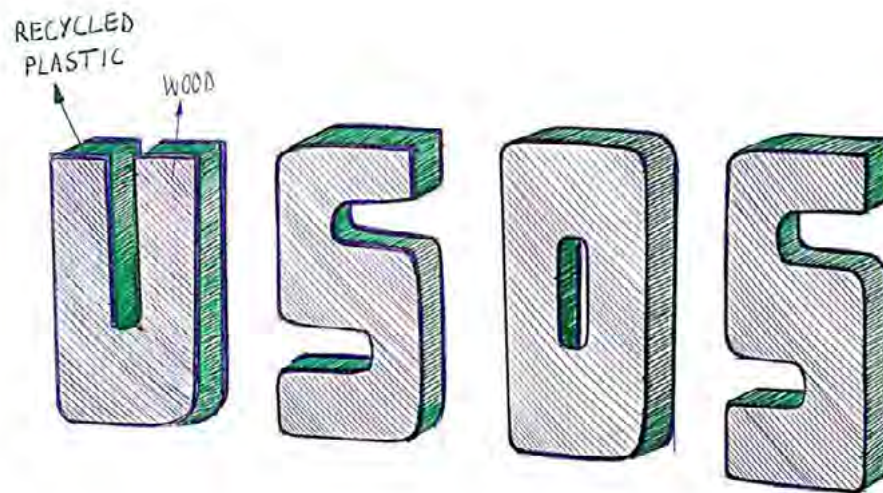


Fig. 1. Overall idea of the showstopper

Regarding to the necessity to transport and stock up the showstopper when it is not used, we decided that we would make a balance between achieving the highest resistance when it is built (dividing the letters in the minimum number of pieces possible) and taking up the less space as possible when dismantled (that means dividing the letters in small pieces).

The problem came when we had to decide the best method to assemble and disassemble it. We considered different options as the following:

- Using the method of the structures of tents to make all the pieces stay together for an easier assembly.

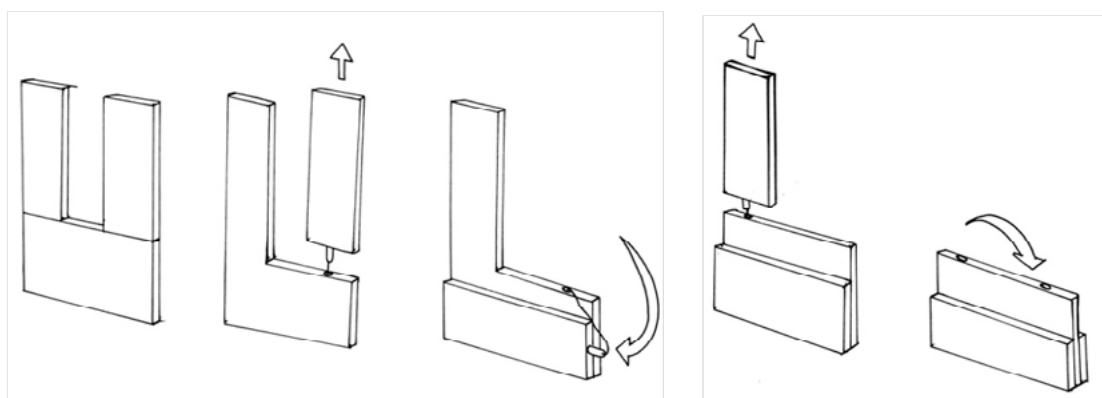


Fig. 2. Possibilities of disassembling (1)

- Hanging every letter in a different line so that we can collect them all afterwards and take up one fourth of the original space. However due to the size of the letters, this option was not an effective one to stock the showstopper.

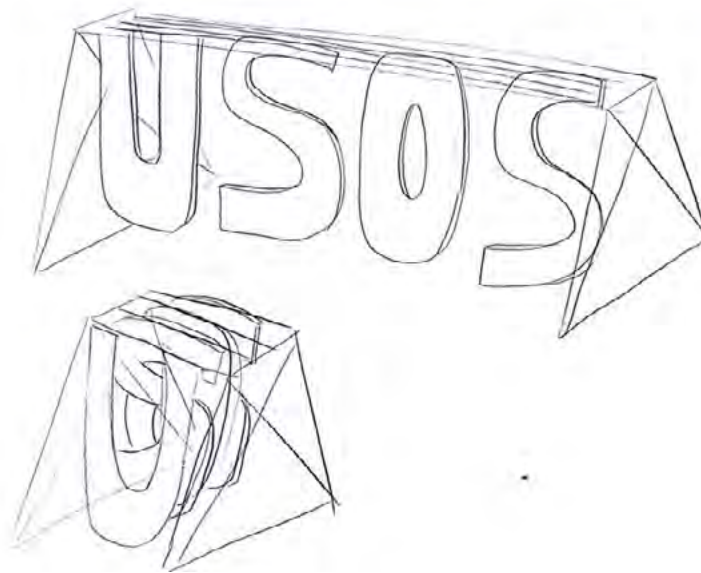


Fig. 3. Possibilities of disassembling (2)

- Some other options were to make pieces match with a Dovetail, or fold with the use of hinges in every articulation.

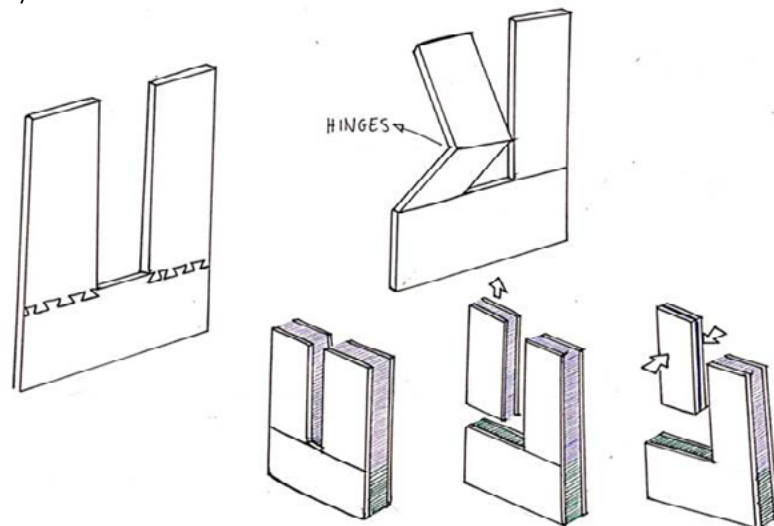


Fig. 4. Possibilities of disassembling (3)

But finally, for reasons of lack of resistance in the letters, we had to discard the idea that the plates were folding and we focused on that they were disassemble.

We came up with the final method to disassemble the letters.

To prove the resistance, shape and the characteristics of the design of the letters, we made a

prototype of the four letters. We used cardboard instead of wood.



Fig. 5. Cardboard prototype of the four letters

For building it, we chose a 1:5 scale and put the same structural parts as the letters will have in the reality.



Fig. 6. Building the cardboard prototype

As specified before, the linking between the two sides of the letters would be made of plastic bags. Cutting strips and rolling them, we get a tough fabric that we wove from hole to hole by joining the two sides.



Fig. 7. Union between front and back part of each letter

About this first prototype we can conclude that:

- The height of the letters that we had assumed (1,5m) was too high and would make the letters not stable enough. Instead, we decided to make the letters of 1,2 meters high and create a stage for them to stay higher and get the height that we wanted.
- We observed that the union between letters using only plastic bags was going to be impossible due to their low resistance and we decided to replace them for aluminum bars. We also decided that the most resistant option was that the front and back of the letters would be placed in a completely parallel way.

5.2. FINAL DESIGN



Fig. 8. Front view of the showstopper



Fig. 9. Top view of the showstopper

Parts

We designed the letters in order to have the fewer pieces as possible for assemble and disassemble in an easy way. Each one of the letters is formed by five parts:

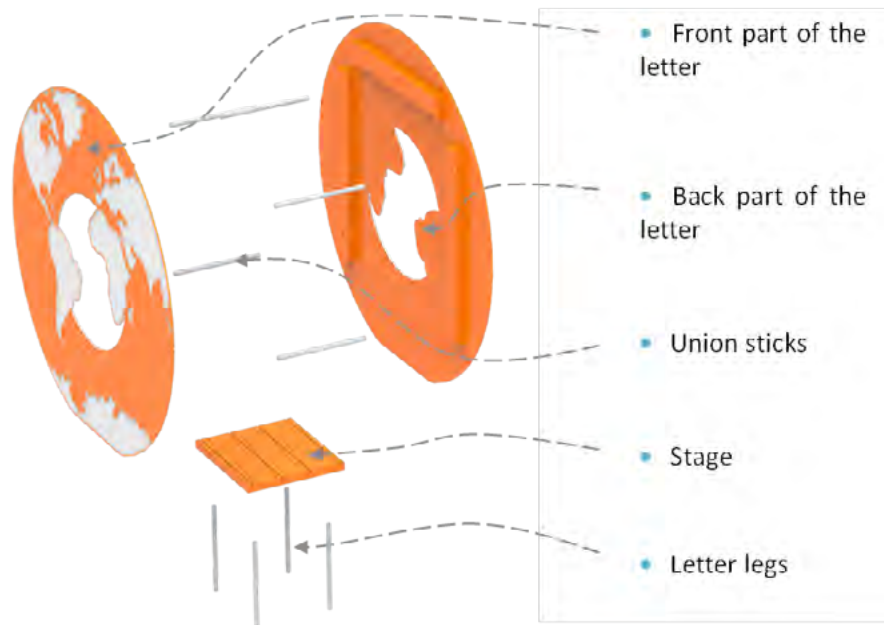


Fig. 10. Parts of the letter

Front and back part of the letters

Each letter has a front and a back part. In each of the faces there are supports with several holes to place the sticks that join both parts. The supports of the letters are placed just in the same height on both sides of the letters so that it stays completely straight when building it.

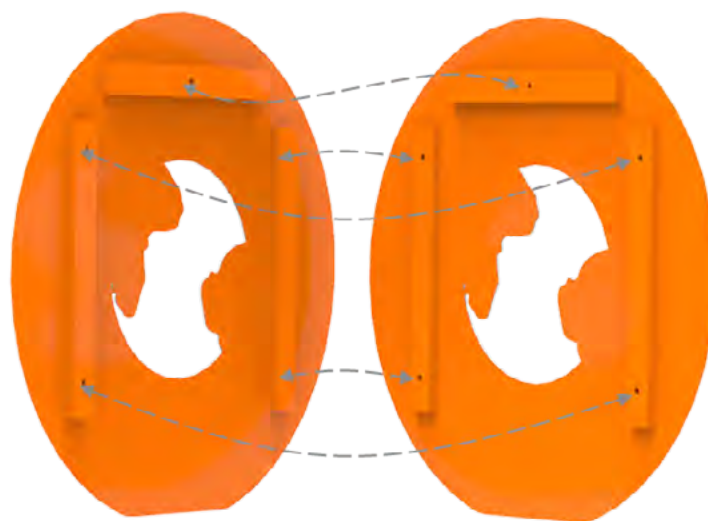


Fig. 11. Way in which the letter holes fit.

Union sticks

Each letter has four sticks to attach the front and back of each letter, except for the letter O that has five sticks, since being bigger is more unstable. The sticks are 30 cm long.



Fig. 12. Letters with the union sticks

Stage

Each letter is placed on a stage. This has four grooves, the two of the outside are used to place the letter to be exposed, and the two of the center will serve later for the storage of the letters. Four sides of letters will be stored together using two scenarios, one at the top and one at the bottom.



Fig. 13. Stage



Fig 14. Letter with its stage

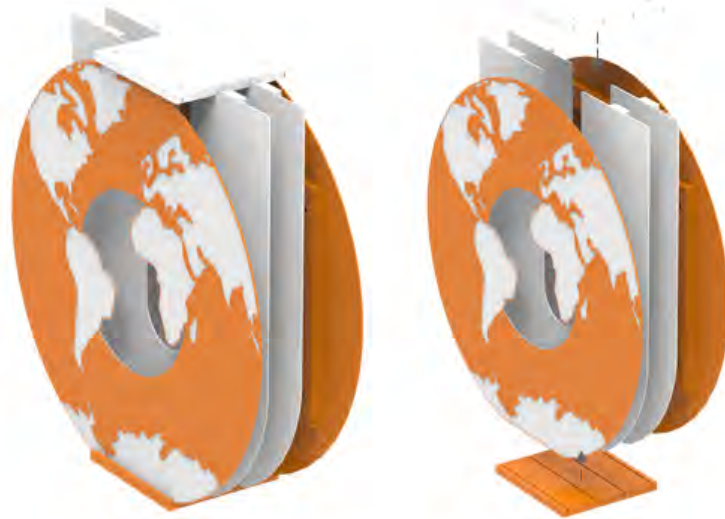


Fig. 15. Initial way of storing the letters

Letter legs

Each letter consists of four legs of 30cm to make the letters stay higher and easier to interact with them.



Fig. 16. Stage disassembled



Fig. 17. Stage with legs for making the letters higher

Measures

In this section the main measures of the group of letters and each of them separately can be founded.

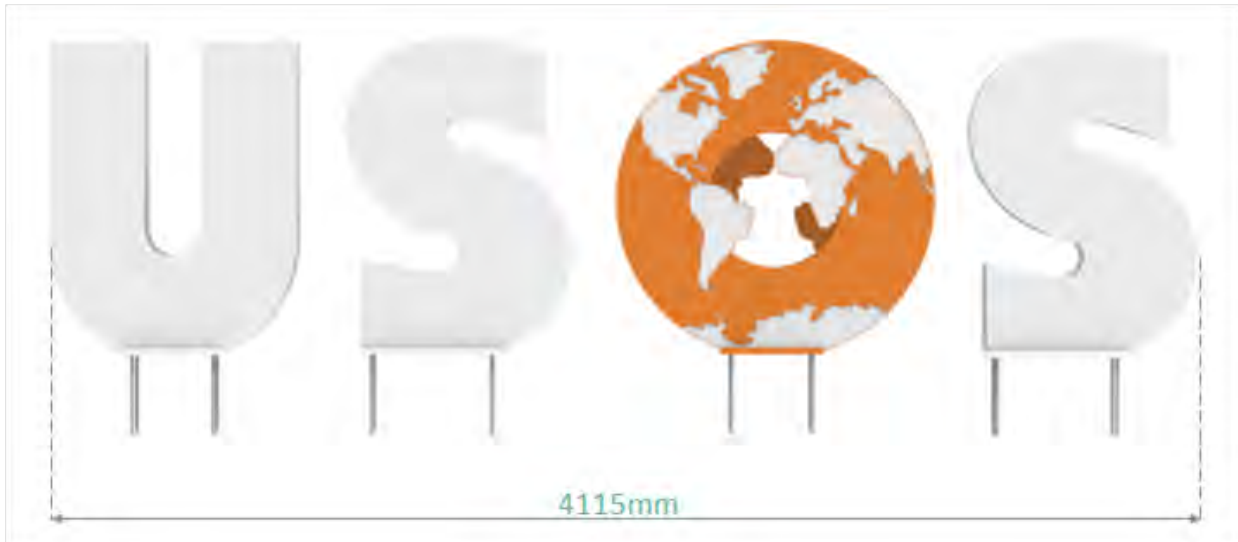


Fig. 18: Measures of the four letters from the front



Fig. 19: Measures of the letters from the side

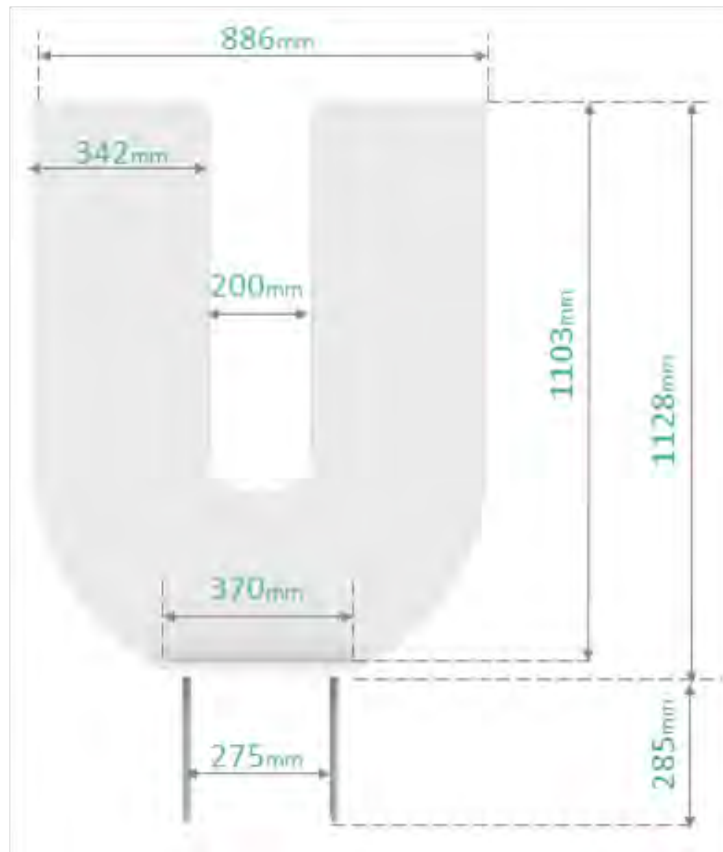


Fig. 20: Measures letter U

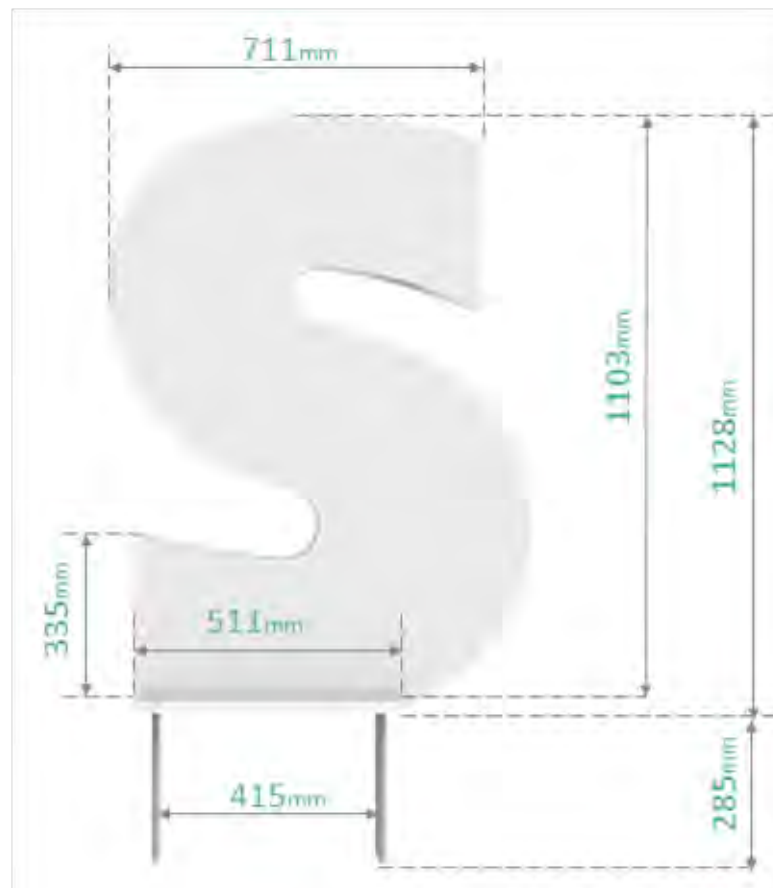


Fig. 21: Measures letter S

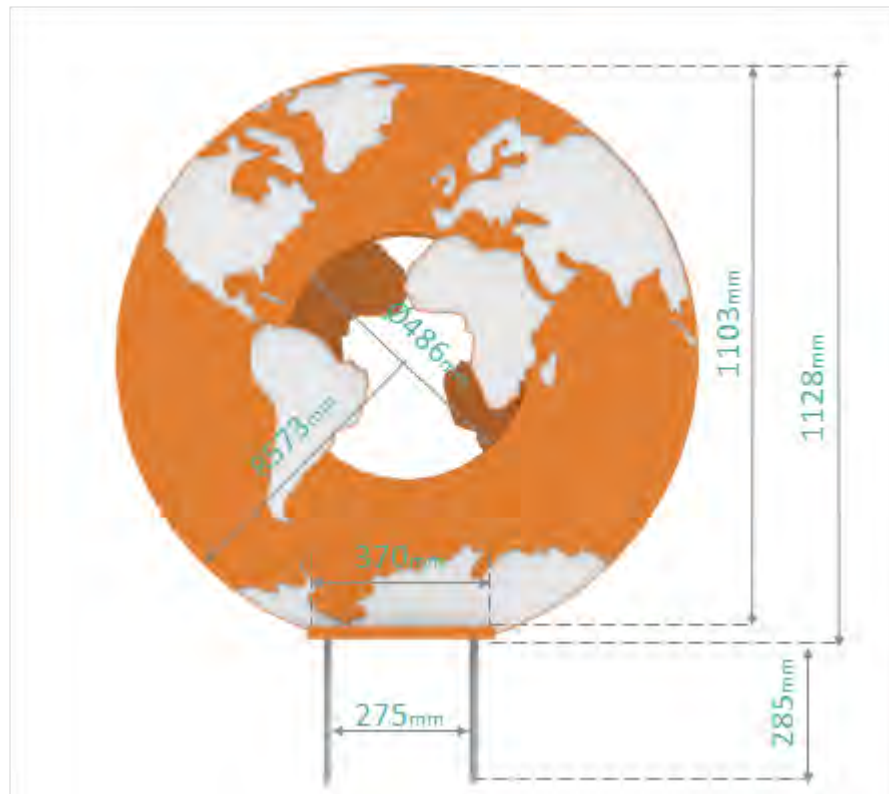


Fig. 22: Measures letter O

CONTENT

Nevertheless, the most important part of the showstopper is the content.

The two sides of the letters (front and back) have been used differently to give information to the user making it very interactive and not a merely exhibition. That content will be permanent and used in next events, this is why we put so much care on finding reliable and lasting information.

While the front face of each letter has been designed to report on the reality of sustainability all around the world and the current situation in some countries that are damaged because of that, the back of the four letters is designed to give possible solutions and tips on the behaviours that make a change in our lifestyles in a sustainable way.

The content of the letters is the following:

'U' - Front

Graphics that show which amount of the money that is paid for a product in the supermarket goes to farmers, in the case of a fair-trade product and in the non-fair-trade product.

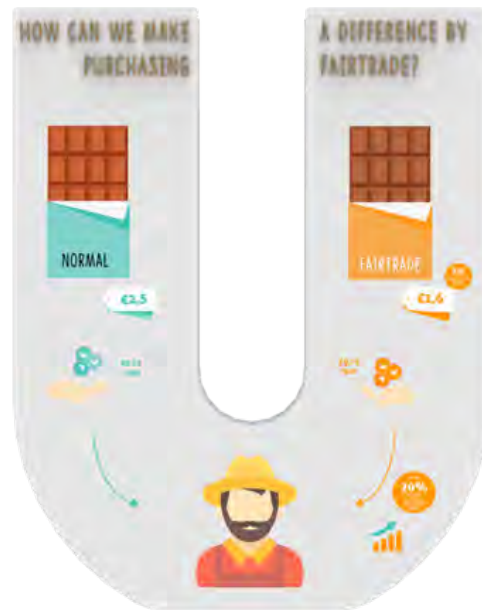


Fig. 23. 'U' - Front

'U' - Back

The goal of this letter is showing the contrast between sustainable and non-sustainable food. It is divided in two parts. In one of them, the sustainable version of a product is shown; while in the other part (but totally next to the previous one, acting as a mirror) the non-sustainable is represented with a picture. It is expected to make people aware of the differences of the products, but also of the fact that sustainable food can also be tasty.

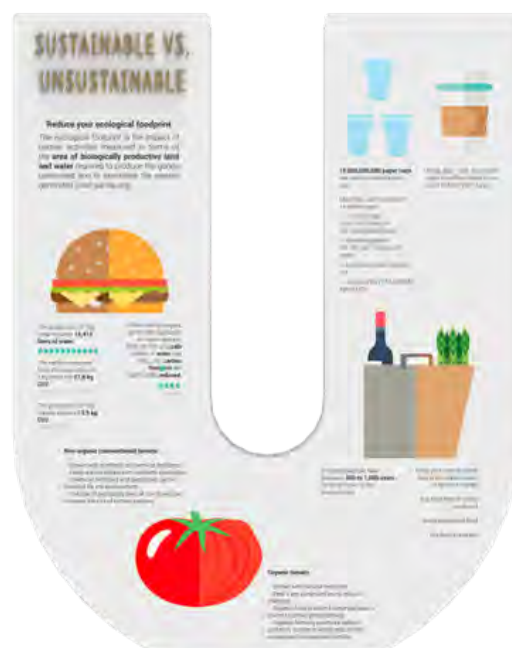


Fig. 24. 'U' - Back

'S' – Front

In this letter there are four gates, where each one refers to the countries with which uses establish relations (Nicaragua, India, Congo and Morocco). On the front of each door there is a representative photograph of the country, and the interior provides an example of a family or person residing in that country that is involved in USOS projects. You can also read information about the country on the inside of the door.



Fig. 25. 'S'- Front

'S' - Back

The target group for the letters is mainly the students that are interested in sustainability but do not really know how to change their habits to be more respectful with the environment. For that reason, the objective of this letter is to teach them to which logos they should look for when they go to the supermarket. There are many logos related to sustainability and it is important to know the meaning of each one in order to consume in a more responsible way. To do it interactive and entertaining, a “match in pairs” game has been used as inspiration. The users will have to match two pieces: one of them with one logo printed, and the other one with the meaning of the logo. If the pair is correct, a windmill starts spinning.



Fig. 26. 'S' – Back

'O' - Front

It has been chosen to give a map shape to the letter "o". The objective of this letter is to show where some fair-trade products, that we are used to buy, come from. The letter has a mechanism that, when one of the circular pieces on the sides is turned, the areas of the map where the selected product comes from change the color.



Fig. 27. 'O'- Front

'O' - Back

This side of the 'O' is specially used to promote USOS as an organization. An overview of the destinations that USOS offers to their volunteers is shown. On the letter there are 4 rounded pieces just on top of the countries with which USOS have contact. When the user turns the pieces, information about the zones of the four main partners destinations appears.

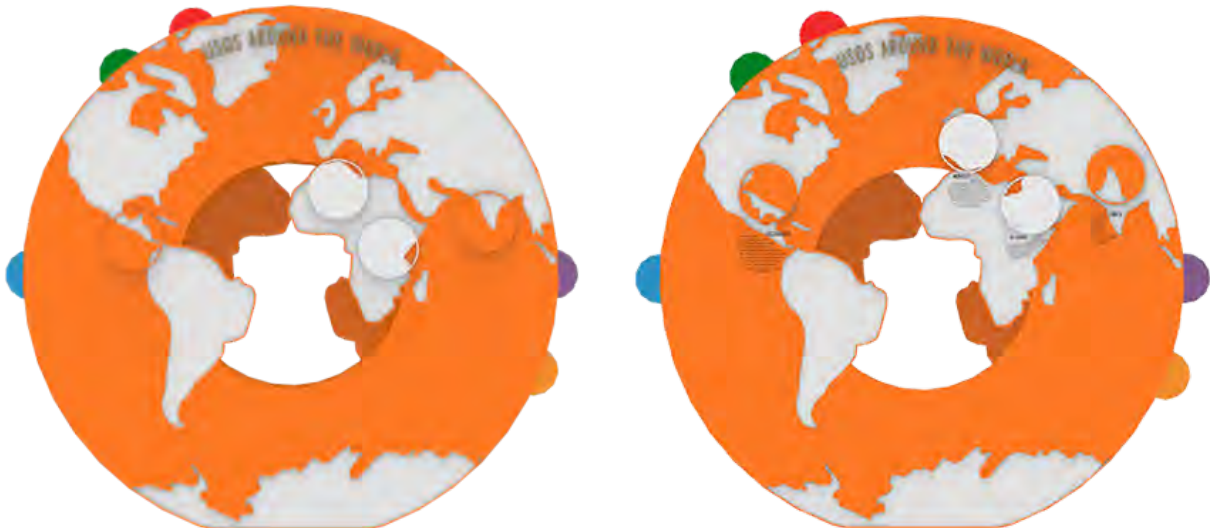


Fig. 28. 'O' - Back

'S' - Front

In this side of the 'S' some tips and recommendations are given in order to be more sustainable in your daily life. The tips are grouped by themes: how to be sustainable in the bathroom, in the office, in clothes, in food and other things.



Fig. 29. 'S' - Front

'S' - Back

Finally, the back side of the last 'S' is covered with blackboard paint, where the visitors could write their objectives to develop a more sustainable life, as well as what they learnt during the market, suggestions and impressions.

The chinks in different colors are provided. And everything can be erased with water and used in another occasion.



Fig. 30. 'S' - Back

MATERIALS

Throughout the manufacturing process of the showstopper, recycled or reused materials have been tried to use wherever had been possible. Even so, this has not always been possible. In these cases, all the surplus material has been reused or recycled to do something else.

MDF wood

For the fabrication of the front and back part of each letter, Medium Density Fibreboard (MDF) wood has been used. Panels of 1200 x 3000 mm and 4mm thick have been used to cut the silhouettes of the letters with the milling machine.



Fig. 31. Leftover wood

With the leftover material, key holders and advertising arrows were made. Eight arrows with the “Mercado verde” logo were created to indicate the way to the square where the market would take place.



Fig. 32. Advertising arrow

200 key-chains were created to give people who attended the market and fill out the survey.



Fig. 33. Key-chain design



Fig. 34. Key-chains exposed on the Market Day

Aluminium bars

For the legs and the unions between the letters, aluminum bars have been used. These sticks have been reused, since they were in the university workshop without anyone giving them any use.

Painting

The painting used to paint the letters was recovered from a paint shop that was going to throw it away since it was not in perfect condition to be sold.

Electronic components

All the electronic components (motor, wire and battery) used in the back part of the “S” were reused from a kid’s game.



Fig. 35. Reused electronic components

USER INTERACTION

As was mentioned before, one of the most important goals was the interaction between the user and the showstopper. For that reason, we designed some pieces and objects to be part of the USOS showstopper that people were able to move and to play with.

We looked for a way in which, when the user saw the letter already knew how to interact with it without the need for anyone to explain how it worked.

For more information about the usability of the showstopper you can consult *Appendix 16*.

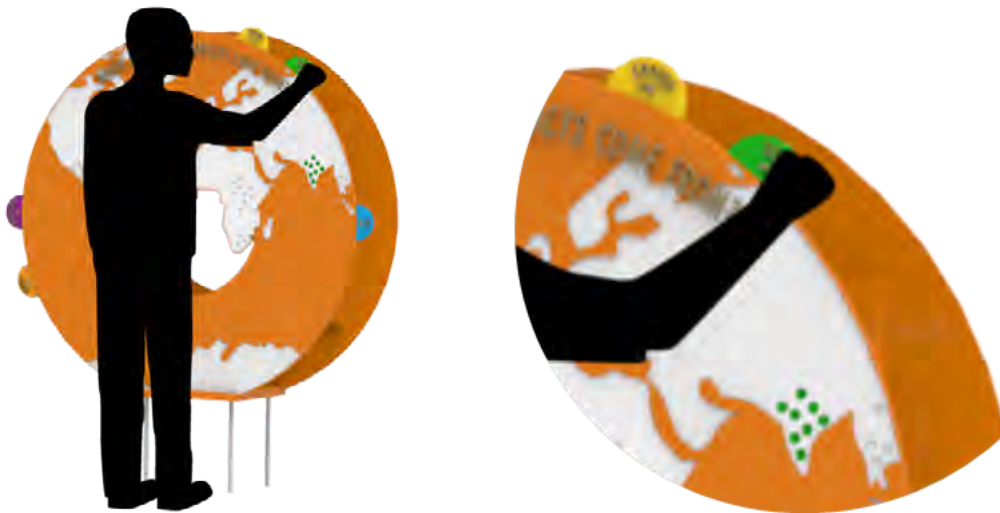


Fig. 36. Person interacting with the front “O”



Fig. 37. Person moving the rounded parts of the “O”



Fig. 38. Person writing on the blackboard

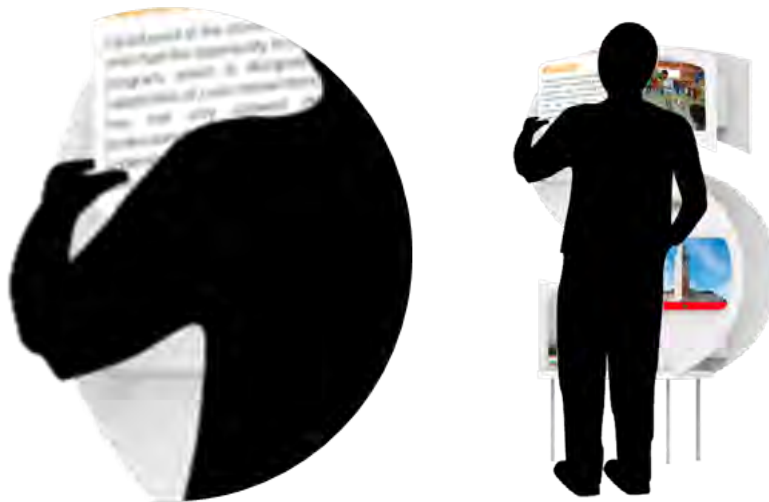


Fig. 39. Person opening a door of the "S"

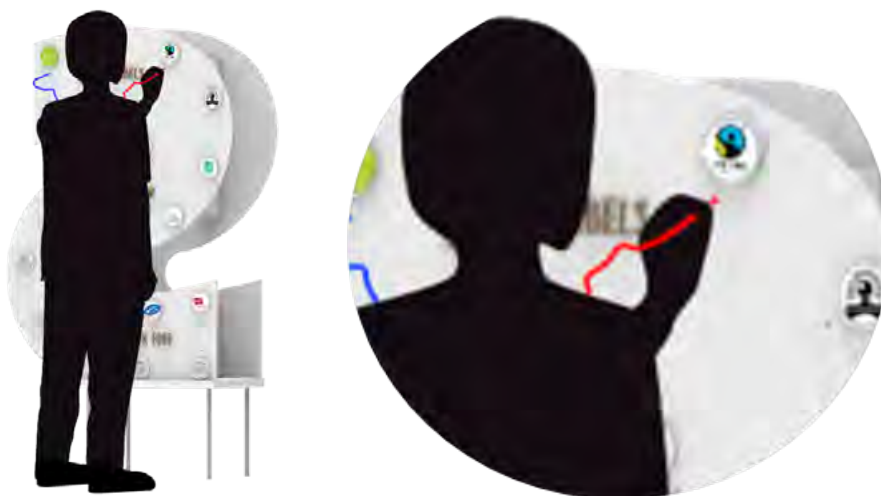
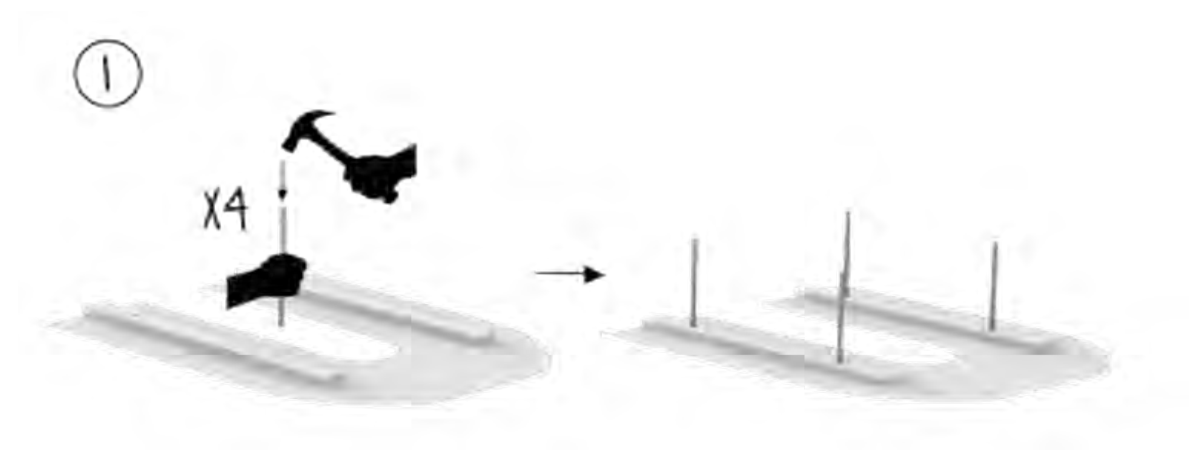


Fig. 40. Person playing with the matching game of the "S"

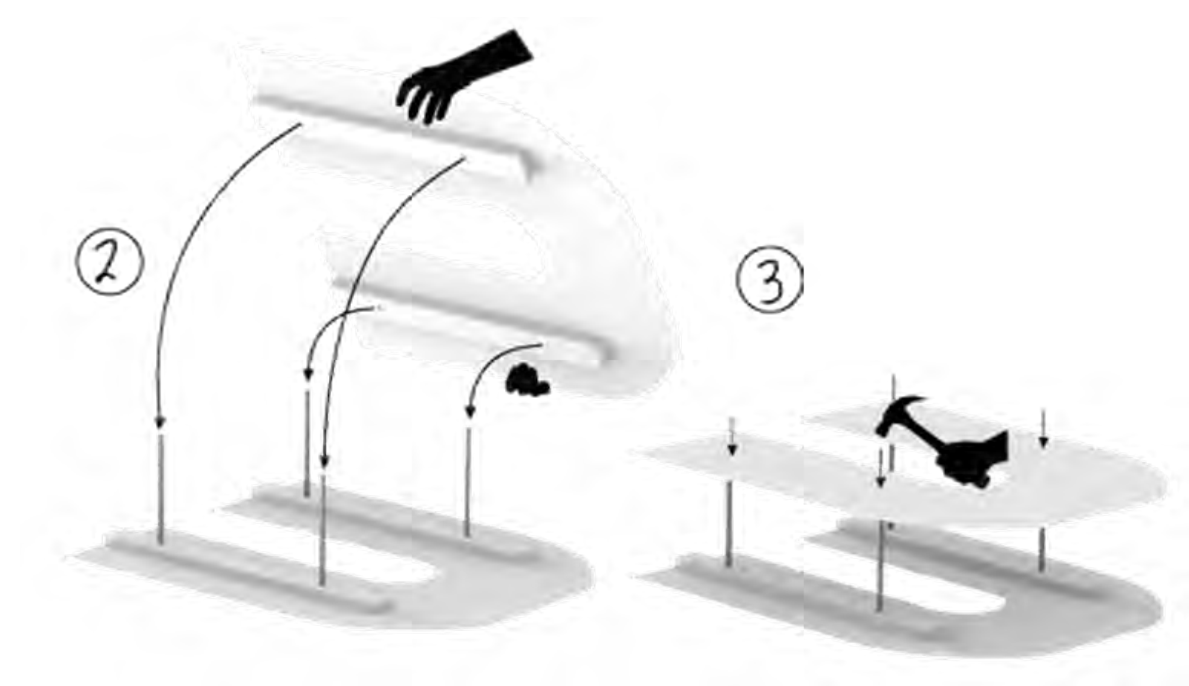
ASSEMBLY MANUAL

The assembly of the showstopper is very simple and intuitive. Having few parts, the process is very fast. As you will see in the following images, in only five steps, each letter is assembled.

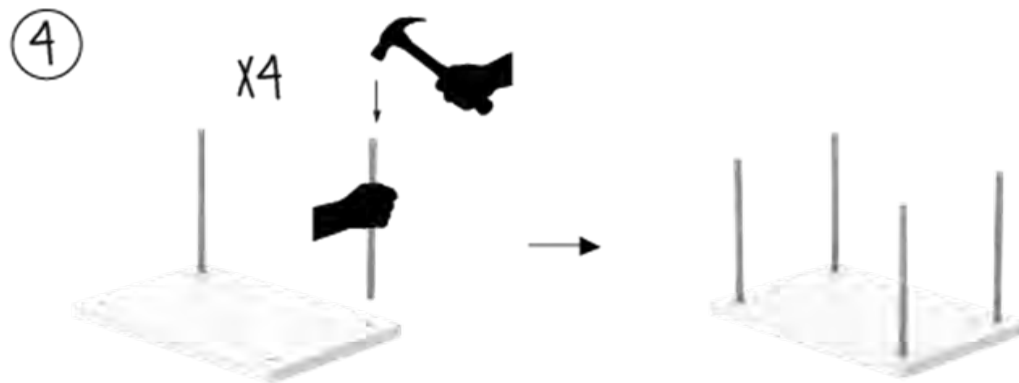
1. The first step is to place, with the help of a hammer, the union bars on one side of the letters. To do this we must place one side of the letters horizontally, place the bars in the holes and hit with the hammer.



2. The second and third step is to place the other side of the letter on top of the bars matching them with the holes. Again, with the help of the hammer, we will hit smoothly in order to join the two parts.



4. The fourth step is to place the legs on the stage in the same way that we have done with the joints of the letters.



Finally, the last step is putting the letter in the outer slots of the stage being careful that the letter is in the middle.



FINAL PRODUCT



Fig. 41. Front part of the showstopper



Fig. 42. Back part of the showstopper

As we said before, one of our main objectives was to make a showstopper that could be used in more than one occasion. The day of the market we placed it on the grass, in Hof van Liere square, but actually it could be used also for conferences or exhibitions in outdoor or indoor places as conference rooms, theatres or auditoriums.



Fig. 43. USOS showstopper placed in Hof van Liere

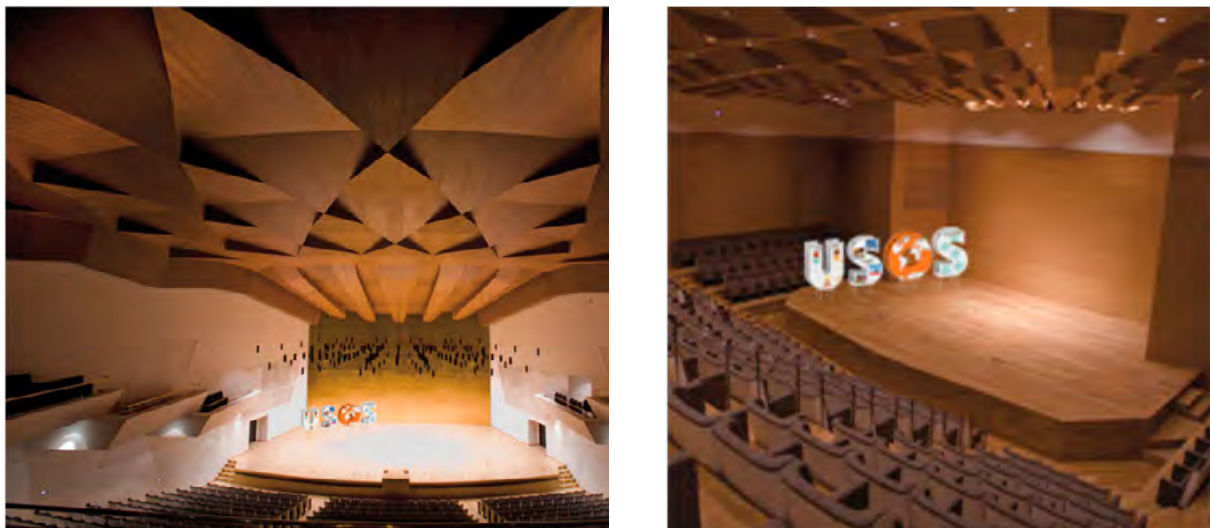


Fig. 44. Render of USOS letters inside an auditorium

The user can choose, depending on the occasion, if he or she wants to use the stage with or without elevation, in order to be higher or smaller, if he or she wants to use the four letters or only some of them, depending on the information that the user wants to show...

The use of the showstopper is flexible and it offers a lot of possibilities.



Fig. 45. USOS Showstopper being used in a conference without using the legs for the stage

PICTURES OF THE SHOWSTOPPER THE DAY OF THE MARKET

Finally, the showstopper was very successful during the market day. Due to its big size and the contrast of the white and orange of the letters with the green of the grass, caught the attention of most attendees.



Fig. 46. Back side of the showstopper

Thanks to it, many people were able to learn during the international day of fair trade, how to achieve a more sustainable and fair consumption and food habits.



Fig. 47. Mercado verde team with the showstopper

Throughout the day the letters attracted many onlookers who came and asked what the meaning of USOS was. Everyone was touching and moving the interactive parts of the showstopper.



Fig. 48. Person interacting with the S letter



Fig. 49. Person moving a round piece of the O

So we can conclude that our main goals for the showstopper were achieved. We made USOS more known among the students of the University of Antwerp and we caught people's attention with a shocking and interactive design.



Fig. 50. Person matching the logos with their meanings

The only goal we have not fully achieved is that the showstopper had to be collapsible and take up little space. Even so we have designed it to be detachable and can fit entirely in one bag.

5.3. BAG FOR THE SHOWSTOPPER

EVOLUTION OF THE CONCEPT

The first idea was to grab two letters between their two stages: one stage on the bottom, another stage on top and make a transportable bag for this. We wanted to make the bag with recycled event banners: after the event they throw them away, so we saved them of the end of their life-cycle.

After some reconsiderations, we realized that this bag was not even necessary, so we changed the first idea. The new concept was to move the letters without a bag, with a hand truck that is always available for USOS. It is more sustainable to use this, instead of buying new wheels. To make it possible, we made an edge on the bottom of the stage, so you can lift it with a hand truck.



Fig 51. Render of the bottom of the stages

This was the transport method at the day of the market. Then, we realized that it was quite unstable and too flexible, this was caused by the big distance between the letters. Therefore, we had to think about a new solution.

The strengths of the previous ideas were using the stage as the structural part and making use of the hand truck. And the weak points that had to be improved was the stability, compactness, and protection of the showstopper. We always had to keep in mind the usability and sustainability of the bag.

FINAL DESIGN



Fig. 52. Front view of the bag



Fig. 53. Back view of the bag and hand truck

The solutions for the new design were:

For protection of the showstopper we used at the outside the bag of reused banners and between the letters foam panels. Also, these panels were reused, so no new materials were used for the bag, even the small rope was a leftover from the market. We chose to reuse as much material as possible instead of buying new, by doing this we give the materials a new life-

cycle as a product. A part of sustainability is to give materials and products longer life-cycles and avoid the trashcan. By bringing the letters closer to each other it was already more compact than before and this improved also the stability. The letters were no longer in the stages, but only on top of them, you slide the stages in pockets in the bottom of the bag.



Fig. 54. Opening the bag



Fig. 55. Transport

The joining technique was riveting; this went faster than sewing and it looks nice.

A small bag was created for the sticks. This bag is attached inside the bigger bag with Velcro. This was also used to close the outer flaps.



Fig 56. Velcro in the stick bag



Fig 57. Velcro



Fig. 58. Stick bags

MANUAL FOR LOADING THE BAG

Before opening the empty bag, put the caddy down.

1 Open the bag



2 Put the first (indicated with 1) foam panel in the bag.



3 Put the first (indicated with 1) letter on top of the foam panel



4 Repeat step 2 with the other foam panels. Keep in mind the numerical order.



5 Repeat step 2 with the other foam letters. Keep in mind the numerical order.



6 Slide the stages in the proposed bags.



If you use the correct numerical order, there is a foam panel at the bottom, on top and between all the letters. Every foam panel fits perfect with the matching letter.

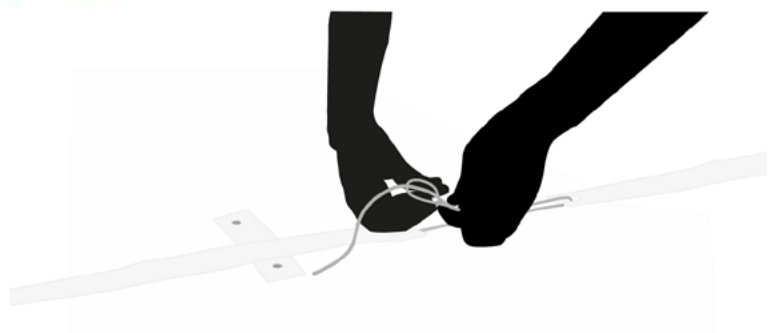
Put the sticks in the small bags and attach them in the bag.



Put the sticks in the small bags and attach them in the bag.

When all foam panels, letters, stages and sticks are in the bag, you can close it.

Close the belt and tie the rope.





6

DIY ACTIVITIES

In this chapter, information about one of the highlight activities of the market, the **DIY-Workshop**, will be found. This chapter includes the concept, organization, implementation and evaluation of the workshops as well as the videos and booklet that were made with the material of these workshops.

6.1. CONCEPT

The idea behind the DIY-workshop was to show students that they can easily do at home certain products that they would normally buy in stores. The aim of the workshops was to show people that making these products at home is easy, as tasty as the ones bought in the supermarkets, saves money, makes it easier to know exactly what ingredients they are consuming and it is better for the environment since it is possible to prepare bigger amounts of the product without the extra packaging.

6.2. ORGANIZATION

The DIY-workshop of the Mercado Verde took place in two tents of the market in the 11th of May of 2017. Those interested in participating to the workshops had to register online in a google form document that was posted in the Facebook-event. There was a total of 39 registrations for the workshops *Appendix 17*.

We planned to offer three different workshops with a maximum of 10 participants and that would last 20 minutes each: the first one was the **hazelnut-chocolate-cream** workshop and was planned to take place from 11:40 h until 12:00 h. The second one (14:30 h-14:50 h) was the **lemon sugar scrub and body lotion** and we planned to offer the third workshop, the **chai tea-banana lotion bar**, from 15:00 h until 15:20 h.

During the event, two team members, one of the Mercado Verde and one of Bananica team worked as “instructors” and were responsible for showing those attending to the workshops how to prepare the different products. With help of the instructors, participants were able to do every recipe themselves and to take home small jars with their preparations.



Fig.1.: Instructor and attendees of the workshop

The ingredient list and instructions for the preparation of all of our recipes can be found in the *Appendix 18*. We chose the recipes we did because of the short time and of the small amount of ingredients needed to prepare them. The low level of difficulty was also an important factor for choosing the recipes.



Fig. 2.: Materials DIY-Workshop

6.3. IMPLEMENTATION

The detailed planning of each step and material for the DIY workshops made the market day comprehensive and structured *Appendix 17*. Every workshop was prepared 15 minutes before. The first workshop for the homemade Hazelnut-Chocolate cream went at a good pace and finished on time. The second workshop for Chai tea - banana lotion bar took more time than planned since the procedure was more complex and we had to assist every team in the execution.

The third workshop for Lemon sugar scrub was the most attended. We had to take out the Lotion bar workshop regarding time and duration. The people who registered for the third workshop were invited to participate in the second recipe of the second workshop. We repeated the recipe, so everyone was able to take home his own jar.

6.4. EVALUATION

The DIY workshops gained big attention. Every course was fully booked and visitors kept on asking for more places. The survey ahead of the market was helpful to make people aware of limited places and the importance of punctuality. We found out that the 10 participants were genuinely the maximum to handle and still give them the feeling to help each one of them.

The participants were a good mixture between female and male students. We figured that it was impossible to create two recipes in one workshop, so we invited more participants for the second recipe in the second workshop leaving out the last workshop regarding time and space. The idea of giving away the self-made product in a small jar was a plus and people kept on asking about the products and recipes.

We decided to make a small evaluation of all workshops by a short questionnaire. The results showed that all participants assessed the procedure truly positive and the expectations were fulfilled 100%. The outcome of the survey is attached in the *Appendix 17*.

In the future we would consider offering more places and ease up the recipes in order to make sure everyone can follow the single steps. The DIY workshops gave the market a more personal touch and as we were working closely in a small group we had the possibility to connect with people and give them applied and useful tips on how to implement sustainable awareness back home.



Fig.3.: Attendees with their take-away jars

6.5. BOOKLET

As a giveaway for those attending the DIY-Workshops, we designed a booklet with all recipes we used during the workshops and some others. The booklet, which can be found in the *Appendix 18*, also includes tips and tricks for sustainable living and weekly food recipes. We actively decided not to print the booklet, not only to save money but also material. Instead, we sent them via e-mail to all people who registered for the workshops. In addition to that, we also posted on the Facebook event of the Mercado Verde for people to download the booklet.



Fig.4: Cover Booklet

6.6. VIDEO

All the three workshops were filmed with a GoPro camera to save the moments for the final video. The first person perspective underlined the personal connection with all participants.

The idea of the DIY workshops at the market was framed with the DIY Videos before and after the market day. To teas students to come and participate we posted two videos before the market. To stay in touch with the audience and reinforce the established contact we published one DIY Video each week, to give me even more ideas and tricks for keep on producing sustainable and healthy products on their own and resign on buying environmentally unfriendly products. The videos are all self made and the format is a suitable option to give the audience a different learning approach apart from reading.

6.7. CONCLUSION

The DIY-Workshops offered during the 2017 edition of the USOS sustainable market was a success not only in terms of giving guests tips on how they can act in a more sustainable way in their daily lives but it was also a great way of engaging in a more personal way with those attending and it proved to be a “highlight” of the market that attracted several visitors. In spite of the longer duration of one workshop and the elimination of one recipe, the majority of attendees responded in a very positive way to the workshops, and were thrilled with the “plus” of being able of taking home what they prepared that day.



Fig. 5. Alicia preparing the workshops

7.1. KEEPING IN TOUCH

An aspect of vital importance for the Mercado Verde in order to achieve the goal of providing students with tools and knowledge to act in a sustainable way is to keep in touch with his target group.

In the view that social media communication does not need a big investment of financial, human or time resources, we have decided that the most suitable way of keeping in touch with the students of the University of Antwerp is through the Facebook event of the Mercado Verde. While in our social media communication before the market we posted content in the Facebook event twice a day, after the market, we posted only once or twice a week since we do not want the students to forget the event but we also wanted to avoid annoying people. The topics of the posts have varied after the event since we are not any content about the partners of the Mercado Verde or about the activities that took place on the 11th of May. Instead, we have focused more on producing content related to sustainability, the country of Nicaragua and also some DIY-videos (videos of the making of recipes of our booklet).

The complete after-market posting agenda will be found on [Appendix 19](#).



Fig.1. After market social media

7.2. RESULTS OF THE SURVEY

As was explained in previous chapters, with the leftovers of the material for the showstopper we designed and produced around 200 wooden key chains with the aim of giving them for free for the ones that the day of the market filled in a survey. This way, we encouraged them to think about the knowledge that they already had and how much they learnt in the market.



MARKET SURVEY

This survey will only take X minutes to fill in. All answers are confidential. After finishing it, you'll get a **free Mercado Verde keychain!**

1. Up until the market, were fair trade labels an important factor to consider when buying food?

Yes No

2. Before this day, how would you describe the role of sustainability in your everyday life?

Not relevant Very important

3. Did you learn anything new about sustainability during the market?

Yes No
What? _____

4. How did you find out about the market?

Social media
 Posters
 Guerrilla advertising (artwork inside/around the University)
 Last years' editions
 Someone told me

5. In case you participated in these activities, evaluate how effective they were on raising awareness about sustainability or fair trade.

Take the weight
Banana travel route
USOS showstopper

(first box: not effective; last box: very effective)

6. Did you learn something new about the banana value chain?

Yes No
What? _____

7. Did you learn something new about Nicaragua?

Yes No
What? _____

8. How would you describe the duration of the activities?

Too short Too long

9. After having learnt more information about sustainability, are you willing to change your consumption habits to fit a more sustainable lifestyle?

Yes No

10. Now, would you be willing to buy fair trade bananas?

Yes No
If no, why not? _____

11. Would you come back to this market's next edition?

Yes No
If no, why not? _____

12. Age

Under 18 26-35
 18-25 Over 35

13. Gender

M
 F
 Other

14. Occupation

Student at UA
 Employed at UA
 Other

Thank you very much! Don't forget to grab a keychain!

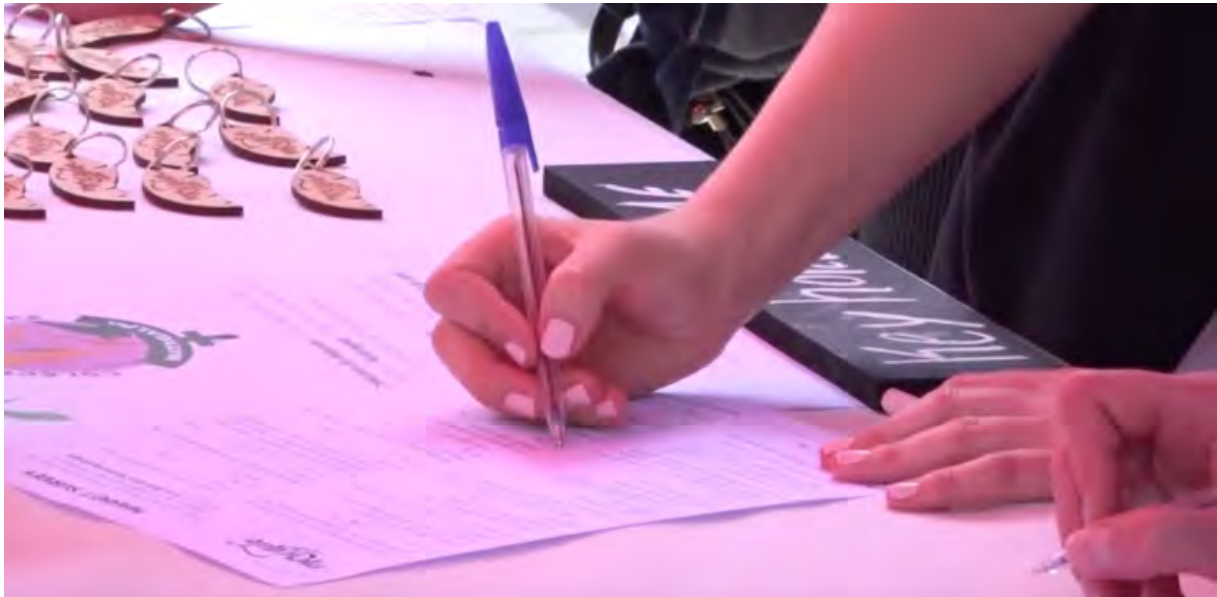


Fig. 2. Some people filling in the survey

Thanks to this initiative, **145 persons** filled in the survey. Probably it was also due to the fact that some of our colleagues of EPS were wearing a really showy and remarkable Fair Trade banana suit, so lots of people stopped in our tent in the market just to have a look at them. They also were in charge of convincing people to filling the survey and giving them the free key-chains as a gift. They did a really good job, and thanks to the high amount of responses to the survey that we got, we can say that the results are quite reliable.

The sample taken consisted of both boys and girls, even if almost 70% of the surveys respondents were girls, because their interest in the key chains was greater and did not mind so much about expending one or two minutes filling it. However, boys were more reluctant.

We can affirm that we reached our target group, because most of the ones polled were students of the University of Antwerp (82,3%) and aged between 18 and 25 (86,9%).

Some of the questions were about their previous behaviour regarding to sustainability facts, and some others about what they found out during the market in order to be able to measure our influence and success.

For example, we asked them if up until the market, fair trade labels were an important factor to consider when they bought food, to which 65% of the people interviewed had already taken into consideration.

18,8% of them consider that the role of sustainability in their life until the market was poor, 25,7% cares about it but do not really act in a sustainable way, while 55,6% is interested and try

to have a sustainable way of living. This last group are the ones we were attempting to catch in our market.

We also asked about the market itself, to know what had help them to learn about sustainability and what caught their attention the most.

Around 73,1% of the interviewees, affirmed that they had learnt about sustainability during the hours of the market. Mainly, they said they had learnt about the conditions of banana plantation workers and companies that support sustainability. At the beginning the result using informatic tools was showing a lower number, but it was due to the fact that as long as the answers were formulated like “No” “Yes, why?” some of the answers did not have the word “Yes” but was informing about the most important topics that they have learnt about.

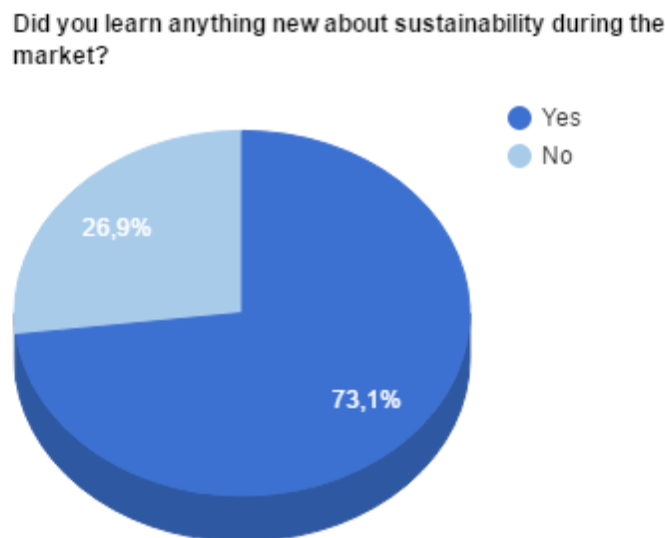


Fig. 3: Pie chart “did you learn anything new about sustainability during the market?”

Among the ones that had participated in the activities that both teams prepared (Bananica and Mercado Verde), the one that seems to have been more effective on raising awareness about sustainability or fair trade was Take the Weight*, with 71,8% of votants affirming its effectiveness. The commented that what surprised them the most was how low paid the work is, and how much influence we have in the banana value chain. The second on raising awareness was the showstopper that Mercado Verde team made also for promoting USOS, explained in chapter 5, with 61,4% of positive reactions. And the last activity but not least, was the Banana Travel Route, that was the showstopper of Banana team, with 56,7% of effectiveness.

When asked about the duration of those activities, 85,3% answered that they were not too long and neither too short, so we can conclude that the activities in general played a very important and good role in the market.

Nevertheless, some points were a little bit weak, as for example raising awareness about the banana value chain and Nicaragua, to which 55,2% and 56,4% respectively of the people asked, answered that they did not learn anything. Anyway, they commented that they had learnt about the production of bananas in Nicaragua and the influence of USOS in the country.

We also asked how they did find out about the market, in order to know which of the advertising tools are more effective to be able to give recommendations for the next year edition. Before anything, we have to mark that the answer could be more than one. Almost 70% of the survey respondent knew about the market through social media, what means that we did a good job in the Facebook event and Bananica also did with their Instagram account. Around 50% of the people found out about Mercado Verde because someone told them, but we cannot influence on that. 36,6% got to know about the market thanks to the 100 posters that we hung all around the city, mainly in specific places regarding to the interests of our target group, what means that it was a success. Also 27,6% of them became curious because of the Guerrilla advertisement of Bananica team, and found out that there was a sustainable market behind it.

Regarding to the future, we asked the attendees of the market whether they would be willing to change their consumption habits to fit a more sustainable lifestyle or not after having learnt more information about sustainability, and 89,5% answered a emphatic 'yes'. Even a higher number, 93%, would be willing to buy fair trade bananas after the market.

And finally, something that pleases us a lot is that 92,3% of the ones polled affirmed they would come back to this market's next edition, and 6,5% explained that they will not attend because they are international students and they will not be in Antwerp.

As a conclusion, even if Mercado Verde was only some hours long and we were aware since the beginning about the difficulty of changing someone's behaviour in that short period of time, we can say that we reached our goals almost completely: the attendees to the market learnt some things about sustainability, about the current issues that our world has nowadays, they enjoyed the day of the market and we made at least a small change in their behaviour because most of them have intention to start living in a more sustainable way.

7.3. AFTER VIDEO

Once the sustainable market is over, we wanted to create an aftermovie to gather some of the best moments of the 11th of May of 2017. This way, we could use it not only for our presentation

and showing how the market was, but also for next year's project so that they can have an idea of the atmosphere and the strong points of this year's edition.

Due to the fact that even if the market was organized by Mercado Verde, Bananica team was one of the most important parts of it, both teams worked together on that final video.

7.4. BUDGET

BUDGET MERCADO VERDE

DATE	WHAT FOR?	WHERE	QUANTITY €	Bananica Mercado Verde
13.04.17	Plaas MDF standard (6)	WoodTex	63.70	
24.04.17	Painting material	Action	7.33	
24.04.17	Rings for the key holder	Koopjeshal	5.25	
25.04.17	Trial of stickers printing	FabLab+	3.00	
28.04.17	Electronic components	Brico Harput	22.70	
28.04.17	Color plastic	De Banier Antwerpen	12.10	
30.04.17	Posters	Drukkerij Meeus	119.79	
03.05.17	White paint	Harput	9.95	
04.05.17	Rings for keyholders	Koopjeshal	16.87	
04.05.17	DIY (ingredients&tools)	IKEA + other shops	86.03	
08.05.17	HEMA - banana ice cubes	HEMA	4.00	
08.05.17	More rings for keyholders	Koopjeshal	9.90	
09.05.17	Stickers in Fablab	FabLab+	16.00	23.70
10.05.17	Cover tables	HEMA	16.00	36.00
10.05.17	Materials for the Market	Action	23.63	
10.05.17	Boxes DIY	HEMA	5.00	
10.05.17	Breakfast for volunteers	Albert Heijn	11.90	
10.05.17	Materials for the Market	Koopjeshal	4.80	
10.05.17	Fotocopies of Market day schedule	Quickprinter	3.00	
10.05.17	Copies of the logos of the partners	University of Antwerp (printers)	4.80	
10.05.17	Surveys printed	Prints© - Oude Leeuwenrui	10.55	21.10
11.05.17	WOWFOOD	Mercado Verde	75.00	
11.05.17	Moonpops	-	228.41	
18.05.17	Mexico Show (Reyna Avila)	-	450.00	
24.05.17		Hubo	3.5	
30.05.17	Velcro (2m)	Veritas	5.90	
30.05.17	String for the bag	Action	0.99	
06.06.17	Stickers for the bag	FabLab+	1.2	
06.05.17	Kitchen paper	Colruyt	5.34	
09.06.17	Juices	Biosano	196.26	
09.06.17	Calls to the partners	Hanne	18.66	
TOTAL			1445.58	€

Fig.4: Matrix final budget

FUNDRAISING

All the earnings from selling food and pieces of merchandise will be donated to the Colectivo de Mujeres de Matagalpa, in Nicaragua. The two teams decided on backing up this project because there was already a personal relation to it; Lisa Henninger worked for this women's institution for two years and informed everyone about the project and the social engagement in Matagalpa. We decided to donate to this cause because was important for both teams to ensure that the money arrives in the right hands and to have a personal feedback when is comes to know what the money is being used for.

The Colectivo de Mujeres de Matagalpa is a facility with a long history of social engagement. Its foundation occurred in the 1980s during the time of the Sandinista revolution in Matagalpa, justified by the need for women's rights. The main objective is to make those rights visible and incorporate them into public policies.

The work includes an urban radio station, to give women a voice, a medical centre specialised on woman ophthalmology, an educative department for children with a library, an open space for art and theatre and a legal support department. The work includes a long-term relationship with 32 communities in the rural regions around Matagalpa. They try to empower women inside their communities and support with sexual education, medical care, rotating agriculture, organic farming and education for reading and writing.

Sustainable development and equality play a big role in this project's concept and matched perfectly with our main focus on both awareness for sustainability and Nicaragua.

For all these reasons, the two teams will donate to this association the final amount of **1297,75€**, that involves all the money earned during the day of the market and also the money of USOS left from the budget.



Colectivo de Mujeres is an independent NGO in the north of **Nicaragua**. They are active within 35 communities around Matagalpa.

They **empower women** by means of *education, healthcare, art, and theatre*. Their aim is to fight for **rights of women**, concerning both **political and sexual equality**.

The organization (literally) gives women a voice on the community radio station.

They train women in rotated agriculture, with which they can self-sustain and **create independence**.

Fig.5: Logo non-profit-organization “Colectivo de Mujeres Matagalpa”



8

RECOMMENDATIONS

After doing the project we want to give a few recommendations for the next sustainable market editions so that each year this event has more impact and can reach more students.

ORGANIZATION OF THE TEAM

If there are two teams that are part of the market you must start working together from the beginning and define what you are going to do together and what separate. It is important that the two teams know what they have to do so that there are no misunderstandings.

It is better that at the beginning of the project you define a style and a corporate identity for the team since throughout the semesters many presentations and documents will be done and it is faster if you already have a defined design.

-

COMMUNICATION

- Develop a communication strategy with more time in advance. The ideal time to have the finished communication strategy and social media posting plan would be 6 weeks. The ideal time to promote the market on social media would be 5 weeks before the market.

- It is very important to have a well-structured weekly content plan for the social media communication before and after the market.

- Develop some social media contest that makes it possible for the organizers of the market to know how many people (out of those who said on the Facebook event that they would attend the market) actually attended it.

- Include more guerrilla marketing in the communication/advertising strategy of the market.

- Printing posters in Antwerp can be very expensive. This is why the future teams organizing the market should make good research on where is the cheapest place to print. As a tip, we can say that they should make good use of the insider knowledge of their Belgian teammates and look for print shops out of the city.

- According to our experience, it is very good to print a big amount of posters. In our case, we printed 100 posters and it was a good decision since the posters we hung in the beginning fell or were taken off and we had to replace them later.

ORGANIZATION OF THE MARKET

The topics of the market were, next to sustainability, the banana value chain and Nicaragua, we are not sure if the visitors got this link. We could have made it more obvious on and before the marketday.

You have to keep in mind that setting up the tents is a lot of work. They are very heavy and you will need the help of other people. You can ask your EPS colleagues to help and keep in mind

that the best option is to assemble them the day before the market and it will take about three hours to do it.

Provide more meals. Because of the good weather, all the students wanted to consume their lunch outside in the Hof van Liere, so they bought it in the food stands. The musicians were not even finished or the food was already sold out. Next time, make sure that the volunteers and the musicians have a lunch. But it is not that bad to be sold out, there was no food waste and it is a sign that we attracted more students than we thought before.

Book the tents of the city of Antwerp more than 6 weeks before the market. The communication with Gate15 was not so fluent and we were not on time to book the truck of the city of Antwerp. That is why we had to arrange our own transport with a truck. This costed extra money for USOS and on top it took a lot of time the day before the market.

Maintain personal contact with the partners by telephone call not only email, since it is much easier to reach an agreement and make things clear. In addition it is advisable to contact each one of them more than once during the whole period to keep them informed at all times.

If you are going to sell food from an organization, you have to agree who and when is going to bring the order and if the company is going to come and take what was left.

You should be sure if the partners are going to bring their own plates and cutlery or if you are going to have to provide them. If so, you should keep in mind that if you do not use plates and cutlery to use and throw, which is highly recommended as it is more sustainable, you will have to think about how and who will clean everything used.

Doing a survey was a good idea to know if we reached our goals. The results were useful, but we realized that questions where people have to make notes, are not effective, nobody wants to write.

We encouraged the people to fill in the survey by giving them a reward. This was very effective.

It was the first edition that workshops were organized, and it was very popular, there were a lot of registration, more than the available places. This year it was also for free, since the workshops have some 'recognition' now, it could be possible to ask a few euros to join.

You should think of an alternative plan in case the weather is bad. We had problems with the musicians as they were afraid that it would start raining and their instruments would get wet. Finally we had to cover the musicians with a tent.

The music brought life to the market, and Mexico Show created a very pleasant and festive atmosphere. It was the first time that music was present, but it was a great experience. Be sure to book musicians next edition!

SHOWSTOPPER

Start building the showstopper at least four weeks before the market. There are always problems and unforeseen that lengthen the assembly process and you have to have plenty of time to react.

Think of a flashy and interactive idea for the showstopper but always taking into account that the it is going to be kept in a small office. So it should be foldable, detachable or small.

You have to keep in mind that people are going to touch the showstopper, they will walk near it and that the weather in Belgium is unpredictable, so it one has to be sturdy and resistant.

Do a lot of research about the information you want to give with the showstopper. We started with this during the concept-phase of the showstopper. Use examples that people can adopt in their own life.

The showstopper we designed is transportable, but quite big. The strength of this, is that it caught a lot of attention on the market. The weakness is that for other events a smaller product could be easier to use.

Start thinking about the packaging before building the showstopper. This can prevent problems and losing time while building.



CONCLUSIONS


CONCLUSION

We are overall very happy with how the Mercado Verde event turned out. We had a large number of visitors, many people were open to taking part of the activities that the Mercado Verde and Bananica Team prepared, almost all food and drinks were sold out and since the weather was very good, there was a large number of students enjoying the live music while seating in the premises of the market. We attribute part of this success to our communication approach, which was a combination of social media, posters, guerrilla marketing, and mailing. Also, the location of the market was responsible for the success of the market as well as the fact that the entrance was free for all visitors.

Since the Mercado Verde was a market that promoted sustainability, especially sustainable foods, we tried to be sustainable in every aspect of the event meaning we tried to use as less material and electricity as possible, we used recycled materials for our showstopper and its transportation bag and we used biodegradable trash bags. In addition to that, all companies that we invited to our market suited in our “standards” of sustainability. Although we did take into consideration the aspect of sustainability every step of the way, it was not always possible to be sustainable and stick to our financial and time budget at the same time.

Moreover, we have achieved our goal of making USOS better known among the student community while at the same time giving tools and knowledge about how to live in a more sustainable way through the showstopper, workshop, and booklet. Nevertheless, since the beginning of the project, we kept in mind that it is not possible to change the behavior of people in only one day (the day of the event) which is why we opted to keep in contact with our target group through social media.

Finally, we would like to say that it was a pleasure for the Mercado Verde team to work on this project and we dearly appreciate the opportunity of studying in the University of Antwerp for five months and taking part of the courses that the EPS program has offered to us. More information about the way that the EPS courses helped us throughout our project can be found in *Appendix 20* and the individual reflection of every team member can be found in *Appendix 21*.



**TABLE
OF
FIGURES**

TABLE OF FIGURES

Chapter 1: **Taste the change**

Chapter 2: **Mercado Verde**

Figure 1.: The team

Figure 2.: Final market logo

Figure 3.: Logo of USOS

Chapter 3: **Communication**

Figure 1: Communication approaches conceptual map

Figure 2: Bananica Instagram post promoting the Mercado Verde

Figure 3: Photo of the posters

Figure 4: Ambassador of Nicaragua

Figure 5: Facebook statistics

Figure 6: Outcome from newspapers and websites

Chapter 4: **Organization of the market**

Figure 1: Distribution of the tents in Hof van Liere

Figure 2: EPS teams Bananica and Mercado Verde

Figure 3: Mexico Show

Figure 4: Map Hof van Liere

Figure 5: Time schedule

Figure 6: Volunteers

Figure 7: Setting up the tents the day before the market

Figure 8: M-Coins

Figure 9: Key Chains

Figure 10: T-Shirt of USOS

Figure 11: All the volunteers

Figure 12. The Groene Vent

Chapter 5: **Showstopper**

Figure 1: Overall idea of the showstopper

- Figure 2: Possibilities of disassembling (1)
- Figure 3: Possibilities of disassembling (2)
- Figure 4: Possibilities of disassembling (3)
- Figure 5: Cardboard prototype of the four letters
- Figure 6: Building the cardboard prototype
- Figure 7: Union between front and back part of each letter
- Figure 8: Front view of the showstopper
- Figure 9: Top view of the showstopper
- Figure 10: Parts of the letter
- Figure 11: Way in which the letter wholes fit
- Figure 12: Letters with the union sticks
- Figure 13: Stage
- Figure 14: Letters with its stage
- Figure 15: Initial way of storing the letters
- Figure 16: Stage disassembled
- Figure 17: Stage with legs for making the letters higher
- Figure 18: Measures of the four letters from the front
- Figure 19: Measures of the letters from the side
- Figure 20: Measures letter U
- Figure 21: Measures letter S
- Figure 22: Measures letter O
- Figure 23: "U" - Front
- Figure 24: "U" - Back
- Figure 25: "S" - Front
- Figure 26: "S" - Back
- Figure 27: "O" - Front
- Figure 28: "O" - Back
- Figure 29: "S" - Front
- Figure 30: "S" - Back
- Figure 31: Leftover wood
- Figure 32: Advertising arrow
- Figure 33: Key-chain design
- Figure 34: Key-chains exposed on the market
- Figure 35: Reused electronic components
- Figure 36: Person interacting with the front "O"
- Figure 37: Person moving the rounded parts of the "O"
- Figure 38: Person writing on the blackboard
- Figure 39: Person opening a door of the "S"
- Figure 40: Person playing with the matching game of the "S"

- Figure 41: Front part of the showstopper
- Figure 42: Back part of the showstopper
- Figure 43: USOS showstopper placed in Hof van Liere
- Figure 44: Render of USOS letters inside an auditorium
- Figure 45: USOS Showstopper being used in a conference without using the legs for the stage
- Figure 46: Back side of the showstopper
- Figure 47: Mercado Verde team with the showstopper
- Figure 48: Person interacting with the S letter
- Figure 49: Person moving a round piece of the O
- Figure 50: Person matching the logos with their meanings
- Figure 51: Render of the bottom of the stages
- Figure 52: Front view of the bag
- Figure 53: Back view of the bag and hand truck
- Figure 54: Opening the bag
- Figure 55: Transport
- Figure 56: Velcro in the stick bag
- Figure 57: Velcro
- Figure 58: Stick bags

Chapter 6: **DIY- Activities**

- Figure 1: Instructor and attendees of the workshop
- Figure 2: Materials DIY-Workshop
- Figure 3: Attendees with their take-away jars
- Figure 4: Cover Booklet
- Figure 5: Alicia preparing the workshops

Chapter 7: **After the market**

- Figure 1: After market social media
- Figure 2: Some people filling in the survey
- Figure 3: Pie chart “did you learn anything new about sustainability during the market?”
- Figure 4: Matrix final budget
- Figure 5: Logo non-profit-organization “Colectivo de Mujeres Matagalpa”



REFERENCES

REFERENCES

21BIS. (2017). Mercado Verde: voedselmarkt in teken van bananen. [online] Available at: <http://www.21bis.be/mercado-verde-voedselmarkt-in-teken-van-bananen/> [Accessed 12 May 2017].

A-stad. (2017). Nieuws | Ecohuis Antwerpen. [online] Available at: <https://www.antwerpen.be/nl/overzicht/ecohuis-antwerpen/nieuws-166> [Accessed 29 Mar. 2017].

Ayers. J.C. (2010, November 04) Unsustainable versus Sustainable Living. Retrieved from http://www.vanderbilt.edu/Sustainability/book/S1C2_Unsustainable_vs_Sustainable_Living.pdf

Ayers, J.C. (2009, May 5) Is Our Current Lifestyle Unsustainable? [Blog post]. Retrieved from <http://sustainability-ayersj.blogspot.be/2009/05/is-our-currentlifestyle-unsustainable.html>

Ayers, J. C. (2012, June 30) Sustainability Update: June 2012 [Blog post]. Retrieved from <http://sustainability-ayersj.blogspot.be/2012/06/sustainability-update-june2012.html>

BBC. (n.d.) Global waste production. Retrieved from http://www.bbc.co.uk/schools/gcsebitesize/geography/wasting_resources/waste_pollution_rev1.shtml

Caradonna, J. L. (2014). Sustainability: a History. ed. Oxford: Oxford University Press

El 19 Digital. (2017). Banano de Nicaragua, centro de Feria de Mercado Justo de la Universidad de Amberes. [online] Available at: <https://www.el19digital.com/articulos/ver/titulo:56194-banano-de-nicaragua-centro-de-feria-de-mercado-justo-de-la-universidad-de-amberes> [Accessed 12 May 2017].

Facebook (2017). Duurzaamheidskantoor. [online] Available at: <https://www.facebook.com/Duurzaamheidskantoor/?fref=ts> [Accessed 29 Mar. 2017].

Facebook (2017). HAPfestival. [online] Available at: <https://www.facebook.com/HAPfestival/> [Accessed 23 Mar. 2017].

Facebook (2017). LeftAntwerpen. [online] Available at: <https://www.facebook.com/LeftAntwerpen/> [Accessed 26 Mar. 2017].

Facebook (2017). tilemalines. [online] Available at: <https://www.facebook.com/tilemalines/> [Accessed 23 Mar. 2017].

Gazet Van Antwerpen (2017). Ecovriendelijke studiepauze. p.15.

Gazet Van Antwerpen (2017). 'Verboden' bananen op Ossenmarkt. p.17.

Henry van de Velde Awards. (2017). MARTA. [online] Available at: <http://www.henryvandevelde.be/deelname/marta> [Accessed 10 Mar. 2017].

Kuhlmann, T. and Farrington, T. (2016, November 01) What is Sustainability? Retrieved from <http://www.mdpi.com/2071-1050/2/11/3436>

Lavender Law, K. and van Seville, E. (2016, July 01) There's Rage-Inducing New Data On The Amount Of Plastic In The Ocean. Retrieved from http://www.huffingtonpost.com/entry/amount-plasticocean_us_568ee104e4b0a2b6fb6f696e

Mahler, D. (2015, October 27) An emerging retail trend is key for attracting Millennials. Retrieved from <http://www.businessinsider.com/how-important-issustainability-to-millennials-2015-10?IR=T>

Nielsen. (2015, May 11) Green Generation: Millennials say Sustainability is a Shopping Priority. Retrieved from <http://www.nielsen.com/us/en/insights/news/2015/green-generation-millennialssay-sustainability-is-a-shopping-priority.html>

OVAM. (2017). De Groene Vent. [online] Available at: <https://www.pdf.investintech.com/preview/59bb66b8-4d3b-11e7-922a-002590d31986/index.html> [Accessed 1 Jun. 2017].

Stebbing, P. and Tischner, U. (2015). Changing paradigms. 1st ed. Aalto (Finlande): Aalto University of arts, design and architecture, pp.104-111, 373-376.

The World Bank. (2013, Oktober 30) Global Waste on Pace to Triple by 2100. Retrieved from <http://www.worldbank.org/en/news/feature/2013/10/30/global-waste-on-paceto-triple>

The World Bank. (2012, June6) What a Waste Report Shows Alarming Rise in Amount, Costs of Garbage. Retrieved from <http://www.worldbank.org/en/news/feature/2012/06/06/report-shows-alarmingrise-in-amount-costs-of-garbage>

Uantwerpen (2017). Wat is USOS?- Universiteit Antwerpen. [online] Available at: <https://www.uantwerpen.be/nl/campusleven/ontspanningengagement/engagement/usos/wat-is-usos/> [Accessed 24 Mar. 2017].

United Nations. (1987) Report of the World Commission on Environment and Development Our Common Future. Retrieved from <http://www.exteriores.gob.es/Portal/es/PoliticaExteriorCooperacion/Desarrollosostenible/Documents/Informe%20Brundtland%20%28En%20ingl%C3%A9s%29.pdf>

United Nations. (n.d.) Sustainable Development Goals. Retrieved from <http://www.un.org/sustainabledevelopment/cities/>

United States environmental protection agency. (n.d.) Learn about sustainability. Retrieved from <https://www.epa.gov/sustainability/learn-about-sustainability#what>

USOS. (n.d.) What is USOS? Retrieved from <https://www.uantwerpen.be/en/campus-life/recreationcommitment/commitment/usos/what-is-usos/>

Verrelst, J. (2016). Sustainable Market- University of Antwerp. [online] Uantwerpen.be. Available at: <https://www.uantwerpen.be/en/campus-life/recreation-commitment/commitment/usos/campaign/sustainable-market/#> [Accessed 10 Mar. 2017].



12

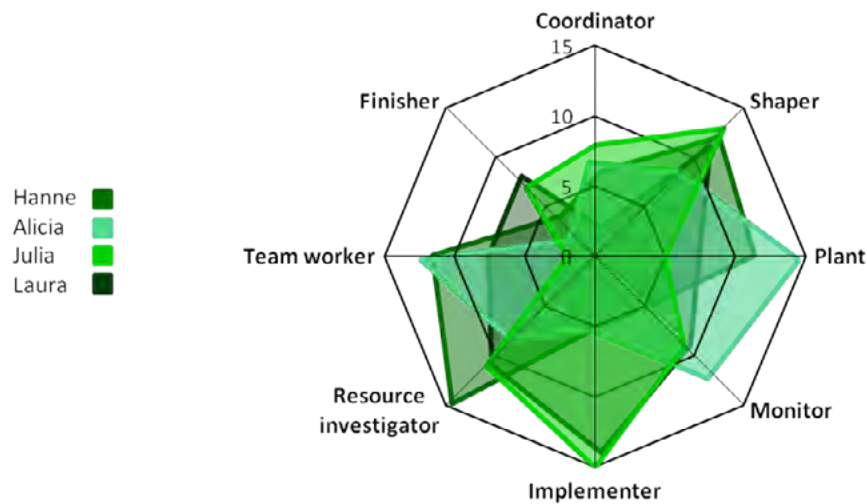
APPENDIX

Appendix

1. Belbin types	109
2. Market names survey	110
3. Ideas for the logo	111
4. Slogan ideas	112
5. Target Group	116
6. Business canvas	118
7. Lasts years editions	122
8. Project Plan	124
9. Communication strategy	130
10. Posting plan before the market	139
11. Ideas for the poster	140
12. Press releases	143
13. Contact information partners	144
14. Background of Belgium (and Barcelona)	149
15. Time shedule	156
16. Usability	157
17. Workshop	162
18. Booklet	169
19. Keep in touch	198
20. How we applied the EPS curses into the project	199
21. Individual reflexions	202

APPENDIX 1. BELBIN TEAM ROLES

Each member of the group made the Belbin test to see what role she played when working on a team. In the following image we can see the result of the test of the four components of the group.



Belbin Types combined

All the team members have very different personalities, which makes them complement each other. As the Belbin test shows, they form a very well understood team, although they must work on some of the roles that are missing.

Strength of the team

For example, Hanne is a really good Resource Investigator, while Alicia outstands in the Plant and the Monitor role, and Julia and Laura in the Shaper and Implementer.

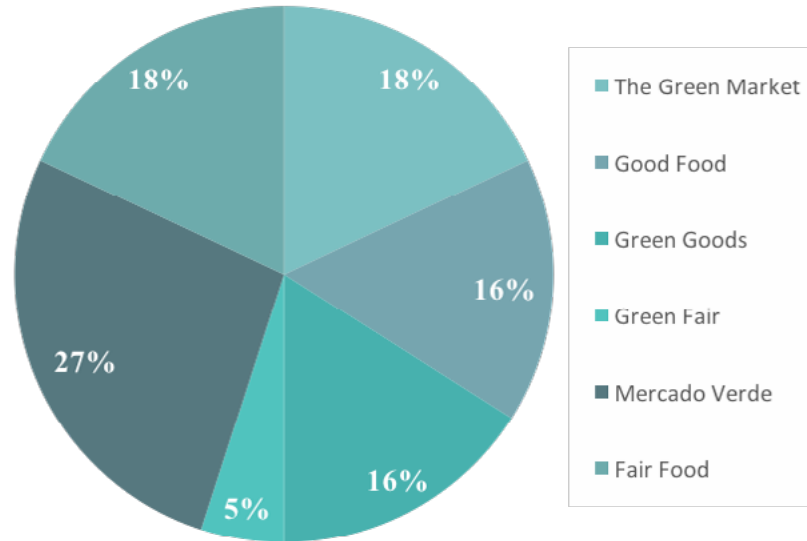
Weakness of the team

None of them has a Finisher behavior, so it would be difficult for them to polish the work out of errors at the end of the tasks to reach the quality established, as well as planning the tasks to be able to finish them on time.

Moreover, they do not have someone outstanding on the Coordinator role either. That means that it would be difficult for them to focus on the team's objectives and split the tasks correctly. It is clearly seen that in the group was needed a finisher person. There was also absence of a coordinator but as Julia and Laura have a strong position as a shaper it is was not going to be a problem to deal with the leadership of the team.

On the other hand, Laura it is the one that was going to adopt the role of plan manager. And the rest of the group had as an objective to improve their planning skills. A really concrete project plan had been done and if the group follows strictly what it has been planned there would not be any problem.

APPENDIX 2. MARKET NAMES SURVEY



Survey to 134 students

APPENDIX 3. IDEAS FOR THE LOGO

When we started thinking about ideas for the logo of the market, it was not clear what our name was going to be. That is why we made different proposals for both names “Good Food” and “Mercado Verde”.



Ideas for the “Good Food” Market Logo



Ideas for the “Mercado Verde” Logo

Of all the proposals of logos that we made, the one we liked the most was the following:



Selected proposal for the logo

Of this proposal we liked the typography and the dynamism that it transmitted. Even so we continued thinking about different options and variations of the logo since we wanted it to have some relation with the logo of the “Banánica” group.



Banánica Logo



Variations of the logo in order to have some relation with the one of Banánica

We tried to change the leaves of our logo for the one the banana group had used. Moreover, we decided to give more importance to the word “Mercado” than to the “Verde” word. So we changed the distribution of the logo so that when it was seen, everyone knew that it was the logo of a market. We also tried to integrate the figure of the banana into the logo but we were not convinced about this change.



Trying to integrate banana shape in the logo

So at the end we decided to use this logo:



Final logo of the market

We decided to put the word “Mercado” bigger than the “Verde” word, and we used the same banana leaf as the bananica group had used in their logo to give a sense of corporate union. Finally, we made small modifications of color in our logo so that it could be adapted to different areas.



Colour variations of the final logo

APPENDIX 4. SLOGAN IDEAS

For the creation of the slogan, first we defined some words that the final slogan should transmit. We did a brainstorming together with Bananica team in order to inspire ourselves to come up with a good and catchy slogan.



Slogan Brainstorming

Our main objective was to obtain a catchy and humorous slogan, which transmits the idea of sustainable food as a fresh and tasty way of eating. Some of the ideas for the Mercado Verde slogans were:

- Eat, taste, love
- Dive into a better consumption
- Banana up your life
- Discover the new taste
- Don't be blue, be green
- Life isn't fair, but food can be!
- Don't be mean choose green
- Don't waste it taste it

Some of them were long or not really clear so we tried to think on a shorter and catchy way for inviting people to come to our market. This is how we found these three finalists:

- Taste the change
- Be part of the food revolution
- Taste revolution

Among them, we found what we were looking for, a three words slogan, really catchy and that encourage people to take part of our project "Taste the change".

APPENDIX 5. TARGET GROUP

TARGET GROUP	DESCRIPTION	ACTIVITIES						
		FOOD	USOS SHOW STOPPER	DIY	TAKE THE WEIGHT	PHOTO BOOTH	MUSIC	BANANA BEER
INTERESTED IN SUSTAINABILITY	ACTIVELY SUSTAINABLE	Sustainable lifestyle and constantly trying to find new ways of sustainable living	X	X	X			
	ADVENTUROUS	Open to try new things	X			X		X X
NEUTRAL	CURIOUS	Not necessarily interested, but when seeing people, food and different activities nearby, they will come and take a look at the market	X	X	X		X X	
	SOCIAL	Interested in having a good time with friends and enjoy good food	X		X		X X	X
	PRAGMATIC	Not eating for fun or pleasure nor to have fun with friends, only eating because it's necessary	X					
DISINTERESTED	DISINTERESTED	Not interested in sustainability or the market	X				X X	
	DISINTERESTED	Not interested in sustainability or the market		X X				

We have classified the students of the University of Antwerp in three main categories, which at the same time are divided into different subcategories.

The first category is the one of those students that are interested in sustainability. On the one hand, we have students that already have a sustainable way of life and that actively look for markets and different events where they can discover new products and new ways to improve their behavior. This is the most interesting and at the same time, the most challenging group for the Mercado Verde because they are experts on the topic of sustainability and they have high expectations of sustainable markets. The most interesting activities and stands for this group is the do-it-yourself (DIY) workshop. On the other hand, we have the “adventurous” group. They are interested in sustainability and very open to try new things, therefore, they can be reached by original activities such as the live music, the exotic beer stands and the USOS showstopper.

The next category is the one that has a neutral position towards sustainability. This category is divided into “curious”, “social” and “pragmatic”. The curious group is not especially interested in sustainability or the market but if they pass by the market they will be attracted by the crowd and will stay in the market for the food, drinks, photo booth, DIY workshop and live music. Similarly, the “social” group will not visit the market in order to get information about

sustainability or to discover new environment-friendly products but because of the fun activities they can enjoy with their friends during a study break for example. The “pragmatic” type of student will not go to the market for information or fun, they will only visit it in order to get something to eat as fast as possible before returning to their activities in the university.

Finally, we have the “skeptic” category, which is absolutely not interested in the topic of sustainability and is divided into “conservative” and “solitary”. While the conservative group is not open to new things and can only be attracted to the market by the live music, the photo booth and the food, the solitary group does not enjoy being in crowded spaces and will only enjoy individual activities such as the yoga classes and the food.

APPENDIX 6. PROBLEM SOLVING & BUSINESS MODEL CANVAS

The focus of our EPS project is raising awareness about (social) sustainability among students of the University of Antwerp with an eye on food consumption. We do this by organizing a sustainable (food)market, Mercado Verde.

The order is given by USOS, the University Foundation for Development Cooperation. Their general aim is to raise awareness about social sustainability, they do this for example by training students. This is also what they want to reach a market, and they hope that becoming better known among the students, a side effect of the market.

Since we are focussing on students of the University of Antwerp, is this also our target group. But, we are digging deeper. The students who we want to attack most, are students who are open and interested in sustainability and still can learn more about the topic.

The main substances involved in our project are:

1. The market, Mercado Verde

Most important is the general concept of the market. The main topic is sustainable (food) consumption, therefore we need to invite a lot of exhibitors with different approaches. The side topic is the banana supply chain of Nicaragua; we shouldn't forget to communicate this with the public.

2. Exhibitors of the market

We're inviting different companies to come to our market and sell their goods. All companies should be sustainable in a certain way, so they can take part in raising awareness about sustainable (food)consumption.

3. Showstopper for USOS

A direct mean to make USOS better known, and on top to informs students. The showstopper should catch the attention of the visitors of the market. They should feel attracted by the product and interact with it.

4. DIY-workshops

There is no faster way than learning something from a hands-on method. That's why we want to show visitors specific examples about how they can adopt it in their own lives.

5. Communication

There are different aspects of communication in our project. We should keep in contact

and inform the partners and exhibitors of the market. Also, we have to keep our target group up to date about the event on social media.

The main action we take is organizing the market before we can do this, we should do research about the background of sustainability and maintain information. After this, we could start inviting the exhibitors of the market and brainstorming about the showstopper. At the same time, we start with promoting the market, this means designing a poster and preparing the social media plan (communication). Before Easter break, we have our first prototype and specific ideas about the DIY-workshops. After Easter break, we start spreading the posters and with the building of the final design of the showstopper, this will take at least 16 days including the detailing. Then the only things left are specifying everything for the workshops and details of the organizational part of Mercado Verde.

For preventing fallacies, we must use a thinking pattern that leads to possible solutions.

We want to organize a market which raises awareness about sustainability. This we can reach by action of the showstopper. In this showstopper, we can put information, tips and tricks and general facts about different sustainable aspects. So, the combination of social sustainability, like fair trade facts, information about labels you find in the supermarket, environmental sustainability and how to adopt it in your own life, ...

With the invited exhibitors, we want to show examples of different sustainable companies, with the focus on their specialty in the sustainable world. For visitors, this could all work inspirational, but the step to start doing it is further than you think. That's why we give a hands-on workshop, so they can start with creating their own products. Once a person does it, the change he/she would try something new is bigger.

For all the previous plans this, we need to get the attention of the students. Therefore, we use all the communication tools we have. First, we start launching an event on Facebook and share it with the page of USOS and all our friends. Once this happened, we start a campaign to stimulate to invite your friends to the Facebook event, this is how we reach a bigger public. Why Facebook? The majority of the users is between 18 and 30 years old, and our target group is in this range. Further steps are to send an email to all university students and to keep the event up-to-date.

The ideal result for USOS would be if we raised awareness about sustainability among the students of the University of Antwerp. This is also the original aim of the organization. To achieve this, we organize different activities, like the DIY-workshops at the market. But, for making this true, we need to attract as many students as possible. If we reached a lot of people and we have many visitors, a nice side-effect would be that USOS become better known and that people's

interest in their activities would increase.

Imagine that we start our own small business, a company that organizes events on demand, specialized in sustainability. The added value for our customers is that their events will be 'green' and that they could bring the message and raise sustainability.

The target group is wide; individuals or companies could come for our service and ask advice. The only thing is that they should be interested in organizing a 'green' event. These events could be public or private, small or big, focussed on food or music, everything is possible.

In the context of the EPS project, is USOS our customer. They asked to organize a public event, focussed on sustainable food consumption. Their target group are students of the University of Antwerp.

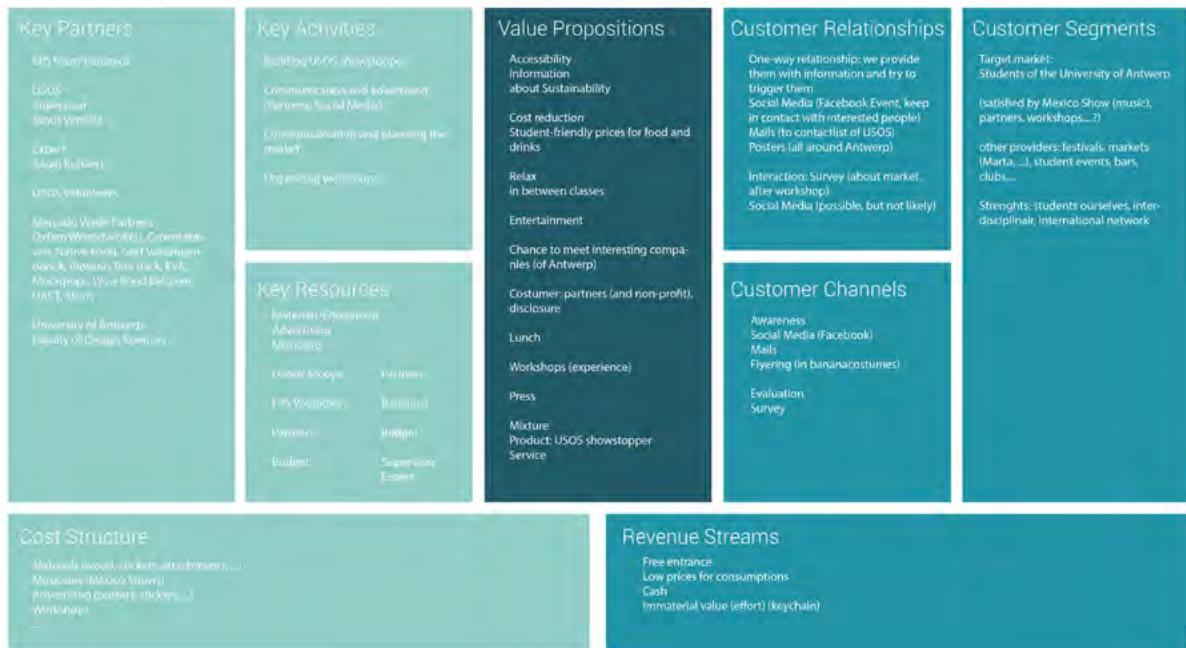
The service we promise to our customers would be on demand and could be delivered in different ways. We could organize the general concept of their event, they could come for advice on specific elements, like promoting their events or the practical aspects. The main topic is always sustainability, but more specific demands are also possible, for example, ecology, social sustainability, sustainable development, ecosystems or sustainability science.

In the project of today, we focus on social sustainability, fair trade and sustainable development. The key partners for our business is our supervisor Janus Verrelst, who is also our customer, Sarah Rohaert as the expert, the University of Antwerp as the sponsor and to support. If we were an independent business, the key partners would be different and they would have less impact.

If we were a real business, a financial reward would be logic, since we are working with 4 people full-time on the project. For the business that we have now a financial reward isn't possible, but if we gain some money at the market, the profit would go to a non-profit organization in Nicaragua.

A fair reward for the team would be that the market succeeds and attracted a lot of students and that they also learned something new about sustainability. This is what we hope to achieve, raise awareness about sustainable food consumption.

Business Model Canvas



APPENDIX 7. LAST YEARS EDITIONS

Making an analysis of previous editions could improve the quality of Mercado Verde. It is important to analyze what went wrong and could be improved. Also, it's good to know which factors the visitors liked, the focus is on the experience of the visitors.

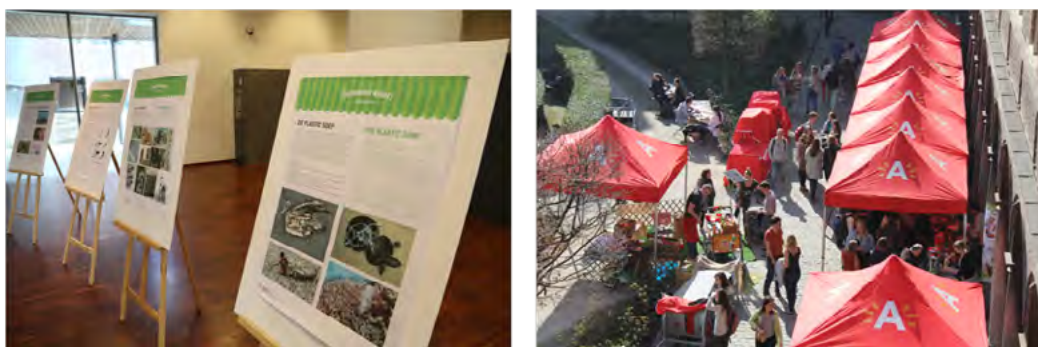
On the version of 2015, "Sustainable Market" the focus was not specified in any food. About the organization, the students created an exposition room with information about different opportunities of sustainability; but as enquiries revealed, a lot of the students did not notice the room. Also, the poster did not catch much attention. It was a very beautiful poster, but there was too much information on it. And between other posters it did not popped out.



Sustainable Market 2015

The general results of the survey were very positive. Also, the question "If this market was to be organized again next year, would you be interested in participating again?" all the answers were positive. The success of this edition leads to name recognition; this is in the benefit of next editions.

The polaroid pictures were a great success. After the market people could find the pictures on the Facebook page of USOS, this is a good way to keep in contact with the visitors and keep them update about the market.



Last year, 2016, the “Sustainable market, fair trade coffee” was focused on fair trade coffee. The University of Antwerp joined the Coffee Challenge of Fairtrade Belgium. Students could pass by for a cup of fair trade coffee for a fair price. By spinning the wheel their price was determined. Many students didn’t get the feeling that this was fair. For example, their friends only paid 60 cents, but they had to pay twice the price. This demonstrated that the reality isn’t always fair, what made the students think.



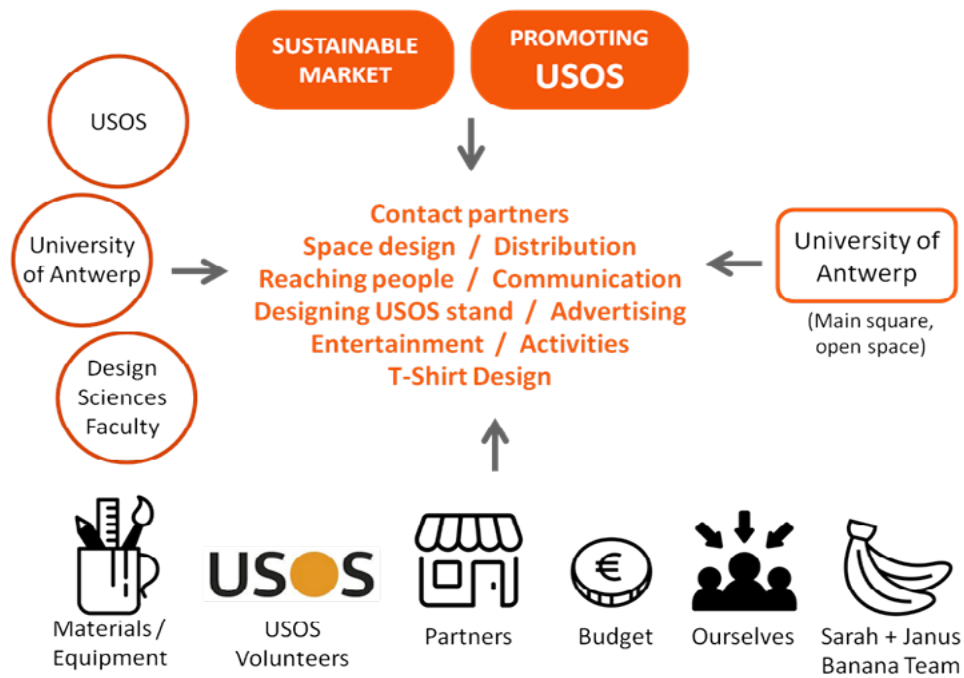
Sustainable Market 2016

APPENDIX 8. PROJECT PLAN

This section describes the general project organization and the team roles, member by member and all together, starting with their background information and management roles and followed by their availability, as well as the explanations of the playing rules, information systems and meetings.

Basic Element Model

Once presented the topic it is necessary to establish the elements that are going to have impact in the project using the Basic Element Model.



Project Process - BEM

The Aim

The aim of this project is to organize a market that raises awareness of the existence of an alternative lifestyle, focusing on a sustainable way of eating, as well as make USOS better known among students.

Task

Our task within this project is to organize a market that focuses on sustainability and to promote USOS among the student community. Part of the organization consists on contacting sui-

table partners, designing and distributing the space where the market takes place, and taking care of the overall communication, as well as designing merchandising products.

The Environment

The market would take place at the University of Antwerp, specifically, in the inside square garden located near the library of the city campus: Hof Van Liere.

The aspects of the environment that might have an influence on the project outcome were first of all, the specifications and premises of the institution of the University of Antwerp. We had to make sure that the market deals perfectly with them regarding not only to the location (in the main square and only in the side next to the library) but with the schedule and the noise that was permitted.

Other important fact to take into account was the unpredictable weather. The market would take place in an outside space and the climatic conditions of that day were going to have a big impact on the ongoing of the market.

Also electricity had to be taken into account. For some of the activities current, electricity would be needed so the location of the sockets would be indispensable for the distribution of the stands around the market.

The team

As the Belbin test shows (Appendix 1), the strong points of the team members are very complementary, although the planification of the tasks to be able to finish them on time needed an extra effort, since none of them have a finisher behavior. This test helped to choose a final role for each team member.

An explanation of the background of each member of the team matched with the final roles for each one can be found in the following table:

Members	Study	Function
Alicia	Public Relations and Communication	Communication Manager
Hanne	Product Development	Project Manager
Julia	Product Design Engineer	Project Implementer
Laura	Product Design	Time Manager

Resources

The resources needed for the realization of the project are:

- Market team: The group in charge of organizing and elaborating everything necessary for the market, and their knowledge. As has been shown previously with the Belbin test, is a very well-understood team. All of the members have many different useful abilities to develop a complete project. Team members:
 - The fourth of them are perfect to work in this project. They have really different skills but they complement each other and the entire group is conscious about the environment.
 - USOS volunteers: Those in charge of helping with different activities the day of the market and providing Mercado Verde team with necessary information about the organization.
 - The rest of EPS students: They helped during the market day and with ideas when necessary.
 - Materials/ equipment of stands: Tents were needed to protect the stands from the rain or the sun, tables and chairs for the different partners, wires and sockets to provide electricity to the stands, sound system for the music actuation...
 - Materials/ tools for the design and construction of the lounge: all kind of recycled materials, glue, staples, building tools...
 - Partners
 - Team expert and supervisor: Janus and Sarah
 - Budget: 1500€

Interested Parties

There are different kind of interested parties in the project. They are divided according to the level of interest.

		Level of Interest	
		Low	High
Power	Low	A Minimal effort	B Keep informed
	High	C Keep satisfied	D Key players

Legend of the Interested parties matrix

List of the Parties		
USOS	Institution	D
	Janus Verrelst	D
	Volunteers	B
Sarah Rohaert		C
University of Antwerp	Institution	A
	Staff	A
	Students	B
Faculty of Design Sciences		A
Banatica Team		D

Interested parties matrix of the project

As is shown in the previous table, there are different interested parties in this project.

On the one hand, we have the ones that are key players of the project: Janus Verrelst (the supervisor of all the phases), and of course the USOS cooperation since the market is a tool to promote them. Then, Sarah Rohaert, the expert, she has also an important role in the project. She is the representative of the International Department of the University of Antwerp and her help is indispensable for achieving all the established objectives. And finally the Banatica Team, whose supervisor is Sarah Rohaert, that is also a main participant and collaborator in the project.

Name	Expertise	Role	E-mail
Janus Verrelst	USOS worker	Supervisor	janus.verrelst@uantwerpen.be
Sarah Rohaert	Product Development	Expert	sarah.rohaert@uantwerpen.be

On the other hand, the USOS volunteers, EPS students and all students of Antwerp University.

Finally, we need to be in contact with the University of Antwerp, specially with the Design Sciences Faculty since we are part of it and we are doing a project under their name.

Other stakeholders we have to mention are: the target group, one of the most important group for evaluating the market and the showstopper; Gate 15, who supported the project team with ordering materials for the market; City of Antwerp (stad Antwerpen) that provided their stands, tables and chairs for the market and finally Fair Trade Belgium, that provided promotion materials for the Fair Trade Challenge and gave information about the fair trade system.

Coordination of the project

There's not one Project Leader. There is a Time Manager, she reminds the other team members of all the deadlines and she keeps on track with the planning. The Project Manager manages the general things like the meetings and the general tasks. The Communication Manager keeps contact with all the partners and she makes sure that all the partners are informed. The Project Implementer comes with original ideas and she supports the whole team.

The effectiveness of the project is determined by the Project Leader. The efficiency is coordinated by the Time Manager.

Decision-making

For important decisions the mean is doing it together as a team. If there is no consensus, the team would vote and when it's 2-2, the person who leads the task has an extra vote. In more complex situations, the team members will finally ask the supervisor Janus.

Information sharing

The way of transmitting information during the project has depended on the recipient:

- Stakeholders: mainly by email.
- Exhibitors: the first contact was by email and the rest of the information followed by the way each exhibitor preferred. Mainly, it continued being by email although some of them preferred by phone call.

- Bananica team: Mercado Verde team contacted them in person or Whatsapp and shared documents with Google Drive.
- Supervisor: the communication with the supervisor to make appointments or to ask some information was via email. If the information needed was urgent, then the communication was via phone call. The rest of the things were discussed at the meetings with the whole Mercado Verde team, the 'Bananica' team and the supervisors. This meetings were scheduled every Thursday from 15:00-17:00.
- Interested parties: communication mean via email.
- Market Team: all the documents were shared in Google Drive due to the advantage of being able to work all team members online and at the same time on a single document. This avoids problems with different versions of one document and, therefore, the team can save time and be more efficient. The communication for things as for example the time for the meetings or specific questions was via Whatsapp.

APPENDIX 9. COMMUNICATION STRATEGY

What is a communication strategy?

A strategy is a “plan of action designed to achieve a goal or vision” and it is the key tool for any person or organization of any kind to attain an objective that they have been long seeking for. Furthermore, when talking about communication strategies a written reference document that identifies the following points is meant:

- Clear and measurable communication objectives
- Relevant audiences and available channels
- A plan of activities and a timetable
- Resources (financial and people)

With the help of this document, an organization can judge their own progress and make any modifications in their work if needed.

Benefits of a communication strategy

Every organization or project has clear goals that need to be achieved. In order to reach these goals or this “destination”, a plan or “roadmap” is needed. A communication plan or strategy works as a guide that shows organizations the way in which they can attain their objectives. The most significant benefits of communication plans are the following:

- Communication plans make the goals of organizations, companies, and projects clear
- They make also clear who the target audience is, how they can be reached and what is the better way to communicate with them.
- Communication plans help organizations to create a clear message for their target group.
- They help to identify the different kinds of communication activities and approaches and to decide which are the best for the organization.
- A communication plan helps to identify the available resources not only in terms of money but also in terms of human capital.
- It is also helpful to clarify the roles and responsibilities of the team members.
- Communication plans help team members to get on “the same page” and to have a clear knowledge of the goals and message of the organization.
- They help to identify strengths, opportunities, weaknesses and threats.

Why a communications plan for the Mercado Verde?

In order to achieve his goals (3.1), the Mercado Verde needs a clear and well-executed communication strategy. The communications plan will help the Mercado Verde team identify their main target group as well as the best way to reach them and attract them into the market, and in that way, spread the message they have prepared.

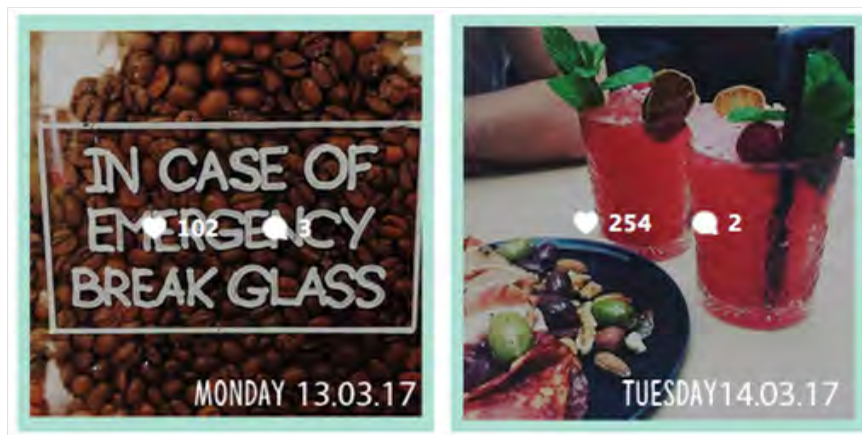
Benchmark analysis

In the city of Antwerp and in Belgium in general, there are a few very successful food-markets. Some of the best-known markets in Antwerp are MARTA and MERCADO. In order to learn what is the best way to reach our target group, we have decided to analyze these two market's communication measures.

MARTA	MERCADO
<p>TYPE OF MARKET: ORGANIC FOOD MARKET</p> <p>MARTA BRINGS TOGETHER SMALL-SCALE FARMERS AND MAKERS OF LOCAL PRODUCTS. CHEFS AND CURIOUS CONNOISSEURS ALIKE. CONSUMERS AT MARTA CAN FIND OUT EVERYTHING ABOUT WHAT THEY ARE EATING, WHERE IT HAS COME FROM, AND HOW IT HAS BEEN MADE, ALL DIRECT FROM THE PRODUCER. MARTA WANTS NOT ONLY TO SECURE FAIR PRICES FOR FARMERS AND MAKERS BY SUPPORTING A SHORT SUPPLY CHAIN, BUT ALSO TO FOCUS ON CLOSING CIRCLES BY ADOPTING A 'WASTE NOT, WANT NOT' APPROACH.</p> <p>TARGET GROUP: PEOPLE BETWEEN 20 -65 YEARS CONCERNED IN SUSTAINABILITY THAT WANT TO BUY HIGH QUALITY PRODUCTS AND THAT CAN ALSO AFFORD THEM.</p> <p>WEBSITE: NO FACEBOOK SITE: YES 5.997 LIKES INSTAGRAM SITE: NO OTHER COMMUNICATION APPROACHES: FLYERS, POSTERS</p>	<p>TYPE OF MARKET: GOURMET FOOD MARKET</p> <p>THE MERCADO BRINGS THE CONCEPT OF THE COVERED FOOD MARKETS AND THEIR FESTIVE MEDITERRANEAN MARKET ATMOSPHERE TO ANTWERP. PEOPLE CAN THERE DISCOVER NEW FLAVORS AND GET ACQUAINTED WITH CUTTING EDGE PRODUCTS AND DISHES. FRESH, AUTHENTIC, AND ESPECIALLY TASTY. IN THE MERCADO VISITORS MEALS, FRESH INGREDIENTS AND THE LATEST CULINARY TRENDS OF YOUNG AND ESTABLISHED TALENT. THE HALL OF THE MARKET IS FILLED WITH MUSIC BY EMERGING BANDS AND DJs ANTWERP, WHICH MAKE THE EXPERIENCE COMPLETE.</p> <p>TARGET GROUP: YOUNG HIP PEOPLE BETWEEN 25-55 YEARS OLD LOOKING FOR NEW TASTES AND WILLING TO PAY FOR THE HIGH PRICE OF QUALITY GOURMET DISHES.</p> <p>WEBSITE: NO FACEBOOK SITE: YES 39.192 LIKES INSTAGRAM SITE: YES 5.161 FOLLOWERS OTHER COMMUNICATION APPROACHES: FLYERS, POSTERS</p>

Since the MERCADO attracts so successfully his target audience, especially via Social Media, a deeper analysis of the Social Media communications of this market is needed. We have analyzed the posts of the both presented market`s Facebook and Instagram pages during the 11th calendar week of this year.





Conclusions

- The MERCADO posts daily content in the Facebook page.
- Posts are uploaded mostly twice a day one time the morning before 12 and one in the afternoon or evening.
- Interesting information about the MERCADO or about the different restaurants in it are the most popular posts.
- Among the most popular posts (with most likes) both in Facebook and Instagram are those with a photo of a dish or a drink and a catchy caption.

Goals

When talking about the goals and objectives of the Mercado Verde team, it is important to distinguish between the goals of the market and the communication goals. On the one hand, the goals of the Mercado Verde are situated in a higher position than the communication goals. On the other hand, the communication goals serve as a tool to achieve the goals of the sustainable market. Both kinds of objectives have to be specific, measurable, achievable, realistic and time-bound (SMART).

Goals of the Mercado Verde

We have divided our goals into main goals and secondary goals:

The main goals of the Mercado Verde are to inform, sensitize and raise awareness about sustainability and to give students of the University of Antwerp the tools and knowledge to adopt a more sustainable way of life. Another important aspect of the market is that it should promote the organization USOS and its work among the student community.

Because the sustainable Market takes place only once a year, and both the staff in charge of the organization and the main topics of the market are constantly changing, it is very difficult to change people's behavior and attitudes in only one day. That is why changing the student's behavior is a secondary goal that we hope we can reach.



Communication goals

The communication goals, which are tied to the objectives of the market, are the following:

- Raise interest about the Mercado Verde and its activities among the student community.
- Attract as many students (and even non-students) to the market as possible.

More specific goals:

- At least 15% of those who confirm on the Facebook-event of the market that they will assist to the event, should actually assist.

Target group analysis

The general target group of the Mercado Verde is students of the University of Antwerp. Because we know that the student community is a very heterogeneous group of people, we have decided to concentrate our communication efforts on the following focus group:

Students of the University of Antwerp, who are:

- Interested in sustainability, ecology and on how they can minimize their ecological footprint and make a positive impact in the world with their behavior.
- Willing to learn more about this topics and are open to new information and innovative products.
- Willing to spend a little bit more money on a daily basis in order to purchase better products.

Our message

Taste the change!

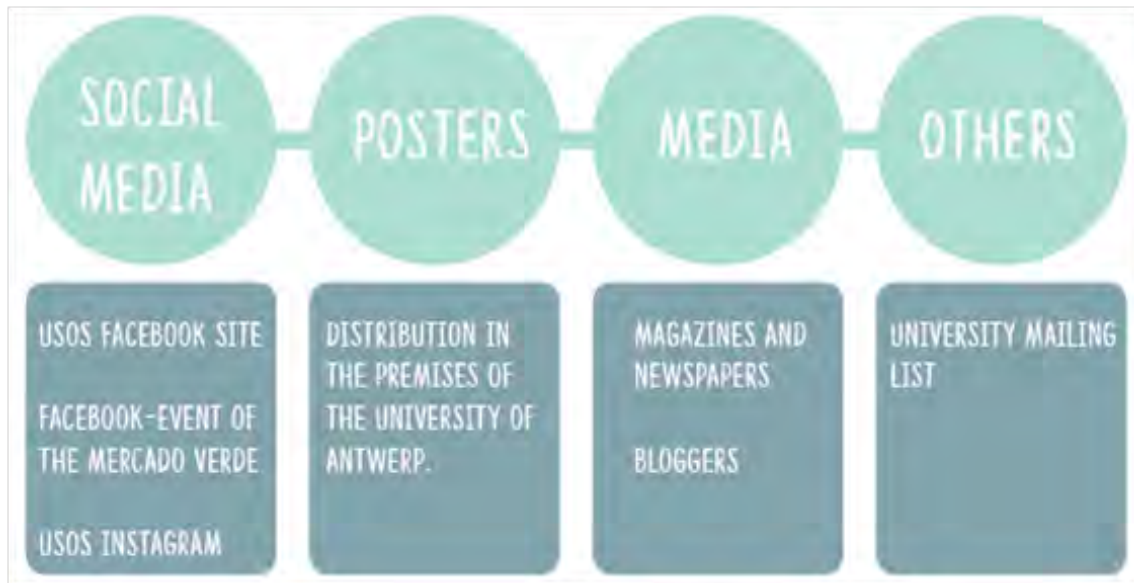
Dare to learn about the actual issues of our planet and make the first step towards change by informing yourself about the importance of sustainability and about how you can live in a more sustainable way.

The Mercado Verde is a market for everyone!

- People interested in sustainability
- Food lovers
- Seekers of new tastes and sensations
- Music lovers
- People looking for a place to enjoy the day with friends

Our approach

After having analyzed our target group and the communication activities of the best practice market MERCADO, we have come to the conclusion that the best way to reach our intended target audience is by planning a strategy that combines various channels of communication. Social Media will be the main way we will communicate with the students of the University of Antwerp but we will also have more “traditional” communication approaches such as Posters that will be hanging all over the premises of the city Campus as well as in other strategic places of the city. Another measure we will take will be to send E-mails to staff, alumni and students of the University of Antwerp informing about the upcoming market on the 11th of May. Finally, one of the biggest challenges will be featured in small articles by local media, student magazines and bloggers of Antwerp. A more detailed explanation of the actions we will take within the four communication elements named above will be given in the upcoming subchapters.



Social Media

The main channel in which we will interact with the students of the University of Antwerp will be Social Media, specifically Facebook and Instagram. We have decided not to launch a Facebook site for the Mercado Verde since we do not have a fan base and building one in such short time would be extremely difficult. That is why we will use the fan base of the organization that is sponsoring this project, USOS, and we will launch a Facebook event of the Mercado Verde from that site. Furthermore, our supervisor Janus Verrelst, has asked us to launch an Instagram account for USOS, which will also be used to inform students about the market. Finally, all information regarding the market will be written both in English and Dutch.

USOS Facebook site

We will make use of the fan base of USOS and we will make daily one post about the Mercado Verde. In this site, information related to the latest posts on the Facebook events of the Mercado Verde will be uploaded. Also, Bananica will be able to post 3 times a week content about their project.

Furthermore, we will take the following actions in order to make the most people possible aware about the market:

- We will share the Mercado Verde event in the multiple Facebook pages of the University of Antwerp (design faculty, economics faculty, etc.)
- We will send an invitation of the market event to all USOS Facebook-friends.

- We , all members of the Mercado Verde team will share the event with their friends in Antwerp
- We will ask the partner companies and organizations of the Mercado Verde to share the event with their Facebook followers.

Facebook event

In the Facebook event we will post twice a day content featuring partners of the market, interesting facts and figures about food and sustainability related topics as well as fun activities that will take place in the market.

Instagram

On the Instagram site of USOS we will post the same photos and caption as in the Facebook site. The hashtag #mercadoverde will always be shown.

Media

We will send press releases to various local newspapers and magazines such as the University of Antwerp magazine, Gazet van Antwerpen, De Standaard, De Morgen and Knack magazine hoping that they will feature our project in their newspaper. We will also contact the student radio and student magazine of Antwerp asking them to promote the market among their audience.

In addition to that, various bloggers in Antwerp will be invited to the market with the hope that they will make their followers aware of the Mercado Verde.

The following Bloggers will be contacted:

- Antwerp2000
- Bloggers of GATE15

Others

We will make use of the mailing lists of the University of Antwerp to send an e-mail to staff, alumni and students an e-mail inviting them and a few days before the event reminding them about the market.

Evaluation

When working with Social Media, it is usually very difficult to set measures to evaluate the success of the strategy. In the case of the Mercado Verde, we will make use of the “I am here tool” of Facebook to measure our success.

We will announce on the Facebook event the following information:

- Those who confirmed that they would assist should check-in in the market on Facebook.
- For this action, they will get a coupon for a free drink

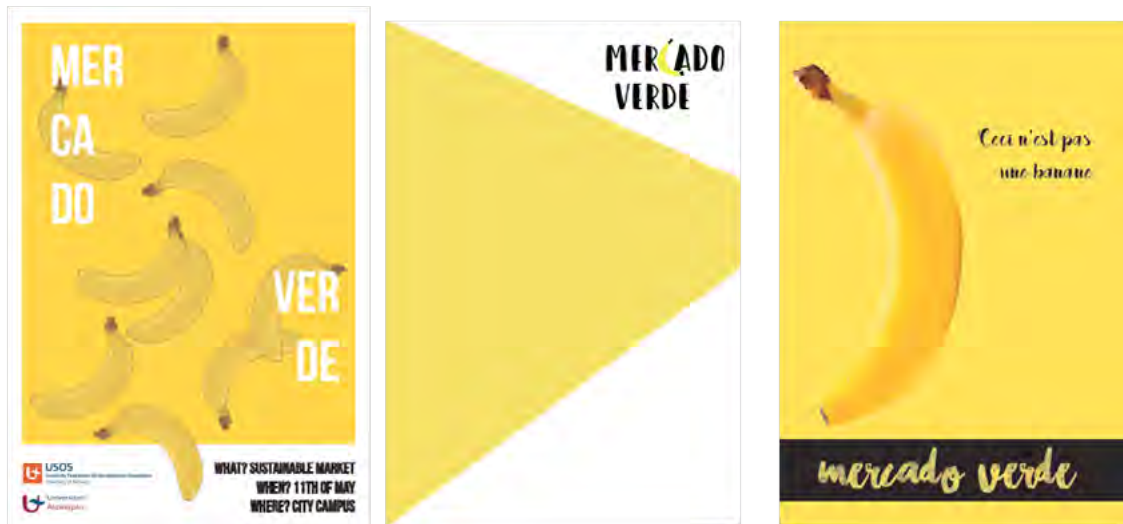
We will keep track of how many drinks we have given and in that way, we will be able to see what percentage of people actually came and checked in in our market.

Furthermore, in order to know what was the most effective way to inform students about the market, in the “after survey” we will also ask how people got to know about the existence of the event. Possible answers will be the following:

- Friends
- Posters
- Social Media
- Media/ Bloggers

APPENDIX 11. IDEAS FOR THE POSTER

Our first idea for the poster was to include bananas on it, since they are one of the main topics of the market. But we saw that including them would make the students confused and did not see that the 11 of May it is going to be market. That is why we decided to leave the bananas aside and try to visually show our own market.

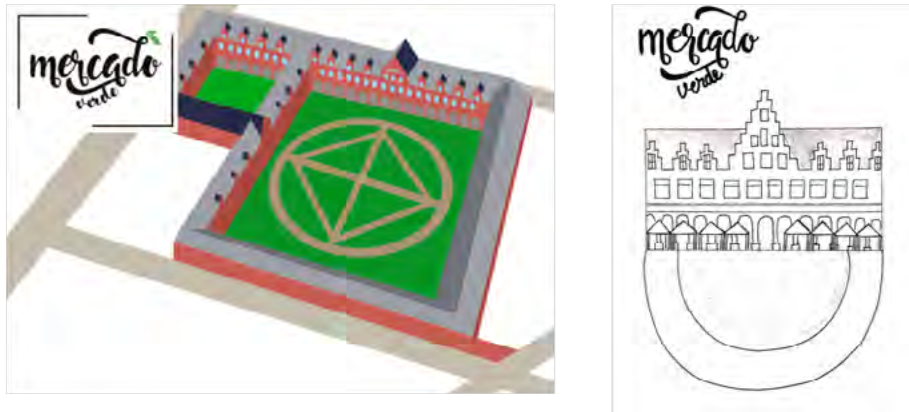


First posters ideas based on the banana

So we decided to focus the ideas for the poster on two main ideas: First of all show that on May 11 there will be a market and second, that the market will be located in the central square of the university.

We believe it is important to show only these two ideas so that students can quickly see what is going to happen, what day and where.





Ideas for the market poster

Even so, we realized that the poster was too overloaded, so we thought of more proposals to simplify the poster and that caught the attention of the people. We tried to simplify our ideas and use the most significant objects of the other posters we done. And we arrive to our final idea.



Final idea for the market's poster

In the poster we can see a dish with the name of the market “Mercado Verde” above. It is held by a hand and the other hand holds a representative market tend. The clothes of the person that appears in the poster are black, which simulates a waiter of a restaurant. That is because we want to give the idea that sustainable eating can also be a luxury.

To improve this final idea, we worked more on the background and on the placement of the information around the poster. Moreover, we included two other important logos that had to appear. This way, we reached the final version of the poster:



Final poster

So at the end we decide to focus our poster in three important elements: the logo (name of the market), the plate (that makes people relate the poster to food) and the tend (that makes people relate the poster with a market). We thought that using these three elements the people who saw the poster will faster.

APPENDIX 12 PRESS RELEASES

Press invitation

Hof van Liere, City Campus University of Antwerp,

Prinsstraat 10, 2000 Antwerp

Between 11:00 and 16:00

#MercadoVerde #Bananica

Who says sustainability is boring? Not us!

International students of the University of Antwerp team up to raise awareness about sustainability and organize a market that promotes ecologically friendly foods in the 11th of May.

Four European Project Semester (EPS) students from Belgium, Ecuador and Spain join forces to promote a sustainable lifestyle among the student community and organize what will be the fourth edition of the sustainable food market in the University of Antwerp, the Mercado Verde. The University Foundation for Development Cooperation (USOS) and the University of Antwerp sponsor this event, which will feature the country of Nicaragua.

“This edition of the sustainable market, the students wanted to go beyond the classic market image and came up with creative activities that not only students will enjoy but also every other visitor”, said Sarah Rohaert, coordinator of the EPS program of the University of Antwerp and advisor of the student team. Indeed, the Mercado Verde will not only offer sustainable foods but also a one-hour concert of a local band from Antwerp, workshops that will show people how to make their own beauty products and sweets at home without adding any chemicals or using any plastic packaging and games that will trigger visitors to think about topics such as sustainability and fairtrade.

“The main goal of the team organizing the Mercado Verde is to not only to inform visitors of the market about the importance of having a sustainable lifestyle, but foremost to give them the tools and knowledge to behave in a sustainable way on a budget”, stated Janus Verrelst, responsible of the sustainable markets and worker at USOS.

There is also another team of students organizing activities in this market. Their name is Bananica, which stands for banana and Nicaragua, the two main subjects they are focusing on. They are developing a game and an interactive exhibit to inform visitors about the banana value chain and important facts about Nicaragua. In their stand, visitors can also have banana-based recipes and some pieces of merchandise.

We want to dearly invite you to the sustainable food market “Mercado Verde”

When: 11th of May

Where: Hof van Liere, Antwerp

Time: from 11:00 h until 16:00 h

APPENDIX 13. CONTACT INFORMATION PARTNERS

Contact list possible partners

In the table below are all the contact data of the companies we tried to claim for the market. The reasons why they did not come to the market vary a lot, some companies were enthusiastic, but could not make it for different reasons or others never replied.

Next year, try to contact them again and start soon, especially the insect companies, they were hard to book because of their popularity and minority.

Company Name	Information	Website	Contact	Response
BenBugs	Bugs	http://bensbugs.be/the-fabulous-wokkings/	bart.mertens@bensbugs.be	-
Bugs World Solution Food	Catering Bugs	http://www.bugsworldsolutionfood.com/nl/catering#1	+32 (0)475 486 934 info@bugsworldsolutionfood.com	-
Caffungi	Oyster Mushroom Grow Kit (cradle to cradle)	https://www.caffungi.be/	0498 35 55 94 info@ecopra.be eline@ecopra.be ahad@ecopra.be	First they were enthusiastic, but after a while they stopped answering and never answered the calls.
De Drie Wilgen	Organic Juices	http://www.de-driewilgen.be/	Jan Sap: +32(0)495 44 83 52	Only via calls, no response on emails
Färm	Sustainable Bioshop	http://www.farmstore.be	info@farmstore.be	-
Ganda Zwam	Fungus GandaZwamKroket Workshop	http://gandazwam.be/	bruno@gandazwam.be	-
Insectenbar	Insects		ecology.projects.peter@gmail.com	-
IOB				All the students were busy with their assignments.

Kreca	Proti-Farm Company (Insects)	https://www.krecafood.nl/hele-insecten/	+31 (0)341 557769 food@kreca.com	-
Little Food	Insects	http://littlefood.org	+32498850469 viaene@littlefood.be	Could not make it, they were moving
Mini goods	Insects	http://www.minifood.be/	wouter@mini-food.be	They only give workshops.
Nusect	Insects	http://nusect.be/	info@nusect.be	They do not sell finished goods, they gave us contact data of Benbugs and www.biif.org
Pure by Luce	Good karma apparel, locally produced activewear, young entrepreneur.	https://purebyluce.com/	Loes Vandekerkhove info@purebyluce.com	The week before the market we discovered 'Pure by Luce' on the site of Knack. It was last-minute but we tried to contact her. Of course, she already planned a lot of appointments this week, but it was worth trying. Loes is really interested in next events.
Sprinkhanenwinkel	Grasshoppers	https://www.sprinkhanenwinkel.com/	info@sprinkhanenwinkel.com	Really interested, but at this moment no license to sell food for humans, this might be ok next year
Wereldzaak - Insectenbar	Insect tasting	https://www.wereldzaak.com/insecten/insectensnackbar/	06- 136 158 81 076- 58 79 207 info@wereldzaak.com	Already booked for the 11th of May

Wonky	Dips against food waste	http://www.wonkyfood.be/	wonkyfood@wonkyfood.be	Already booked for the 11th of May, possible solution was to sell this on our-selves, but we were not sure if this was a good selling product.
--------------	-------------------------	---	------------------------	--

Information about partners

Company	Website	Contact person	Contact information	Activity
Banatica	https://www.instagram.com/	Lisa Henniger		Information about Nicaragua and the banana value chain Selling banana dishes
Bierman	http://gertvanlangendonck.blogspot.be/	Gert Van Langendonck	gert.vanlangendonck@uantwerpen.be +3232654618	Selling Magonzo Bananabeer and biobeer
Biosano	http://www.biosano.be/	Carl Grillet	carl@biosano.be +32477811524	Delivering biojuices and biobeers
BiteBack	https://www.biteback.org/	Wendy Dresen	anca-ji@hotmail.com +32499250344	Informative vegan stand Selling vegan vol-au-vent, chili sin carne and cake
EVA vzw	http://www.evavzw.be/	Sam Van Gelder	antwerpen@evavzw.be +32497831458	Informative stand about cooking vegan/vegetarian
Floom	http://www.floom.be/	Julie Seutin	info@floom.be +32468419686	Selling breakfastproducts (granola, muesli)

Appendix 13. Contact information partners

Groentetassen	Groentetassen http://arqu.be/voedselteams/	Carla Uwents	carla.uwents@uantwerpen.be +3232652905	Registrations for vegetable bags
Moonpops	https://www.moonpops.be/	Olivier van de Broeck	olivier@moonpops.be +32473568388	Delivered pop-sicles
Native Food	http://native.bio/	Jimmy De Groof	info@native.bio +32470637751	Selling organic dishes
Oxfam Wereldwinkels	https://www.oxfamwereldwinkels.be/	Ivette Brusselmans, Anita Creve	ibrussel@telenet.be, titacreve1@gmail.com +32491730703	Selling fair trade products and coffee and tea
StUOS	https://www.facebook.com/STUOSantwerpen/	Ashley Vaeye	ashleyvaeye@hotmail.com +32497427889	Information about USOS Giving away banana pancakes
UAct	https://www.facebook.com/UactAntwerpen/	Susan Demey	suzan.demey@student.uantwerpen.be +32474086003	Informative game
WOW Food	https://www.facebook.com/wowfood.be/	Gaëtan Vandenplas	wowfoodinfo@gmail.com +32474744059	Delivered tabbouleh dish

Information to partners

Company	Electricity	Water*	Tables	Chairs	Arrival (Un)time**	
Banatica	yes	No	4	4	08:00	No
Bierman	No	No	1	2	10:00	No
Biosano	No	No	1	2	10:15	Yes
BiteBack	Yes	No	2	2	09:15	Yes
EVA vzw	No	No	2	2	09:30	Yes
Floom	No	No	2	2	09:30	Yes
Groentetassen	No	No	2	2	11:00	No
Mercado Verde (Surveys)	No	No	2	2	08:00	No
Moonpops	Yes	No	0	0	10:00	Yes
Native Food	No	No	2	1	09:30	Yes
Oxfam Wereldwinkels	Yes	Yes	2	2	09:30	Yes

Appendix 13. Contact information partners

StUOS	No	No	2	3	09:15	No
UAct	No	No	1	2	10:00	No
WOW Food Belgium	No	No	2	2	08:00	No
Workshop	Yes	Yes	3	0	08:00	No

* Water was used to do the dishes (only 'real' plates and cutlery was used instead of disposable objects) and to clean all the tables.

** Before the market we asked the partners when they would arrive, to have an idea, but the hours at the market they deviated from it, most companies came later.

*** We asked for the arrival time and if they had to (un)load their cars so we could prevent a rush hour.

APPENDIX 14. BACKGROUND OF SUSTAINABILITY

Background of Belgium (and Barcelona)

Sustainable Antwerp

Antwerp is a sparkling, trendy city, it is a source of inspiration for sustainable initiatives. Settling in Antwerp is interesting for exposing companies.

If the inhabitants of Antwerp want to live more sustainable they can go to the Ecohuis. It is not an independent company, but it is an initiative of the city of Antwerp, that is why they can give advice for free. People do not have the need to use high tech systems to heat their houses in a more efficient way. Therefore, the Ecohuis gives custom advice and affordable tips and tricks for housing. Or, if people are renovating, they can even meet with an architect.

In Antwerp are also many independent companies, which want to invest in sustainability. The following company is just one example. Robuust is a zero-waste shop located in the old city centre. You will not find any plastic bag or packaging in the shop. People come and fill their own jars and containers and they just pay for the content.

The task 'Belgian Background' was useful to learn more about sustainability in Antwerp.

One of the things to visit for the 'Belgian Background' was Mercado. It is not a sustainable initiative, but it was interesting for the concept of the market. How to promote events, what are the food trends of today?



Mercado Logo

Mercado is located in the heart of Antwerp, where the old city centre, the fashion district and the shopping street meets. It is the ideal location for a trendy food market. With the slogan “Fresh, authentic and above all tasty” they say it is ‘the mecca for bon vivants’, not only food will pleasure you, also live bands and DJs will complete your experience. Their goal is to inspire and enlighten you with this new culinary hotspot, a paradise for your senses in the city centre.

Our experience

Inside there is a mixture of authentic dishes, exotic ingredients, and the latest food trends. Immediately, we realize that this is the perfect place to spot the latest food trends.



Food stand Mercado



Advertisement for Mercado

The food looked delicious and seemed to be of high quality. That is probably because all the food stands can focus on a few dishes. It seems to be a trend to start from one specific product of high quality and to create a few unique dishes with this product.

When we got our food, we had to look for a place to sit, this was not a problem, there were enough places. While eating the food, we experienced that it was noisy inside. But after all, our experience of Mercado was great, and food was tasty!



Mercado Verde team in Mercado

Another task for 'Belgian Background' was to learn more about Marta. We found a lot of information, what you read here is only a selection. If you want to read more about the nomination for 'Henry van de Velde Awards', go to the website (see References).



Logo and banner MARTA

Marta is a market where local farmers, food creative and cooks come together. Visitors can taste of the unique dishes that are sold by companies of Antwerp.

Marta is created by the curiosity about the farmer's story. Their slogan is 'Eat Local', so they work only together with local companies. They want to be the platform for corporations.

They were nominated for the 'Henry van de Velde Awards' with their project 'Closed Circle Collabs'. They want to be sustainable by closing the food circle and do not want to create waste.

Eleven cases for the “closed cycle collaborations” have been developed. Some of the different subjects of the cases are ‘closed circles’, ‘remains of the apple harvest’, ‘unknown product’, ‘unknown profession’, ‘unknown craft’ and ‘local crafts’.

For the assignment ‘Background of Belgium’ we also had to visit several markets in Belgium. We did not have the time to go all together, and most of the markets are during springtime, so we are planning to this after the Easter break. We already found out what the food trend is at every market and which markets are worth it to visit.

Food trends

Last year, was the year of the food trucks, in almost every village the food truck markets appeared. They are not dying, just the hype. They are still showing up in the bigger cities, but less frequent. Probably because people know what it is today, so they are not that curious anymore. Which are the trends of today? What is attracting people to the markets? To find an answer to these questions, research of the markets of today has been investigated.



Logo HAP

[HAP- Food Truck Festival](#), Different locations
food trend: food truck



Logo Left Festival

[LEFT, 6th of May, Antwerp](#)

LEFT is the combination of two kind of markets. They want to achieve that everybody feels at home at this market. It's located at the left shore of the Schelde in Antwerp.

TASTE LEFT- Food Truck Festival

LEFT OVER- Fleamarket

(food) trend: local, concept, food truck



Logo T'île Malines

[Foodmarket@T'île Malines](#), 9th of April, Mechelen

T'île Malines is a hotspot in the heart of Mechelen where the locals come together during spring- and summertime.

food trend: food truck, local, unique

Ecomarkt UGent, Week of the Fair Trade, Green Office Gent



Green Office Gent is a department of the University of Ghent. They want to inform about ecological, economical and social aspects of sustainability, in a local and global context. Every year they organize the 'Ecomarkt' during the week of the Fair Trade. The theme of last year was 'Fair Fashion'. The aim of the market is really similar to the one of Mercado Verde.

After the analysis, it seems that there are different food trends at the moment. And every market determines which their own food trend is. The most popular trends are local food or local organizations. We also see that all the stands on the markets make really unique dishes; they try to differentiate them from each other.

The promotion of each of these markets is mainly at Facebook. Sometimes you see posters, but not frequently. So most important medium to promote Mercado Verde will be Facebook.

Barcelona

To go deeper into the markets world, we decided not only to visit markets in Belgium but also some ones of other cities. During the Easter break two members of our team visited two different markets in Barcelona, Spain.

The first market, Palo Alto, is a monthly market that takes place the first weekend of each month. The market is always on the same site, in an old enclosure of a factory.



Palo Alto poster

It is a design market, where small start-ups present their products to the public. There are also music areas and food trucks.



Different spaces of Palo Alto market

Each company designs its own stand and for this most use recycled materials.



Stand with reused bottles



Stands of Palo Alto market

The main way to promote themselves is using social media specially facebook and instagram. Many people also know about the event thanks to the brands that go to the market. They publish information about Palo Alto in its pages.

The second market, is a permanent one, called 'La Boqueria Mercat'. It is located in the touristic city centre of Barcelona, next to the famous Ramblas. Their target group are mainly tourists and their method to attract them is to sell 'fancy' foods. For example, tropical fruits or strange dishes with insects. And their method works, when you enter La Boqueria it is crowded inside. This is probably a side-effect of all the tourist companies who advise to go there.



Logo Boqueria



Boqueria market

APPENDIX 16. USABILITY

USERS

- The target group of our project is what we will call from now on “users”. They are the students of the University of Antwerp as well as alumnis, mainly in an age range between 18 and 25. They are males and females equally.
- These are experienced users: people already interested in sustainability but wanting to learn more about it, or wanting to get the necessary tools to apply sustainability in their daily life. Nevertheless, we tried to catch the attention of new users that came to the market with things such as the food, the activities, or simply because they were nearby or their friends asked them to go; with the intention of making them excited about sustainability.
- The only physical capability that the users should have is the visual sense to be able to interpret and interact with our product. Being colour-blind is not an impediment.
- With regard to the psychological capabilities, there are no requirements.
- Users do not need any specific or special skill besides being able of reading in English and understanding infographics.

Their needs (behavioural descriptions of what users want to achieve)

- After researching and analysing our target group, we realized that most of them were interested in sustainability and wanted to apply it in their habits, but they do not really knew how to do it.
- Almost every user thought that having a sustainable behaviour at the moment of shopping and cooking is something that takes too much time and is too expensive regarding to their budget.

So the objective is to give to the users enough information so that they can make sustainable choices in their life and get to know about the opportunities that for example USOS’ association brings.

FUNCTIONALITY

Our product in this project is the showstopper that consists in four big wooden letters (U-S-O-S) that must fulfil these functions in order of more to less importance:

- Making USOS known: catching attention with USOS name and giving information in text and graphic form.
- Catch attention of the attendees to the market: letters quite big in an open environment (Hof Van Liere)
- Giving information and tips about sustainability: contained in the letters
- Making impact on the user: pictures and real examples
- Entertainment: interaction and “games”
- Make people excited about sustainable food: showing how easy and tasty sustainable dishes can be.

INTERACTION - USABILITY

Requirements of our product:

- The level of experience and knowledge needed is very simple. Without necessity of a manual, because all the movements are very intuitive.
- Problem that can exist: users do not understand the meaning or the aim of the letters.
- The amount of time needed to have a look at each letter and the content we estimate it around 1 or 2 minutes. That makes a total of less than 8 minutes in the case that the users interact with every letter.
- The physical effort needed is only going around the letters and in some of them making very simple movements to achieve some pieces of information hidden.
- The learning curve is really short, that means that to learn how to use the showstopper it only takes a few moments when having the first look at it. This is why we designed it to be as intuitive as possible.
- The ergonomic factor has been taken in mind since the beginning of the idea of our showstopper. One of the most basic design requirements was that all of the letters should be high enough to make it quite easy for the users to read. This is the reason why we designed and produced a stage to lift the showstopper so that instead of using more material for the letters without using the lowest part, we can take profit of all the surface and make it easier to read.

In the front part:

S: the user is supposed to open the doors that are in the surface of the letter to discover the information that is behind. For that reason, the photos that appear in the front of the doors make a high contrast with the background color of the letter (white). The doors are easy to open and have a doorknob to make it intuitive.

O: there are five circles around the shape of the 'O' in five different colors that represent five different Fair Trade products. There is also the drawing of a world map in the letter, with lots of holes on it. When the user turns one of the circles, the same color as it has, appears in the holes that are related to that circle. This way, the user get to know from which part of the world those products come from. It is very easy to use, due to the fact that there are indications on the circles. Nevertheless, the user has to deduce that he or she has to be looking at the holes while turning the wheel.

In the back part:

S: this letter is a big whiteboard. The user is provided with chalks and asked for writing what he/she wants to change today in his/her life or in the world. The letter itself provides with that question and gives a lot of freedom to the user.

O: as in the front part of the 'O', there is a drawing of a world map. On it, there are four roulettes distributed around the surface that act as wheels. The user has to turn them in order to discover the hidden information. In this case, the fact that the wheels are another surface fixed to the letter and follows the same drawing, the use is not obvious because of the lack of contrast. Anyway, it catches user's attention and invite them to touch and move the wheels.

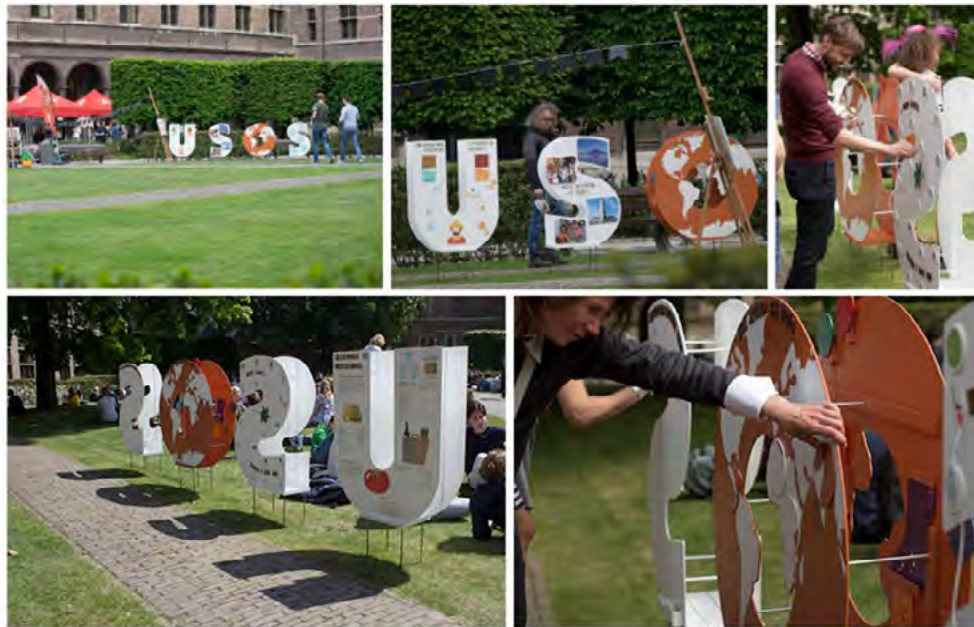
S: this is the most interactive letter. It is formed by a game of 'match the pairs' between a list of sustainable labels and their meaning. Behind the surface of the letter, there is an electronic circuit that gets closed when the user matches correctly one label with its meaning. When this happens, the wheel (made out of the leafs that appear in the logo of Mercado Verde) spins around.

EXPRESSION AND EMOTION

Expressive requirements of our product:

- Visceral level (how it will look like): the letters must be easy to distinguish even from far away. They must be big enough for that reason and also to be readable according to the ergonomic aspects. All together they will conform one word in a line and they will

catch the attention of the users also because of the design of the letters itself (colors, stickers, ubication in the space...). The typography chosen is the one that the organization of USOS uses, to continue with their corporate identity.



- Behavioural level: regarding on the way of operating and interacting with the showstopper, it does not have to lead to any kind of confusion so that every user, no matter their previous knowledge, knows in every moment how to operate with the letter. In some of them, there are wooden letters that also helps the user to know how to act.
- Reflective level (meaning and value associated with the product): beyond all the information that we are giving with the showstopper and the market itself, what we want to fix in our target group's minds is the wide amount of possibilities that they have to introduce sustainability in their life, as well as the big impact that they will do on the environment with only a few changes. Also, we want to make a solid image of USOS, so that everytime they come up with the word "USOS" again, they can relate it with the sustainable market and the opportunities of this organization.

CONTEXT - ENVIRONMENT

Context requirements of our product

- The personal environment of the users just cover a good behaviour with the product. That means not pushing the letters or trying to dismantle them when it is not necessary, for example.

- About the general environment, our product is made to be used in interiors as well as in exteriors. The light should be enough bright to allow a great readable experience. The rain of course is a contraindication, but as it is going to be used in exterior spaces and the belgian weather can be unpredictable, the letters has been painted with water resistant paint. There are no requirements about temperature and noise.
- Our product has been designed for a specific moment and context: the sustainable market “Mercado Verde” that took place the last 11th of May in the square of Stads-campus of the University of Antwerp (Hof Van Liere). However, another requirement of the showstopper was to be used in following events, so the context of the next use will probably be a little bit different.
- Specific context: specifically, the showstopper was designed to be standing in the grass of the middle of the square and stay there for the whole event. Next to it, another activity was being developed: the “Take the weight” game of the Bananica Team. Also the tent of our team was next to the letters, so it was easy to give and receive feedback from the users about the letters.
- Psychological environment: the letters were designed to be in a public environment where all the people can be around easily. Anyway, there should not be stress in order to give users as much time as needed to interact with the showstopper.

METHOD

- Exploration (to inspire): mainly we used field observation of other sustainable markets developed here in Belgium to have an idea of the opportunities they give and their communication strategy.

We also got inspired in our project by questionnaires and interviews to some students in our surroundings to get to know better their concerns and how we could help them giving the right information.

- Creation (synthesis - transforming data into design): one of our ways of transforming data into design was with the DIY workshops in which the users were participants and could take part of them preparing their own products and taking them back home.

Also, the construction of the showstopper that was developed in the atelier of the Product Development building.

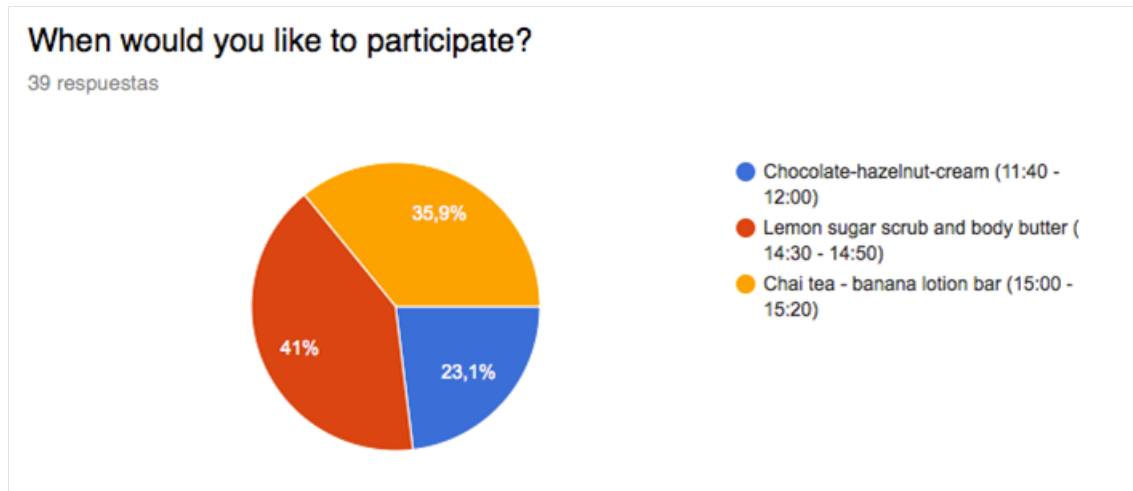
- Verification (check whether the design is correct)

Before starting the production of the showstopper, we made a prototype in cardboard to prove that the design and the structural parts were working correctly and that the real construction could be viable.

APPENDIX 17. WORKSHOP

Registrations

The following pie chart shows the amount of people out of the 39 registrations that registered for each workshop. It is clear to see that the lemon sugar scrub and body butter workshop was the most popular one.



Ingredient list and instructions for recipes

WORKSHOP 1

Chocolate - hazelnut - cream

Ingredients

- 200 Gramm hazelnuts / walnuts / almonds
- 1 pinch of salt
- 2,5 tablespoons coconut oil
- 2 tablespoons cocoa
- 1/2 teaspoon vanilla flavour.
- 3 tablespoons sugar

Instructions

- Preheat the oven to 170 degrees of top and bottom heat. Place the nuts or almonds on a baking sheet and bake for about 8 to 10 minutes. Caution, towards the end, be careful, the

nuts can quickly become black!

- Put roasted nuts in a good food processor or kitchen chopper and finely ground to a paste. Add all the other ingredients and mix with each other. The data for oil, cocoa and, above all, the sweetener are indications, which can of course be changed according to taste - depending on how soft, chocolate and soft the cream is to be.
- Fill the chocolate-nut-cream in prepared clean glasses with a lid and keep in a refrigerator.

WORKSHOP 2

Banana Chocolate Chai Tea Lotion Bar

Ingredients

- Half of a banana
- 2 TB Coconut Oil
- 2 TB Cocoa Butter
- 3 TB Beeswax
- 2 Teaspoon Cinnamon
- 1 Teaspoon Nutmeg

Instructions

Fill a saucepan with a few inches of water. Place a glass jar (I use an old mason jar) in the center of the water. Bring water around the jar to a gentle boil. Add all ingredients to jar and stir to combine (I do this with a chopstick, or popsicle stick). Pour melted lotion into molds. Set aside and allow to cool (I typically put it in the fridge to cool faster!)

Lemon Sugar Scrub

- 4 TB White Sugar
- 3 TB Olive Oil
- 1/2 TSP Vitamin E Oil
- 7 Drops of Lemon Essential Oil

Mix everything together

WORKSHOP 3

Body Butter

Ingredients

- 2 TB cocoa butter
- 2 TB coconut oil
- 2 TB sweet almond oil

Instructions

1. Place all ingredients, except essential oils, in a double boiler
2. Bring the water to a soft boil. Continually stir ingredients (I use a waxing stick for this, popsicle sticks work as well) in double boiler so nothing burns on the bottom.
3. Once the ingredients have completely melted and combined, pull the double boiler out of the pot and set it aside. We want this to cool until it hardens, which may take several hours.
4. Once it is completely set, add the essential oil and whip the body butter. You can do this with a hand mixer, stick blender or food processor. Keep in mind the body butter will leave your appliances oily. I use my stick blender because it has minimal parts to clean.
5. Once the butter has been whipped, scoop it into the jar you wish to use. I think short mason jars are perfect for this!

List of materials needed

- 2 Water bowl to wash the hands and soap
- 15 Table Spoon
- 15 Tea Spoon
- 15 Fork
- 2 Camping cooker and pot
- Sponge and Soap
- 5 Cutting plates
- 2 Kettle
- 2 Hand mixer
- 5 Pots
- 10 bowls
- 5 towels
- 10 tuber ware
- 5 Knifes
- 30 Jars

- 10 paper bags
- 8 print outs of each recipes

In order to not buy all materials, some volunteers of the Mercado Verde helped us bringing materials they already had at home:

QUANTITY	MATERIAL	RESPONSIBLE 1	RESPONSIBLE 2	RESPONSIBLE 3
2	Water bowls to wash hands	Zomar en Dak (1)	Lisa (1)	
1	Handsoap	Lisa (buy)		
1	Dish soap	Lisa (buy)		
3	Sponges	Lisa (buy)		
15	Tablespoons	Zomar en Dak		
15	Teaspoons	Zomar en Dak (12)	(3)???	
15	Forks	Zomar en Dak		
5	Knives	Zomar en Dak		
10	Small bowls	Zomar en Dak		
2	Camping cookers	Hanne (1)		
5	Cutting plates	Eva (2)	Lisa (2)	Alicia (1)
2	Kettles	Alicia (1)	Lisa (1)	
3	Handmixer	Alicia (1)	UAntwerpen(2)	
5	Pots	Alicia (2)	Ana (1)	Lisa (3)
3	Towels	Lisa (buy)		
10	Tupperwares	Lisa (5)	Laura (2)	Zomar en Dak (3)
30	Mason Jars	Lisa (buy)		
10	Paper bags	Lisa (buy)		
12	Printouts of each	Lisa (buy)		
2	Paper rolls	Hanne (2)		

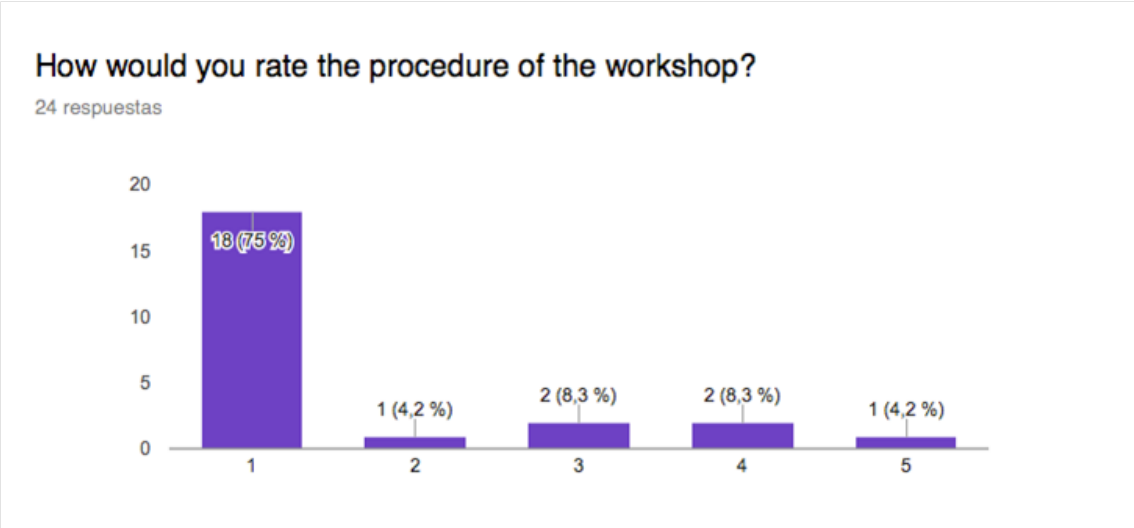
Workflow

- We will split up the 10 participants into group of 2, so in total 5 groups
- Alicia is taking care of one half and Lisa of the other half
- We will introduce our DIY together at the beginning and work in smaller groups to help and show the process more precisely
 - The idea is to make work people tighter and share all the products needed
 - For special task like the hot water and the hand mixer Alicia and Lisa will support
 - After every workshop the participants can take their own made product home in a small jar
 - Every group of 2 people will divide their self made product
 - For each DIY-Session we plan 20min. to prepare everything and 10-15min after clean it up and get ready for the new session
 - One of the EPS helpers will support the time before and after the DIY course

DIY print recipes

<p>CHOCOLATE- HAZELNUT CREAM</p> <p>1 PINCH OF SALT</p> <p>1 PACKAGE OF HAZELNUTS 175 G</p> <p>2.5 TB OF COCONUT OIL</p> <p>3 TB OF SUGAR</p> <p>HALF A TEA SPOON OF VANILLA FLAVOUR</p>	<p>LEMON SUGAR SCRUB</p> <p>4 TB OF SUGAR</p> <p>3 TB OF OLIVE OIL</p> <p>HALF A TEA SPOON OF VITAMIN E OIL</p> <p>7 DROPS OF LEMON ESSENTIAL OIL</p>
<p>BODY BUTTER</p> <p>2 TB OF COCOA BUTTER CRUMBS</p> <p>2 TB OF COCONUT OIL</p> <p>2 TB OF ALMOND OIL</p>	<p>CHAI TEA - BANANA LOTION BAR</p> <p>2 TB OF COCONUT OIL</p> <p>2 TB OF COCOA BUTTER CRUMBS</p> <p>3 TB OF BEESWAX CRUMBS</p> <p>1 TEA SPOON OF NUTMEG</p> <p>2 TEA SPOON OF CINNAMON</p> <p>1/2 MASHED BANANA</p>

Survey DIY-Workshop



Do you have any commentaries or suggestions?

8 respuestas

really nice to do and fun to take home

Keep up the good work, timing was a problem

so organized

really nice as a study break :)

<3

no, perfect!

super good easy and inovative

very clear

APPENDIX 18. BOOKLET

For the ones that assisted one or more of the DIY workshops the day of the market, as well as for anyone that could be interested in tips and recipes sustainable, we designed a booklet.

This booklet document was uploaded right after the market in the Mercado Verde event from USOS Facebook.

For this design, we tried to do it as attractive as possible, in order to present it as a magazing.

You can have a look at it in the following pages.

mercado
verde

The logo consists of the word 'mercado' in a large, black, cursive script font. A small green leaf with three veins is attached to the top of the letter 'o'. Below 'mercado', the word 'verde' is written in a smaller, black, cursive script font. The entire logo is centered within a white circular frame, which is set against a background of a red and white diamond-shaped checkerboard pattern.



TABLE OF CONTENTS

- **ABOUT THIS BOOKLET**

- **TIPS FOR SUSTAINABLE LIVING**

- *Kitchen*
- *Bathroom*
- *Laundry & Cleaning*
- *Dinning & Entertainment*
- *Office*

- **WEEKLY RECIPES**

- **DIY BEAUTY PRODUCTS**

ABOUT THIS

BOOKLET

Hello there, we are the team that organizes this year's sustainable market, the Mercado Verde.

For us, sustainability is very important, that is why we want to give you tips and tricks for you to have a more sustainable lifestyle. In this booklet we will show you how you can be more "green" on a daily basis, we will show you some super easy lunch/ dinner recipes that you can make at home as well as a bunch of recipes for home made beauty products.

Can't wait to try everything? Lets get started!

TASTE THE CHANGE



TIPS

FOR

SUSTAINABLE LIVING

If we all make little changes in our behavior, we will make a great change in the world.

Check out how you can save energy and avoid waste at home, when going out and in the office or university.

KITCHEN

- Instead of using paper towels, use reusable rags
- Buy in bulk at the grocery shop and bring your own containers like fabric bags, jars and bottles.
- Shop at the farmers market.
- Your veggies will be free of plastic and stickers.
- Avoid buying bottled water and drink tap water instead.
- Use your leftovers for creating new dishes before they go bad.
- Use bulk liquid castile soap as a dish (hand) cleaner, baking soda as a scrubber and compostable cleaning brush (a wooden one with natural hair). Purchase dishwasher detergent in bulk.

BATHROOM

- Use 100% recycled and unbleached toilet paper individually wrapped in paper.
- Use baking soda as deodorant.
- For shaving, (re)use a safety razor and soap.
- Refill your bottles with bulk shampoo and conditioner.
- For body/face soap, find a package-free solid soap. To exfoliate, use a mixture of bulk baking soda, lemon juice and honey.
- Make your own toothpaste and use a wooden compostable toothbrush. If you still want to buy toothpaste, buy one that does not contain plastic beads.
- Ditch disposable feminine product and invest in menstrual cup and reusable liners.

LAUNDRY&CLEANING

- Welcome natural cleaning alternatives: Castile soap on floors and sinks, baking soda for scrubbing jobs, and vinegar for mildew.
- Use microfiber cloths and vinegar for cleaning mirrors and a mix of baking soda and vinegar as drain cleaner.
- Use worn-out clothing items made into rags on your unwashable messes (wax/auto grease/glue/caulk).
- Buy dishwasher detergent in bulk and use white vinegar as a rinsing aid.
- Let houseplants absorb toxins and clean your air. Open a window instead of plugging in an air freshener.
- Laundry washing once a week saves time and dryer energy.

DINING & ENTERTAINING

- Use ceramic dishes and cloth napkins at all times.
- When packing gifts, avoid using wrapping paper and use some old newspaper and a fabric ribbon instead.
- When going out for dinner, bring your own container for leftovers.
- Use rechargeable batteries

OFFICE

- Use refillable pens, mechanical pencils, refillable markers.
- Use your library to read magazines and books, sell your books or donate them to a library.
- Use memory sticks and external drives instead of CD's.
- When buying paper, choose recycled and packaged in paper.
- Use, Reuse and Request recyclable paper packing material when shipping (incl. paper tape), print postage and addresses directly on your envelopes.
- Reuse paper clips (available in bulk) instead of staples.

WEEKLY RECIPES

- The best way to avoid waste and save some money is by eating at home.
- If you are not able to cook every day, you can also prepare dishes that will last a couple days!
- Here are some easy recipes that you can try during the week and the best part is that if you have leftovers you can save them and eat them the next day!

MONDAY

...

MUSHROOM

&

COLIFLOWER



PASTA



...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

2 cups

(480ml)

Vegetable broth
(for adding more
flavor to pasta)

340 g

**Linguini or
fettuccini**

1/4 cup

(60ml)

Olive oil

3 cloves

Garlic
(skin removed +
smashed)

1/4 TSP

Red pepper flakes
(reduce for less
heat)

2 TSP

**Fresh chopped
parsley**
(plus more for serving)

2 TSP

Toasted pine nuts
(plus more for serving)

to taste

Salt + pepper

for the PASTA

1 head

(580g)

Cauliflower
(large stems removed,
florets separated)

2 TB

(30-45ml)

Olive oil

3 cloves

(9g or 1/2 Tbsp)

Garlic
(minced)

1/4 TSP

Red pepper flakes
(more or less to taste)

to taste

Sea salt

for the CAULIFLOWER

STEP BY STEP

1. Preheat oven to 232 C

2. Add cauliflower to a mixing bowl with olive oil, minced garlic, red pepper flakes, and sea salt. Toss to coat, then spread on a baking sheet and roast for 20 minutes, flipping once at the 15-minute mark to ensure even cooking. Sample and adjust seasonings as needed. Set aside.

3. Once your cauliflower has reached the 10-minute mark, add 2 cups vegetable broth and about 4-5 cups water (or however much to generously cover your pasta) to a large pot and bring to a boil.

4. Once boiling, season well with sea salt and add pasta. Stir occasionally to prevent sticking and cook according to package instructions for 'al dente' - 7-10 minutes - then drain and set aside. Cover with a towel to keep warm.

5. Heat the same large pot over medium-low heat. Once hot, add 1/4 cup olive oil and 3 cloves smashed NOT minced garlic. Sauté 1-2 minutes on both sides, or until garlic is fragrant and slightly golden brown. Remove garlic from pan and let cool slightly, then mince. Set aside for serving.

6. Next add red pepper flakes to infuse the olive oil for 1-2 minutes.

7. Add cooked pasta, parsley, pine nuts, minced garlic, cauliflower, and toss to coat.

8. Remove from heat and sample pasta. Adjust seasonings as desired, adding salt or pepper if necessary. Serve hot with additional parsley, red pepper flakes and pine nuts. Best when fresh, though leftovers keep for a few days covered in the refrigerator. Reheat in the microwave, or on the stovetop in a large saucepan in a bit of olive oil.



• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

TUESDAY

...

SPINACH

&

POTATO

FRITTATA

...

1-2TB

(40-80ml)

...

Olive oil

1 head

(580g)

...

Onion
(finely chopped)

2 pieces

...

Large potatoes
(peeled, cooked and
allowed to cool)

150 g

...

Spinach
(washed and
roughly torn)

10 pieces

...

Eggs

to taste

...

Salt + pepper

STEP BY STEP

1. Heat a little oil in a medium, pan (approx. 24 cm). Add the onion and cook for about 5 minutes over a medium heat.

2. Cut the potatoes into cubes about 1 cm thick. Add a little more oil to the pan then add in the potatoes. Allow to cook for another 5 minutes, stirring frequently.

3. Stir through about half the spinach.

4. In a bowl beat the eggs then stir in the rest of the spinach and a little salt and black pepper.

5. Add the egg mixture to the pan. Move the pan around to let the egg mixture run in under the potatoes and get to the bottom of the

pan. Turn the heat to low, then cook for about 10 minutes until nearly set. Place under a medium grill, and cook for about another 10 minutes until the top is set and golden.

6. Slice into wedges and serve with a green salad and bread saucepan in a bit of olive oil.



WEDNESDAY

...

ASPARAGUS

&

SPINACH

PASTA

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

340 g

...
Linguini or
fettuccini

2 TB

(60-80ml)

...
Extra-virgin
olive oil

3-4 cloves

...
Garlic

230 g

...
Slender asparagus
bottoms
(trimmed, cut into
2-inch lengths)

2 large cups

...
Od spinach
(thinly sliced)

1/2 cup

...
Sun-dried tomatoes
(oil-cured or not, as
prefered; cut into strips)

1/2 cup

...
Dry white wine
(or substitute broth or
pasta cooking water)

to taste

...
Salt + freshly ground
pepper



STEP BY STEP

1. Cook the linguini in plenty of rapidly simmering water until al dente. Drain, reserving about a cup of the cooking water.

2. Meanwhile, heat the oil in a large skillet. Add the garlic and sauté over low heat for about 2 minutes, or until golden.

3. Add the asparagus, mushrooms, dried tomatoes, and wine. Raise the heat to medium and sauté, stirring frequently, until most of the wine has evaporated and the asparagus is tender-crisp, about 6 minutes.

4. Combine the pasta and asparagus mixture in a large serving bowl and

toss together. If the mixture needs more moistness, add about $\frac{1}{4}$ cup of the reserved pasta cooking water at a time. You want this to be moist, but not watery!

5. Season to taste with salt and pepper, then serve.

THURSDAY

...

SWEET POTATO,

CHICKPEA

&

SPINACH

CURRY

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/4 cup

(60ml)

Olive oil

2 pieces

Red onions

1 TB

Curry powder

1 TB

Paprika powder

3 cm piece

Ginger

1 bunch

Fresh coriander

3 pieces

Sweet potato

400 g

Chickpeas

8 pieces

Ripe tomatoes

400 ml

Coconut milk

400 g

Spinach

STEP BY STEP

- 1.** Heat 2 tablespoons of oil in a large saucepan over a medium heat.
- 2.** Peel, finely slice and add the onion along with the curry and the paprika, mix well, then cook for 10 minutes, or until the onion is soft and golden, stirring occasionally.
- 3.** Peel and finely grate the ginger. Pick the coriander leaves and finely slice the stalks. Chop the sweet potatoes into 2cm chunks.
- 4.** Add the ginger, coriander stalks and sweet potato to the softened onion. Add the chickpeas, then cook for 5 minutes.
- 5.** Roughly chop and add the fresh tomatoes. Add 200ml of water and bring to the boil.
- 6.** Reduce the heat to a simmer, then cover and cook for 10 to 15 minutes.
- 7.** Remove the lid, then cook for a further 15 to 20 minutes, stirring occasionally, or until the sweet potato is cooked through and the sauce thickened.
- 8.** Stir in the coconut milk and cook for a couple of minutes, then stir in the spinach and cook until wilted.
- 9.** Scatter over the coriander leaves, then serve with rice, if you like.



FRIDAY
...
VEGGIE

PATTIES
...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/4 cup
(60ml)
Olive oil

3 TB
...
Red onions
(diced)

2 TB
...
Black olives
(diced)

1/2 TB
...
Garlic
(diced)

100 g
...
Black beans

100 g
...
Chickpeas

100 g
...
White beans

170 g
...
Rolled oats

1/2 TSP
...
Paprika

1 TSP
...
Dried oregano

1 TB
...
Parsley leaves
(minced)

1/2 TSP
...
Ground cumin

1/2 TSP
...
Celery salt

2 TB
...
Seasoned bread
crumbs

1 piece
...
Egg

STEP BY STEP

1. In a medium pan over medium heat, add some olive oil and all raw vegetables except beans. Saute until translucent. Remove and cool.

2. Add veggies to beans and mix thoroughly. Add all dry ingredients along with the egg. Thoroughly mix all ingredients and form into patties, cover and refrigerate for 30 minutes.

3. In pan add some olive oil, and cook patties 2 to 3 minutes per side.



• DIY •

BEAUTY PRODUCTS

1

...

CHOCOLATE

&

HAZELNUT

CREAM

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

400 g

...

**Hazelnuts/
walnuts/amonds**

1/2 TSP

...

Vanilla flavour (as an
alternative you can
use some cinnamon,
orange or chilli)

5 TB

...

Coconut oil
(or any other
oils with neutral
flavour)

4 TB

...

Cocoa

2 pinch

...

Salt

6 TB

...

Sugar

STEP BY STEP

1. Preheat the oven to 170 degrees of top and bottom heat. Place the nuts or almonds on a baking sheet and bake for about 8 to 10 minutes. Caution, towards the end, be careful, the nuts can quickly become black!

2. Put roasted nuts in a good food processor or kitchen chopper and finely ground to a paste. Add all the other ingredients and mix with each other. The data for oil, cocoa and, above all, the sweetener are indications,

which can of course be changed according to taste - depending on how soft, chocolate and soft the cream is to be.

3. Fill the chocolate-nut-cream in prepared clean glasses with a lid and keep in a refrigerator.



2

...

CHOCOLATE

—

CHAI TEA

LOTION BAR

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/3 cup

...

Coconut oil

1/3 cup

...

Cocoa butter

1/3 cup

...

Beeswax

1/2 TSP

...

Cinnamon

1 TSP

...

Nutmeg

STEP BY STEP

1. Fill a saucepan with a few inches of water.

2. Place a glass jar in the center of the water.

3. Bring water around the jar to a gentle boil.

4. Add all ingredients to jar and stir to combine.

5. Pour melted lotion into molds. Set aside and allow to cool.



3
...

LAVENDER

LOTION BAR
...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/3 cup
...
Coconut oil

1/3 cup
...
Shea butter /
cocoa butter

1/3 cup
...
Beeswax

10 drops
...
Lavender
essential oil

STEP BY STEP

1. Fill a saucepan with a few inches of water. Place a glass jar in the center of the water. Bring water around the jar to a gentle boil.

2. Add all ingredients except Lavender Essential Oil to jar and stir to combine.

3. Once the jar has been

removed from heat, add the Essential Oil and stir to combine.

4. Pour melted lotion into molds.



4

...

VANILLA
— & —
LAVENDER
SUGAR SCRUB

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1 cup
...
White sugar

1/2 cup
...
Almond oil

1 TSP
...
Real vanilla
extract

1/2 TSP
...
Vitamine E oil

15 drops
...
Lavender
essential oil

• HOW TO DO IT? JUST MIX EVERYTHING! •



5

...

LEMON

SUGAR SCRUB

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1 cup
...
White sugar

1/2 cup
...
Olive oil

1/2 TSP
...
Vitamine E oil

15-20 drops
...
Lemon
essential oil

• HOW TO DO IT? JUST MIX EVERYTHING! •



6
...

BODY BUTTER

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/4 cup
...
Shea butter

1/4 cup
...
Cocoa butter

1/4 cup
...
Coconut oil

1/4 cup
...
Sweet almond oil

STEP BY STEP

1. Place all ingredients, except essential oils, in a double boiler (I use a mason jar)

2. Bring the water to a soft boil. Continually stir ingredients (I use a waxing stick for this, popsicle sticks work as well) in double boiler so nothing burns on the bottom.

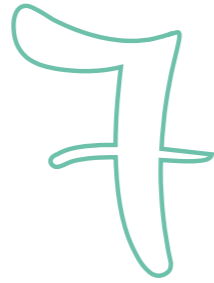
3. Once the ingredients have completely melted and combined, pull the double boiler out of the pot and set it aside. We want this to cool until it hardens, which may take several hours.

4. Once it is completely set, add the essential oil and whip the body butter. You can do this

with a hand mixer, stick blender or food processor. Keep in mind the body butter will leave your appliances oily. I use my stick blender because it has minimal parts to clean.

5. Once the butter has been whipped, scoop it into the jar you wish to use. I think short mason jars are perfect for this!





...

RASPBERRY

&

COCONUT
LIP BALM

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1-2 TB

Coconut oil

1/2 TB

Freeze dried raspberries (add more if desired)

1/2 TSP

Beeswax (for a firmer consistency)

STEP BY STEP

1. Grind raspberries in coffee grinder until you have a very fine powder.
2. Melt the coconut oil and beeswax (if using) together in a double boiler raspberries and stir to combine
3. Add ground freeze dried
4. Transfer to container with lid and let sit to harden.



8

...

RELAXING



BANANA
FACE MASK

...

Who needs Botox when you have **bananas**? You can use a banana as an all-natural, homemade **facial mask** that moisturizes your skin and leaves it looking and feeling softer. Here there are three recipes:

- 1.** Mash up a medium-sized ripe banana into a smooth paste, then gently apply it to your face and neck. Let it set for 10 to 20 minutes, then rinse it off with cold water.
- 2.** Mix 1/4 cup plain yogurt, 2 tablespoons honey, and 1 medium banana.
- 3.** Make a mask by mixing 1/4 cup powdered milk and banana with enough water to form a thick paste. Thoroughly coat your face with the mixture, let dry completely, then rinse with warm water. Your face will feel fresh and rejuvenated.

WE JUST GAVE YOU **3** IDEAS, **DON'T FORGET TO CHOOSE AT LEAST ONE!**



9

...

BANANA FACE CREAM

...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/2 piece

Ripe banana

1 TB

Coconut milk

2 TB

Uncooked rice

• HOW TO DO IT? •

Blend everything together to get a thick paste. Gently massage your face with this homemade cream and wash with cold water afterwards.

[Nutrients in banana helps in fighting wrinkles and keeps the skin youthful.]

For an anti-aging facial cream loaded with vitamins A and E, mash together an avocado and a banana. Leave on skin for 25 minutes and rinse.

[Skin will be soft and youthful. The vitamins E in avocados combined with the nutrients in bananas fight free radicals and repair damage.]



10
...

BANANA
LIP BALM
...

• WHAT WILL YOU NEED? LIST OF INGREDIENTS •

1/2 piece
Ripe banana

2 TB
Quark

1 TB
Lemon juice

• HOW TO DO IT? •

Squeeze a half-ripe banana with the fork. Then mix with two tablespoons of quark (half or full fat) and a teaspoon of lemon juice. Now apply the mask generously to the face. Rinse with lukewarm water after about 15 minutes - done!





'BE THE CHANGE
YOU WANT TO SEE
IN THE **WORLD'**

Ghandi

APPENDIX 19. KEEP IN TOUCH

As stated before in the subchapter keeping in touch, we will keep on communicating with our target group via social media. The posting plan for the three weeks after the market is the following:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
W 14			<p>You really wanted to go to the OFFWORKSHOP of the International but you didn't have the time? No worries! You can find all recipes and tips for sustainable living in our booklet!</p> <p>Comment here and we will get in touch with you personally in order to send it to you by email for free!</p> <p>print or the cover of the booklet!</p>			<p>Have you ever wondered what amount of water is needed for the production of certain goods or how much CO2 is emitted when producing some everyday products?</p> <p>For the production of 1kg meat for example, 150 liters of water and 26.7 kg of CO2 are created.</p> <p>The measure of what amount of resources humans demand on nature is called ecological footprint. Find out more at: http://www.ecofootprint.org/what_is_eco_footprint_nature.html#Ecological_Footprint</p> 	
W 15			<p>Did you know that Nicaragua has 19 active volcanoes? Impressive right? Now, get this in the Cerro Negro volcano you can even do "volcano boarding"! Check this video out!</p> <p>https://www.youtube.com/watch?v=4m1y5mzUf0</p>			<p>Want to learn a more sustainable way, but you don't know where or how to start?</p> <p>Check out Laura Singer's blog! She is getting her first product and will be ready to her blog soon with the most useful tips to live in a more sustainable way!</p> <p>http://www.laurasinger.com/</p> 	<p>DIY video 1: Are you one of those people that love to make their own body scrubs at home? If so, this video is for you! Not only should it be easy and fun, but you should also be able to make it for a change, it's really easy and only takes a minute!</p>
W 16	<p>Procrastinate! Did you manage to get our booklet at the market? You can still have them, just not the quantity as already made were available! Thanks a lot to those among all those nice illustrations and the most interesting nutritional facts about banana!</p>						<p>DIY video 2: Is there anything better than to have an homemade, glowing skin, that looks healthy and smells like roses? Check out the video and learn how to get that for yourself!</p>
W 17	<p>DIY video 3: Who doesn't love to have chocolate hazelnut cream early in the morning? Or any time of the day, for that matter? What if we told you that you can actually do yourself with something together and that it is super easy? Try it now!</p>		<p>Group photo: The market was fun, wasn't it? Now it's time to officially say that's a wrap, everyone! Thank you so much for joining us on the big day and for the great memories made! Always thank you also goes to all the people, organizations, friends that were possible to do without all your work, support and friendship! See you next year!</p>				

APPENDIX 20. HOW WE APPLIED THE EPS COURSES INTO THE PROJECT

During the semester, all the EPS students we have attended different courses in order to complement the development of the project with specific content about different subjects. The content of these courses as well as the results that the team obtained will be described in the following chapters.

Project Management

During the first week of the project we took different lessons where the team learnt how to define different aspects related with the planification and definition of the project.

During these week we were able to define our aim, goals, environment, project resources and interested parties as well as planning the whole semester project thanks to the Gantt Chart and the responsibility Matrix.

This course was really useful for the team to get an overall view of the project, a first contact with the topic and were the first ideas were coming up.

Team Building

During these course we learnt about the different roles that people can take when being part of a working team. Also helped us to get to know each other better thanks to activities that encouraged teamwork and to get more confidence on it.

Thank to this class we were able to define our roles answering the Belbin type test. We were able to see that our team was equilibrate and find the strengths and weaknesses of the team. In this way, knowing our weak points, it has been easier to work and carry out the project.

Intercultural Communication

It was very positive that the intercultural communication course took place at the very beginning of the semester since the teams were still getting to know each other. The course was helpful for understanding that in an intercultural setting it is likely that there will be cultural differences but that at the same time there are many more aspects that we have in common. The course was very good for letting go of the stereotypes that we may have had of other nationalities and it was a great opportunity to bond with our teammates.

Background of Belgium and Cross Media Communication Design

The course 'Cross Media Communication Design' was useful for creating our corporate identity. Before this course we did not have a catchy name, colour pallet or corporate identity, and during the course we had the chance to brainstorm and create the first concept. At the end we did a presentation, but here we only showed our inspirations, because we did not had something concrete. If we look back, we see that the blue colour came back more than once in the inspiration and we also used it in the design of our poster.



Inspiration moodboard

The assignment 'Background of Belgium' became part of our research. We were looking for (food) trends at different markets and comparing them. A visit to Mercado, a hall with a lot of different food stands, learned us more about (possibilities to do) advertising. We took the assignment to the next step and 2 persons of the group visited a food market Boqueria in city centre of Barcelona.

Sustainable Design

Although the sustainable design course was overall very helpful for understanding the actual behavior of our target group, for visualizing how we would like them to behave and for developing strategies to change their behavior, it would have been even more helpful for the Mercado Verde project if it had taken place at the beginning of the semester rather than in the middle. We highly recommend to keep on offering this course since it is especially for designers but also for people pursuing other career paths a great asset in their portfolio.

English lessons

Although this course was shorter than expected, we were able to improve the structure of our report. We learned to write an abstract objectively and correctly and to structure the documents properly. Thanks to this class we were able to write a more professional midterm report.

The problem is that after applying everything we had learned we did not receive any feedback and the classes we had left were canceled.

Usability

In the EPS programme we also were provided with more information about usability and how to integrate this information into the project.

The goal was to analyse the users of our product and whether the design is right for them or not. Important aspects of the product were discussed, like the safety of the product, the shape and the way it could be most intuitive for users. We focused on these properties of the product and defined the details for the final concept. It helped us to understand better to who we were designing, in order to make interaction between user and product much easier and effective. The result is that the letters of the showstopper were very intuitive for the users and easy to understand their functioning.

Designing Electronics

The course about designing electronics was not applicable on our project. We were avoiding the use of electricity as much as possible. Still we used a few electrical components in one letter, but this was a simple circuit with only a rotor and a battery.

That does not mean that the course was not interesting, the teacher showed us many new tools and methods, by means of examples, that you can use for designing electronic devices or services.

Problem Solving and Business Canvas

This course learned us more about problem solving and applying this to a Business Canvas Model. It was an interactive course and we had to give a lot of input during the lesson. It was helpful for the project to avoid fallacies and we could define more certain aspects about the target group and the market itself.

Intellectual Property

The intellectual property course was helpful for our project because it made us realize how we can protect our creations starting from the name of our market, to our logo and corporate identity. It also made it clear to us what guidelines we should follow when taking part of a project in which our intellectual property is involved.

APPENDIX 21. INDIVIDUAL REFLEXION

Julia Galve Labandeira

- **Contribution to the project progress and results**

As an industrial design engineer very interested in topics of creativity and crafts, I have contributed in this project not only in the graphic and product design but also in the more technical aspects as the construction of the final product.

As the team implementer, I worked with Laura, the planner of the team, in order to plan a workable strategy and carry it out as efficiently as possible. I provided the necessary drive to ensure that the team keeps moving and does not lose focus or momentum. When the team stagnated and did not know how to continue I gave the necessary momentum to re-generate new tasks focused from another point of view. I have tried to motivate the team and make each member of it do their work correctly and in time so that everything works out as well as possible.

After working on the corporate identity of the team taking part in the design of the logo and poster and defining the showstopper in the first part of the project, this second period, I worked in the developing of the showstopper and the organization of the market. As a team we have worked hard to build the showstopper in a short time and having everything ready for the market day. We take special care selecting the information to put in the showstopper in order to have an interacting and catchy expositor. Most of the work, it has been done by the entire group since the process of manufacturing of the showstopper needed many hours and many hands. All together we worked on the concept, building and concept of the USOS letters, on contacting the partners that attended the market and organizing the activities that taken place during the market.

Due to the work process of team, initially, during the first period of the project, we were working slowly, we were not able to define properly the things and each one of us was working separately. Over time we have been forging as a team. Each one of us has been able to develop their role and use their skills to carry out the project as best as possible. We have been able to complement each other by covering our weaknesses.

Developing my role inside the team I have learned to see problems as an opportunity to generate new ideas. In addition, I have learned to work in a different way and to adapt to the customs of the different members of the group. I have improved my creative skills especially in terms of graphic design, since I was not very used to working on it. I have also been able to get involved in the subject of sustainability, although initially I was not very immersed on it. At the end of this period I managed to open myself during the meetings with the supervisors and take more part in them. I have noticed that little by little my fluency in speaking English has improved.

I am very proud of the work done. While at the beginning of the project my vision of the work was not very optimistic, we have managed to achieve all our objectives being able to solve all the problems encountered along the way. Besides, this project not only brings me a great experience but also a group of really good friends.

- **Contribution to team building**

Socially, I contribute to the well understanding of the team trying to know everyone, listen and understanding them. All of us have had a favourable response by always attending both official and leisure team meetings. And we have managed to form a really well understanding team which is very united.

During this semester I have improved the “Team Worker” role. I think that this position inside a team is very important so that it stays together and has a balance in it. Although sometimes it has been hard for me, I have learned to have patience and to adapt to the work pace of the team members. I have tried to put myself in the place of the other and empathize with them. So I got the equipment worked better and I have created a good working atmosphere. I have learned a lot from all my colleagues, especially from those who are not Spanish. It is very curious to see how each of us works in a different way and how uniting ideas of all of us, we come up with great things. I think this experience has been very positive for me both personally and academically.

Laura Sanz Cañal

- **Contribution to the project progress and results**

With the background of a Product Developer, interests related with creativity and arts; and the role of the Time Manager of the team, I have mainly contributed in terms of organization and planning of the project work and design of the products that have been developed.

Since the first weeks of the semester, and after the meetings with my teammates, I have weekly scheduled our short term objectives, in order to make every member of the group know in every moment what she has to do and when was the deadline of that task.

This is all to say that, even if at the beginning it was hard for us to figure out the work that was necessary to be done in that moment, with the time, the team has become much more effective because we all knew which were our strengths. In the process of this role specialization, I learnt pretty much about organizing and distributing the active time to achieve the established goals on time.

When talking about this document, the Final Report of the project of Mercado Verde, the four of us contributed all together to determine the lay out and the structure of the content, so that it follows a logical order and it is easy to read and understand by the reader. Nevertheless, we divided the chapters of the document to optimise the working time. The whole content also had to be written in the same language even if we splitted the parts, and be focused on the point of the project, so each one of us revised the texts of the others. In particular, the parts that I wrote are the whole chapter 2, in which we introduce the guidelines of the project and talk about the team, the goals and the target group; most of the appendices, and I did the layout of the final document.

Due to the organizational facet of this project, we spent almost the first three weeks only planning the work and distributing the roles. Even if it is something completely necessary at the beginning of a project, from my point of view we should have done it faster so we would have had more time for the design process, so that the start of the showstopper building would have been earlier.

In any case, the team all together has achieved almost all of the important goals such as the selection and getting the assistance to the market of the partners that were interesting to promote and show all the different approaches of sustainability, the definition, design and building of the showstopper to promote USOS, with its implicit problem-solving, as well as a cardboard prototype at the beginning to prove some structural functions; the advertising: logo of the team and the market, and design of the poster, and all the communication strategy developed. For that reason, I think that the team worked a lot and finally got the point of the project, achieving its goals on time.

After the midterm report, I took action in the finisher role, as long as it was one of the weakest. To achieve it, I tried to reach effectiveness together with my teammates to correct mistakes and problems that appeared in the building of our showstopper.

- **Contribution to team building**

Socially, we all contributed to get on well with each other during all the semester and form a real team out from a simple group of four students. We definitely achieved it, and we always enjoyed a lot our tasks and our project work hours together. Moreover, when we started building the showstopper and we had to spend the whole day and every day of the week together and going through several problems, I could say that we were a good time supporting each other. Personally can feel the change that I have done these five months not only as a designer, but as a team worker. On the one hand, I have learnt how to tackle one project (one specific problem

that needs to be solved), meaning analysing all the parameters that affect the project and how to deal with them instead of going directly to the resolution of the problem. On the other hand, I have improved my teamwork abilities and of course my English, writing and oral.

Alicia Medina

The semester is almost over as well as the Mercado Verde project. Over the past months, my team and I have had many ups and downs but altogether, this experience has made us for sure better individuals and better future professionals. As a Public Relations and Corporate Communications student, I undertook from day one the role of the communications specialist of the team and developed a well-structured and effective communication strategy with the most suitable approaches to reach our target group.

When given the task of writing the final report, I took over the duty of writing the abstract, the introduction, the communication chapter, the chapter that focuses on the DIY-workshop and finally, the conclusion of the report. I happily wrote about these topics for many reasons. Firstly, I wanted to improve my writing skills and be able to receive feedback about my work. I am also very passionate about communications and as I was the responsible team member for the DIY-Workshop, which is why I was the most suitable person for writing the communication and DIY-Workshop chapter. Secondly, when dividing the different chapters that each member should write about, we kept in mind the special skills of each team member and it became rapidly clear that I should write about the topics I did.

In my opinion, the work of the Mercado Verde team has been very good in terms of communication between the team members. We are a group of four people with different backgrounds and cultures that have both many similarities which are used as a glue that brings the team together as well as many differences that are used as a strength that helps us look at our project work in a more critical way and improve ourselves every day. Furthermore, the project experience has taught me very much about myself as a communication specialist and also about the skills of my fellow team colleagues. On the one hand, I am very appreciative of the education of my home university because it has taught me to think and to develop ideas in a way that is helpful for communications students, which are skills that have been very helpful when developing our project name, our slogan, and our communication strategy. On the other hand, I am happy to have the opportunity to learn about the different approaches of my teammates and I deeply appreciate their creativity and their talent when designing our showstopper or our posters. I have learned during this time that four brains with different backgrounds work better than four brains with the same backgrounds and that the diversity of a team's members only makes us

even stronger. I am very happy with the results of our project and I am very proud of our slogan, our posters, our logo the concept of our market and the partner companies that we have gained because I know the hard work of every team member that they represent. Regarding the event itself, I am extremely happy that there were so many visitors and that almost the whole food and drinks were sold out. It is an incredible feeling to hear the feedback of the market and get know that the visitors truly enjoyed themselves in the event and happily took part of the activities and enjoyed the music. My personal highlight, the DIY-Workshop, is a part of the market that made me especially proud since I was responsible for the concept, organization, and implementation, and it was a great of success in terms of a number of visitors and people that were interested in taking part of it.

Regarding my contribution to the team building, I would describe myself as a member that is always willing to think about new ideas and approaches, which is something that I think my teammates really appreciate. I am a very positive person that is always trying to motivate people and this has been very helpful when the team has been struggling with a task. Moreover, through this project, I have gotten better on appreciating other people`s opinion even if I do not agree with them and on taking every feedback (positive or negative) as an opportunity to improve my work. After this project, I have a greater appreciation for all of my teammates, their cultures, and their career paths. It was a pleasure taking part of the Mercado Verde project and being part of the University of Antwerp community has definitely opened my mind and has hopefully brought me a step closer to reaching my goals.

Regarding the aspects that I could still improve, I know I have to get better in sticking to deadlines and I have to plan my individual work more in advance. As a group, I think we need to manage to maintain motivated despite the constructive criticism of our supervisors and experts and we could have been less critical of ourselves.

[Hanne Vaernewyck](#)

-

- **Contribution to the project progress and results**

Before starting the EPS project, I had the idea that I would learn a lot about working in an interdisciplinary team. When I met my team members I was a bit disappointed in the beginning, because there was only one person studying in another field. But this negative thought disappeared after two weeks, then I realized that though you have people of the same field in your team, you can still do interdisciplinary work. Every team member has her own specialties, talents or interests, and also for product designers they vary a lot.

One of my strong Belbin roles is the 'Resource investigator', therefore I can develop contacts in no time. This was of great advantage for Mercado Verde. It made it more easy to get in contact with different interested parties and exhibitors. Therefore, I sent a lot of emails to several companies to invite them for the market. I had to keep all the data of this, so I needed to bring structure in my work. Because of this, I learned to be less chaotic and I made much progress. During the project, my communication skills got also tested. It was very important to keep in contact with the other team members and to keep them up-to-date about the progress of the work. Sometimes I lacked in this, or at least my team members were stronger in this skill.

Next, to a part of the communication, other tasks I did were for USOS. One thing was the design of the t-shirt for the volunteers of USOS. They demanded t-shirts with fair fabric, so the order had a Fair-wear, Carbon Trust and GOTS label. Also, USOS was interested in a new logo for their social media pages. For these things, I was often in contact with our supervisor, Janus Verrelst.

USOS also asked for a showstopper, this part was a cooperation between all the team members. The design was done by the other product designers, the content divided among the four of us. When we started building the final design, we were all involved. My contribution to the design and building of the bag for the showstopper was slightly bigger than the others, but we finished it together.

The cooperation between all the team members went smoothly and I had the feeling that we had the same level of involvement during the whole project.

For all I learned these few months, I am grateful that I got this opportunity and all the guidance through the project. The whole process and the results were enormously fulfilling. This is because I am proud of the outcome of the project. The aim was to raise awareness about social sustainability, but it was not easy to measure the result, so we will never know the exact impact we had. Nevertheless, we reached a lot of students, this we know by the interaction with the Facebook event and of course, the success of the market. This means that even if the raise of awareness was small, at least it was widely spread.

Regarding the Midterm Report, here I mentioned that I would try to encourage my team more. How I did this, coming to all the meetings with a positive attitude and also, after the working hours trying to do some teambuilding.

- **Contribution to team building**

During the project, we evolved from individuals to a real team, we became more close. We all contributed to this evolution. We spent many hours and days together while building the showstopper, this probably influenced the bonding process. Every day we were supporting each other and encouraging the whole team to continue and to keep on working because we all wanted to reach a result we could be proud of.

Personally, I learned more about the structure of teams, in every team the role you take is different. Especially, during this project I experienced that. What I also felt is that the roles could vary daily, depending on the activities. Sometimes I had a more leading or guiding function, but with the strong personalities and knowledge of the others, it switched regularly. This was confusing now and then, but it also gave me the feeling that we were all carrying the weight on our shoulders. This project was a very pleasant experience for me and I can promise that I enjoyed every day of this semester.



mercado
verde