

Our Team



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Makes sustainable choice
the easier choice

PROBLEM: As a climate change is coming closer to our own doorstep, we have realized that we need to do something about emissions in every industry. **The food industry accounts for 37% of the global CO2 emission**, which is much larger than, for example, the transportation sector. By changing the way we evaluate and select food, one can not only change people's lifestyle but also, lower personal, national and global emissions on food.

Emissions from food differ a lot between vegetarian/vegan and animal-based products. Ranging from 0.22kg of CO2 eq for a hummus wrap to 0.54kg of CO2 eq for a meatball panini, emissions can be cut to half if everyone would switch to a vegan diet. However, people don't want to be told what to do and how to behave, they want to make these choices for themselves. That is where we come in, **our system changes the decision-making process for customers and caterers** and makes the sustainable choice the easiest choice.

SOLUTION: Energy labels on electrical appliances have been mandatory for a long time in the EU. It has been found that 80% of the consumers take such a label into account when buying new products. Our team has, therefore, created two labels which can **provide necessary information to make the right choices, the social hero and the environmental fighter**. The social hero shows how well a product does when it comes to vitality, social responsibility and local harvest, while the environmental fighter considers emissions, water and organic production, and each product would get a score based on these topics. With our labels, it has been proven that 20% of the customers consciously goes for a low emission product. since vegetarian products consists of cheaper ingredients, but are sold for a higher price, caterers can increase their revenue, **our labels can increase caterers revenues and sustainability on your campus** or stimulate lifestyle change, through positive branding.

OUR TEAM: In the past months, FICS has grown from a sustainability enthusiastic team to strategically thinking young professionals, who want to reach as many people as possible. We started focusing on students only, while we ended up seeing the caterer's and food industry's perspective and realized it is as important to get them on board. The collaboration with Appèl has proven extremely productive and we hope to get the labels standardized at least at the TU/e campus.

