

Resource Ireland 2012

Food Waste

A Modern Solution for the Modern Family

Most innovative digital solution for home cooks

5th International Computer Cooking Contest, 2012

Presented By Sian Breslin
Co-Founder Siansplan.com
2012 Overall International Winner

siansplan.com
meal plan in colour



What's changed? – 60's to now



Stressed Modern Mum

Modern Family



Food Waste

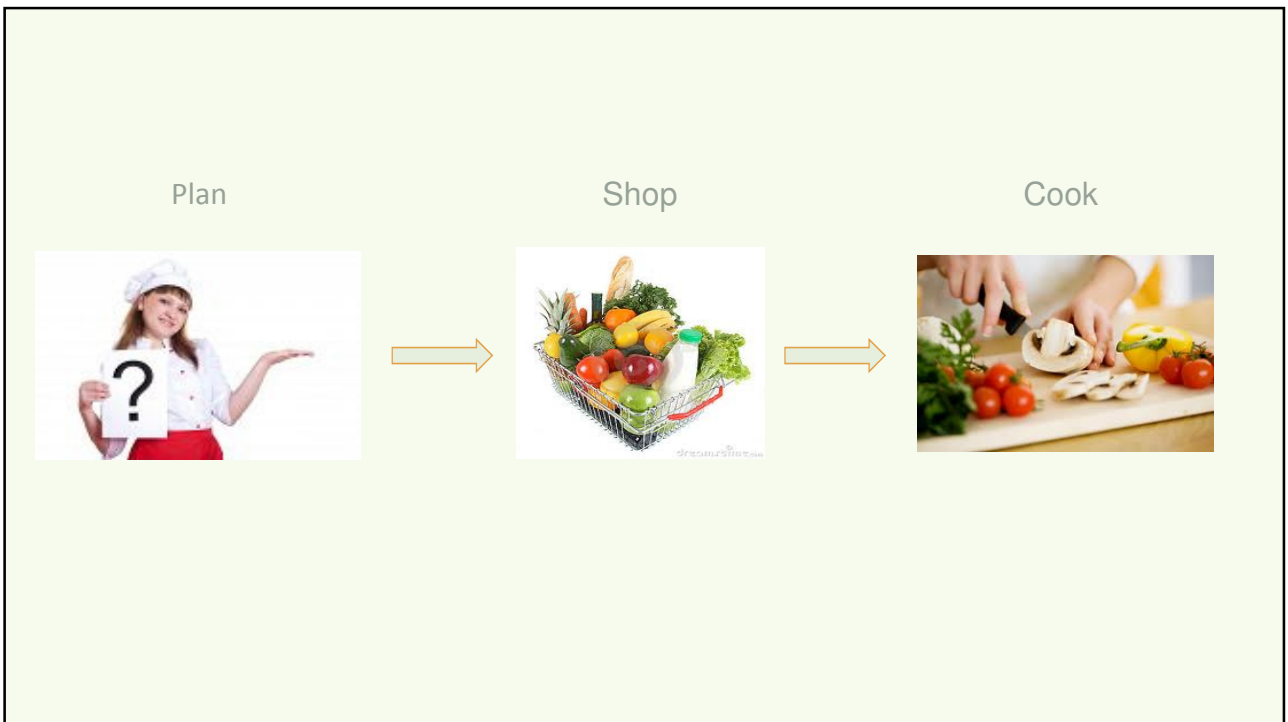
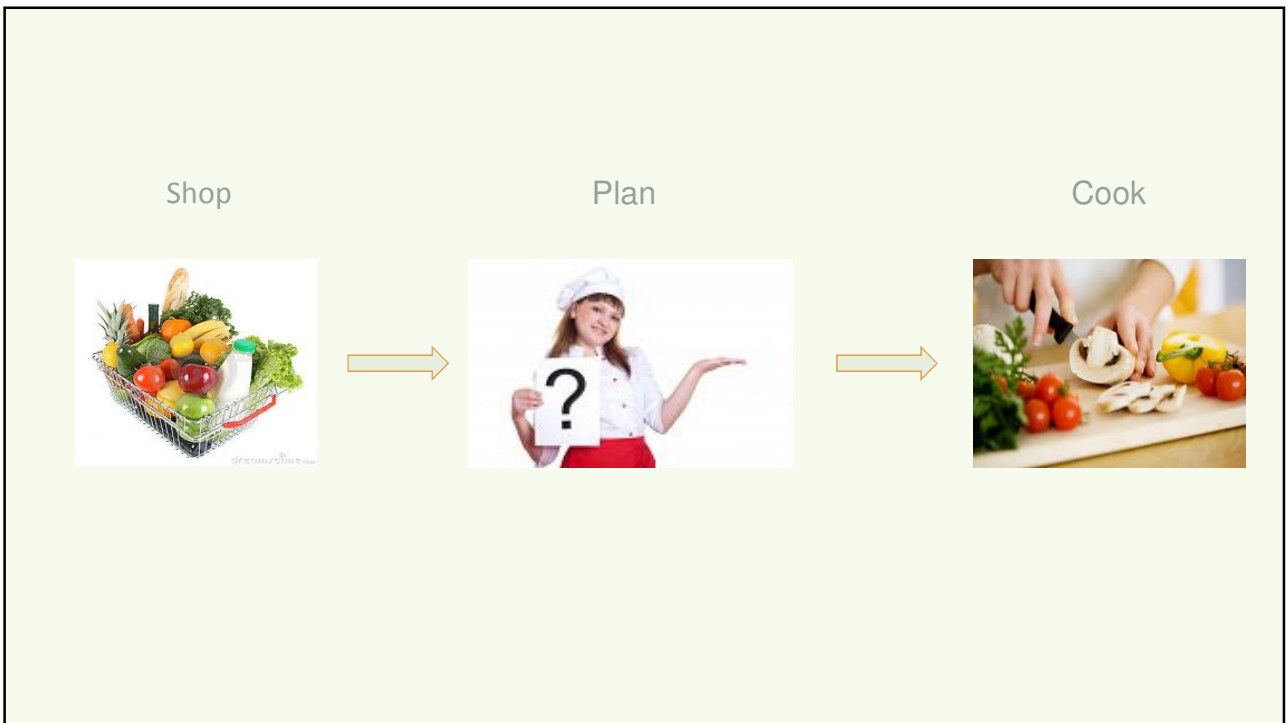


Triple Wasters



Shopping List





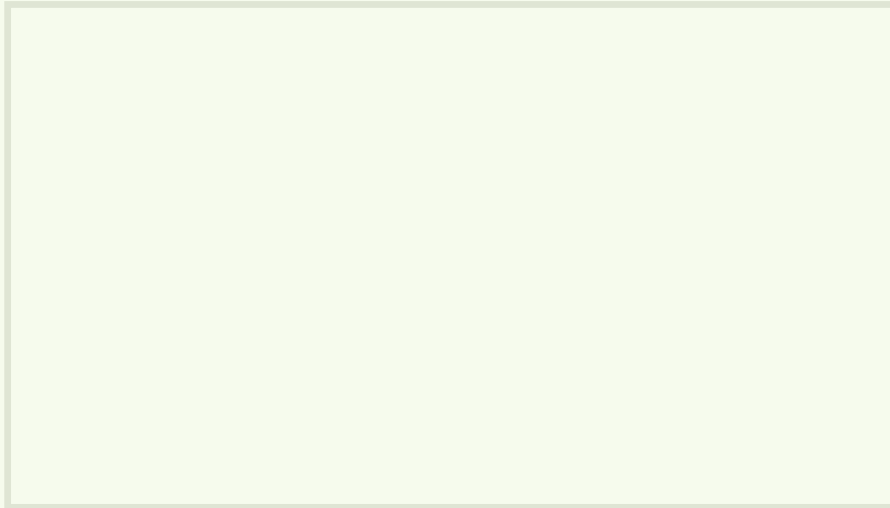
For Change to Happen

1. Desirable
2. Understood
3. Easy
4. Habit Forming
5. Rewarding

Unilever's Inspiring Sustainable Living – Five Levers for Change

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meal plan in colour

Solution – Meal plan in colour



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**Most Insightful and Intriguing
Internet Innovation**

Dot ie Net Visionary Awards 2012

**Most innovative Digital Solution for
Home Cooks**

International CCC 2012

Food Waste

Modern Families need a Modern Solution



Is That Solution