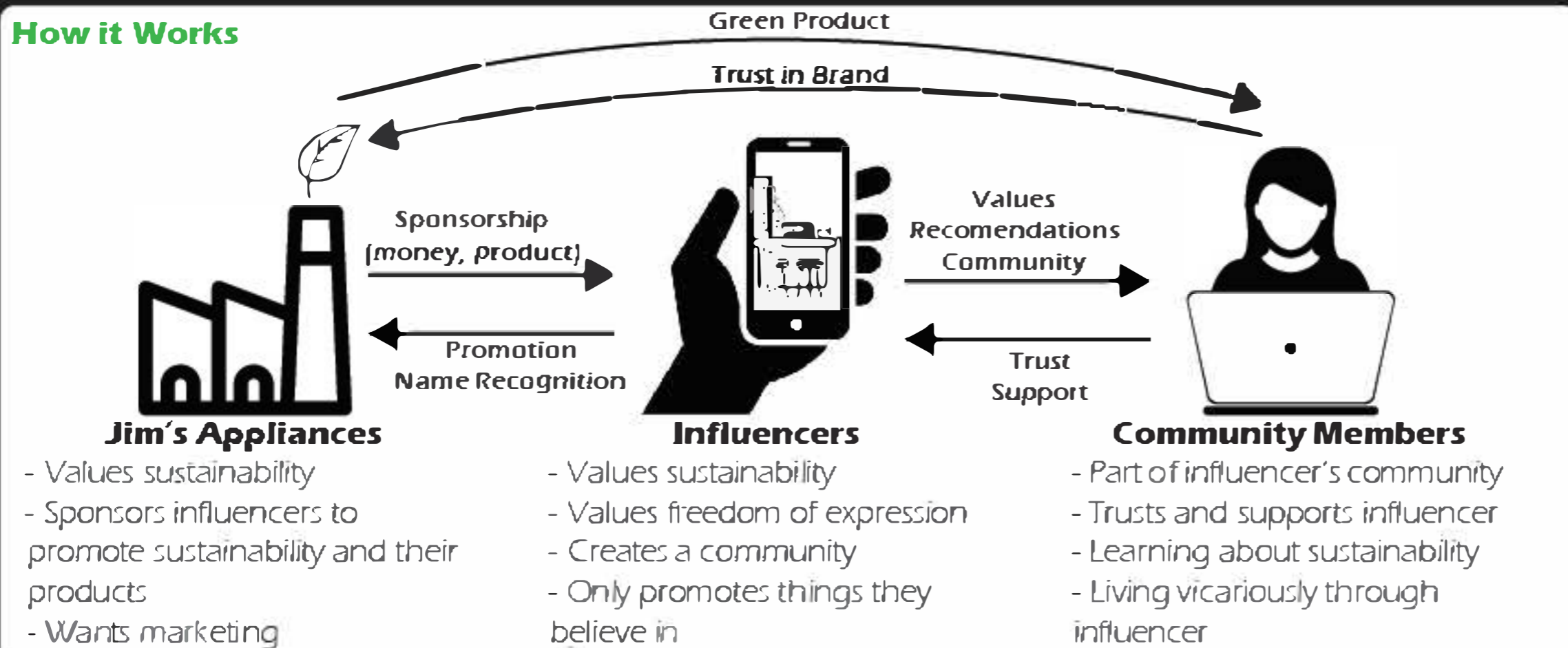


Microwave Meal Media

We interrupt your regularly scheduled scrolling to put food waste and impact at the top of your trending page.

How it Works



Possible Impact Areas

- Using microwave more (ex. cooking pasta, steaming vegetables, etc.)
- Eating more leftovers
- Using more eco-friendly appliances
- Eating less impactful foods (ex. cutting down on meat consumption)

Personas



Apartment Amanda

As a young adult, Amanda finds herself scrolling through Instagram a lot. She loves to emulate what her favorite influencers are doing. She can't afford a new microwave but finds herself trying to eat more leftovers and use her microwave more.



Family Francis

While Francis does not have an Instagram, his daughter seems to be addicted. His daughter has been getting into sustainability and is trying to get her parents on board too. Francis finds himself emulating his daughter's behaviors, trying to act and eat more sustainably.



With Microwave Meal Media, we are making an investment in the younger generation to make and keep changes to their food consumption impact.

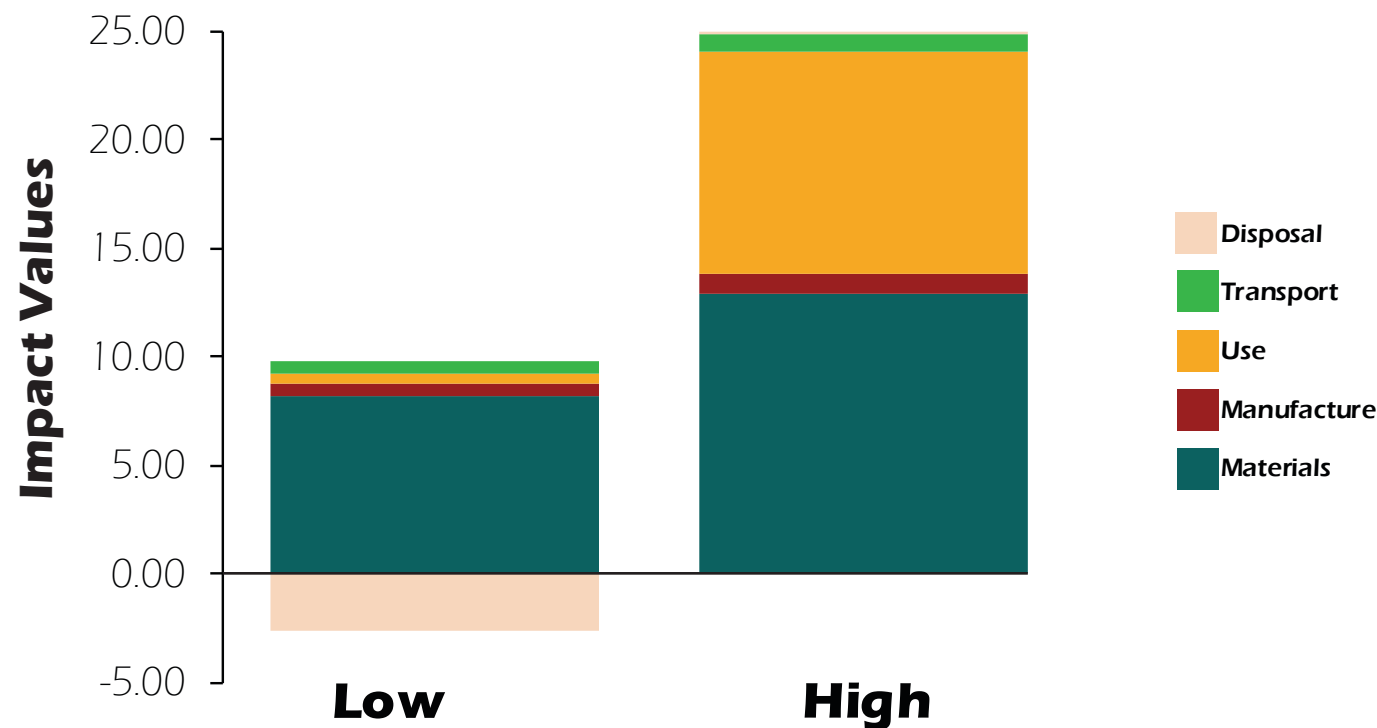
A Tiny Hello

Microwaves may be efficient, but they contain a lot of materials impactful to the environment!

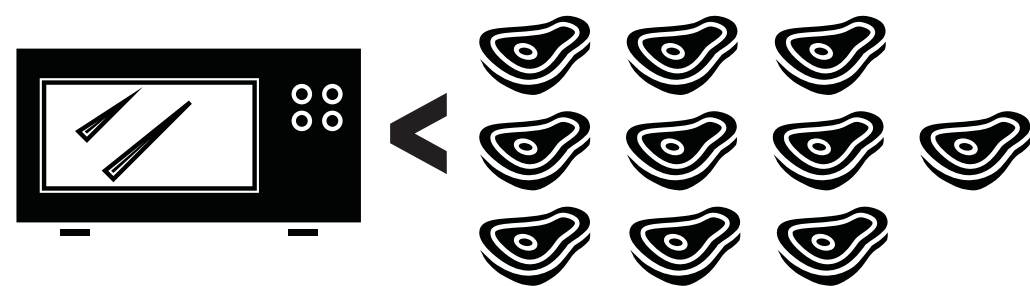
System Boundaries

- Disposal**
Landfill or special recycling facility
- Transport**
Container ship and truck
- Use**
Electricity
- Manufacture**
Common industrial methods for plastic and metal
- Materials**
Plastics, metals, electronics, and packing

Lifetime Environmental Impact^[5]

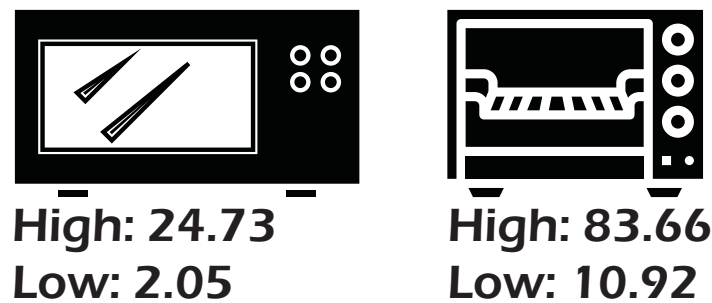


Comparisons



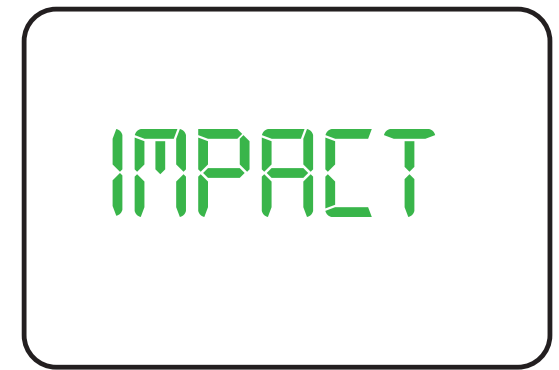
**Beef Impact 10x Microwave Impact^{[1][2]}
(over 5yr lifetime)^[3]**

Microwave vs Toaster Oven^[4] ReCiPe Point Comparison



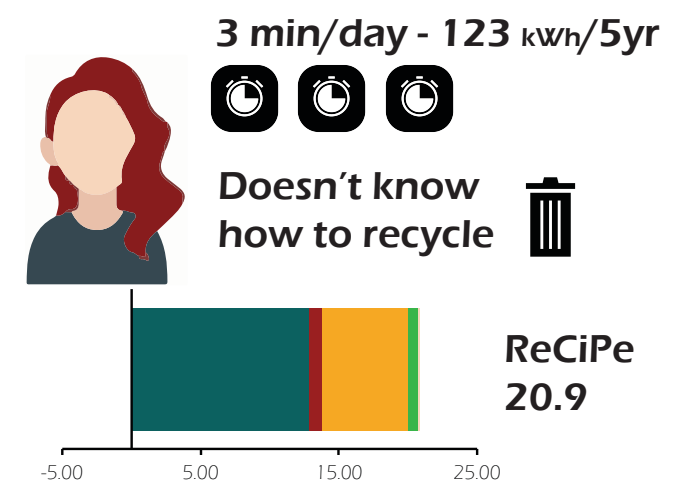
Works Cited

- [1] <https://beef2live.com/story-world-beef-consumption-per-capita-ranking-countries-0111634>
- [2] <https://www.washingtonpost.com/news/food/wp/2018/08/03/you-might-think-there-are-more-vegetarians-than-ever-you-d-be-wrong/>
- [3] Interviews
- [4] Past student toaster oven poster
- [5] ReCiPe LCA 2016

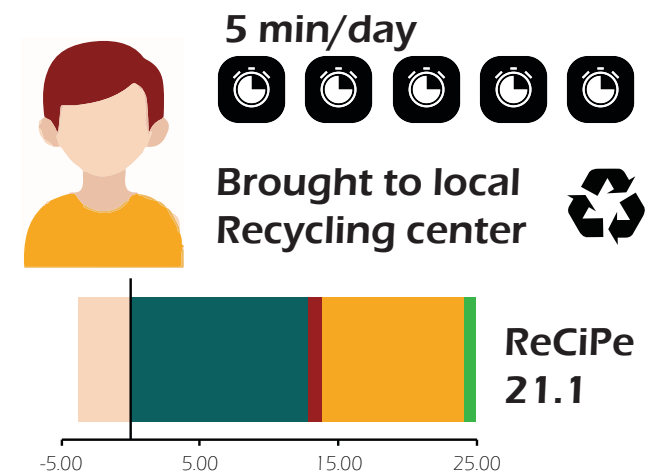


Function unit is 1 minute of heating food

Apartment Amanda



Family Francis



Passerby Pete

