

# MARINE PROTEIN TRANSITION

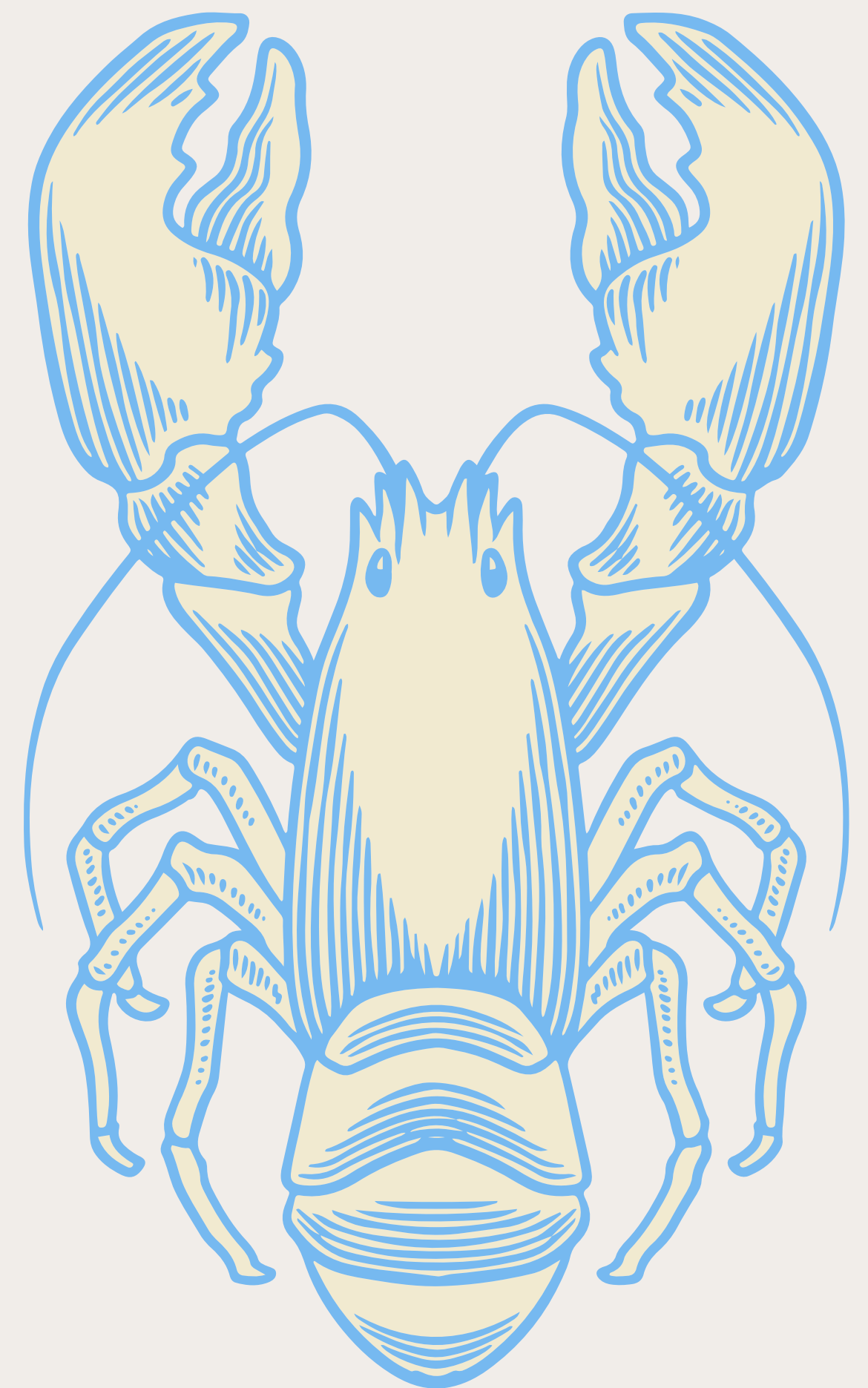
## THE CLIENT AND THE CHALLENGE

The client is the Food Delta Zeeland and the HZ University of Applied sciences.

There is a need to shift the mindset of preferences of consumers to promote marine proteins and more sustainable way of living.

## PROPOSED INNOVATION

Recipe cards that are distributed in high traffic places (e.g., schools, stores, restaurants). These cards include tasty, cheap, and easy to cook marine protein recipes.



## THE PROCESS

Research consisted of literature review on different themes and problem definition. We have come up with top 5 ideas (recipe cards, campaign, events, flyers, catchy slogan) from which we prototyped 2 (recipe cards and campaign)



## THE RESULTS

Based on the research and multiple rounds of feedback, we decided to develop recipe card as our final concept. This card includes ingredients list, preparation time, and estimated cost per serving. Among all the proposed ideas, the recipe card stood out the most to our target audience because of its accessibility, transparency, and ease of use.

## FUTURE STEPS

People shifting their diet preferences, stronger local marine food culture, regeneration of Zeeland's aquaculture

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