



SYSTEM SOLUTION

UNHEALTHY EATING

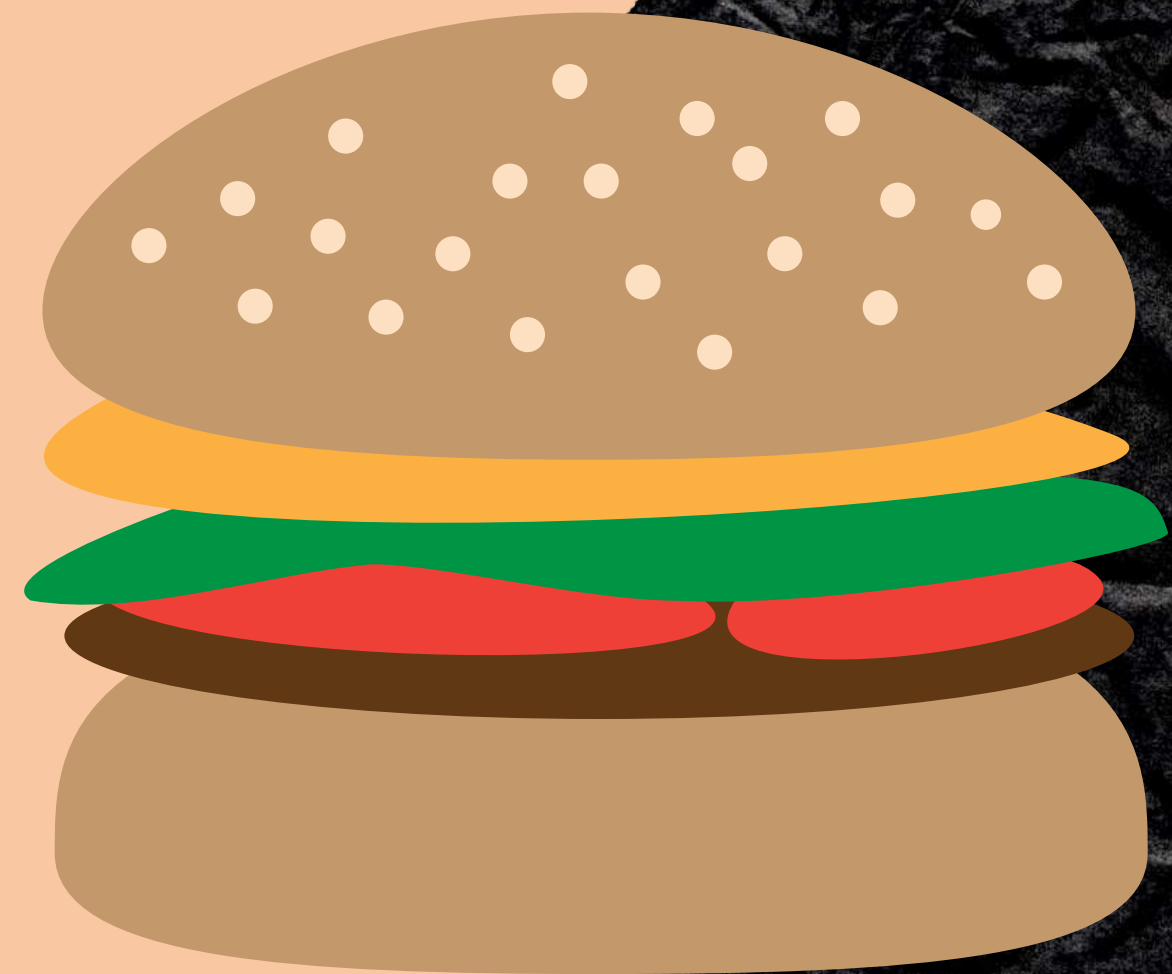
SELIVANOVA, BORDOVSKAIA, UMRIHINA

PROBLEM DESCRIPTION

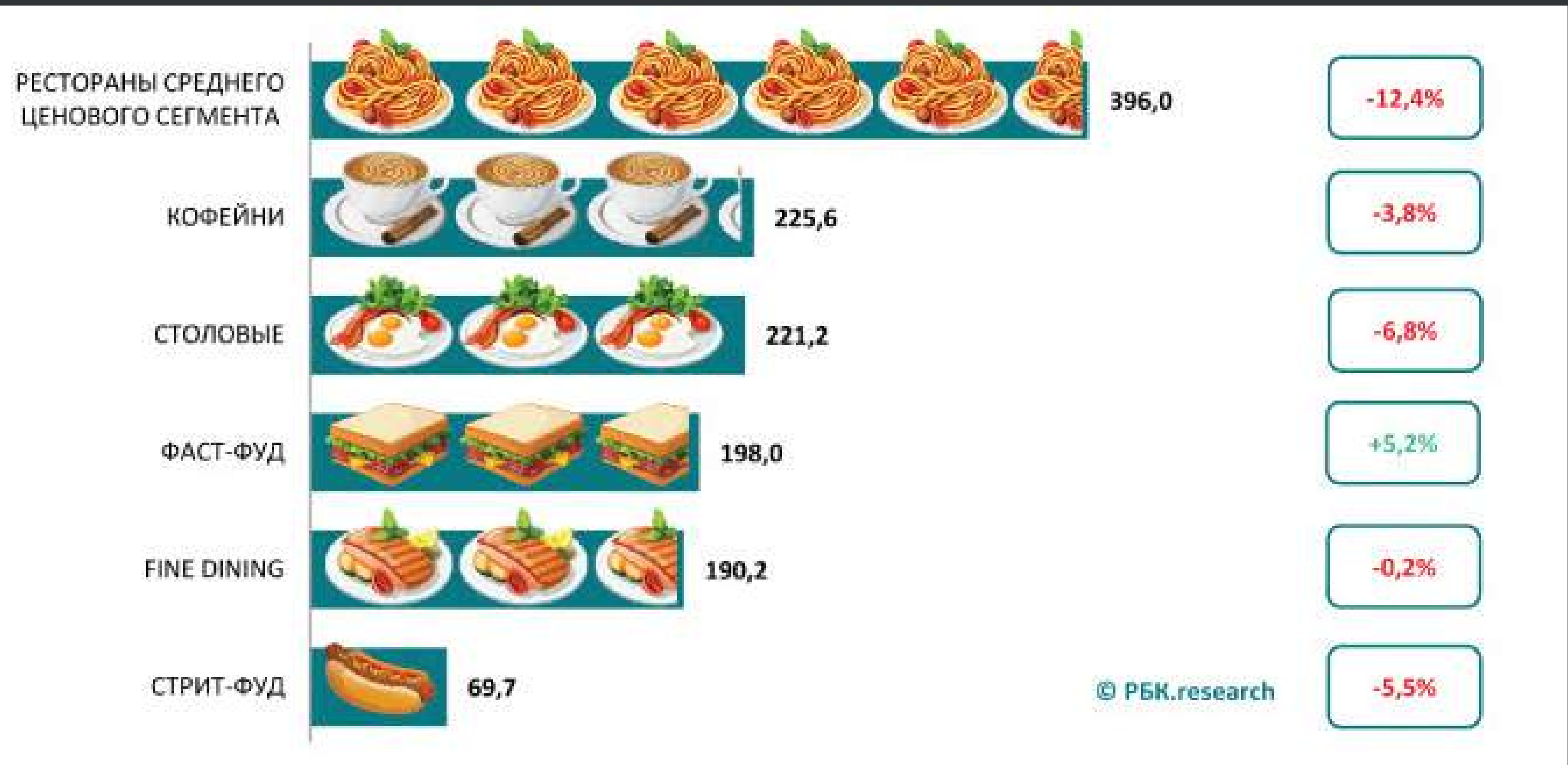
EVERY YEAR AN AMOUNT OF OVERWEIGHT PEOPLE INCREASES DRAMATICALLY. INDIFFERENCE OF BUSINESS TO SOCIETY HARMS HUMAN'S HEALTH. PRODUCERS OF FAST FOOD DO NOT CARE ABOUT CONSEQUENCES OF THEIR ACTIONS, WHICH AFFECT CUSTOMER'S LIFE.

SUCH UNETHICAL BEHAVIOR OF BUSINESS IS MOST PRONOUNCED IN RUSSIA.

THAT IS WHY WE WANT TO CONSIDER THIS PROBLEM AND SUGGEST A SYSTEM SOLUTION.



THE GROWTH OF FAST-FOOD DEMAND IN RUSSIA





MAIN GOAL

TO PROVIDE AN IDEA ABOUT HEALTHY
CONSUMPTION AND IMPROVE EATING
HABITS OF SOCIETY IN GENERAL.

B I S T R O

PROVIDE ALTERNATIVES

LEVEL: GOVERNMENT
SPHERE: ECONOMICAL,
LAW

- **LOW TAXES FOR BUSINESS IN PUBLIC CATERING SPHERE**
- **EASIER REGISTRATION OF NEW BUSINESSES**
- **FINANCIAL SUPPORTING FOR PRODUCESRS OF "HEALTHY" FOOD**
- **CREATING A TENDER TO DEVELOPING NEW BIG CHAIN OF "HEALTHY" FAST-FOOD**
- **RAISE PRICES ON FAST-FOOD**



BREAKING DOWN STEREOTYPES

LEVEL: SCHOOLS,
UNIVERSITIES

SPHERE: SOCIAL &
PSYCHOLOGICAL

- **PERSONAL EXAMPLE OF ADULTS**
- **CREATING PLACES FOR EATING HOME-MADE FOOD**
- **MEETINGS WITH NUTRITIONISTS**
- **ORGANIZATION OF EDUCATIONAL CONVERSATIONS WITH PUPILS AND STUDENTS**



BE OFFICIAL

LEVEL: GOVERNMENT,
SOCIAL MEDIA
SPHERE: SOCIAL &
EDUCATIONAL

- **CREATING STATE INITIATIVE FOR A SERIEA ENTITLED ABOUT PRODUCTION OF FAST-FOOD**
- **IMPLEMENTING COURSE ABOUT "HEALTY" CONSUMPTION**
- **PUBLISHING REAL DATA ABOUT COMPOSITION AND HARM OF FAST-FOOD**

A woman with long brown hair is smiling and looking down at a child who is wearing a white headscarf. They are in a kitchen, and the child is holding a green vegetable. In the foreground, there is a wooden cutting board with a green vegetable and a metal grater. A plate of food is also visible on the counter.

UPBRINGING

LEVEL: FAMILY

SPHERE: CULTURAL

- **START TEACHING CHILDREN TO COOK FOR THEMSELVES**
- **STOP ORDERING TAKEAWAY FOOD**
- **HEED EATING HABITS OF CHILDREN**
- **PERSONAL EXAMPLE OF PARENTS**



OPTIMIZE LUNCHESES

LEVEL: BUSINESS

SPHERE: ECONOMICAL & SOCIAL

- **OPEN PLACES WITH HEALTHY FOOD IN BUSINESS CENTRES**
- **CREATE SPACE FOR EATING HOME-MADE LUNCH**
- **PERSONAL EXAMPLE OF CEO**
- **CREATE DISCOUNTS AND OTHER BONUSES FOR WORKERS INVOLVED IN NEW "HEALTHY" INDUSTRY**



We Can Do It!

PROPAGANDA

LEVEL: ALL

SPHERE: CULTURE &
SOCIAL MEDIA

- **ALL PUBLIC PERSONS SHOULD BE FIT AND PROMOTE HEALTHY LIFESTYLE**
- **ALL CIVIL SERVANTS (POLICEMEN ETC.) SHOULD OBTAIN ANNUAL CERTIFICATIONS , WHICH CHECK THEIR PHYSICAL FORM**
- **DIFFERENT TYPES OF POSITIVE AND NEGATIVE ADVERTISING**

CONCLUSION

ALL THESE MEASURES CAN HELP TO CHANGE EATING APPROACH AND CREATE NEW "HEALTHY" HABITS. WITH THE HELP OF PERSONAL EXAMPLES AND GOVERNMENTAL INTERFERENCE WE CAN ELIMINATE THE PROBLEM OF OVERWEIGHT AND INFLUENCE ON THE IRRESPONSIBLE ATTITUDE OF BUSINESS TO CUSTOMERS HEALTH.