SPLIT

End to End Food Waste Management Platform in the Household that aim to Empower Women and Encourage Men to do Split Task in Domestic Work

THE PROBLEM

Dominate by Urban Areas (Aprilia, 2021), mainly household

(SIPSN, 2022) Majority of the waste is an organic waste

(SIPSN, 2022)

65.8 million tonnes of waste produces annually and its growing

(MoEF, 2021)

THE THREAT

Economic incentive based on the amount of waste might reinforce to produce more waste

Promoting the role of waste management to men will bring value and economic benefit only to men

the cooking roles, but add by waste management or other domestic work

Women free

some time from

If women unpaid care work still being undervalued, the division of labor will not be happened, and women will not be able to do the waste management due to competing priority

Less than 10% household consistently separate waste

(BPS, 2021)

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CAUSES:

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Women are expected to do domestic chores, include waste

(UNEP & Grid-Arendal, 2019)

Women could contribute voluntarily

(UNEP & Grid- Arendal, 2019)

Many involved in informal sector

(Ocean Conservancy, 2019)

> Lower value and higher risk

Osterwalder et al., (2014) The Value Proposition Job Importance, Gains Essentials, Pains Severe Focusing on Organic Waste

Job Related with waste not considered priority

Social Support considered the most essential gains and severe pains

Not homogenous, economic value rank differently and multidimensional

Despite women concern of the environment; lack of time and practicality, uncertainty of results and skills mentioned as pains experience related with organic waste processing

SPLIT

Food Waste Processing System for Household & Pick Up Service:

- Easier to apply
- Design considered the space limitation
- IoT to monitor performance and sending notification for action

Weekly Meal Prep for Families:

- Calculating Nutrition Intake Needed
- · Choices based on Budget
- Re-Usable Container
- Reduce Time and Effort for Cooking
- Reduce possibility of overbuying and food waste

Deduction of Meal Prep price on the submission of food waste processing result and returning the reusable container

Task Notification and Private Chat between two registered account to Promote More Valuation of Unpaid Care Work and Invite more Men Contribution to Domestic Work:

- Made visible number of hours on average to do cook the meal prep and food waste management daily
- Sending daily notification on who do the job, while narrating the value of women unpaid care work and dissemination of facts (e.g women usually contribute XX hours daily, XX times than men)
- Automatically send message to the other that the person that finish the work send him/her the gift of doing domestic work. Create a prompt for the person to respond and say appreciation

THE ROOT CAUSES: Social Relation Framework (Kabeer, 1992)

Social norms expected women to bear multiple responsibility of productive and reproductive work

Women enrollment into paid work did not contribute to more equal division of labor on domestic work

Time Poverty

Care Work for the family and environment remain undervalued. Causing women to be willing to take the burden to equal the playing field

3.0 IGO

Men still in the dominant position of decision making in family

Men potentially did not fully aware of the non-transferable burden of some domestic works, especially with the presence of other support

Only redistributing economic incentive, in particular for non- organic waste might cause people to expect more waste. Contradict the waste management hierarchy

The Philippines and Vietnam. Singapore: GA Circular

Potential relation between organic and non-organic waste: One of the source of organic waste is cooking Indication of non-organic waste reduced if family able to cook that produce more organic waste processing of organic waste contribute to waste separation

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