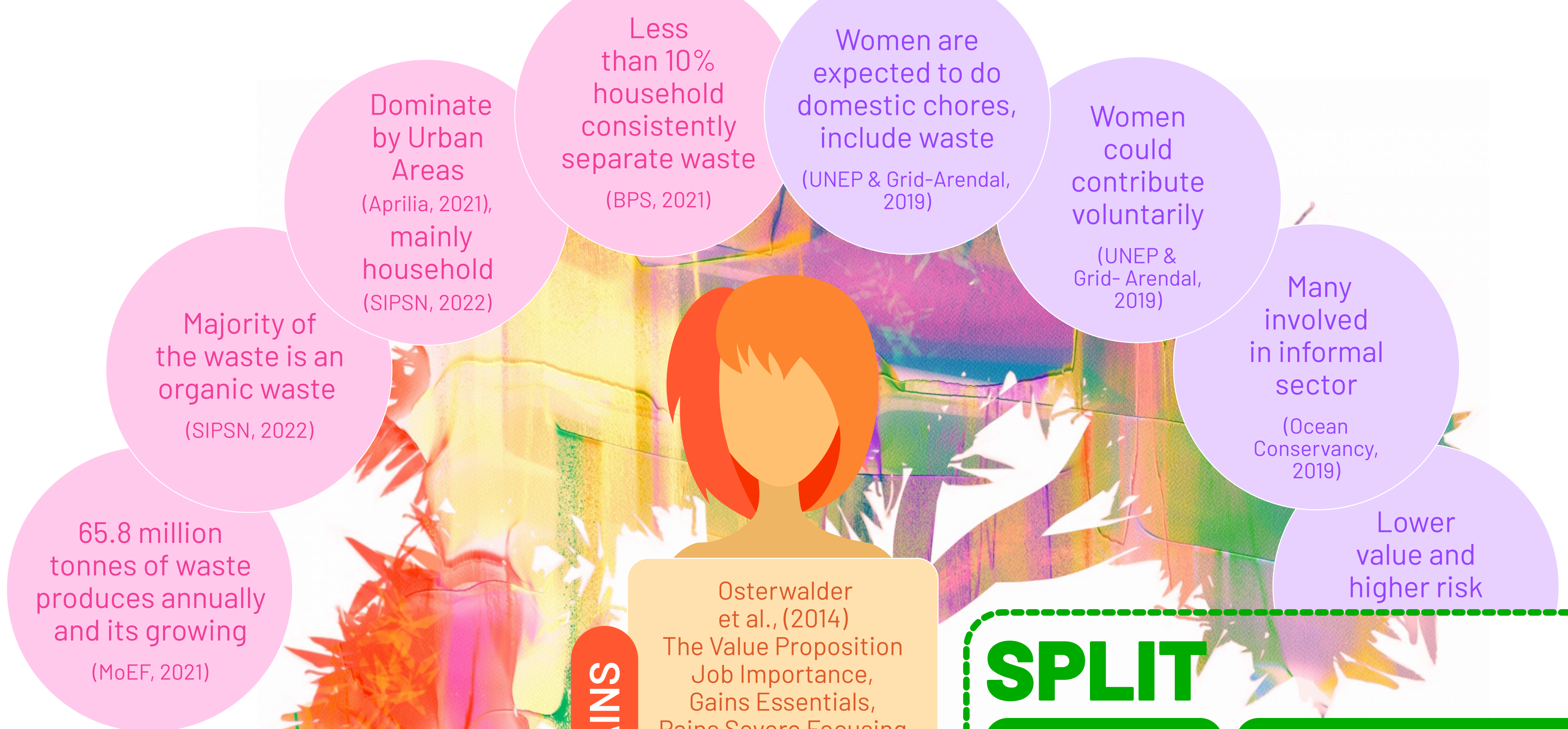


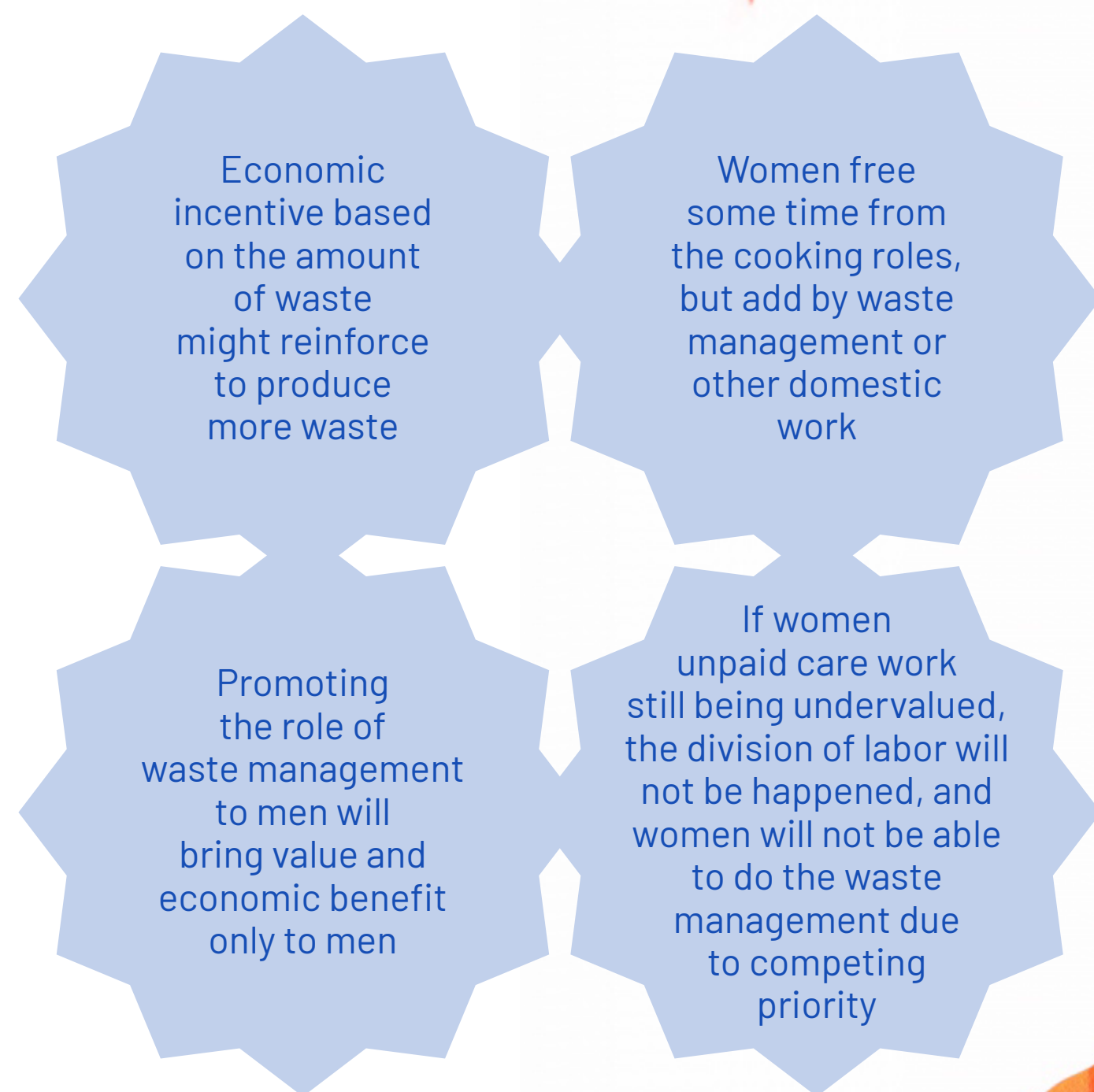
# SPLIT

## 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



### THE THREAT



### THE CAUSES: JOBS, PAINS & GAINS

### 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	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	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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