

Clean Our Plate (COP) Project

By: FoodNinja

About C.O.P

C.O.P is created to change the perspective of public towards surplus food as a food for human consumption. We envision creating a world with zero food waste.

What is surplus food?

Surplus food can be described as food which is fit for human consumption, but has marginal or no commercial value. This food, which may ultimately go to waste, is generated within the grocery retail supply chain for a number of reasons, including: mislabeling; product or packaging damage; incorrect packaging; shelf life date expiration and over-ordering or over supply.

Objectives:

- To educate the uses of surplus food to the public.
- To advocate reduction in food wastage.
- To support the charities which have insufficient food supply

Project Details:

Date: Jan – March (6 weeks per University)

Venue:

- University Science Malaysia, Penang (15 Jan – 28 Feb)
- University Technology Petronas, Perak (15 Feb - 27 Mar)
- University of Nottingham Malaysia Campus, Selangor (15 Jan – 28 Feb)
- Taylor’s University, Selangor (15 Feb – 27 Mar)
- University Malaysia Pahang, Pahang (18 Jan – 29 Feb) & (15 Feb – 28 Mar)
- University Technology Malaysia, Johor (16 Jan – 26 Feb)
- Curtin University, Sarawak (16 Jan – 28 Feb)

Target Audience:

Public (Youth)



How C.O.P creates value for you?

1. Branding Opportunity

Putting your brand first in line in our key activities.

2. External Engagement

Connect with different corporates in Malaysia.

3. CSR Initiatives

Provide an opportunity to give back the society and do something good.

Key activities:

1. Cross Over Challenge

Objectives

To create public awareness through viral social media campaign.

Mechanism

- a) Public take a picture of the spoon and fork crossover on plate after they had finished their meal.
- b) They post it on their social media platform ie. Facebook / Instagram / Twitter with specific hashtag ie. #crossoverchallenge #foodninja #swcorp #saynotofoodwaste
- c) Nominate 3 of their friends to do the challenge. People who fail to do so have to proceed to the nearest food donation hub to donate at least one nearly expired food from their home.

Duration

Jan to March 2016

2. Food Donation Hub

Objectives

- a) To educate public on food waste issue.
- b) Change the perspective of public towards surplus food.

Mechanism

- a) Booth will be decorated with all kind of food waste information.

- b) This mobile, informative and interactive hub will set up in high traffic areas ie. Shopping malls.
- c) Booth also have to collect the nearly expired foods from public.
- d) Receipt with specific code will be given out for public for tracking purpose.
- e) Nearly expired foods will be transported to partner NGO as soon as we received.

Duration

6 weeks per university

3. Workshop

Objectives

- a) To educate students on food waste issue.
- b) To observe food waste phenomena in school.

Mechanism

- a) International Exchange participants will be trained on food waste management prior the workshop.
- b) They will conduct an interactive workshop in primary and secondary schools.
- c) The before and after food waste phenomena will be observed and recorded for tracking purpose.

Duration

6 weeks per University

4. Surplus Kitchen

Objectives

- a) To transform ugly surplus foods into an exquisite meal.
- b) To change the perspective of public towards surplus foods.

Mechanism

- a) Surplus foods that had been collected potentially from supermarket or grocery store will be used (50-70%) in creating meals.
- b) We will collaborate with café for chef resource and venue or celebrity chef will be invited to host the whole surplus kitchen.
- c) Surplus Kitchen will be conduct in various forms:
 - i. As competition where public will be the cook and chef will be the judge.
 - ii. As charity dinner where tickets are sell to public.
 - iii. As soup kitchen where the meals will supply to under privilege groups.

Duration

At the end of 6 weeks

Key Performance Indicator (KPI)

- a) To reach out 1 million of people in Malaysia.
- b) To reduce 1400kg of food waste.

Our Partners:



AIESEC is the world's largest youth-run organization. AIESEC offers young people the opportunity to participate in international internships, experience leadership and participate in a global learning environment.

What makes AIESEC unique is the youth driven impactful experience that it offers to its members. AIESEC is run by young people for young people, enabling a strong experience to all its stakeholders. AIESEC has 64 years of experience in developing high-potential youth into globally minded responsible leaders.

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