

SEMINARIO

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Sustainable Resource Management: A Design Thinking Approach for Fruit Pomace Integration in the Food Industry

Abstract: Reasonable resource management is one of the basic principles of the sustainable development policy and was articulated in the first of the 5R principles. This principle applies to food, chemical, textile, and heavy industries. Stakeholders of the individual stages of resource processing also recognize the need to take action. One such case is the food industry, specifically the need to manage fruit pomace produced in the juice production process. To find the optimal solution for bringing back this by-product to the innovative products production stream, it was decided to use methods involving two main groups of stakeholders, i.e. food producers (juice producers, i.e. pomace producers, food producers using pomace) and consumers. The core of the research was the use of the design thinking method, where focus interviews with consumers and in-depth interviews with industry representatives were conducted during the empathize stage. It should be noted that the in-depth literature research was carried out before starting the research to prepare the semi-structured interview scenarios for each group. Moreover, the focus study was preceded by quantitative research using the CAWI technique to collect general data on consumers' knowledge, views, and demand for food prepared in compliance with the Green Deal principles. This allowed us to identify the main challenges (barriers) and opportunities (gaps) and then move on to defining the problem, ideation, prototyping, and testing.

Short bio: An assistant professor at the Department of Process Management at the Wrocław University of Economics and Business (WUEB) Poland, has been professionally associated with WUEB for 13 years. She also has experience cooperating with SMEs and NGOs as an R&D manager. Focused on consumer behaviour and developing new products according to sustainability and circular economy rules and food labelling and visual perception of warning labels. She has many years of experience cooperating with commercial companies (as a research and development specialist) and is involved in activities related to sustainable energy management (water/hydrogen/carbon enhanced by nanotechnology). She is the author of a product concept that uses waste and by-products in food production. Quality and safety management are her major teaching subjects.

Aula 160/2, 10:00-11:30
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Polo Monte Dago - via Breccie Bianche 12
Gli interessati sono invitati a partecipare

