

Final Report

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Community Project

Name of the organisation: *Taste Before You Waste*, Amsterdam, The Netherlands

CP/I supervisor's name and emails address: Ydwine Zanstra, y.j.zanstra@auc.nl

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AUC tutor's name: Arias Garcia Belen

Period of CP/I: January 2016

Overview of community project/internship

a. Overview of community project/internship

In the non-profit food organisation called *Taste Before You Waste*, founded by Luana Carretto, I was responsible for several of the following activities: I was responsible for creating a database of pictures that recorded all of the activities that *Taste Before You Waste* was doing for the whole month of January. Furthermore, I was responsible for the general PR team, such as coming up with the first draft of a Press Release that announced an event that happened on the 23rd of January 2016. Together with the other teammates, we revised my first draft and constructed it in a more informative manner that would prove to be successful for the organisation. This was then translated into Dutch by my other colleagues, as I am not a native Dutch speaker, and I needed lots of help in that domain. The Press Release can be seen in the link that I have provided below

<<http://www.netwerkplatteland.nl/wp-content/uploads/2016/01/TBYW-Press-Release.pdf>>

As I mentioned above, I photographed all of the events that took place throughout the month, such as the weekly "No-Waste Dinners" that the organisation provided which helped to combat the issue on food waste even more. I was there together with the other volunteers and helped in the kitchen as well, not only to photograph the event with my own camera. I helped in preparing the food, welcoming our guests that arrived, and in talking to them in a discussion about food waste and food preservation. On one occasion, I was responsible in picking up the food as well. Together with another volunteer from the organisation, I cycled in the special carrier-on bike that *Taste Before You Waste* has, and I picked-up the food from the local markets that otherwise would have been thrown away. It was an unforgettable experience, as I had the opportunity to talk to the locals and spread the message even more about the organisation.

In photographing the events that I participated throughout the month, gave me the opportunity to create advertising posters for the organisation. I created artistic posters that Luana Carretto asked of me to spread the message even further. Alongside that, I also created banners that would have helped to be posted on several social sites such as Facebook and Twitter. One of the posters that I have created can be seen in the link that I have provided above with the title "Dam Square Demonstration". I created the whole poster from scratch varying from the photo that I took, to the typography, and the message chosen. The artistic photo that can be seen in the photo was taken in several of the photoshoots that Luana, and I have organised. The artistic photoshoot that was organised was part of a campaign for *Taste Before You Waste* called "food porn" in which it was designed to attract more people to consider food waste a problem based on the meals that could have been cooked with the un-wasted food. And so, it was a challenge for me as well as I have never done food photography beforehand, but I loved every part of it.

Also, for Luana Carretto's organisation, I constructed a large A2 logo for *Taste Before You Waste* out of recycled food magazines and other assortments like that. The idea was mine entirely, and so I

was solely in charge of the project. It paid off in the end as *Taste Before You Waste* did not have a large poster beforehand, and so I helped them with the creation of that part for future events that *Taste Before You Waste* wishes to hold. It was very important for them, as a logo is what an organisation can be recognised by the general public, and so the community will benefit from it as well in being informed by the existence of these kind of organisations. Furthermore, I participated in the renewal of the *Taste Before You Waste* website. I helped in choosing which fonts to be applied, and I assisted the founder Luana Carretto when she made all the decisions for the new website. It was a great experience, and the community will be able to get more information for when they want to go to the *Taste Before You Waste* online website.

Perhaps, the most important part that I have done for my community project, was to create Facebook events for the weekly “No-Waste Dinners” on Wednesdays at De Meevaart, from 6 p.m. onwards. I helped me get more engaged with the locals, in finding out what they think about food waste, and in making the organisation more noticeable and spreadable in its message.

b. Skills, insights and knowledge gained:

My participation in *Taste Before You Waste* was a great experience. Not only did I get to learn more about my future career choices, but it also enhanced my experience in the Netherlands even further by communicating with the locals and in being the local markets and shops. There is something to be said about how people interact with one another during their daily shopping activities and routines, and I had that opportunity to photograph the event and to take notice. Although, there was a huge language barrier as I do not speak Dutch and the locals did not speak English, it was interesting to see that we still resolved this issue by communicating through other means. As a Humanities student, it was very interesting to note this cultural exchange and it has contributed to my overall knowledge of the different cultures that exist in the world that we live in.

Furthermore, in terms of career choices, it was a very good experience for me in order to decide what kind of profession I wish to be in after I graduate. I was in charge of the artistic and communication aspect of *Taste Before You Waste* and I wholeheartedly enjoyed it. It has thought me that I am responsible for my own actions, and for whichever decision I made there is an equal and opposite reaction and responsibility for it. For me, all that I was hoping for was to give my full commitment for the project, and I believe that I delivered it. Luana Carretto has involved me in all kinds of events that *Taste Before You Waste* has created for the whole month of January. The highlight of the month was the big event on the 23rd of January 2016. For that, it was shown me how an event like that was organised, and what it takes to be reached by the people. Throughout that day, I interacted with people some more, and I took photos that has captured that. It has thought me that it takes teamwork to have everything prepared on time and in order, and I definitely developed on my teamwork skills throughout that day and also in my community project with *Taste Before You Waste*. I loved the experience very much so, and the day of the 23rd that we named Dam Square Demonstration was a fantastic day as I also helped the volunteers towards the end of the day. That day has proven my dedication to the project and the organisation as a whole and it has thought me much more about the cause that *Taste Before You Waste* is fighting for as I had to talk and explain to people some more. I spread the creation of my poster to the people and also around the neighbourhood.

Another valuable experience gained was in terms of web development. When I assisted Luana Carretto to the redevelopment of the *Taste Before You Waste* website, I learned what it takes to design a website. We used WordPress for that and it has helped me a lot, as an English student as well in the industry of publishing and editing. It has inspired me to pursue further studies in the field of media. Having the opportunity to do so here at AUC and less so in my home university has been a blessing in disguise. I absolutely enjoyed the first semester of media class entitled “Media

and Communication” and with the experience gained from the community project, I am determined to pursue further studies and knowledge in the field of media and communications. I believe that it is better off for me, and I hope to do so in the following semester at AUC in order to strengthen my communication skills. Throughout this experience, it has thought me how to address people in a respectful manner, how to talk to people from different cultural background, and how to address my supervisor in charge Luana Carretto in a professional manner as well.

As explained above, *Taste Before You Waste* has developed my communication skills and I believe that that is very important for my future career choices and in any field of study as well. I believe that it was important in my development as a human being as well, in order to realise that I have to express myself with care and conscience. Also, it has further developed my organisation skills. I had to meet deadlines in the creation of my posters, and in the writing of the Press Release as well. I had to plan my time with care, thus reinforcing my time management skills. I believe that I met all of them with brio, and that I was able to reach the best of my skills and abilities.

In the creation of the posters I realised how hard the part is when choosing all the elements in a good poster to advertise *Taste Before You Waste* much better to the general public. Therefore, techniques such as photoshop and other software programmes had to be mastered in order to deliver the best products for the organisation. Throughout the month I have mastered these techniques much more and it made me realise what kind of elements go into a food poster, and what makes them different, than let’s say a book advertising poster. It was a meticulous process and I was very lucky to have realised such differences in my *Taste Before You Waste* experience.

c. Evaluation and reflection:

Overall I had a wonderful experience with *Taste Before You Waste* and I have decided to volunteer further with them and with whatever else Luana Carretto needs or wants from my services. I believe that I gave the best of my capabilities and that *Taste Before You Waste* has benefited from my own services as well. In particular, they were very proud of my artistic posters for the Dam Demonstration campaign that was held on the 23rd of January. Also, *Taste Before You Waste* loved the collage poster idea that I brought to the table and especially the finished product that I did for them. It was a brilliant idea as it turned out better than expected. I have never done anything like this big project, and it took a lot of my energy and time as well. I loved every minute of it and I am happy that it turned out good. Alongside that, I participated in many other side activities such as preparing the soup the night before, that was served during the demonstration; and coming in to all of the events that was about the panels that *Taste Before You Waste* intended to create and show to the public about their cause. Overall I was very satisfied with the amount of work that I was doing as it both challenged me and occupied my time with something useful that can change the neighbourhood.

I believe that Luana Carretto was a very good supervisor. I could always come to her with whatever questions I had about my roles and duties, and she was very helpful when she and I were working on renewing the *Taste Before You Waste* website. She always helped in the kitchen as well, and was always open when I brought new ideas and challenges for the project in general. At the beginning she was not particularly happy about my ideas for the posters, and so she challenged me to make better ones and so review them so more. As the time progressed and I showed Luana Carretto my prototypes for the posters, I got better and better at my craft and the results paid off for it. At the beginning I did not expect for the amount of hours that I had to put in, but I am very happy that I did so as it all paid off. I believe that Luana Carretto was also satisfied for the amount of time put in as well. She could supervise me some more as I frequently visited her office place at the Het Amsterdam Lyceum and so we were able to provide feedback so much quicker and better this way. I loved cycling up to the Het Amsterdam Lyceum and so see what a Dutch lyceum looks like in the

Netherlands. It also fulfilled a new year resolution of mine and that is to get fit much more and to exercise frequently.

Taste Before You Waste inspired me to work for what I can have and if I have the desire to raise a non-profit organisation from scratch, I could always come to Luana Carretto and ask for help. However, I saw the skeletons of what an organisation should look like and the time and effort put in to raise such matters. *Taste Before You Waste* has inspired me to do so much more for my career choices. As explained above that this upcoming semester I wish to pursue a career in Media and Communications, and so the organisation has sparked that wish much more. It has shown me that there is so much ore to the media department and that this can be a profitable career choice for me. I would try everything before I can find my path in life. During this January intensive I have developed on plenty of my skills such as organisational skills, artistic skills in photography and poster making, and time management skills as well. Luana Carretto's *Taste Before You Waste* has inspired me for a long term research project that I may have to do at the end of my degree for when I have to write my one thesis statement. I saw how Luana has done it for her own research project and so it very much inspired me for a possibility in doing that as well.

Overall I had great time with *Taste Before You Waste*, Amsterdam as I met a lot of great people around me and so I made many connections in my own network of studies. The highlight of my time was of course the Dam Square Demonstration as I felt very proud to participate in such activities like that.