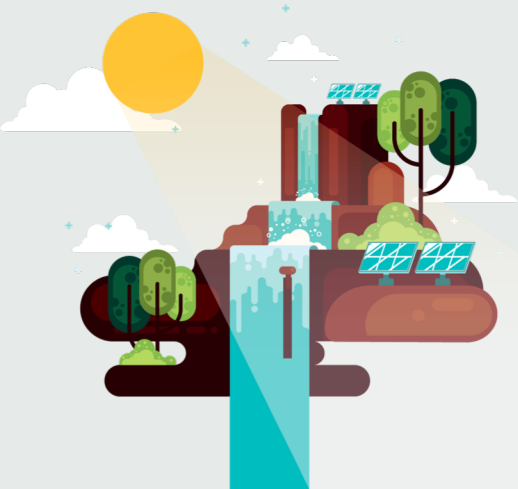




BEYOND MEAT[®]

Akin Abode, **Cody** Colvin, **Salome** Guruli, **James** Realubit, **Christopher** Suarez,



ABOUT BEYOND MEAT

The company was started with the goal of helping to solve the climate change crisis the world is facing by reducing the amount of animals consumed and offering consumers an alternative to meat. Although Beyond Meat wasn't the first vegan burger, they were the world's first plant-based burger, ground meat and sausage. Today Beyond Meat offers a wider variety of products which can be found in over 35,000 grocery stores, restaurants, hotels and universities across the world.

Their mission is to create The Future of Protein by offering mass-market solutions that perfectly replace animal protein with plant protein. They are dedicated to improving human health, positively impacting climate change, conserving natural resources and respecting animal welfare. At Beyond Meat, they want to make the world a better place and one meal at a time. Beyond Burger generates 90% less greenhouse gas emissions, requires 46% less energy, has 99% less impact on water scarcity and 93% less impact on land use than a $\frac{1}{4}$ pound of U.S. beef.

BUSINESS PROBLEM

Most people see Beyond Meat as a vegetarian brand,
but they to be viewed as more.

A brand for social change.



OUR IDEA

Create an app for that helps individuals track their daily actions and see how those actions affect their carbon footprint.

The app will help people become aware of their impact and encourage them to make small changes to improve the world.

- This app look and function similarly to apps like fitbit, so that consumers will have an easy time getting comfortable with how it app works.



STRATEGY

Changing the world is easier than you think.

WHY AN APP?

To reach the (always on their phone) next generation,
we wanted to create something to put everywhere they are.

An app seemed like the best way to get their attention,
so we made one.

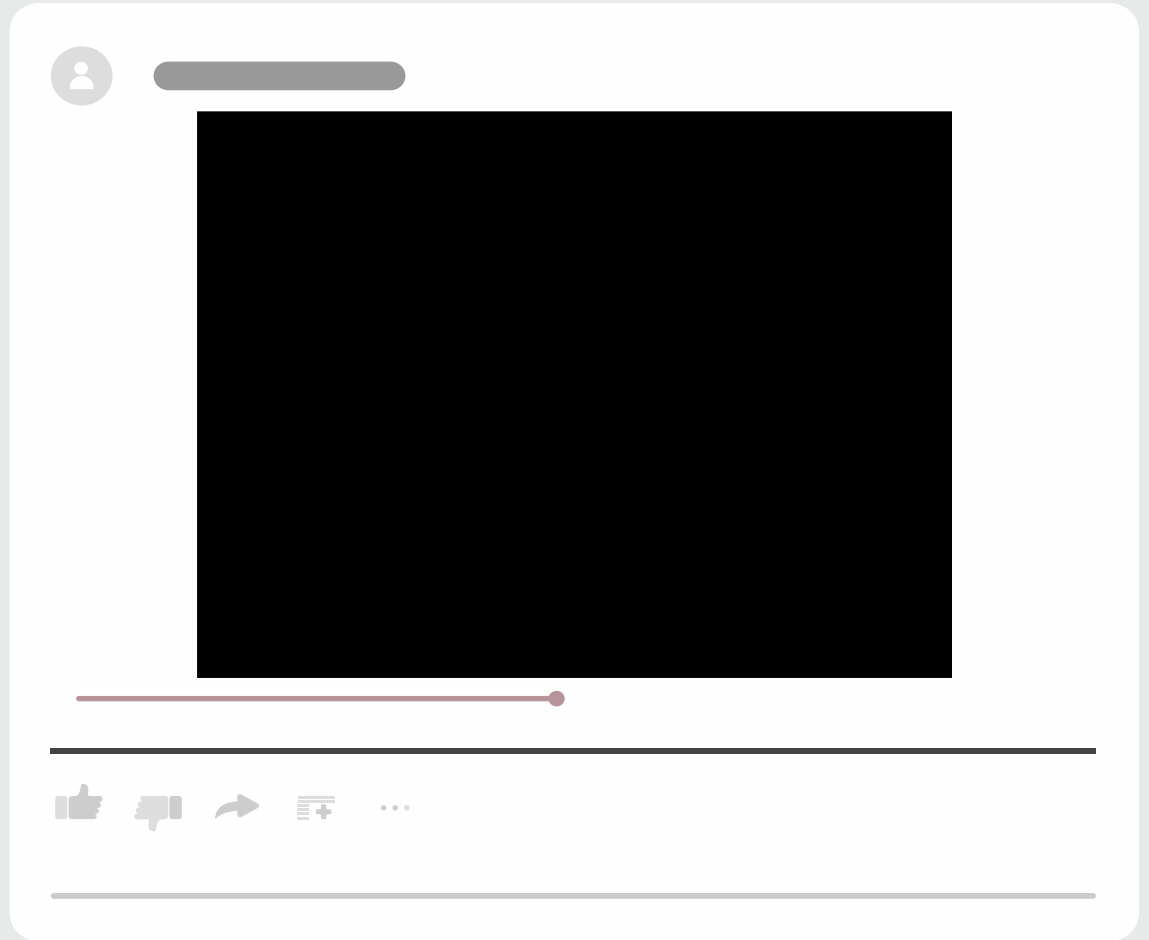
POLLUTION FACTS

1. Pollution is one of the biggest global killers, affecting over 100 million people. That's comparable to global diseases like malaria and HIV.
2. Americans make up an estimated 5% of the world's population. However, the US uses 25% of the world's resources – burning up nearly 25% of the coal, 26% of the oil, and 27% of the world's natural gas.
3. At the current rate of warming, Earth would reach the 15°C threshold between 2030 and 2052. Limiting warming to 15°C (~ 34.7 Fahrenheit)
4. Globally we emit over 36 billion tons of CO₂ per year – this continues to increase.
5. The transportation sector emits more CO₂ because of its near complete dependence on petroleum fuels.



ON THE STREET INTERVIEWS

We interviewed people to see what their thoughts were on the pollution/climate change problem.



APP IDEA AND NAME

Introducing My Environmental footprint.

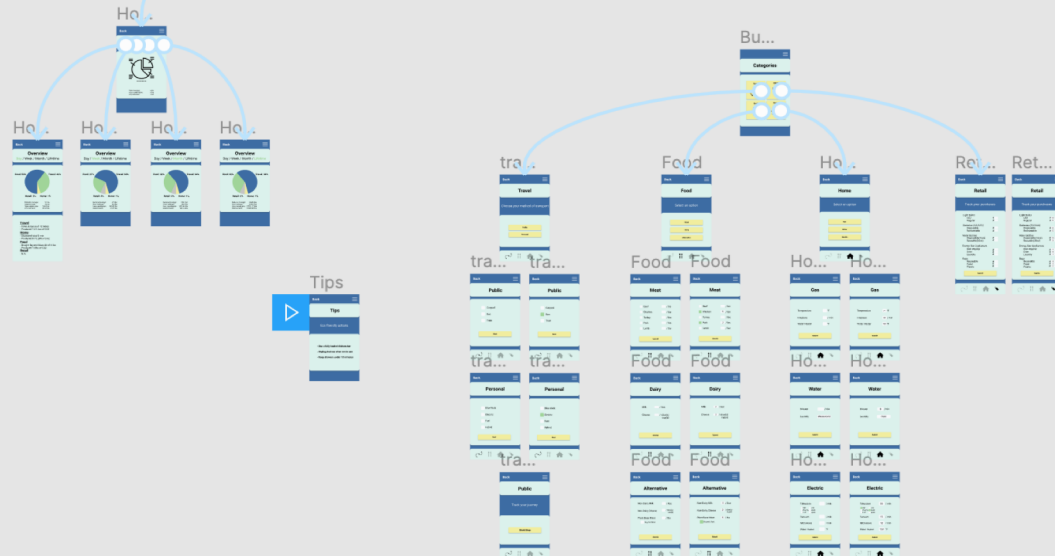
This app allows Android and Apple users to keep track of their cO2 emissions. Users can track their daily activities and compare their data against statewide and national numbers.



APP LAYOUT/ BASIC CONCEPT



This is an overview
of what is
implemented in the
app..



CONSUMER JOURNEY

Now that you know the basic layout of the app we're going to show you how Joey uses it.



APP SCREEN (Start Up)



ENVIRONMENTAL
footprint

See what you're leaving behind

By Beyond Meat



ENVIRONMENTAL
footprint

Email

Password

Sign Up



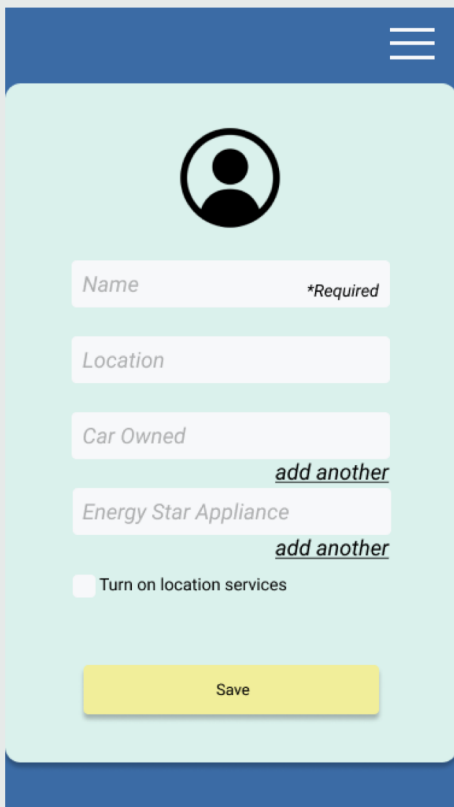
ENVIRONMENTAL
footprint

ErickWatson@gmail.com

Sign Up


When you start the mobile app it shows a short time lapsed loading screen and then directs you to the sign up process.

APP SCREEN (Profile)



A mobile app profile screen with a blue header containing a hamburger menu icon. The main area has a light blue background. At the top is a circular profile icon placeholder. Below it are four white input fields: 'Name' (with a red asterisk and 'Required' text), 'Location', 'Car Owned', and 'Energy Star Appliance'. Each of the last three fields has a green 'add another' link below it. At the bottom is a white checkbox labeled 'Turn on location services' and a yellow 'Save' button.

Menu icon



Name *Required

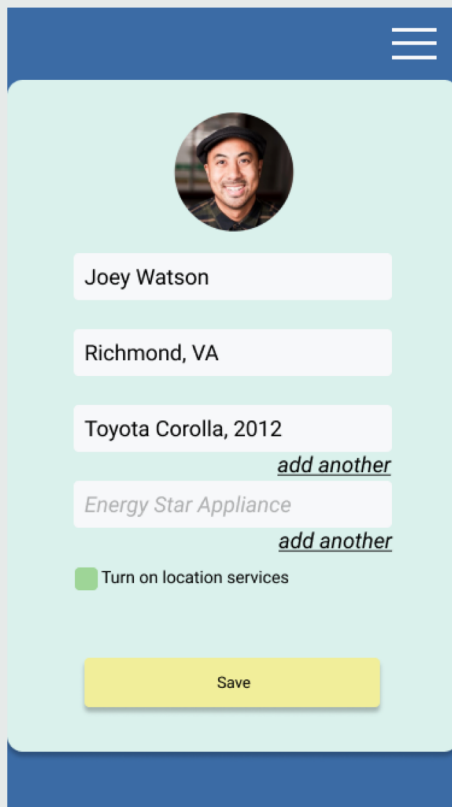
Location

Car Owned [add another](#)

Energy Star Appliance [add another](#)


☐ Turn on location services

Save



A mobile app profile screen with a blue header containing a hamburger menu icon. The main area has a light blue background. At the top is a circular profile picture of a man. Below it are four white input fields: 'Joey Watson', 'Richmond, VA', 'Toyota Corolla, 2012', and 'Energy Star Appliance'. Each of the last three fields has a green 'add another' link below it. At the bottom is a green checkbox labeled 'Turn on location services' and a yellow 'Save' button.

Menu icon



Joey Watson

Richmond, VA

Toyota Corolla, 2012 [add another](#)

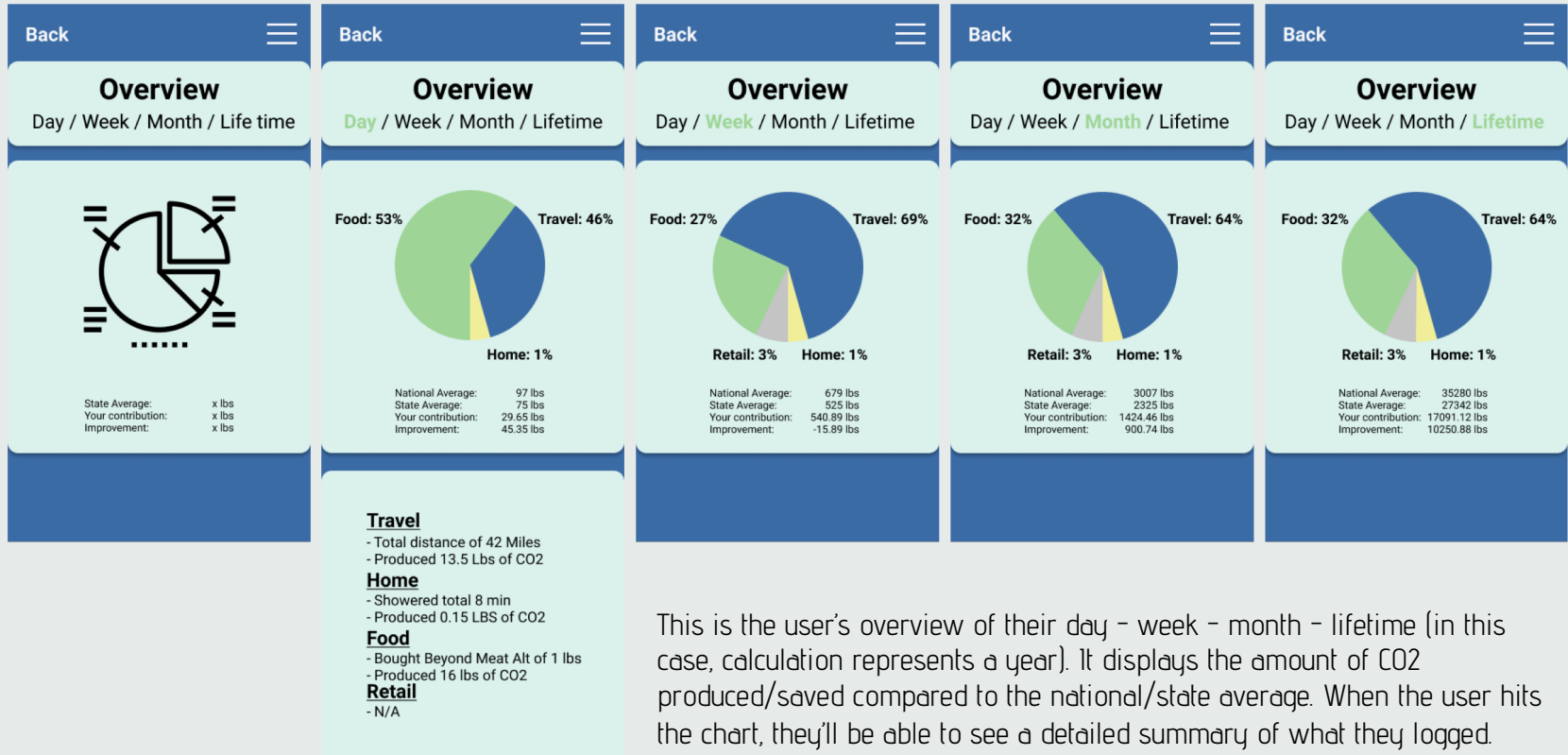
Energy Star Appliance [add another](#)

☒ Turn on location services

Save

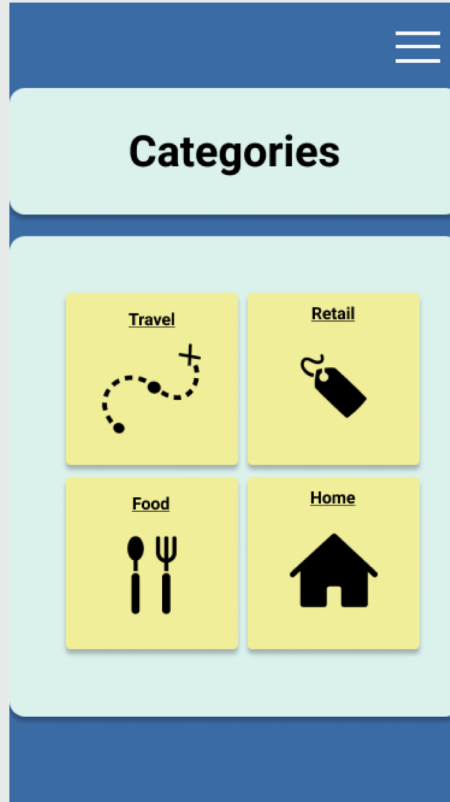
After the user signs up, they have the option of putting in their information in a profile.

APP SCREEN (Overview)



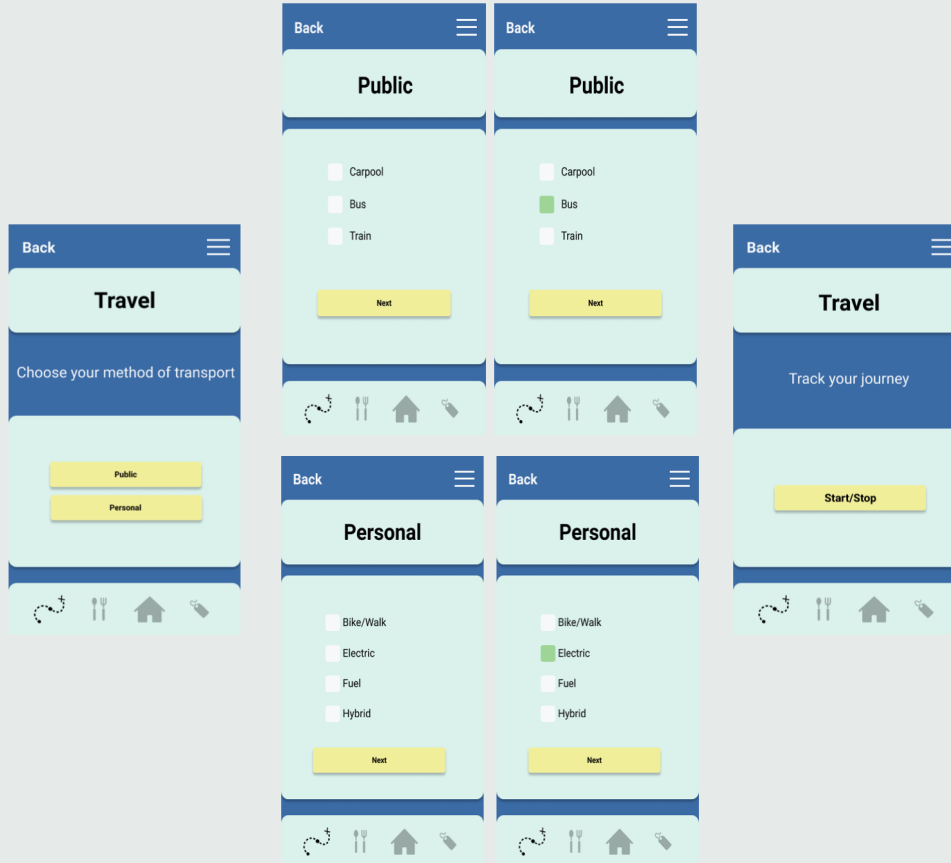
This is the user's overview of their day - week - month - lifetime (in this case, calculation represents a year). It displays the amount of CO2 produced/saved compared to the national/state average. When the user hits the chart, they'll be able to see a detailed summary of what they logged.

APP SCREEN (Categories)



These are the main 4 areas that the user can log that contribute to CO2 output.

APP CATEGORY (Travel)



The Travel category has two options for the user to input data.

Here they choose public or personal, and select the option they want. From there they can track the distance of their journey.

APP CATEGORY (Food)

Back





Food

Select an option

Meat

Dairy

Alternative



Back

Meat

☐ Beef

☐ Chicken

☐ Turkey

☐ Pork

☐ Lamb

/ lbs

/ lbs

/ lbs

/ lbs

/ lbs

Submit



Back

Meat

☐ Beef

☒ Chicken

☐ Turkey

☒ Pork

☐ Lamb

/ lbs

5 / lbs

/ lbs

3 / lbs

/ lbs

Submit



The food category has three options: Meat, Dairy, and Alternative

Here the user chooses which meat and the amount by lbs.

APP CATEGORY (Food pt2)

Back

Food

Select an option

Meat

Dairy

Alternative

Back

Dairy

Milk

/ 8oz

Cheese

/ slice(s)

/ cup(s)

Submit

Back

Dairy

Milk

3

/ 8oz

Cheese

5

/ slice(s)

0

/ cup(s)

Submit

Here the user chose Dairy, and logged the amount of milk by 8oz and cheese by slices/cups.

APP CATEGORY (Food pt3)

Back

Food

Select an option

Meat

Dairy

Alternative

Back

Alternative

Non-Dairy Milk

/ 8oz

Non-Dairy Cheese

/ slice(s)

/ cup(s)

Plant Base Meat

/ lbs

Beyond Meat

Submit

Back

Alternative

Non-Dairy Milk

4

/ 8oz

Non-Dairy Cheese

2

/ slice(s)

0

/ cup(s)

Plant Base Meat

5

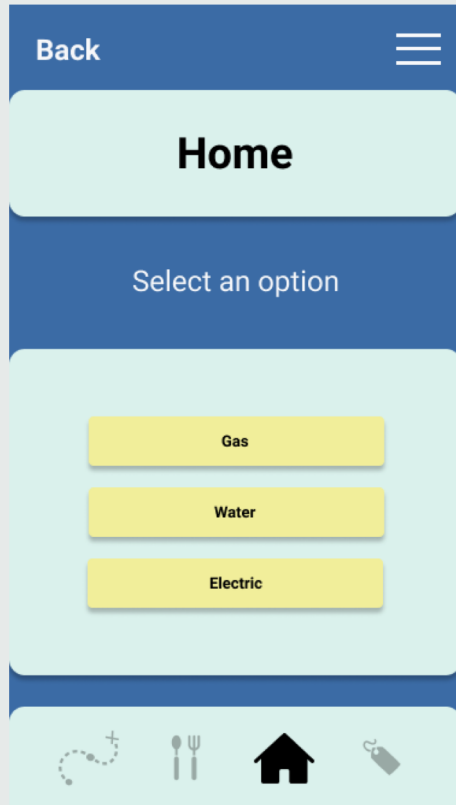
/ lbs

Beyond Meat

Submit

The user has chosen the alternative section, which has replacements for milk, cheese, and meat.

APP CATEGORY (Home)



Back

Home

Select an option

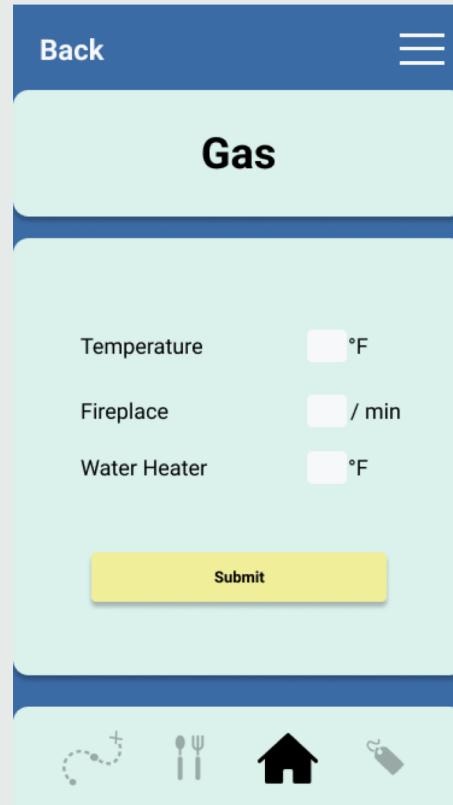
Gas

Water

Electric

Navigation icons: Home, Search, Add, Fork, Tag

The Home screen features a blue header with a 'Back' button and a hamburger menu. Below the header is a light blue section with the title 'Home'. A dark blue bar contains the text 'Select an option'. Underneath, three yellow buttons are stacked vertically, labeled 'Gas', 'Water', and 'Electric'. The bottom of the screen has a blue bar with five navigation icons: a home icon, a search icon, an add icon, a fork icon, and a tag icon.



Back

Gas

Temperature °F

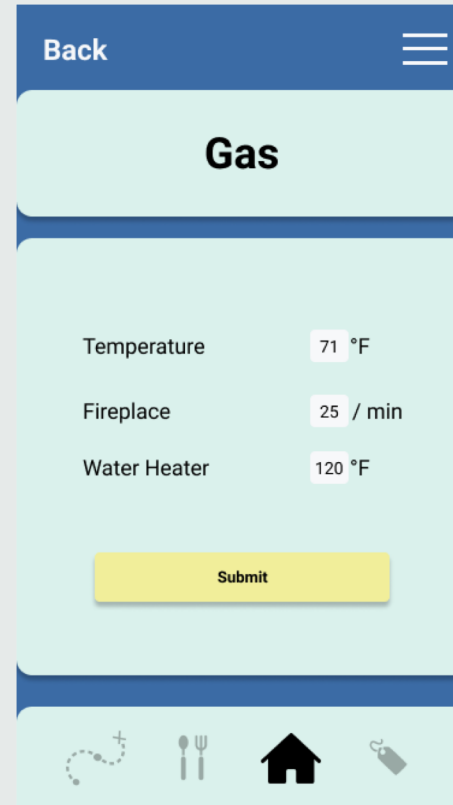
Fireplace / min

Water Heater °F

Submit

Navigation icons: Home, Search, Add, Fork, Tag

The Gas screen has a blue header with 'Back' and a hamburger menu. The title 'Gas' is in a light blue section. Below is a dark blue bar. The main area is light blue and contains three input fields: 'Temperature' with a unit of °F, 'Fireplace' with a unit of / min, and 'Water Heater' with a unit of °F. A yellow 'Submit' button is at the bottom. The bottom navigation bar is blue with icons for home, search, add, fork, and tag.



Back

Gas

Temperature °F

Fireplace / min

Water Heater °F

Submit

Navigation icons: Home, Search, Add, Fork, Tag

The Gas screen is identical to the previous one, but the input fields contain values: '71' for Temperature, '25' for Fireplace, and '120' for Water Heater. The bottom navigation bar remains the same.

There are three options within the home category. Gas, Water, Electric.

Here the user has chosen gas and is logging the temperature, fireplace usage, and water heater setting.

APP CATEGORY (Home pt2)

The image displays three sequential mobile app screens. Each screen has a dark blue header with a 'Back' button and a hamburger menu icon. The first screen, titled 'Home', features a 'Select an option' prompt and three yellow buttons labeled 'Gas', 'Water', and 'Electric'. The second and third screens are titled 'Water' and contain input fields for 'Shower' (with a '/min' unit) and 'Laundry' (with 'Warm/Cold' and 'Cold' options). Both 'Water' screens have a yellow 'Submit' button. A common bottom navigation bar with five icons (location, cutlery, house, tag, and a plus sign) is present on all screens.

Back

Home

Select an option

Gas

Water

Electric

Back

Water

Shower /min

Laundry Warm/Cold

Submit

Back

Water

Shower 8 /min

Laundry Cold

Submit

Here the user has selected water and logged how long their shower was and the type of laundry wash.

APP CATEGORY (Home pt3)

Back

≡


Home


Select an option


Gas


Water

Electric









Back

≡

Electric

Television / min

☐ CRT ☐ LCD

☐ Plasma ☐ OLED

☐ DLP ☐ QLED

Vacuum / min

Microwave / min

Water Heater °F

Submit









Back

≡

Electric

Television / min

☒ CRT ☐ LCD

☐ Plasma ☒ OLED

☐ DLP ☐ QLED

Vacuum / min

Microwave / min

Water Heater °F

Submit









Here the user has picked electric and logged device usage.

APP CATEGORY (Retail)

Back

Retail

Track your purchases

Light Bulbs

LED

#

Regular

#

Batteries (AA/AAA)

Disposable

#

Rechargeable

#

Water Bottles

Disposable(16oz)

#

Reusable(32oz)

#

Energy Star Appliances

Dish Washer

#

Oven

#

Laundry

#

Bags

Reusable

#

Paper

#

Plastic

#

Submit

Back

Retail

Track your purchases

Light Bulbs

LED

Regular

12

8

Batteries (AA/AAA)

Disposable

Rechareable

4

12

Water Bottles

Disposable(16oz)

Reusable(32oz)

24

3

Energy Star Appliances

Dish Washer

Oven

Laundry

1

0

1

Bags

Reusable

Paper

Plastic

5

3

2

Submit

The last category for the user is retail where they log the purchases they make towards common items.

CONSUMER JOURNEY

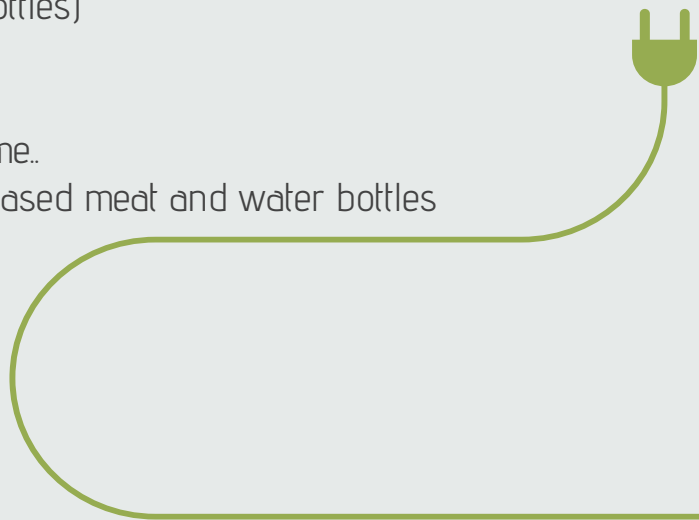
You know how the app works. Here's what made up Joey's totals.

On a normal weekday:

- starts with a 5-10 minute shower
- 42 mile drive/carpool from Short Pump to Richmond International Airport for work
- a couple plant-based diet days
- weekend grocery shopping (including a 24-pack of plastic water bottles)
- 10 mile drive to and from church on Sundays

*One week he had to drive to and from DC everyday to work overtime..

*One weekend he had a large get-together and bought more plant-based meat and water bottles resulting in a larger footprint for that week.



STUNTS

To raise awareness of the app we'll do stunts in targeted destinations.

Stunt I

Launch Locations:
Bryant Park, New York City



Why here:

Displaying food waste in a high density location can help people understand and imagine one person's food waste over the span of one year. Bryant Park is surrounded by many different kinds of businesses and a popular hub for lunch and food stalls thus making it a key area for exposure.

Stunt 2

Launch Locations:
Venetian Hotel, Las Vegas



Why here:

Depicting a size of what 1 ton of Carbon Dioxide equivalent looks like helps a person realize the severity of CO₂ emissions in all of its forms and shapes. The Venetian Hotel is another high traffic area where we can get our point across.

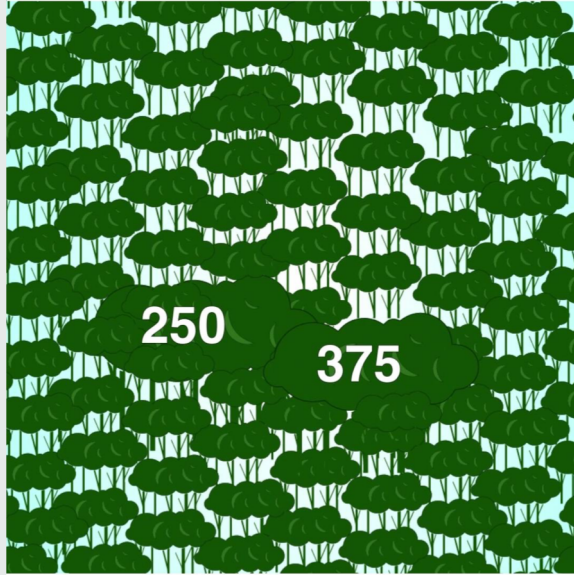
SOCIAL



We found the relevant facts and created messaging that could reached people.



my_ENVIRONMENTAL_footprint



696 likes

my_ENVIRONMENTAL_footprint

[#realPollutionFacts](#) Brought to you by Beyond Meat.

[#myENVIRONMENTALfootprint](#) [#Beyondmeat](#)

[#themoreyouknow](#) [#knowthefacts](#) [#trackyourActions](#)

Download the App from the link in our Bio.

← Posts



my_ENVIRONMENTAL_footprint



696 likes

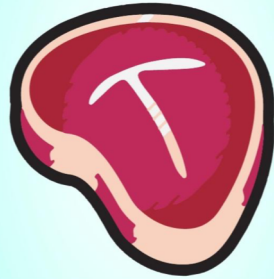
my_ENVIRONMENTAL_footprint

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#myENVIRONMENTALfootprint #Beyondmeat
#themoreyouknow #knowthefacts #trackyourActions
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← Posts



my_ENVIRONMENTAL_footprint



1 Pound



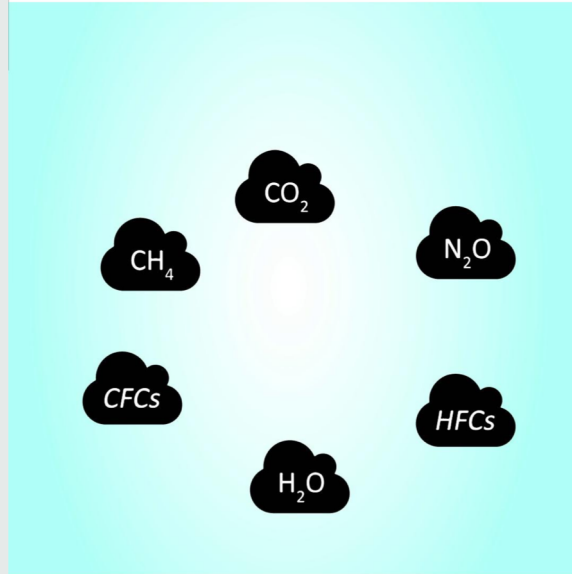
696 likes

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[#themoreyouknow](#) [#knowthefacts](#) [#trackyourActions](#)
Download the App from the link in our Bio.

PRE-ROLL



Posing thought-provoking questions to Youtube viewers.



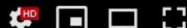
WOULD YOU CHANGE IT?

Track your environmental impact.
#myENVIRONMENTALfootprint
Download our App to see how you can help!



Skip Ads ▶

▶ ⏮ 🔊 0:02 / 6:00



10 Major Current Environmental Problems

179,474 views • May 30, 2017

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WWF International
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8:28



What really happens to the plastic you throw away - Emm...
TED-Ed ✓
2.6M views



THE PERSON DO ABOUT POLLUTION?

Track your environmental impact.
#myENVIRONMENTALfootprint
Download our App to see how you can help!



Skip Ads ▶

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BE A PROBLEM FOR OUR CHILDREN

Track your environmental impact.
#myENVIRONMENTALfootprint
Download our App to see how you can help!



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How to Save Our Planet
WWF International
777K views

8:28



What really happens to the plastic you throw away - Emm...
TED-Ed ✓
2.6M views



PEOPLE TO FIGHT CLIMATE CHANGE

Track your environmental impact.
#myENVIRONMENTALfootprint
Download our App to see how you can help!



Skip Ads ▶

▶ ⏮ 🔊 0:02 / 6:00



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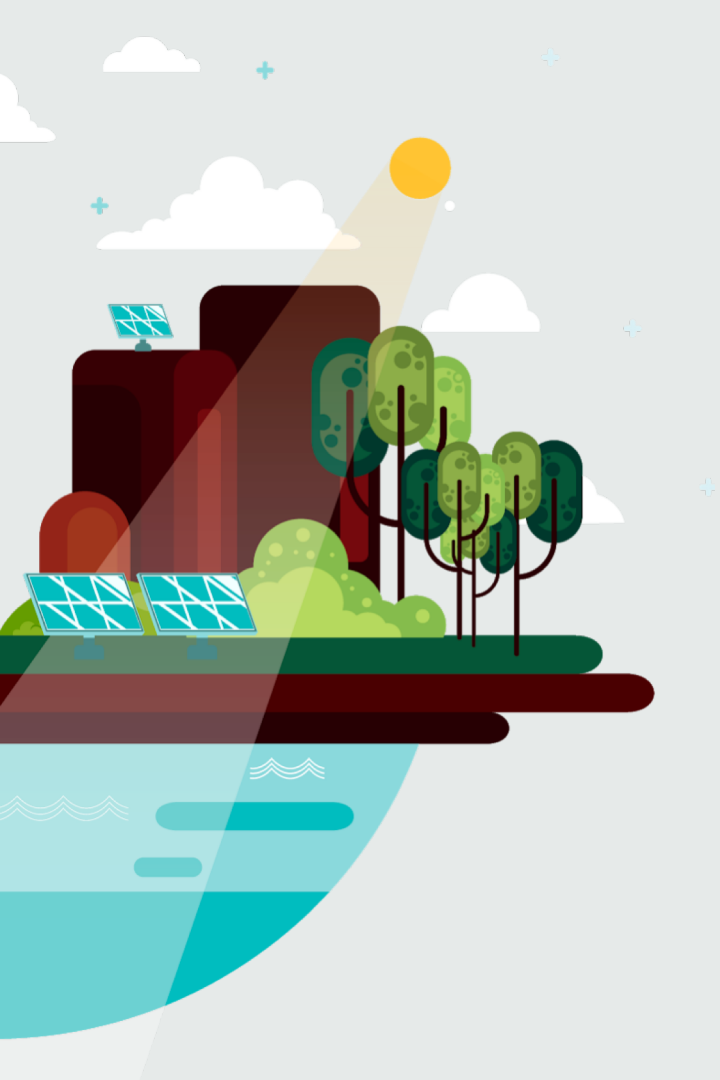


What really happens to the plastic you throw away - Emm...
TED-Ed ✓
2.6M views

SOCIAL PACKAGING



We're branding current Beyond Meat packaging to spread the word about the app.



Summary

Individual change compels systemic change, not just saying it with words, but with actions, with what you choose to do no matter how big or small. With the creation of our app we can help people make the difference our planet needs. The power will literally be in their hands.

APPENDIX

COMMS FRAMEWORK

STRATEGY

Changing the world is easier than you think.

Pillar/Objective

Awareness

Consideration

Call to Action

Barrier

People are mostly unaware of their habits doing harm

People just want to help but are unsure how to begin

People don't know where to get an app like this

Comms Task

Educate and enlighten what is happening around them

Encourage curiosity and push people to help

Show them that an environmental footprint app exists

Media

Pollution Facts, Infographic, Social Ads, Youtube

Stunt

Packaging

Name:	Joey	2012 Toyota Corolla Base Info																												
	2012 Toyota Corolla	27 city	34 hwy	31mpg																										
Source:	Table 1. Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2019																													
Source:	U.S. Energy Information Administration (EIA), State Energy Data System and EIA calculations made for this table, United States national level total, EIA Monthly Energy Review, September 2018 Section 12.																													
	2016 Million Metric tons of carbon dioxide	State Populations Off of Car	Metric tons/person per year	Pounds Per Year	Pounds Per Week	Pounds Per Day	March (31 Days)																							
Virginia	104,000,000	8,410,106	12.4	27,342	525	75	2,325																							
National	5,163,000,000.00	322,941,311	16.0	35,280	679	97	3,007																							
BUCKETS	Week 1 (March 1-7)		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Weekly Summary		Daily Summary (Monday)																		
	Home	Showers	0.15 8 min shower	0.28 8 min shower	0.09 15 min shower	0.11 6 min shower	0.13 7 min shower	0.13 7 min shower	0.15 8 min shower	Home	1%	1																		
	Trans	Carpool	13.5 42 miles (2 passengers)	54 84 miles	13.5 84 miles	13.5 miles (2 passenger)	27 42 miles	13.5 21 miles	6.75 10.5 miles	Transportation	63%	46%																		
	Food	Beyond Meat	16 1 pound alt	16 1 pound alt	0 2 pounds alt	16 2 pounds alt	0 1 pound alt	0 1 pound alt	0 10.5 miles	Food	30%	53%																		
	Retail	Plastic Bottle (Purchased)	0 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	Retail	2%	0																		
	CONTRIBUTED		29.65	+ 86.28	+ 13.59	+ 29.61	+ 27.13	+ 18.03	+ 6.9																					
	Improvement on Average		45.35	-11.28	61.41	45.39	47.87	56.97	68.1	211.19 lbs Contribution	100%																			
	Virginia Average		75	+ 75	+ 75	+ 75	+ 75	+ 75	+ 75	525 lbs Virginia Average																				
										313.81 Weekly Improvement on Average	(Virginia Average subtract contribution)																			
BUCKETS	Week 2 (March 8-14)		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Weekly Summary		Daily Summary (Monday)																		
	Home	Showers	0.15 8 min shower	0.28 8 min shower	0.09 15 min shower	0.11 6 min shower	0.13 7 min shower	0.13 7 min shower	0.15 8 min shower	Home	1%	1																		
	Trans	Carpool	13.5 42 miles (2 passengers)	54 84 miles	13.5 84 miles	13.5 miles (2 passenger)	27 42 miles	13.5 21 miles	6.75 10.5 miles	Transportation	67%	57%																		
	Food	Beyond Meat	16 1 pound alt	16 1 pound alt	0 2 pounds alt	16 2 pounds alt	0 1 pound alt	0 1 pound alt	0 10.5 miles	Food	28%	33%																		
	Retail	Plastic Bottle (Purchased)	4.4 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	0 24 pack	Retail	4%	0																		
	CONTRIBUTED		34.05	+ 70.28	+ 13.59	+ 29.61	+ 27.13	+ 18.03	+ 6.9	199.59 lbs Contribution	100%																			
	Improvement on Average		40.95	4.72	61.41	45.39	47.87	56.97	68.1	525 lbs Virginia Average	(Virginia Average subtract contribution)																			
	Virginia Average		75	+ 75	+ 75	+ 75	+ 75	+ 75	+ 75	325.41 Weekly Improvement on Average																				
BUCKETS	Week 3 (March 15-21)		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Weekly Summary		Daily Summary (Monday)																		
	Home	Showers	0.15 8 min shower	0.28 8 min shower	0.09 15 min shower	0.11 6 min shower	0.13 7 min shower	0.13 7 min shower	0.15 8 min shower	Home	1%	1																		
	Trans	Carpool	13.5 42 miles (2 passengers)	54 84 miles	13.5 84 miles	13.5 miles (2 passenger)	27 42 miles	13.5 21 miles	6.75 10.5 miles	Transportation	57%	57%																		
	Food	Beyond Meat	16 1 pound																											

Calculation Artifact

March (31 days) = 2,325 lbs
Contribution for March = 1,424.26 lbs

2325	Va Monthly Average	Retail	3%
1424.26	Lbs Contribution for March		100%
900.74	Monthly Improvement on Average		
27342	VA Yearly Average		
17091.12	Lbs Contribution for Year	(assumptions all the same for all 12 months)	
10250.88	Yearly Improvement on Average		

Yearly Summary	
Home	1%
Transportatio	64%
Food	32%
Retail	3%
	100%

Transport Calculation
Commutes from west end of Short Pump to Richmond Airport for work Monday - Friday (21 miles each way for a total of 42 miles per day)
42 miles / 31mpg = 1.35
1.35 gallons / day
1 gallon emits 20 lbs CO2
1.35 gallons = 27 pounds of CO2
*If he carools with one other person, although he is going the same distance he is splitting his carbon footprint between the driver and himself resulting in half the emissions he is responsible for

Home Calculation
Example: 8 minute shower
A shower consists of using 2.1 gallons per minute (on average)
.000004082 Metric tons/gallon
1 metric ton = 2205 lbs
.15 shower
Source <https://www.home-water-works.org/indoor-use/showers>

Retail
1 average size plastic bottle is 16.09 oz
1 milliliter 3814 us fl ounce
1 gram 0.00220462
.1825428x24(bottles)= 4.3810272lbs co2

Food
Equation – For every quarter pound saved in beef, that's 4lbs of CO2
¼ = 4lbs CO2
1lb = 16lbs CO2
Source <https://www.businessinsider.com/one-hamburger-environment-resources-2015-2>