



KWIAT

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ABSTRACT

- ▶ **Framing:** The issue that we chose to focus on was the difficulty faced by students in forming diverse communities in Paris. One of the reasons that may be ascribed to this is the distance between student housing and places where students can eat.
- ▶ **Context and Audience:** We are going to be focusing on the student population of Paris. This can be broken down into students from Paris and those from abroad. The two key needs that we have isolated are to find community and to save money.
- ▶ **Previous Approaches:** We looked into two types of previous approaches - student food trucks in the rest of the world and initiatives in Paris that are aimed to build community. We found that our approach was an improvement in many ways.
- ▶ **Implementation:** There are several components in our plan. This details how each will be achieved and gives an idea of the time in which this will be expected to occur.





FRAMING



Paris student housing at 65 Rue Philippe de Girard

Retrieved from http://images.adsttc.com/media/images/5014/9e7f/28ba/0d39/5000/095b/large_jpg/stringio.jpg?1414458439

During our group discussion, we found that a notable difference between the college systems in France and America was the existence of residential campuses in the United States. Of course, the **absence of campuses inside Paris** is mainly due to the lack of space, which explains why most of the universities are in the center of Paris while most of the students are living in the periphery. Considering the **students are spread** all over Paris, the creation of a community among them is more difficult to achieve than in the United States where students live next to each other.

From our research, it appears that there has not been much focus on the **amelioration of this situation** in order to encourage formation of these communities. According to the QS Best Cities List (QS TopUniversities, No Date), Paris is the best student city in the world in terms of factors such as quality of education. However, going to university should be about a lot more than the formal education one receives. Learning to **integrate in a community** and building a network of friends are both significant benefits that one can gain from higher education.

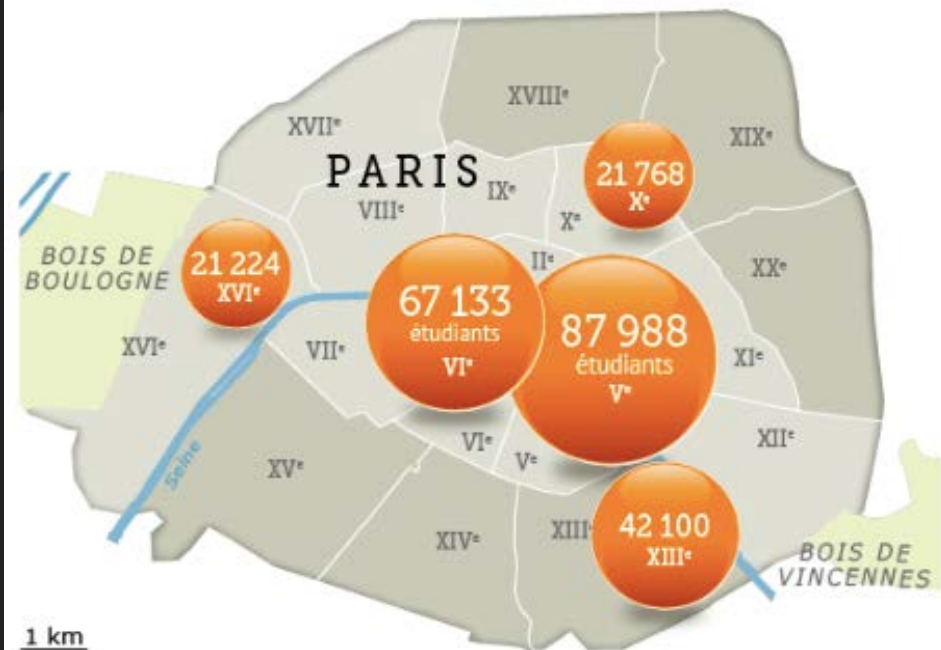


IN PARISIAN UNIVERSITIES, THERE IS STUDENT COHABITATION BUT NOT INTERACTION. I INTERACT MUCH MORE WITH SCIENCES PO STUDENTS THAN UPMC ONES.

Benjamin D'Oberset

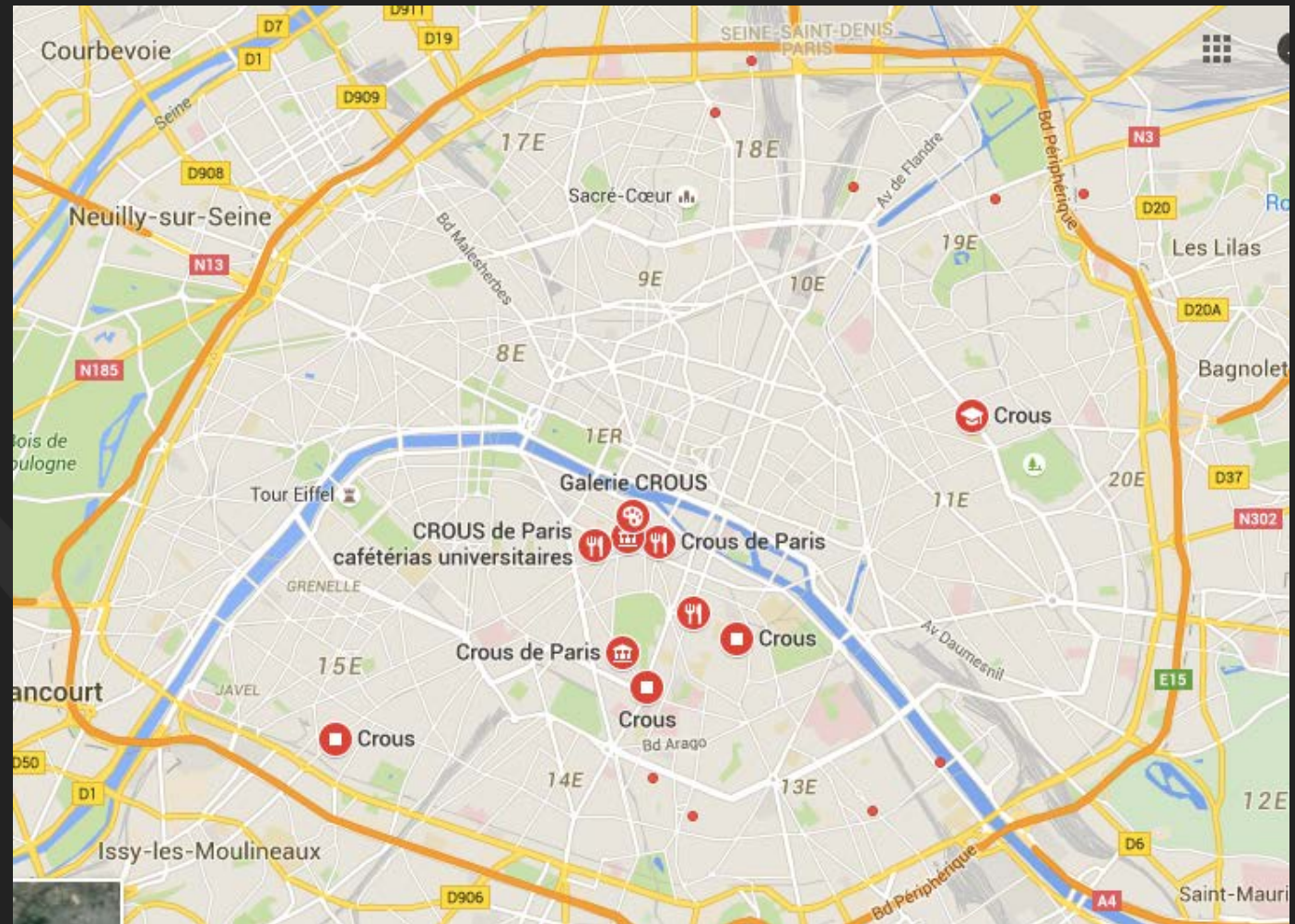
Topographie des étudiants parisiens

- LES 5 ARRONDISSEMENTS COMPTANT LE PLUS D'ÉTUDIANTS INSCRITS EN ÉCOLE OU À L'UNIVERSITÉ
- ARRONDISSEMENTS OÙ VIVENT LES ÉTUDIANTS



Source : Atlas régional du MESR – mars 2013

Retrieved from: <http://etudiant.lefigaro.fr/les-news/actu/detail/article/paris-reste-la-premiere-ville-etudiante-la-plus-elite-et-la-plus-chere-2568/>



Retrieved from: <https://www.google.fr/maps>

The map on the left shows the locations of **student housing** and universities (Quillet, 2013), while the map on the right shows the distribution of **CROUS restaurants** (indicated by red dots). While doing research, we noted that there were discrepancies between where students study, where they live and where they could find and eat affordable food together. We believe that this has been a significant obstacle to providing students with the opportunity to form **diverse communities** in Paris. Our solution aims to mitigate the effects of this separation by bringing food to where the students are.

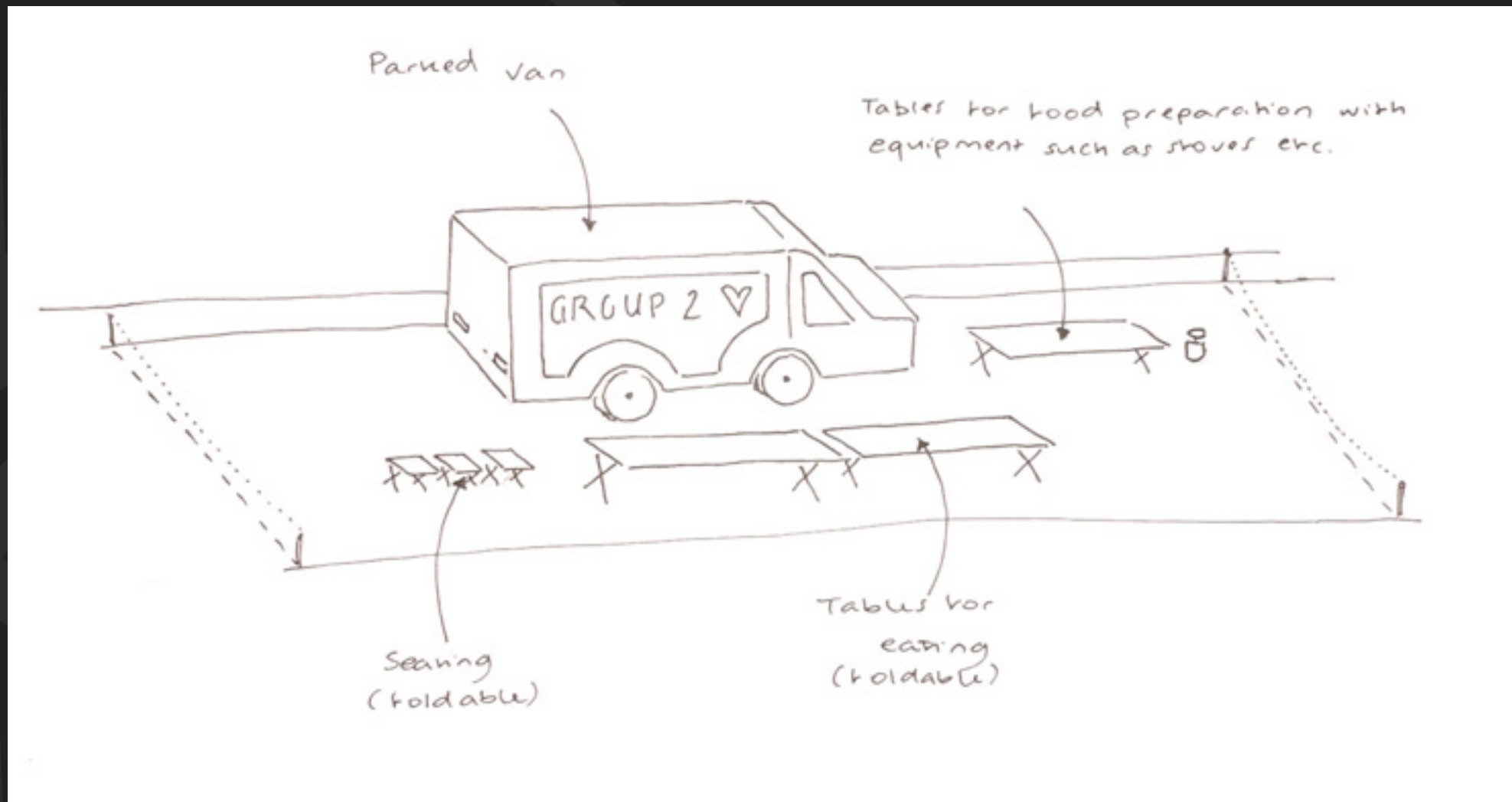
As a result of **location and cost**, many students that come to Paris might find themselves alone during their first year or have a hard time finding a community of students outside the classroom because they are faced with two main options: eating at home alone or eating at a restaurant. Considering that only **1 in 10** students eats in a CROUS restaurant (Authemayou, 2007), we thought that we could improve this system and build **community** within and between universities by offering cheap food in convenient locations.

Thus, we propose to counteract the factors that are limiting the opportunities to form community by concentrating on one aspect of community living, around which students can congregate - **food**.



Hannah Byrne

Through the use of a [student-run food truck](#) and a [mobile app](#), we hope to facilitate the building of community among students by using affordable food and communal meals to interconnect the disconnected students living throughout Paris. The service would provide students with the opportunity to meet and cook with other students while the app would link the students involved and the service itself. It will be a [dynamic system](#), in which the needs of the students (in terms of ideal locations for the trucks and suggestions for improvements to the system) are communicated directly.

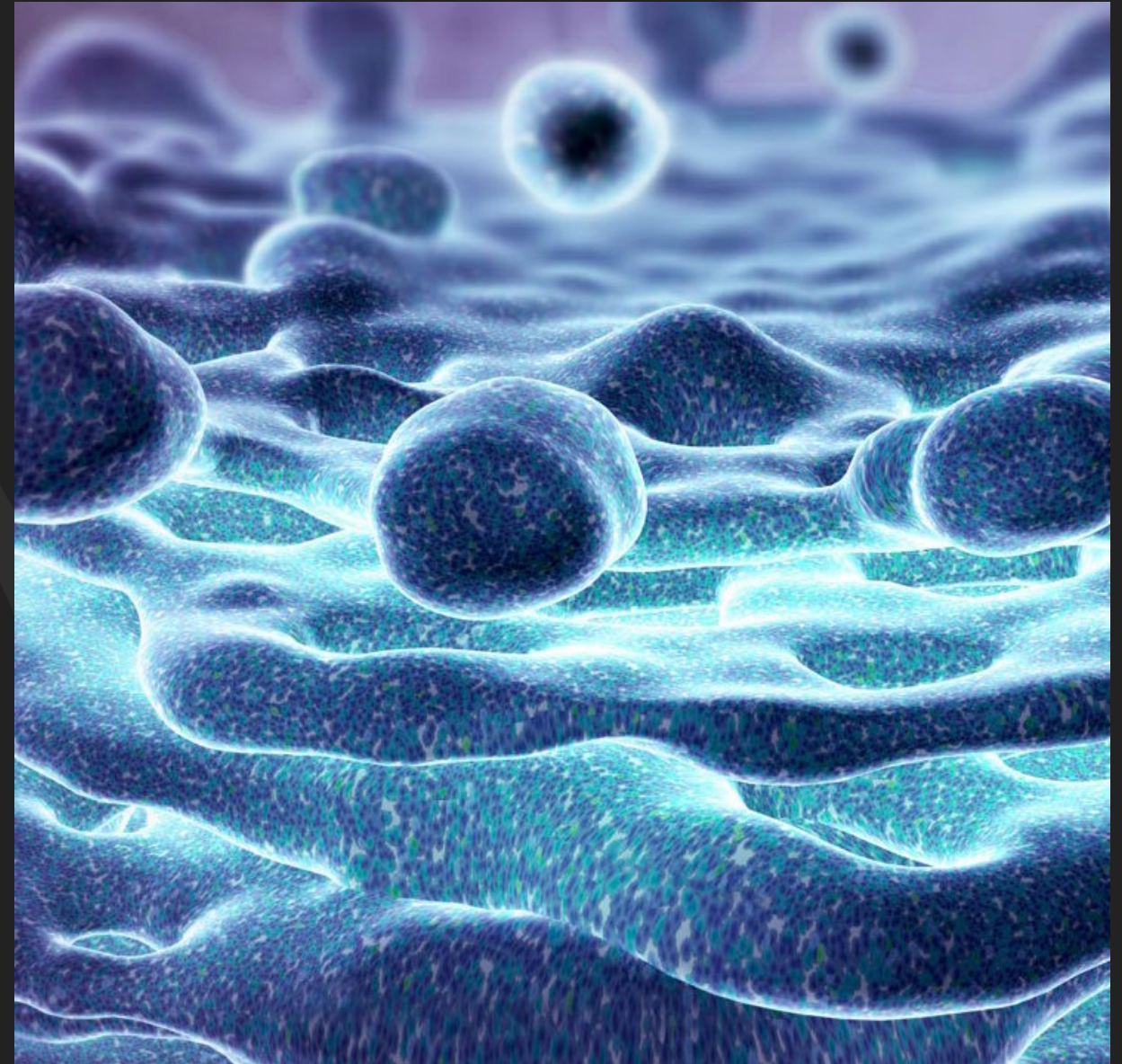


BIOLOGICAL PRINCIPLE

Golgi Apparatus, also known as Golgi complex or Golgi body, is an organelle of **eukaryotic** cells (i.e. cells with a nucleus). This organelle looks like a pile of pita breads : membranous sacks piled on top of each other (Campbell et al. 2012). It has two main roles: **protein modification** and **vesicular transport**.

The Golgi has two different sides: **cis** and **trans**. On the cis side, the Golgi complex receives simple proteins from the endoplasmic reticulum (ER) and post-translationally modifies them into bigger molecules. On the trans side, these molecules are packed into vesicles that are sent throughout the cell.

By analogy, our truck would play the role of the Golgi complex. The "simple proteins" are the food that we will rescue from our different sources. The food will be cooked and **transformed** into meals using our Golgi - the truck.



Retrieved from: <http://i1.wp.com/www.artofthecell.com/wp-content/uploads/2013/05/john-liebler-Golgi-Apparatus.jpg>

SUSTAINABLE DEVELOPMENT GOALS

12. Responsible Consumption and Production

12.4 - "...environmentally sound management of chemicals and all wastes...significantly reduce their release to air, water, and soil in order to minimize their adverse impacts on human health and the environment."

Efficient Use of the Food Truck to Reduce CO₂ emissions and Fuel Consumption: By minimizing the total time that the engine is running, we are responsibly and efficiently using fuel and limiting the amount of CO₂ that is released into the air.



16. Peace, Justice, and Strong Institutions



16.7 - "Ensure responsive, inclusive, participatory, and representative decision-making at all levels."

KWIAT App: The app creates an environment for responsive, inclusive, participatory, and representative decision-making at the student level. As a result, students have the power to represent themselves and express their opinions and preferences within a student community that is centered around food.



CONTEXT AND AUDIENCE

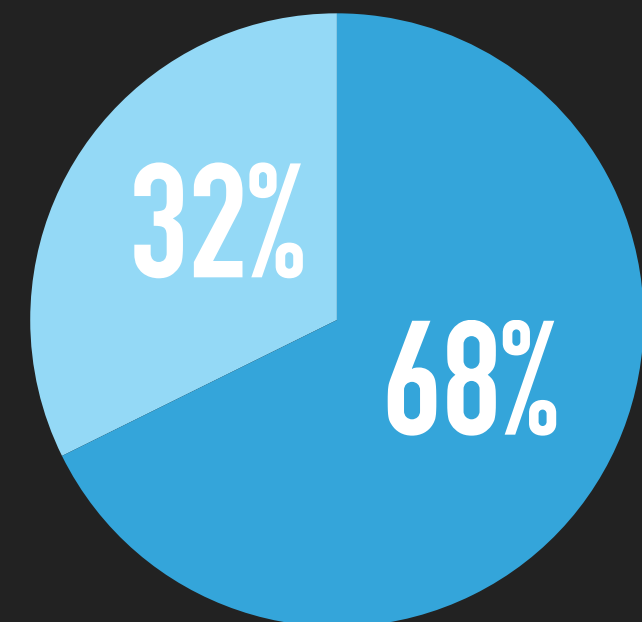
OUR DEMOGRAPHIC

There are approximately **325,000** students in and around Paris and the majority (68%) live inside the city. Among these **220,000** students, 50% are originally Parisians and often live with their parents to save money on food and rent. The remaining **110,000** students have to find somewhere to live between private housing and the 13,000 rooms belonging to the CROUS or universities (Quillet, 2013). Due to high prices and competition, most of these students live on the **periphery** (mainly 18th, 19th and 20th arrondissements in the north-east, or in the 13th, 14th and 15th in the south-west) whereas most universities are located in the **center** of Paris. Most of the time, students have **minimal** cooking facilities in their studios due to lack of space. Additionally, the majority of the CROUS restaurants which offer cheap student meals are located around the universities and not necessarily where the students live.

Thus, our target population will be the **students of Paris** (both local and from abroad). This is a demographic that is well-understood by our team and one which has the potential to make an impact on the future of Paris.

● City ● Elsewhere

WHERE STUDENTS LIVE



Another population group that we have had to consider is the **residents** of the areas in which we will be holding these events. In response to concerns that KWIAT may be disruptive and divisive in residential streets, we have a two-part solution. Firstly, the locations that we are looking at are **not** going to be in **heavily residential areas**. They are instead near **public spaces**. One of the concerns that was raised was that having a service which caters only to students in an area that is open to everyone may cause resentment amongst the rest of the people in the area. To mitigate this, we will not make it impossible for non-students to buy food but will use high food prices as a **disincentive** for this. While the food prices for the students themselves will be **as low as possible**, the prices for non-members will not be as **reasonable**.



Place des Fêtes

Place des Fêtes is one such place. It was highlighted by the Mairie of Paris as one of the possible locations for a new food truck initiative that the Parisian authorities are undertaking. There is more information on this in the Implementation section.

Because of the Parisian weather, our events will take place in **September and October and from April to July**.

WHY NOT INTEGRATE THE WHOLE COMMUNITY?

KWIAT is a mobile kitchen for the students by the students. The goal of KWIAT is to provide students with the opportunity to form diverse student communities that span multiple universities and places of residence around Paris. Students will be setting up eating areas in open and public places that are near places of residence. Therefore, we have strongly considered the effects that KWIAT will have on the rest of the community.

KWIAT does have the potential to integrate the surrounding community with students if the service was not so strongly limited to students. However, there are some major problems with encouraging integration beyond the student community such as availability of resources, maintaining focus on our target population, and the identity of KWIAT.



AVAILABILITY OF RESOURCES

If we encourage expansion to the surrounding community, it will be difficult to provide the **resources** for the surrounding residents who may come to the KWIAT event. Essentially, there will be one truck per event which carries a pre-determined amount of food, water, gas, and electricity based on the students that have registered for the event. If we encouraged the surrounding residents to casually come to KWIAT events, then there wouldn't be enough resources to **supply** the amount of people that may come to the event. Additionally, the amount of **work** that has to be done by the students increases because they not only have to provide for themselves but also service the surrounding community which can make KWIAT seem like more of a daunting task than it should be.

One might suggest that we can expand KWIAT to accommodate the surrounding community by simply letting members of the surrounding community **register on the app**, getting more resources for those people, and allowing those people to participate in the cooking of food so that there is less burden on the students while integrating the larger community. However, other considerations include harsher **environmental** effects as the number of people at an event increases and having a harder time trying to control members of the larger community through data collection and tracking via an app that was designed for student registration. KWIAT also uses a system that provides **incentives targeted for students**. It would be very difficult to provide non-monetary incentives for other members of the community so that they will be convinced to cook for a large mass of people.





“WHAT SHOULD YOUNG PEOPLE DO WITH THEIR LIVES TODAY? MANY THINGS, OBVIOUSLY. BUT THE MOST DARING THING IS TO CREATE STABLE COMMUNITIES IN WHICH THE TERRIBLE DISEASE OF LONELINESS CAN BE CURED.”

Kurt Vonnegut, Palm Sunday: An Autobiographical Collage

THE IDENTITY OF KWIAT

While there certainly may be benefits to integrating students with the surrounding residents, we believe that it conflicts with the **identity and objective** of KWIAT which is to enhance the community among a diverse group of students. If we expand KWIAT to the outside community, then the image of KWIAT as something by the students for the students no longer applies. Additionally, there is a greater risk of KWIAT becoming just a service for the community rather than something that facilitates the building of community. If we try to integrate the larger community, then it may interfere with the opportunities for students to **interact and engage** with other students considering that an event for an entire community might make it hard for students to identify and meet other students. We want KWIAT to be set apart from being just a service that transports food to communities. We want KWIAT to be something that transforms the minds and hearts of students to ultimately affect how they interact with each other so that a diverse student community is formed in Paris.



Beyond transforming food by cooking, as the Golgi complex transforms proteins into molecules, KWIAT will gather students, bring them into contact and build a community out of the group of individuals. KWIAT and the Golgi apparatus both transform single parts into a greater entity.



PREVIOUS APPROACHES

CROUS RESTAURANTS

Most of the university restaurants belong to the « Centre régional des œuvres universitaires et scolaires » (**CROUS**), which also manages the student residences. There are three CROUS food trucks operating in Paris in the 6th and 17th arrondissements. They function in the same way as the conventional CROUS restaurants and have three fixed locations : 108 boulevard Malesherbes, 21 rue d'Assas and 168 rue Cardinet (CROUS, Date Unknown). There are also multiple CROUS restaurants located around Paris.

While it immediately appeared that, as a food truck service catering to students and their limited budgets, the CROUS trucks were performing the same job as us, there are actually many factors that **set KWIAT apart** from this. Their business employs chefs for cooking, while our service would be primarily **student-run**. Further, KWIAT makes use of an **app** that connects all of the students involved and allows for the service to be responsive to the needs of the students. The same differences apply between KWIAT and the conventional CROUS restaurants.

While the CROUS trucks cater to the financial needs of the students, KWIAT serves their needs but has a much greater emphasis on **building community** through cooking and eating together. While KWIAT is certainly financially sensible for students, this is not the main draw of the service.



UNIVERSITY OFFICES OF STUDENT LIFE

Some universities, such as the American University of Paris have dedicated **centers for student life** - facilities in which students can gather and use the space to collaborate and work together (The American University of Paris, Date Unknown). Other institutions, such as Sciences Po, have a rich collection of associations through which students are able to meet each other (SciencesPo, Date Unknown).

While both of these approaches have their merit and do encourage the formation of community within the universities, KWIAT allows for a different kind of community-building environment. Firstly, KWIAT allows the formation of communities that comprise of students from **many universities**, which adds to the diversity of the groups formed. Further, as KWIAT does not attract people of the same interests and is in less of a formal and focused setting, relationships formed are more likely to be organic, varied and less focus-driven.



Retrieved from: <https://www.aup.edu/news-events/campus-redevelopment-plan/combes>

THE AMERICAN
UNIVERSITY 50
of **PARIS YEARS**

OTHER FOOD TRUCKS



The Box Food Truck

Retrieved from: <http://www.theboxfoodtruck.com/>

A business with a similar idea to KWIAT is the Box Food Truck in Hanover, NH, which was started by two Tuck Business School students. It employs several Tuck student managers and Dartmouth undergraduate employees and interns.

While the notion of student management aligns closely with our idea, the two services diverge on some major elements. The Box Food Truck is primarily an exercise in **entrepreneurship** and focuses **more** on providing students with business skills and experience **than** on cultivating a community. Additionally, the food is for the public and thus is not especially cheap for students. As our focus is on the creation of **community**, the inclusion of the app in our design is a significant difference from the Hanover project.

WHY KWIAT IS BETTER (A SUMMARY)

Our approach is **better** for several reasons. It brings together students from several different universities rather than just fostering the community within a group of students with similar interests from the same university. Thus, it encourages **diversity and the sharing** of a large pool of knowledge. Furthermore, KWIAT fosters an environment for students that goes beyond the university. Cooking together is an activity that will bring these students closer together without being closely related to their studies. The cooking itself serves both as a means to provide food for all of the students involved and as a central activity around which the students can gather and relate.

The environment is further **removed from the stresses of university** through the use of locations that are not on or near university campuses. This means that the students do not still feel like they are on school time and it means that all people involved are in surroundings that they would not identify as being linked to any one school in particular. This encourages the formation of **a community of students as a collective** rather than as belonging to any university in particular.





IMPLEMENTATION

THE TRUCK



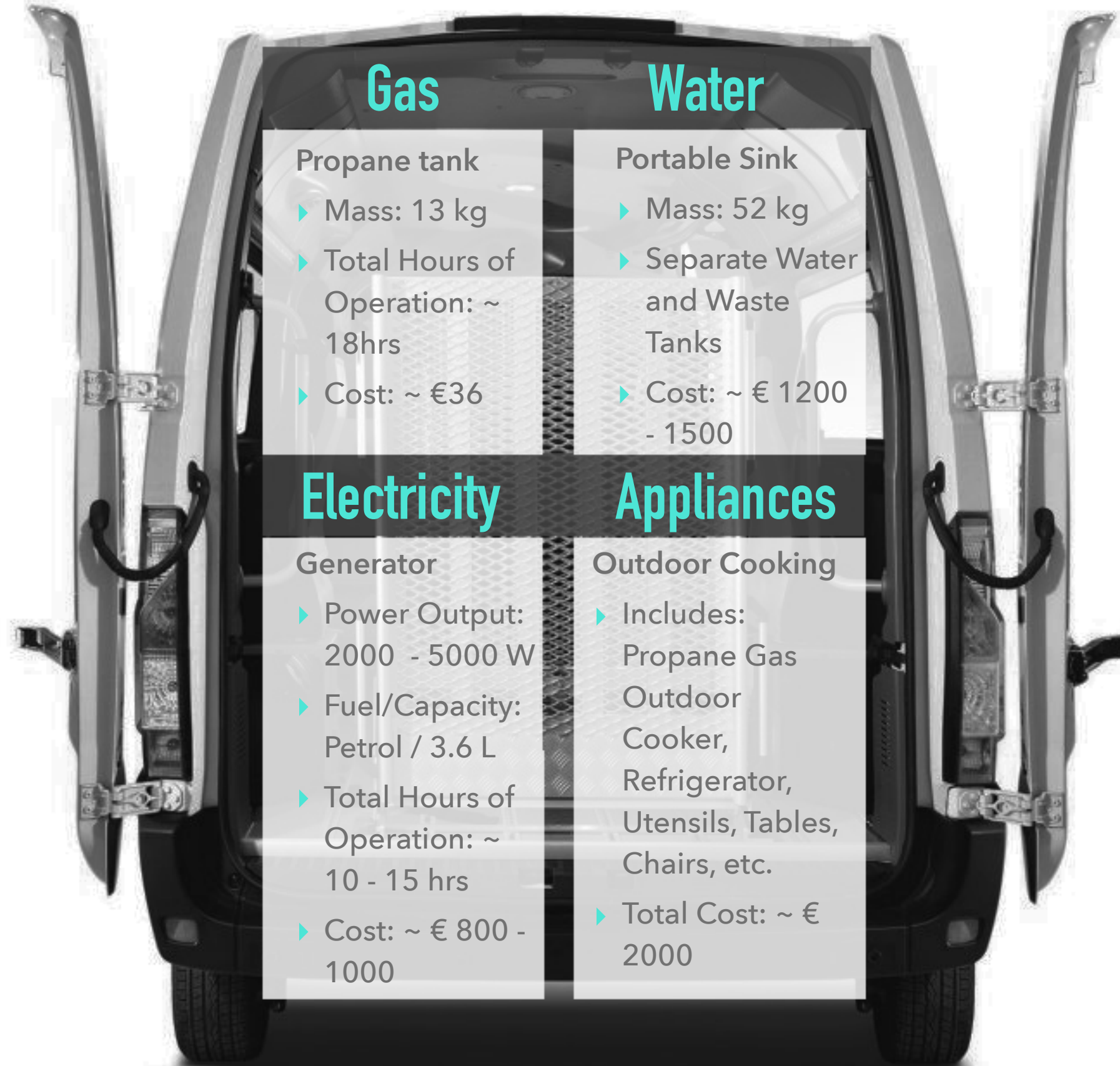
Retrieved from: https://upload.wikimedia.org/wikipedia/commons/a/a9/Renault_Master_165.35._Free_image_Spielvogel.JPG

- ▶ Truck: Light Commercial Vehicle (LCV)
i.e. Renault Master
- ▶ Cargo Space Dimensions (m): 3.08 x 1.77 x 1.89 [10.8 m³]
- ▶ Fuel Consumption: 7.4-7.8 L per 100 km
- ▶ CO₂ emission: 195-205 g per km
- ▶ Cost: € 13000 - 26000 (Used/Slightly Used) + ~ €5000 -7000 for modifications (if necessary)

(Renault, 2016)

(Renault, 2013)

Just as the **Golgi** needs all of its strata to function, our truck can only create community through food if all the **components work together**. We need a functional truck, suitable equipment, open space, food, and eager students who are willing to cook and meet with other students in their area.



Gas

Propane tank

- ▶ Mass: 13 kg
- ▶ Total Hours of Operation: ~ 18hrs
- ▶ Cost: ~ €36

Water

Portable Sink

- ▶ Mass: 52 kg
- ▶ Separate Water and Waste Tanks
- ▶ Cost: ~ € 1200 - 1500

Electricity

Generator

- ▶ Power Output: 2000 - 5000 W
- ▶ Fuel/Capacity: Petrol / 3.6 L
- ▶ Total Hours of Operation: ~ 10 - 15 hrs
- ▶ Cost: ~ € 800 - 1000

Appliances

Outdoor Cooking

- ▶ Includes: Propane Gas Outdoor Cooker, Refrigerator, Utensils, Tables, Chairs, etc.
- ▶ Total Cost: ~ € 2000

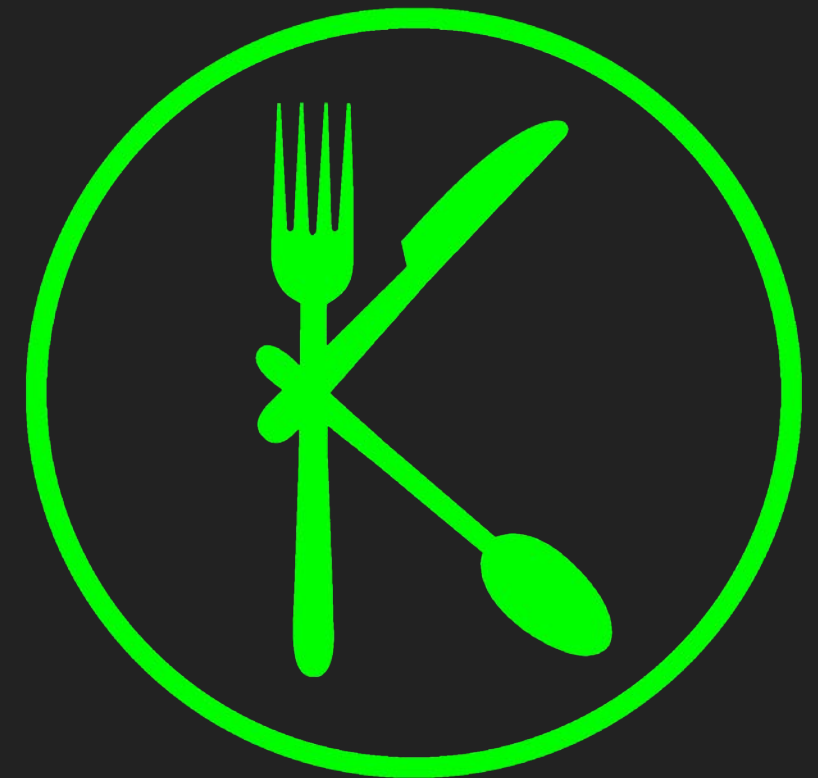
MAINTENANCE, TRAINING AND ENVIRONMENTAL CONSIDERATIONS

In order to maintain the truck, we will need to do the following things:

- ▶ Keep filling the trucks with gas (diesel)
- ▶ Clean the trucks and the appliances regularly
- ▶ Mechanical check-ups every 6 months to a year to make sure the truck is fully functional
- ▶ Find a location to park the trucks when they are not in use
- ▶ Students need to undergo some training before they can cook or provide food to other students.
 - ▶ Hygiene Training
 - ▶ Cooking Certifications

Note: There can be links within the app that connect students to the necessary resources for training

Since the food truck emits 195-205 g per km (15-25 g more than 2014 average) and consumes 7.4-7.8 L per 100km, we will try to promote **efficient use of the truck** so that fuel consumption and CO₂ emission are reduced as much as possible. For example, turning off the engine when the truck is stationary and no longer in transit. Additionally, we could suggest routes that can minimize driving distance and time in order to get students to the location of the KWIAT events in an **efficient and eco-friendly manner**.



KWIAT

FOOD

In order to supply students with the food and ingredients, we planned to **partner** with large organizations like the **Carrefour Foundation** which have been known to fund student initiatives and projects. For example, Carrefour helped the Fédération des Associations Générales Etudiantes (FAGE) to fund their "AGORAé" system which is a national network of social grocery stores targeted at students (Fondation Carrefour, Date Unknown). Considering that Carrefour is one of the largest hypermarket chains in the world and they are willing to support student projects, we hope that they would be willing to supply us with the food needed for KWIAT.



Furthermore, we have contacted the CROUS and would like to find more information on where they source their food. We may be able to form **partnerships** with some of their contacts. There are several large food companies in Paris, such as LIDL, Auchan, Monoprix, Franprix, which may be interested in collaborating with us for some sort of promotional benefit. By establishing partnerships with brands like these, we may be able to secure lower prices for the food we need. In exchange for this, we would provide **advertising** for the companies. It would reflect well on these companies to be associated with an initiative which was helping the students of Paris and this incentive may encourage them to get involved.

In terms of the food cooked, we have to implement a system which is efficient with food use and makes use of the resources available to us. Having a regular weekly menu might limit student freedom regarding the variety of meals that they can cook. In order to efficiently use resources while promoting student creativity, we can implement a system in which the types of food that are provided to student for cooking are switched every month according to the data collected from the app.



MONOPRIX



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LOCATIONS

During the past year, a contest has been organized by the [Mairie de Paris](#) to implement a new and creative [food truck network](#) in Paris. 56 food trucks have been selected to for this initiative.

These 56 food trucks have to share a number of [allocated spaces](#), which have been selected by the Parisian police Prefecture. 20 dispersed spots, located in ten different arrondissements, have been made available for food trucks: there are parks, such as Parc des Batignolles (17th arrondissement), large avenues and places, such as Place des Fêtes (19th arrondissement) or Boulevard Magenta (10th arrondissement) or still docks, such as Quai de Grenelle (15th arrondissement) ([paris.fr](#), Date Unknown).



Parc des Batignolles

Retrieved from https://upload.wikimedia.org/wikipedia/commons/e/ee/Square_des_Batignolles_Paris_IMG_2394.JPG

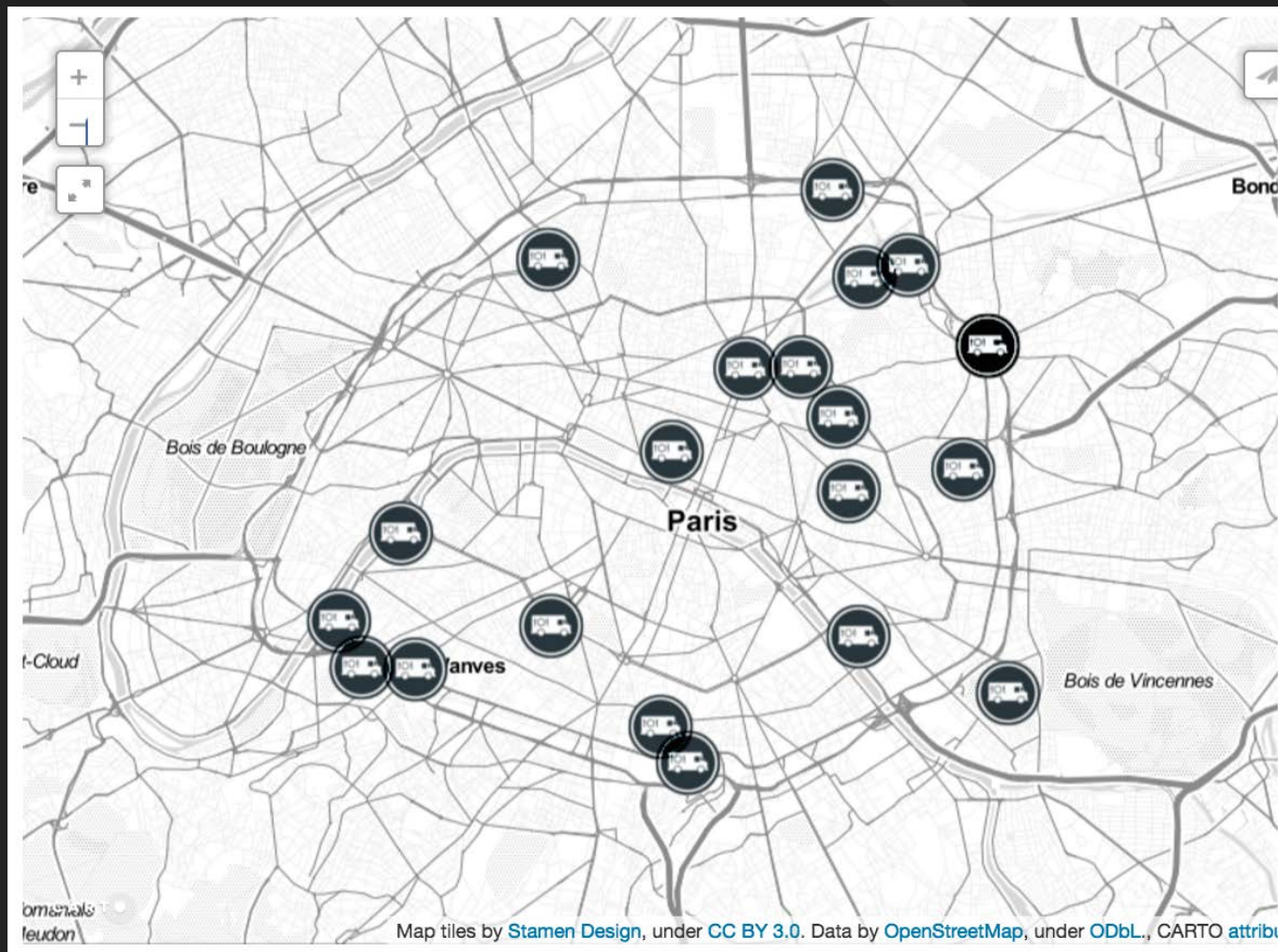


Quai de Grenelle

Retrieved from https://upload.wikimedia.org/wikipedia/commons/5/56/Pont_de_Grenelle_Paris_FRA_002.JPG

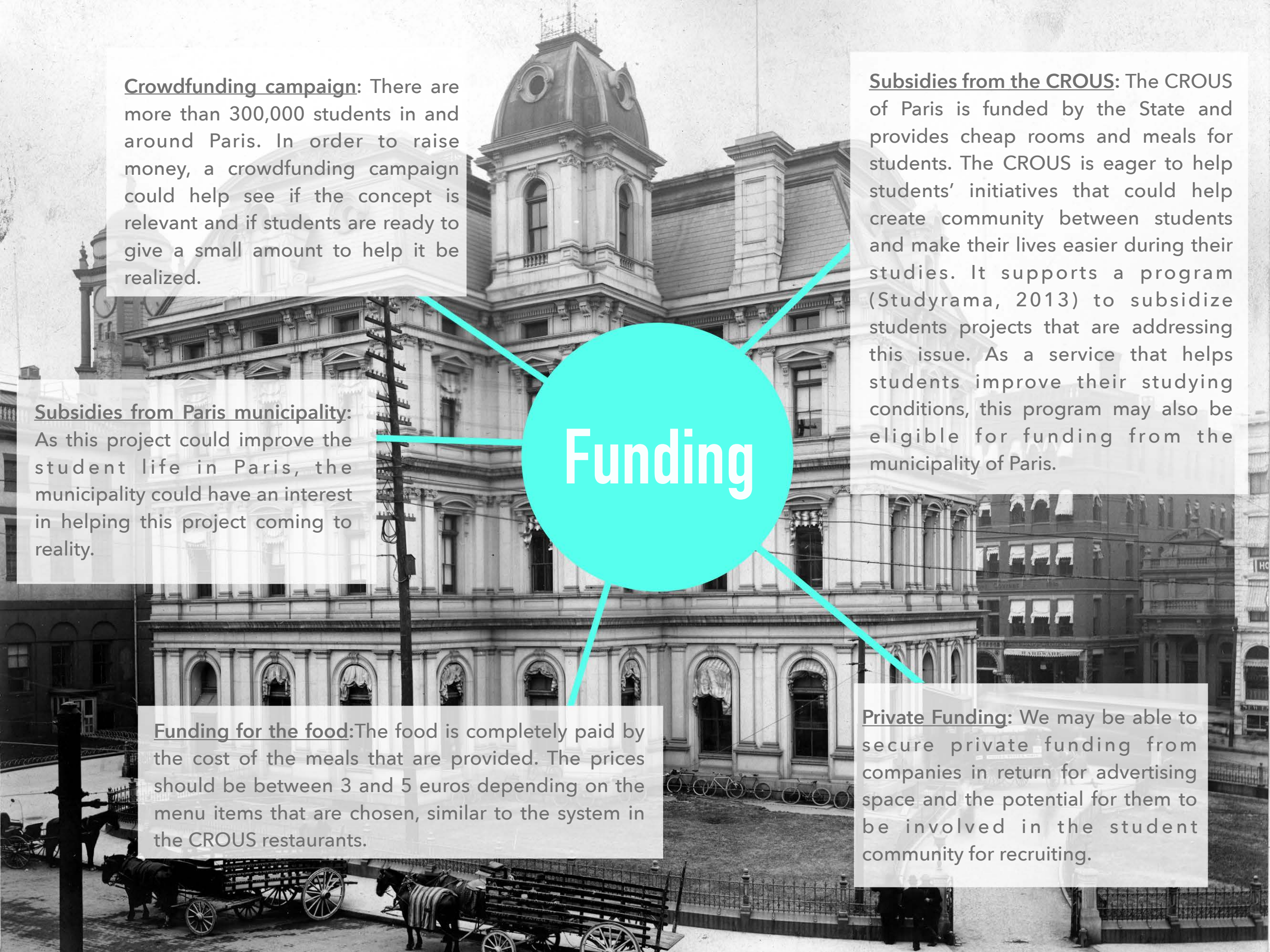
These spots are of great interest to us because they are located mostly in the **periphery** of Paris. One of our primary goals is to find locations **near** student residences. Many students do indeed live in the areas near the locations defined by the Mairie.

The 56 food trucks selected by the Mairie will be reselected every year. Therefore, presenting our project in the next **spring** could allow us to use these available spots, and to be part of this new Parisian food truck movement.



Moreover, the schedule of these different places is not completely full, so we may be able to convince the Mairie to allow us the right to occupy any unused locations. For example, in the 20th arrondissement, the area (Place du Maquis de Vercors) is unoccupied almost every night, so we may be able to use this space for our truck.

By **taking advantage of pre-existing initiatives** in this manner, we will be able to work within the frameworks of the Paris system to realize this idea.



Crowdfunding campaign: There are more than 300,000 students in and around Paris. In order to raise money, a crowdfunding campaign could help see if the concept is relevant and if students are ready to give a small amount to help it be realized.

Subsidies from the CROUS: The CROUS of Paris is funded by the State and provides cheap rooms and meals for students. The CROUS is eager to help students' initiatives that could help create community between students and make their lives easier during their studies. It supports a program (Studyrama, 2013) to subsidize students projects that are addressing this issue. As a service that helps students improve their studying conditions, this program may also be eligible for funding from the municipality of Paris.

Subsidies from Paris municipality: As this project could improve the student life in Paris, the municipality could have an interest in helping this project coming to reality.

Funding

Funding for the food: The food is completely paid by the cost of the meals that are provided. The prices should be between 3 and 5 euros depending on the menu items that are chosen, similar to the system in the CROUS restaurants.

Private Funding: We may be able to secure private funding from companies in return for advertising space and the potential for them to be involved in the student community for recruiting.

PARTNERSHIPS

The KWIAT project could benefit from forming **relationships** between students and private institutions :

Students are interested in specific services or products and firms are interested in connecting with these potential consumers easily through the app or directly at the truck. The private sector could then help to **finance** the project or facilitate students' professional or academic lives. Students could, for instance, convert their points to buy products or services from these companies.

We thought students could be interested in being in touch with the companies offering :

- ▶ Student jobs: McDonald's, Starbucks
- ▶ Bank accounts or loans: LCL, Société Générale, ... or insurance : AXA
- ▶ Food and beverages: Domino's Pizza, Heineken
- ▶ Services mainly used by students: Blablacar, Ryanair

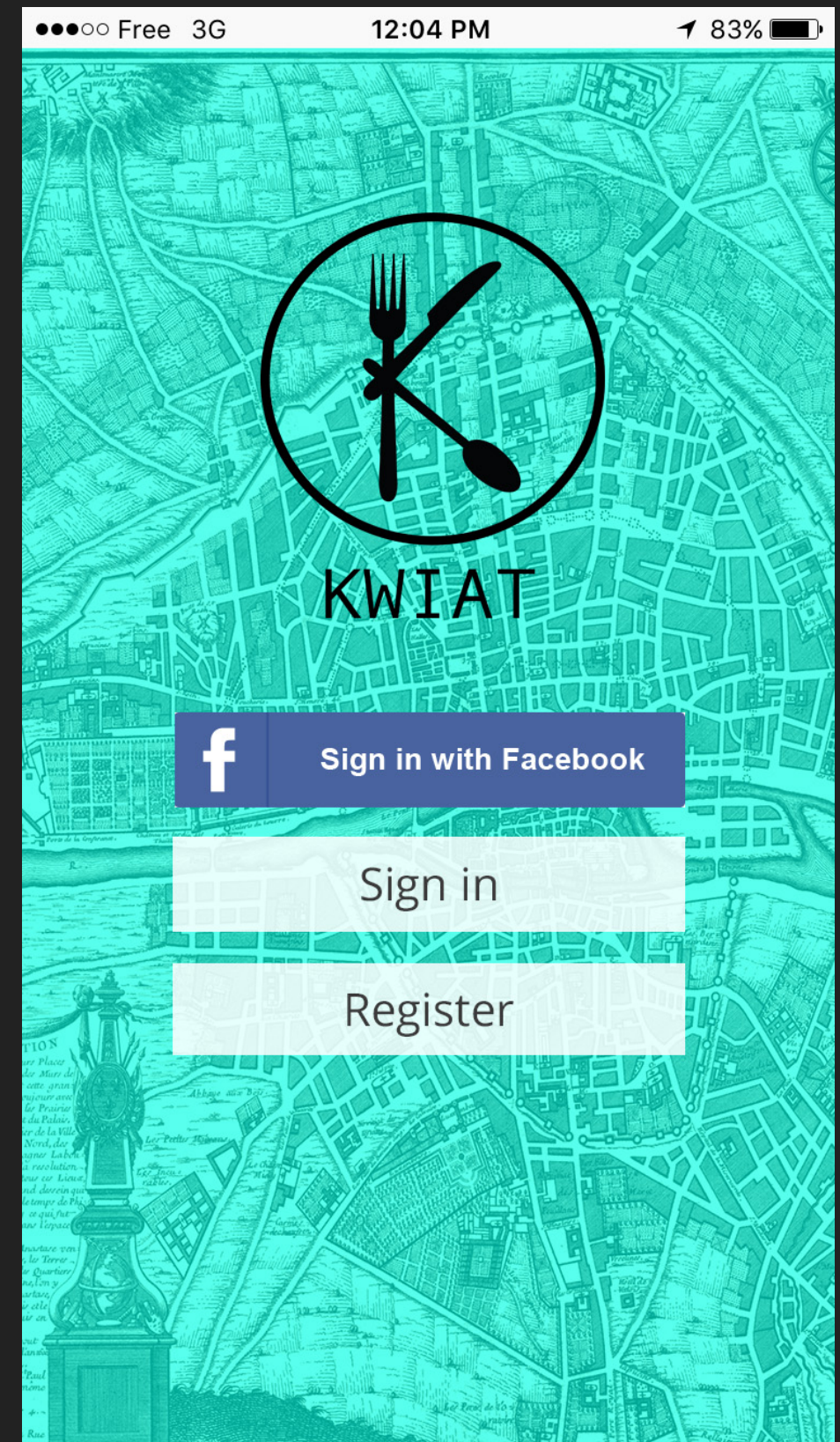


THE APP

The app will function as our main **point of contact** between the users and the service. Users will have to **register** to be a part of the service and thus the app could form a basis for the student community of Paris.

We believe that the use of this app will set our project apart from other student community projects, as well as from other projects that involve food trucks. By collecting regular **data and feedback** from the users, we will be able to continuously assess and improve the performance of the service. Part of this data will be focused on the locations of the students, which will inform us of the optimum locations for the truck on any given day.

Given that the focus of our food truck goes well beyond the production of food and is more heavily weighted towards the formation of student communities, the inclusion of this app gives the project a completely new dimension. It facilitates **communication** amongst the students and between the students and the service outside of direct contact during meals.






REGISTRATION

The first step would be for students to **register** with the service. They would have the option to complete basic registration (without the inclusion of their university email addresses) by registering with Facebook. They would then have to complete the process by entering a valid university email address.

The addition of a field like concentration is also not completely necessary but may be an optional field in case we later include functionality that makes use of this information.

The registration of each student is an important aspect of the service. By signing up for KWIAT, students are able to participate in events and the KWIAT database is **strengthened**. The ultimate goal is to build a collective of most of the students in Paris.

Free 3G 12:04 PM 83%



Name

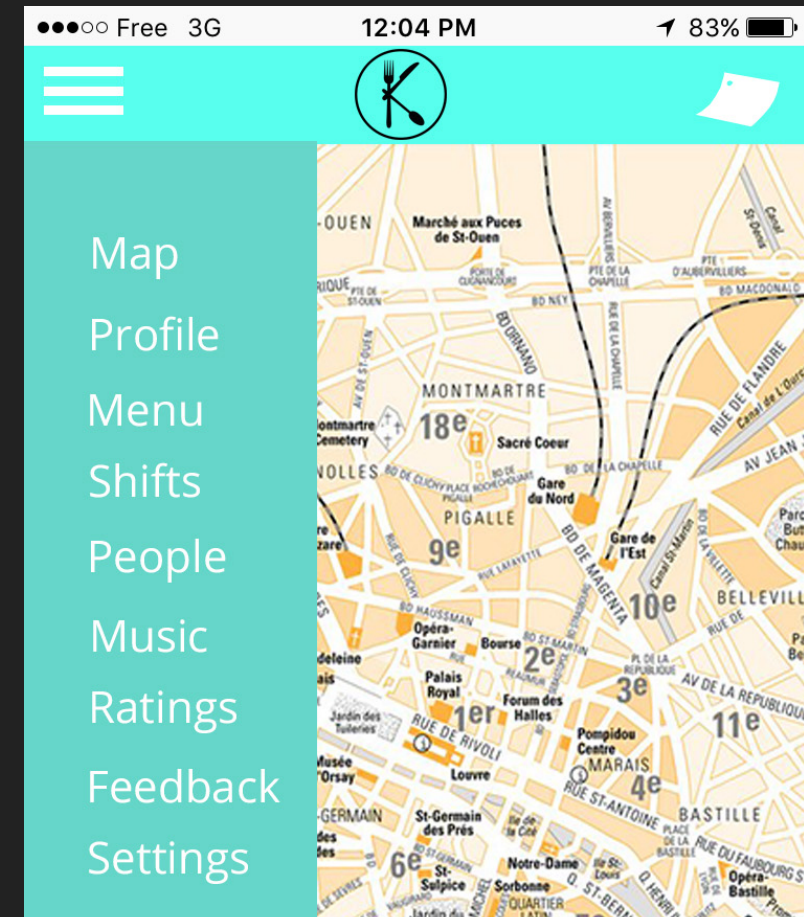
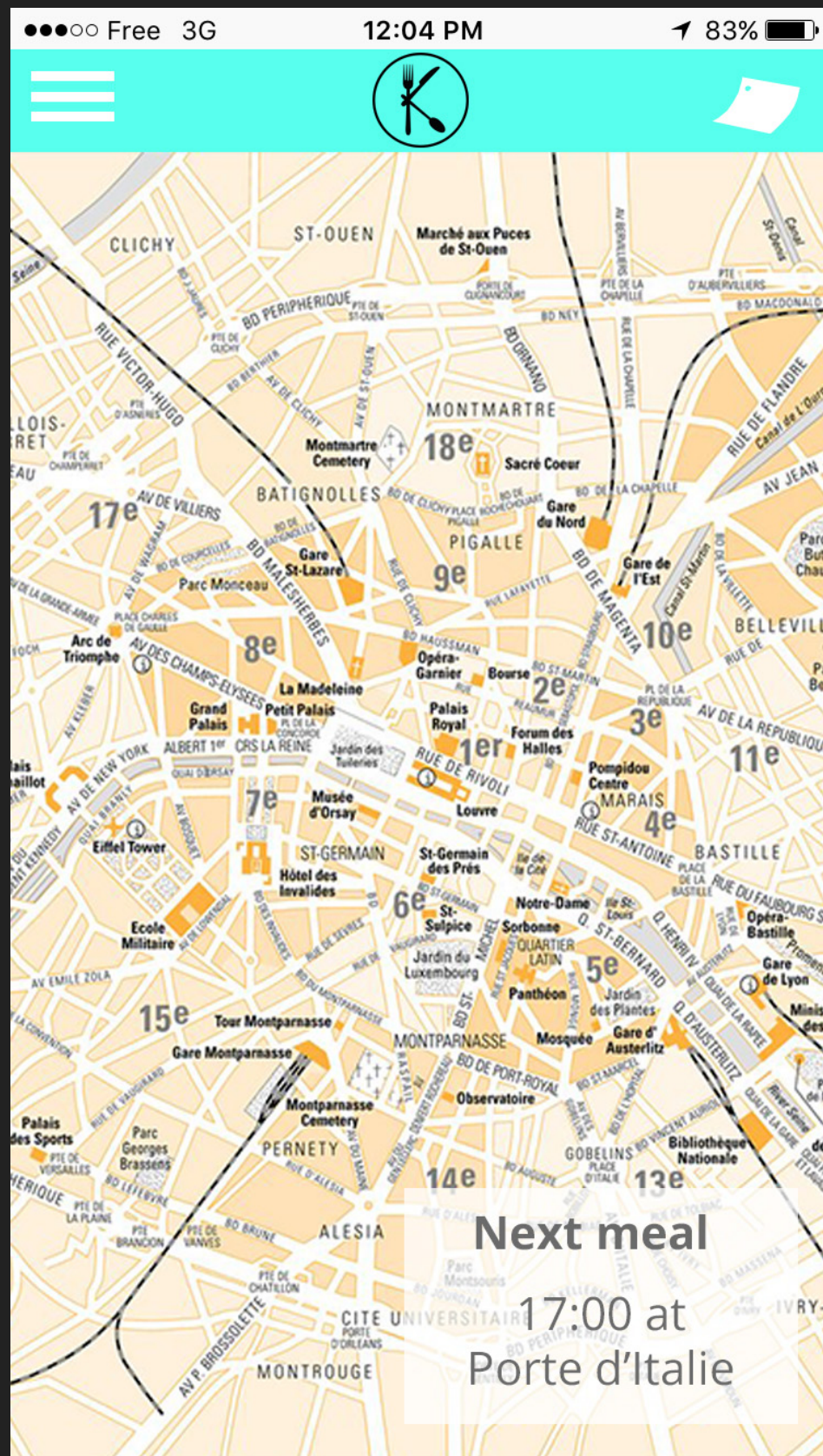
University

Concentration

University email address

Password

Confirm Password

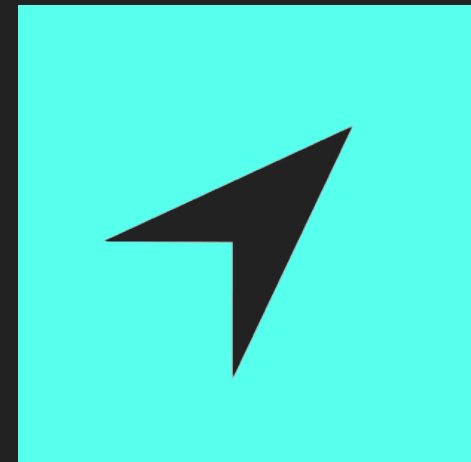


The image on the left shows the normal structure of the main screen. The icons in the top left and right corners correspond with the **menu** and **message board** respectively. The image above shows the app when the menu has been opened.

The map in both cases is live and shows the food truck stops and the current location of the truck.

LOCATION SETTINGS

The students will be able to decide whether they would like their location to be **shared**. They would be informed that this permission would make it more likely that the next truck location is **near** them. Further, they would be asked to disclose whether they are likely to be eating every day or not. If they are not, there may be an option by which they are asked whether they would like to be prompted to notify the app whether they will be eating each day. This is in order to ensure that the location data which is being collected is **relevant** and applies to students who will actually be eating on a given day.



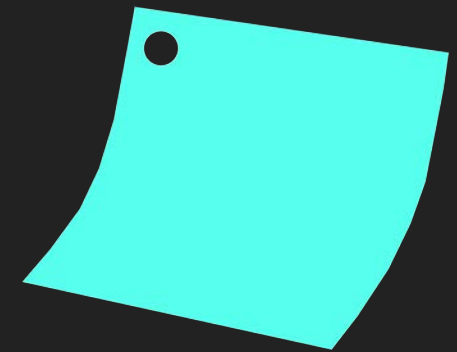
RATINGS AND FEEDBACK

After every meal, the students would be able to **rate** the food that was cooked and the choice of location. Ratings of particular chefs would be reflected in those students' profiles. If a student's rating dropped below a pre-determined threshold, the student would not be able to cook for some time. **Active feedback** from the students will be encouraged and made easily accessible in the app. As a student-run service, students should feel that they have a say in the future of the truck. There should be an emphasis on the fact that the service **acknowledges feedback** and is expected to actively change over time depending on the needs of the students.



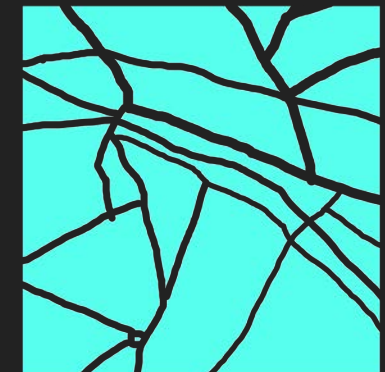
MESSAGE BOARD

This will give students the opportunity to post to a **central board** that includes all members of the service. The posts may be tagged in categories such as “accommodation” or “tutoring”. The message board would also be a central **announcement** space for students or organizations to notify the community about events or services that are being offered. If outside parties wanted to use this board, they would go through the management of KWIAT.



THE MAP

We will predetermine three or four appropriate locations in Paris where the truck could park. These will be displayed on the **map**. It would be a live map which shows the students where the truck is at any time. Eventually, we may be able to register these locations with services like Google Maps to make it easier for students to find them.



MENU

There could be **themed** nights. The menu will be updated close to meal times so students are able to see what is being cooked every day. The menu will be **chosen by the students cooking**. Alternatively, if we get a consistent supply of the same food, we will be able to have a consistent menu. There would also be items which are standard for every meal.



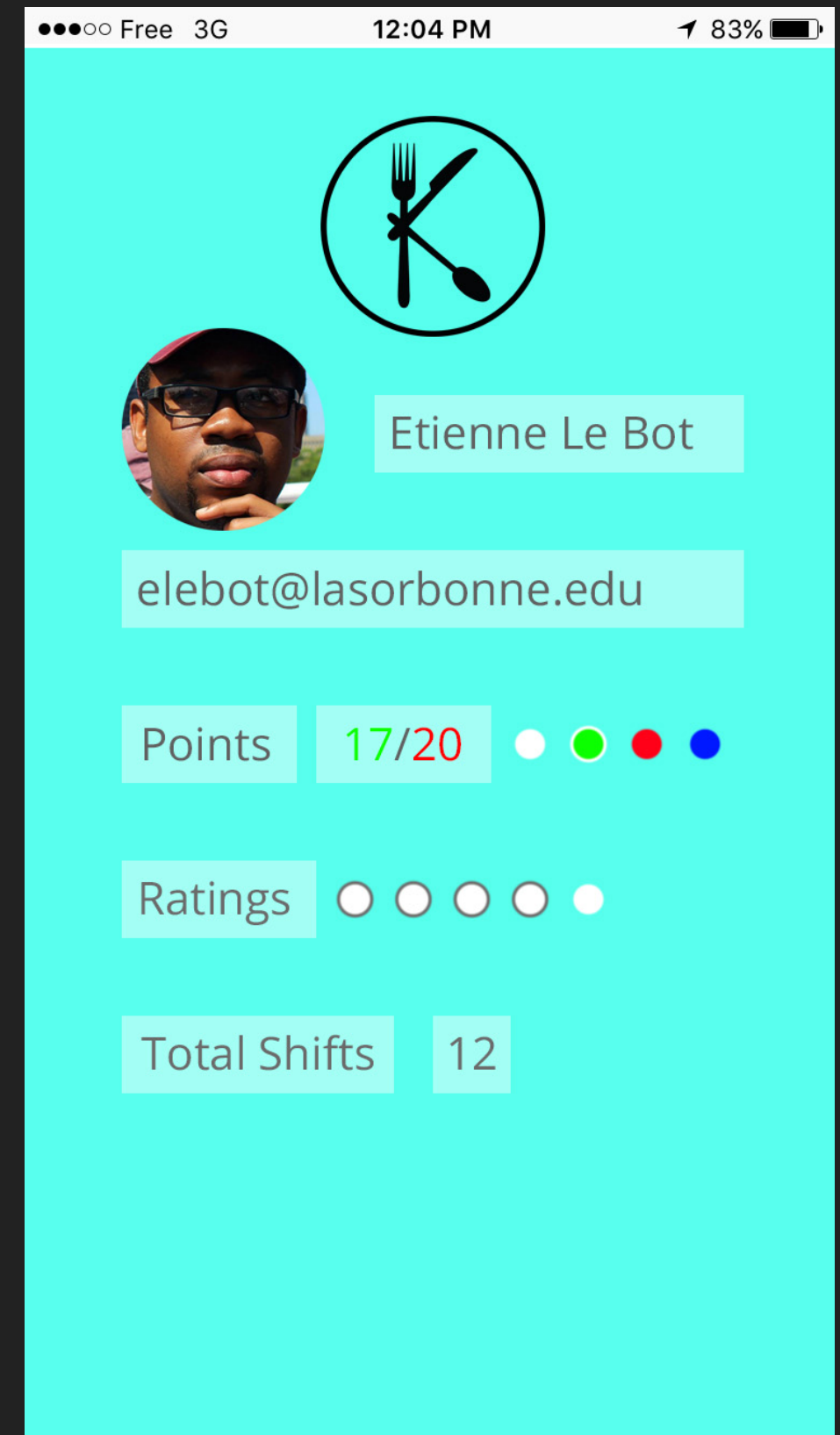


PROFILE

Here, students will be able to view their **information**, including their name, contact information, points total, rating and total number of shifts that they have worked.

The points are part of the **incentive** system. By working shifts, members will earn points and as they accumulate, the students will move to different rankings. These are signified in the kitchen by different colored **aprons** (which correspond to the different colored circles as shown in the app screen to the right). There is also the possibility of members gaining **points** by eating at the truck. These points could ultimately accumulate to a level at which they are eligible for a free meal.

The ratings depend on **feedback** that has been submitted by members following meals. If a student's rating drops below a certain threshold, they will be unable to cook for a time.





SHIFTS

People will be able to sign up for **shifts** for cooking, cleaning etc. There will be a note of how many people have signed up and how many are needed. There will be instructions as to when to come and where to go. We will also need designated drivers, whose performance will be noted and rated.



PAYMENT

There should be a system by which users are able to **pay for their meals** via the app without having to pay in person. This means that there will be no need to handle money at the truck. This would also make it possible to implement a system by which users who choose to pay for several meals in advance would be able to receive a **discount**.



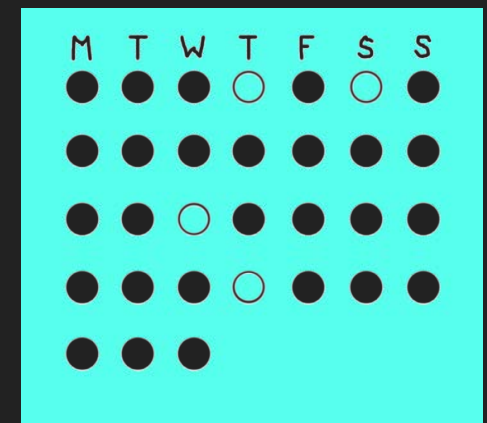
MUSIC

Depending on the restrictions in the area, we may be able to play music during meal times from speakers on the truck. Using this app feature, students would be able to **suggest and possibly vote on choices for music**.



EVENTS

There could be a calendar feature which shows when there are going to be events that affect students. In order to **advertise events** through this, members or outside organizations would have to contact people in KWIAT in order to get their requests approved. This is a more formal and event-focused version of posting a message on the message board.



PEOPLE

If people choose to make their profile public, then they will appear on the searchable **list**, with any information that they choose to share. This allows people to **reconnect with other members** that they have met at meals or events or simply to find new people to hang out with.



PROFESSIONAL AND ACADEMIC OPPORTUNITIES



While the main focus of our project will be on creating enjoyable events where students can meet each other and build community, we would also like to provide services that will be useful for them in their **academic and professional lives**. This will mainly be possible through the app.

In terms of professional development, companies that have an interest in networking or recruiting within the student community would be able to contact the KWIAT administration to advertise their events through the app. Further, we may be able to build **stronger relationships** with companies like this by organizing KWIAT events with a professional focus and inviting companies to participate.

The app could be used as a **tool** in academic collaboration. Students that have questions or would like to meet and work together would be able to post messages about this on the message board with **tags** that correspond to what they are looking for.



SOCIAL ENGINEERING

We hope that once KWIAT is established and well-known, it will gain **momentum** and people will realize the **social benefits** involved in joining. Eventually, the reputation and positive image of KWIAT may be enough to incentivize people to join, but in order to establish this in the beginning we plan on holding a **week-long series of events** to give people an idea of how the service will function. Because improving the feeling of community among students is our main objective with this project, we had to think about the successive steps to create and then maintain the momentum during the events.

Therefore, we would like to implement a comprehensive communication campaign to **inform** students about the project, and then maintain interest in the food truck through an incentive system.

Cooking for hundreds of students is a somewhat daunting task to begin with and so we had the idea of getting involved with **student cooking associations** in Parisian universities to enlist their help in cooking for the first few events. We hope that this would encourage students to sign up for cooking by demonstrating that it does not have to be an unappealing task. However, we were unable to find any culinary associations in Parisian universities and so one of the supplementary steps we may have to take would include instituting these associations to get this started.

STEP 1: COMMUNICATION

A two-fold communication campaign: both real and digital communication

Digital campaign:

This will involve the creation of a [Facebook](#) page for KWIAT. This will have information on the service and allow students to communicate with the organisers. We would ask academic institutions to share this page through their student offices.



Direct communication:

When universities start again, we could include [leaflets](#) in the welcome packs for new students. We would also distribute flyers at the exits of metro stations and in student areas. We would implement a campaign relying on legitimate "[Key Opinion Leaders](#)". A KOL is someone that is convinced about a project and whose network is useful to reach a higher number of people. We thought that members of student offices in the Parisian universities could be good KOLs, especially at the beginning of the year when a lot of arriving students turn to them for information.



STEP 2: LAUNCHING THE FIRST KWIAT EVENT

The event would take place during the first or second week after the universities open.

Through leaflets and communication on Facebook, students would be informed of the locations and meals for **each night during that week**. The idea is that we would have a series of launch events during the week, rather than just one. This way, we will reach more people by covering a larger area and ensuring that there is a convenient location for most students to sample KWIAT during this week.

For the first week, we would connect with **student cooking associations**, who may be more willing to cook for a high number of people. The purpose of this first series of events would be to attract people, encourage them to download the app and rate the event. Through ratings and feedback, we would be able to work out any issues in the system during this first week and would be able to **improve** from here.

We would also like to have a "**Early birds**" program by which the first students to download the application and to come to a dinner would have a higher reward in the incentives program.

2



STEP 3: MAINTAINING THE MOMENTUM

There is a difference between the social engineering process **inside** the cooking teams and **among** the student community as a whole.

Inside the teams :

The rank (indicated by apron color) : on the same principle as karate belts, we would have a **range of aprons** from white to black, and one would move up through the ranks according to the number of points they earned. The number of points would depend on the number of meals and people served, but also on the rankings of the students. As a compensation for cooking, volunteers would earn a certain number of free meals.



To **motivate** the cookers, the best cooking team of the week, according to the feedback on the app, would be recognized.

Among the students :

The more you go to the dinners, the more **points** you earn. These points can then be converted to buy products or services from partner organizations.

A system of sponsorship would enable students to have more points if they bring other students to the truck or to the KWIAT application.

Students could also **share** ideas, recipes or whatever seems appropriate to them to improve the system, and then be part of the decision making. The ideas would be submitted to a vote among the entire community.

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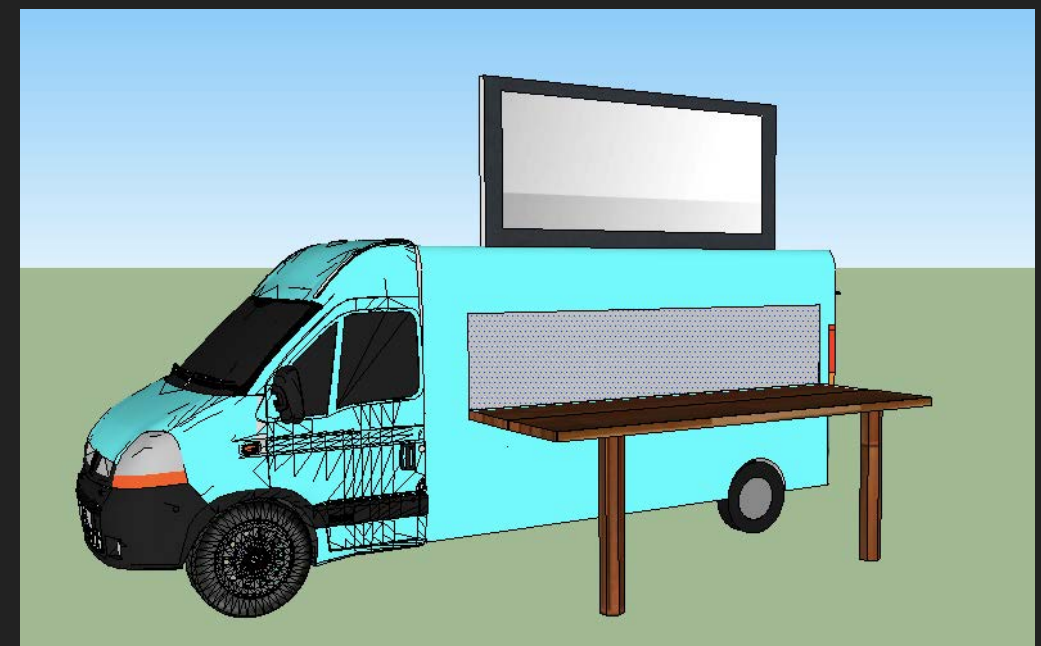
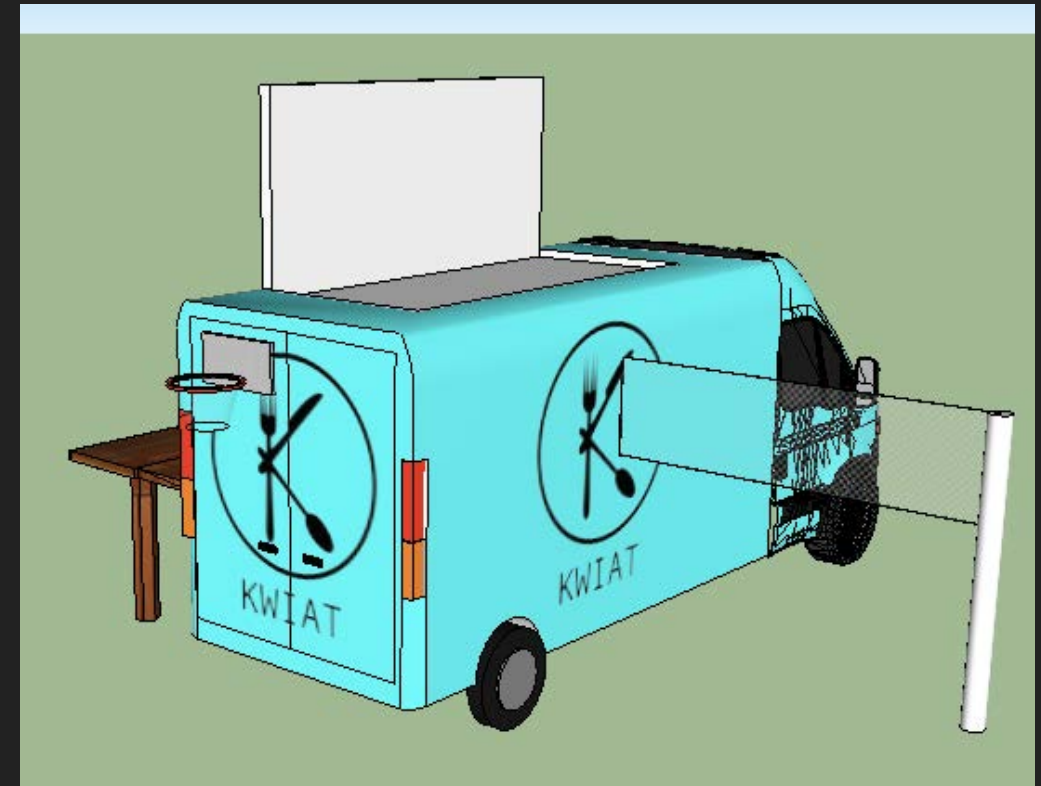


STEP 3 CONTINUED: ACTIVITIES

We would like the KWIAT meals to be a moment in the day when students can have a **break, forget about school, chill and have fun together**. In order for our dinners to be different from dinners at a restaurant or at home, we imagined a series of **activities** that could be implemented and create an atmosphere conducive to meeting others. Although people would not necessarily have to take part, they would be encouraged to.

We thought our truck could be adapted to transport or include:

- ▶ A basketball hoop on the side of the truck
- ▶ Retractable rolling volleyball net on the other side
- ▶ Screens for Just Dance contests, Karaoke, matches or movies
- ▶ Group games (cards, board games, or any other game people would bring)
- ▶ Musical instruments (people would bring their own)



STAFFING

Ultimately, the preparation of food at KWIAT will hopefully be spread fairly evenly throughout the members. However, to begin the process we will contact institutions with a known interest in cooking food for crowds. To this end, we are considering three main groups:

Cooking associations in universities: the members of these associations have some experience in cooking food and are likely to have the skills necessary for our requirements. In order to incentivise this group to get involved, we could hold a competition between some of the associations. However, these associations are more commonly associated with private universities and this may lead to exclusion of public university students from the program. Further, our focus is on the creation of a diverse student community in Paris, in which students do not interact solely with members of the same institutions and this system reinforces the separation of universities.

Culinary colleges: these students will be highly skilled and certainly have the required competence for KWIAT. If we chose to get involved with this group, they would be involved heavily in the cooking for the first week and then continue with the service if they desired. They could also be involved in a more responsible position, in which they could oversee KWIAT events and perhaps give training days to students who were interested. The potential to gain cooking and management experience is part of the incentive for this group to be involved. More information on these colleges can be found at: <http://www.ferrandi-paris.fr/entreprises/entreprises-partenaires>

High school culinary students: these students have some experience in cooking for people and may be useful in the first week with cooking. This would be a good opportunity for these students to gain experience, but it certainly has its drawbacks. The rules regarding working with minors are probably very hard to navigate and it would not be very representative of the experience that we have in mind. However, this is still a group we should bare in mind. More information on these programs can be found at: <http://www.parisetudiant.com/etudiant/annuaire-lycees/guide/lycees-hoteliers.html>

We need to find people that can act as **overseers** for the service that ensure continuity in the management of the project. As the staff changes continuously, based on who signs up for shifts, there is no consistent management within the student body. Students are very busy for a lot of the day and so it makes more sense for us to hire one or more **full-time staff members** to handle the operations of the service. Their duties would include organizing responses to feedback from the app and overseeing the logistical aspects of the service, including food purchase and truck maintenance.

We think that the best option for this would be **civic volunteers** who want to be involved in the community. These would be fairly young people who have an interest in the students of Paris. Each volunteer would be involved in the project for several months and during this time, they would take charge of the service.



Design

September 2016

Phase I: Preparation/ Advertising (2-3 months)

- ▶ Buying and design of the truck (~ 1 month)
- ▶ Designing the app (coding + implementation ~1 month)
- ▶ Find students groups to run the truck and funding

Launch

January 2017

Phase II: Launch

- ▶ Big starting event (a week)
- ▶ Contest between universities
- ▶ Involvement in the Mairie schedule for locations

Extension

September 2017

Phase III: Extension

- ▶ More KWIAT trucks
- ▶ Events organized by KWIAT community / more sponsors
- ▶ Other cities (in France, other countries)



ASSESSMENT



The fact that our project already involves some data collection with the app means that it will be fairly simple for us to collect data for assessment.

There are a few different statistics that we could look at to this end:

- ▶ the number of students who download the app in the first few weeks
- ▶ the number of students who are present at the first few meals
- ▶ the number of students that sign up for shifts
- ▶ feedback we receive from members

We could track these statistics over time and make note of any trends in the numbers to assess the success of the project as it develops over time. We can also compare this data to any data that we may be able to gather from similar projects, such as the CROUS restaurants in order to determine whether we are attracting a significant proportion of the population.

As the main focus of our project is the creation of communities, we should find a means of assessing whether this objective has been achieved. While it would be hard to quantitatively measure such a subjective variable, we may be able to get some idea of how well the community is forming by tracking whether the same people are coming to events. If people from within KWIAT started to organize events for the KWIAT community, this would certainly indicate that the community element was successful.

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