

# Concept cards: description of service scenario elements



access quality food...

afford natural tasty products, access traditional ingredients...

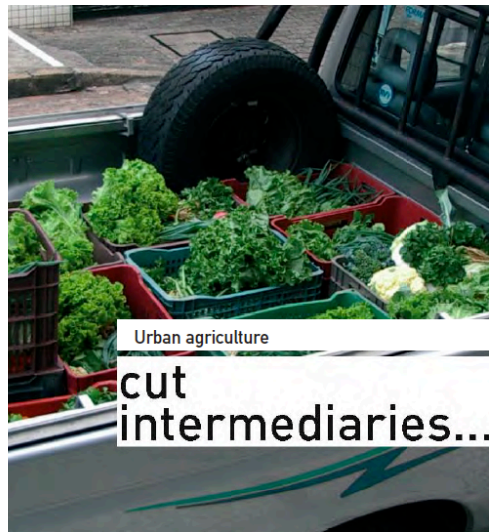


Urban agriculture  
socialize with neighbours...

Empower households to produce their own food produce



Incorporate architecture elements such as planters designed for growing fruits and vegetables that "empowers the homeowner with the ability to grow their own produce".



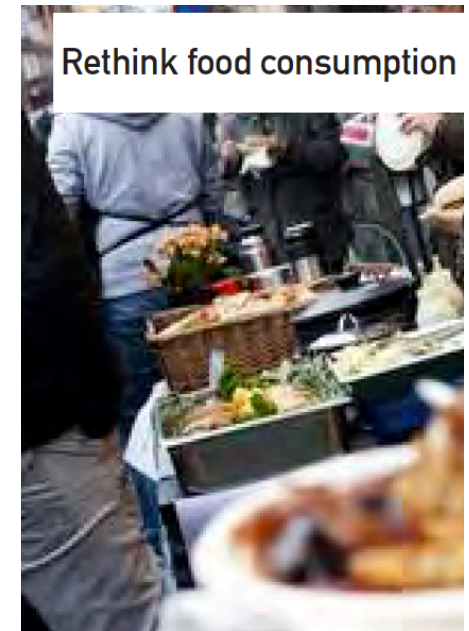
Urban agriculture  
cut intermediaries...

access cheaper food buying directly from local producers...



Urban agriculture  
support local agriculture...

pre-buy production, use benefits to finance local farming related projects...



Rethink food consumption

food events and rethink food consumption.