



# CONSCIOUS KITCHEN



# CONTENT



## SPECIAL SELECTIONS

### INTRODUCTION | 3.00

Mouthwatering caramel with a sprinkling of sea salt

### STAKEHOLDERS | 4.00

A mix of smooth vanilla with the subtle crunch of tasty cinnamon swirls

### PROBLEM ANALYSIS | 7.00

A satisfying blend of milky vanilla goodness and Thai tea sweetness

### THEORY OF CHANGE | 9.00

Grilled potatoes with a Western flair served with a sauce of choice

### CONTACT INFORMATION | 12.00

Crisp pear and pecans with tender frisée



## BEST-SELLERS

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Dinner at...	
Conscious Kitchen	6.50
Volkskeuken	6.50
Goed Eten	6.00

# INTRODUCTION



Conscious Kitchen is a pioneering non-profit organization of volunteers founded 7 years ago with a vision for more sustainable living and eating. It is located in a space provided by Stichting Goed Eten. Stichting Goed Eten uses ecologically friendly food items provided by local farmers. Thanks to them, Conscious Kitchen also buys products they can't get through donations from local farmers.

Conscious kitchen hosts weekly vegan dinners for a maximum of 70 people to foster a sense of community, advocate for mindful living, and champion sustainability. They utilize ingredients from local markets that might otherwise go to waste or source complementary ingredients from nearby organic producers. Their goal is to unite individuals through the joy of eating together, all while raising awareness about reducing food waste and showcasing the delicious potential of plant-based cuisine. People are invited to join the meals for a small financial contribution to cover costs of rent and maintenance or through volunteering to help with collecting food ingredients, preparing and cooking the meal, serving, as well as the clean up afterwards. In addition to these volunteers, there are also a small group of volunteer coordinators, responsible for a smooth process and background work. To fulfil the goal of raising awareness, Conscious Kitchen also occasionally cooperates with other stakeholders, for presentations, workshops, or catering.



# STAKEHOLDERS



## Coordinators

- Vital role within each organisation
- In charge of orchestrating and organising the events
- Responsible for various activities, overseeing logistical aspects, and ensuring that events unfold smoothly
- More responsibility than regular volunteers
- serve as knowledge sources (Transport and Kitchen organisation)

## Food suppliers / local farmers

### Haagse Markt

- Conscious Kitchen collects unsold vegetables from local farmers
- Vegetable stall owners have to pay for disposal of food waste by weight
- Benefit for local farmers to give their unsold products to Conscious Kitchen

## Local ecological farms

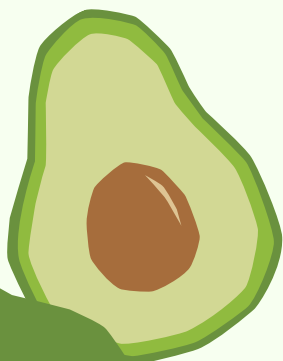
- Volkskeuken and Goed Eten buy their food at local ecological farms and other suppliers (Braamhorst, Landzicht, BD-totaal, and Hoeve Biesland)

## Neighbourhood

- The three organisations are located at de Helena, a former school building
- The area has a reputation for being a 'problem' neighbourhood
- The organisations aim to improve the area through the creation of a nice community at the heart of the neighbourhood

## The Hague Municipality

- Provider of the building (de Helena)
- This is a testament to the Municipality's commitment to enhancing the problematic neighbourhood, fostering a positive impact through shared spaces and collective initiatives







## Conscious Kitchen, Volkskeuken and Goed Eten

- The three main organisations within the Helena building
- Rely on the coordinators and volunteers to function
- Interconnected

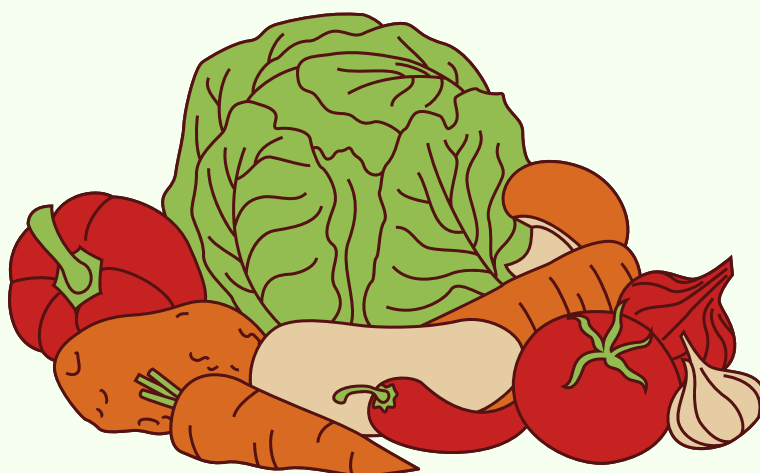
## Volkskeuken

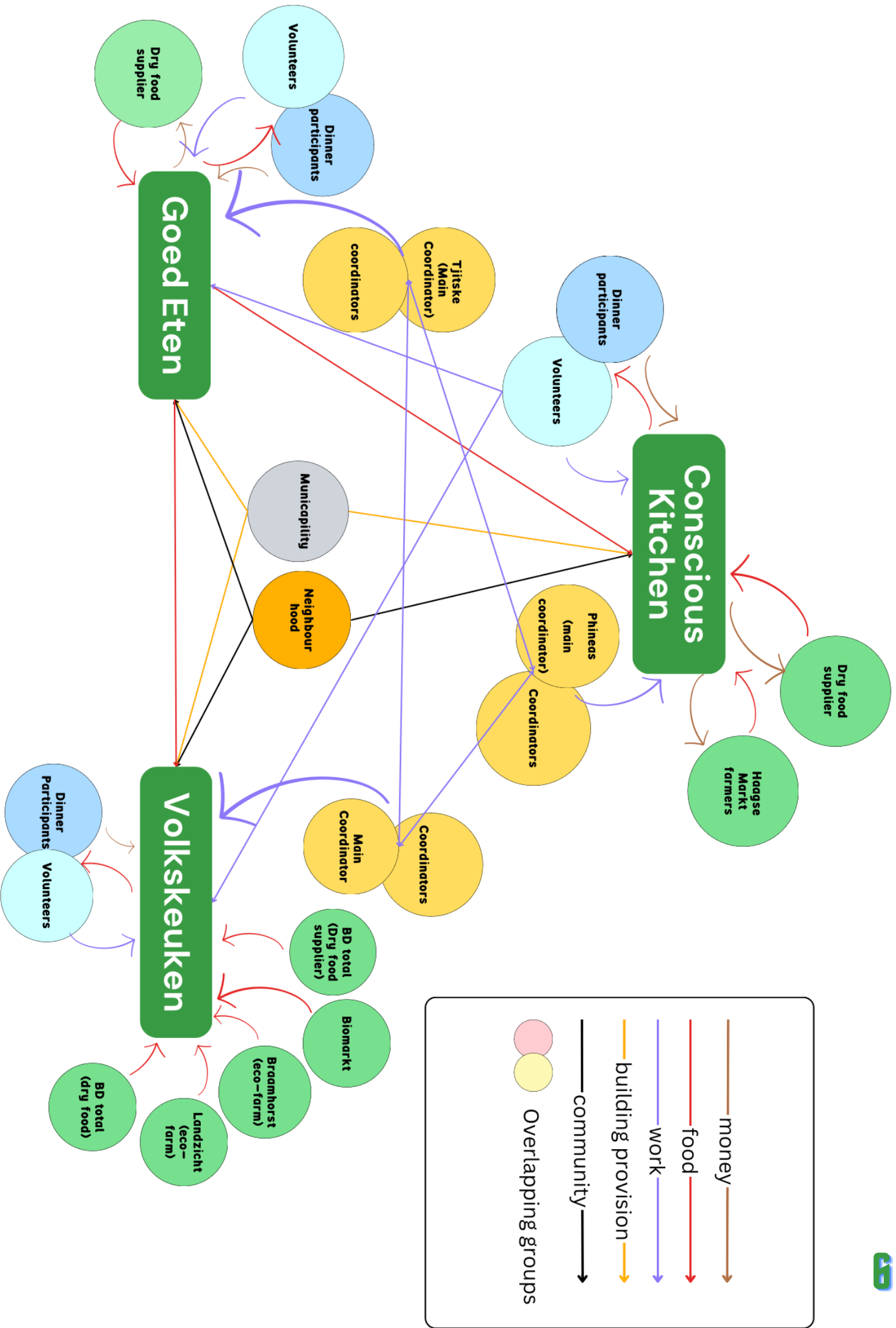
- Provides dinner for 6,50€
- Around 100 participants per dinner
- Mixed group of attendees (lower/middle income but also politicians)
- Only 10 volunteers, which is why coordinators from Conscious Kitchen help out
- Volunteers get a free meal for their services

## Goed Eten

- Eco-friendly food
- They organise smaller ecological and biological dinners on Fridays
- Volunteers from Conscious Kitchen help out

Community	Business	Government
Conscious Kitchen, Goed Eten, Volkskeuken, coordinators, volunteers, neighbourhood, dinner participants	Vegetable stall owners at Haagsemarkt, BD-Totaal, Braamhorst, Landzicht, Hoeve Biesland	Municipality of The Hague (Building provider)





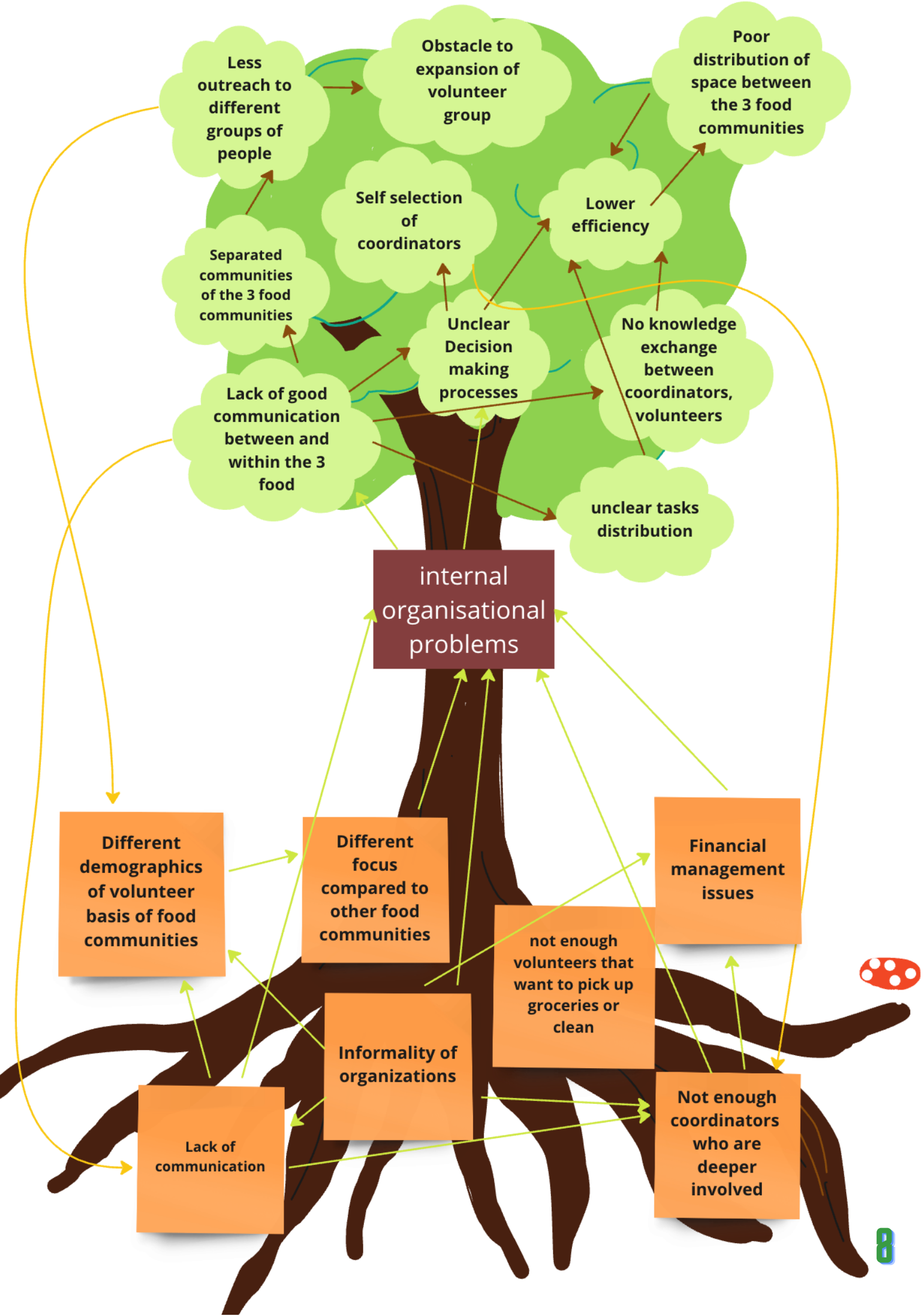


# **THE PROBLEM**

**Conscious Kitchen is facing organisational problems. There is a lack of clarity of structures within the organization, but also between the interconnected organizations in the Helena (Conscious Kitchen, Volkskeuken, Goed Eten). There are no clearly defined decision-making processes and communication is flawed. As a result, efficiency is compromised, resulting in increased workload and a less effective organization.**

**The problem Conscious Kitchen is facing can be perceived as structural/organizational as well as social-ecological. Although it is not thoroughly a wicked problem, there are certain factors which make it complicated. Convening cooperation could lead to a possible loss of identity for the respective organizations. Additionally, Conscious Kitchen is ultimately dependent on volunteers, and as they are human, effective solutions will be less straightforward.**





# THEORY OF CHANGE



## *Problem*

We identify our primary challenge as an organizational issue, stemming from the lack of clarity of structures of Conscious Kitchen. With three distinct organizations (Conscious Kitchen, Volkskeuken, and Goed Eten) engaged and no clearly defined decision-making processes or structure, the efficiency and effectiveness of Conscious Kitchen are compromised.

## *Needs*

1. **The knowledge distribution within the organization** needs to be improved. Important knowledge is currently concentrated on just a few key volunteers. This makes the functioning of Conscious Kitchen very vulnerable to illnesses or other unforeseen circumstances.
2. **More financial resources** are needed for food or human resources.
3. **More active and involved volunteers:** there is a lack of volunteers who are willing and able to pick up groceries or take on a coordinating role.
4. **The communication between different levels within the organizations** needs to be improved. There are a lot of tasks or practical matters which could be carried out better and more efficiently if there was strong communication between the organizations.

## *Resources*

- **Updated and translated checklists:** to improve communication and involvement.
- **Internal decision protocols and handbooks:** will also improve communication and allow for better knowledge distribution. This can also reduce the dependence of the organization on the key volunteers and make it easier for other volunteers to take on more responsibilities.





## *Activities*

- Capacity building on fundraising through training
- Learn currently lacking skills on fundraising
- Making handbooks as well as rules for organizing dinners
- Introduction of internal decision making protocols
- Stakeholder meetings to see stakeholder interests and how to work towards them
- Update and translate check-lists for the kitchen in English

## *Short-term outcomes*

- **Good and clear checklists** would improve the functioning of the kitchen work.
- **Increased capacity for fundraising**: the ability to raise funds would solve financial impracticalities that Conscious Kitchen faces at the moment.
- **Good and clear handbooks and rules** can improve the structure of the organization.
- **Good and clear internal decision-making protocols** will structure the meetings and can improve important decision-making processes.
- **Efficient stakeholder meetings** will improve the interaction between organizations and the stakeholders involved, which will create more collaboration opportunities for them.

## *Long-term outcomes*

- We envision not only obtaining more funds but also establishing assured access for sustained financial stability in the future.
- Conscious kitchen actors will be able to efficiently delegate tasks due to a smooth flow of knowledge through officialised handbooks and rules.
- This includes more delegation from coordinators to volunteers as well as among coordinators themselves.
- Ultimately, this will enhance the organization's overall efficiency.
- Additionally, by improving organizational structures and defining roles, more people can be drawn into the community, leading to increased participation and engagement.
- Through more involved volunteers and efficient stakeholder meetings, we aim to increase our overall efficiency.

## *Ultimate goallvision*

Our goal is to foster a streamlined and efficient organization for a stable and diverse community of people dedicated to reducing food waste.



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Impact/Vision

Efficiently delegating tasks

More funding and more sustainable financial structure

Enhance the organisation's overall efficiency

Increased participation and engagement

Long term outcomes



Good and clear internal decision making protocols, Good and clear handbooks and rules

Increased capacity for fundraising

Efficient stakeholder meetings

Good and clear checklists

Short term outcomes



Making handbooks and rules for organising, Making internal decision making protocols

Capacity building on fundraising, fundraising

Stakeholder meetings

Update and Translate Checklists for kitchen to english

Activities



Knowledge distribution

Financial resources

More active and involved volunteers

Communication between different levels within the organisations

Needs

Updated, translated checklists and Internal decision protocols as well as handbooks

Resources

We identify our primary challenge as an organisational issue, stemming from the lack of clarity of structures of Conscious Kitchen. With three distinct organisations (Conscious Kitchen, Volkskeuken, Goed Eten) engaged and no clearly defined decision-making processes or structure, the efficiency and effectiveness of Conscious Kitchen is compromised.

Problem



# CONTACT

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