

A bag for a bag

A sustainable self-sufficiency cycle for the homeless population in Kensington suffering from food insecurity and beyond

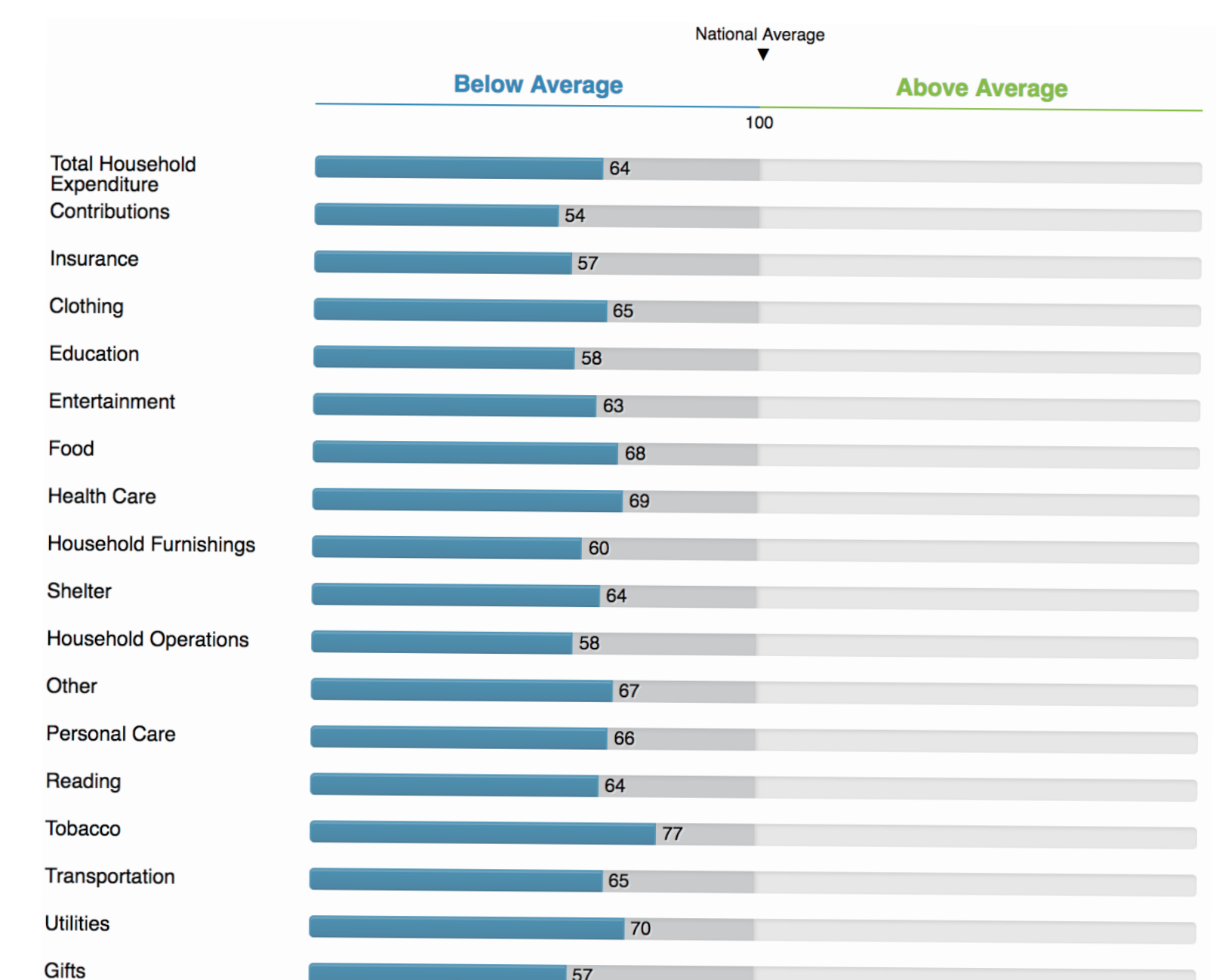
Problem space



Filthy street of Kensington

"We bring 1,000 sandwiches every weekend to a homeless shelter in Kensington. People lining up all around the block have hypodermic needles stuck in their arms. We run out of them within three days. They're not fighting for a sandwich, they're fighting for their lives. I also have to risk my life every time I make the delivery trying to stay away from any possible attacks."

Food insecurity status of Kensington reported by a local volunteer



Consumer spending in Kensington is far below than the average

Design space

A sustainable cycle

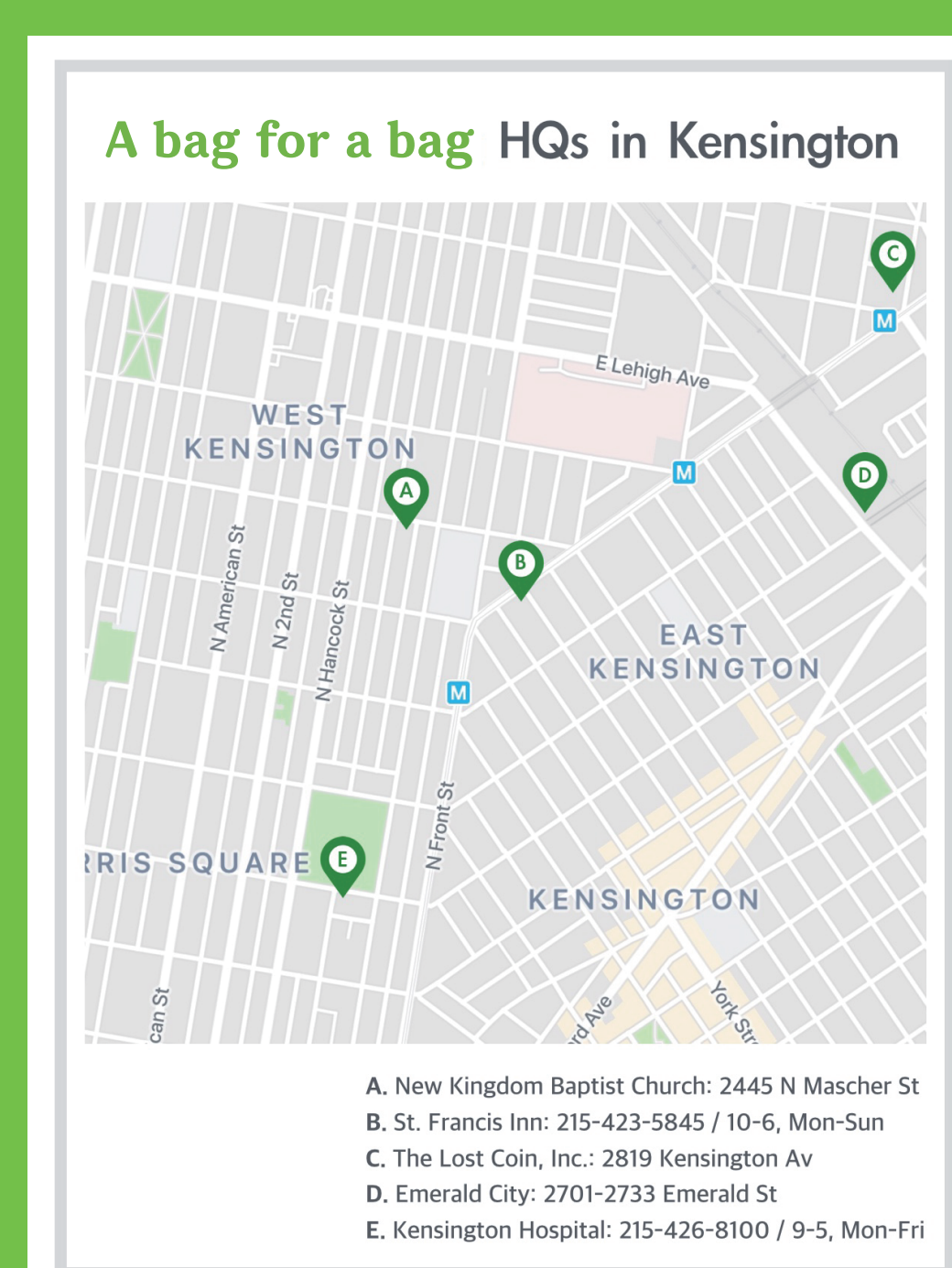
The problem of food insecurity of the homeless will be improved, while increasing level of the public hygiene, sense of community, and self-sufficiency extent of the homeless beyond basic survival needs.



Front side



Back side



Target

- Users: The homeless in Kensington
- Clients
 - : Street maintenance insitutions
 - : Retail stores in Philadelphia
 - : Individual Donors in the city

Partners

- Ready, Willingness and Able (RWA):** Recruit the homeless as street cleaners
- St. Francis Inn:** Make and provide sandwiches the poor and the homeless in Kensington

Objectives

"A Bag for A Bag" promotes a sustainable self-sufficiency cycle to improve the lives of homeless population in Kensington by providing them with an instant benefit, a simple initiative effectively encouraging them to clean their own streets and be rewarded accordingly.

Solution

With the help of partner organizations and donors within the cycle, "A Bag for a Bag" program will provide our target with brown bags to collect street garbage, be rewarded with a goodie bag, which can be utilized as another brown bag for garbage, creating a small, but instantly beneficial and sustainable cycle.

In the long-term, this will also contribute to a leap in public hygiene of Kensington, create a healthier community network by bringing in more locals, volunteers, organizations into the cycle.