

3. BUILDING A COMMUNITY OF JAPANESE STYLE BAKERY/ PASTRY SHOP WITH CRAFTSMANSHIP FOR UNSDG 3 – WELLNESS AND 12 – RESPONSIBLE PRODUCTION AND CONSUMPTION

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3.1. Introduction

Based on the study of Yeung (2019) on establishing a strong and sustained community with responsible bakery shoppers and operators on 12 articles related to bakery shop operations and pastry retail standards Asia searched from e-database and internet (2006-2019) with N’vivo content analysis, the key elements identified by Yeung for responsible brand (183 references) and retail community of bakery shoppers (110 references) are:

- Quality measurement (770 references);
- Fusion design (536 references);
- Fresh ingredients (357 references);
- Clean label (324 references);
- Weight Control (244 references); and
- Appealing packaging (232 references).

A business project is needed to explore the potential market of Japanese style bakery/pastry shop in Hong Kong. Applying the principles of inputs of materials processes of transformations, and outputs of healthy products/services with SY Model and primary/secondary data can help to explore a framework of sustainable bakery/ pastry model with shop design, bakery/pastry product design, and package and label design to build a community of target bakery/pastry consumers. A model of input-process-output and SY Model (see Appendix I) will be used as a framework for quality Japanese style bakery/pastry shop for building a community with products/services of wellness.

Castle et al. (2007) mentioned that consumers are increasingly looking to food not only for basic nutrition, but also for specific health benefits. They highlighted that the development of new markets for foods with specific health effects will be the trend. The new categories of foods that they mentioned include: functional foods, nutraceuticals, and medical foods, representing one of the fastest-growing markets for the food industry.

- *Functional food*: a food demonstrated to deliver a health-promoting effect beyond basic nutrition.
- *Nutraceuticals*: any substance derived and isolated from a food that provides health benefits, including the ability to protect against a chronic disease.
- *Medical or medicinal food*: a food designed for dietary management of a disease or condition that is closely linked to specific nutritional requirements (Castle, Cline, Daar, Tsamis, & Singer, 2007, p. 12).

The concept that some foods not only provide sustenance but also have medicinal properties is not a new one. In many cultures, food and medicine historically shared common origins (Verschuren, 2002) Although a food-based approach to wellness was clipped in a number of countries by what we call modern medicine, with its use of drugs targeted at fighting specific diseases, the role of diet in health promotion and disease prevention is once again become popular (Hasler, 2000) Health food and organics are gaining market share in many countries. (Castle et al., 2007, p. 1)

The findings of Castle et al. (2007) are consistent with the study of Yeung (2019) on responsible bakery/pastry shoppers and operators: fusion design, appealing packaging, clean label, and weight control. Hence, it is time to explore related products and services offered in a Japanese style bakery/pastry shop for building a community of responsible bakery/pastry shop owners, service providers and consumers with health-promotion effects on functional foods, nutraceutical bakery/pastry products with benefits to chronic diseases, and medical or medicinal bakery/pastry products for dietary management purpose. About 40 percent of U.S. supermarket companies offer programs to help people manage diseases, and about half their stores draw a direct connection between particular conditions and the consumption of certain foods (Sloan, as cited in Castle et al., 2007, p. 1).

3.2. Craftsmanship

Based on the insights of Hofverberg, Kronlid, and Östman (2017) that ‘crafting sustainability’ could mean in relation to education for sustainable development (ESD). They mentioned that there is a broad notion of sustainability. They quoted Luckman (as cited in Hofverberg et al., 2017) that the present-day attentiveness to craft as the third wave of international interest. The movement includes: 1) “Woodworkers” – re-establishing methods with value for well-being, knowing woodworking as a whole and caring about skilled work in real woodworking. Woodworking might seem a traditional, old-time skill. 2) “Makers” – making is fundamental to what it means to be human. We must make, create and express ourselves to feel whole. 3) “Craftivism” – is a marriage between historical technique, punk culture and DIY (Do It Yourself) ethos and is influenced by traditional handicrafts, modern aesthetics, politics, feminism and art. This section is focused on integrating Input/Process/Output model of supply chain management, SY Model with UNPRME/UNSDGs and the skills mentioned by Hofverberg et al. (2017) Four different skills that we found in the empirical data are: a) functional skill, b) aesthetic skill, c) spiritual skill and d) etiquette skill for a holistic framework for future bakery/pastry shop operations with products/services of craftsmanship.

3.3. Identity of products/services

Norman (2004) mentioned that a product can have a personality, and product's personality can be changed. The author has recently conducted a site visit to two Japanese style bakery/pastry shops in Hong Kong. The key similarities (Japanese bakery professional certificates and the use of authentic ingredients have been shown in the shop to enhance target audience's confidence) and differences (good use of lighting, space and trial of representative bakery/pastry products have been demonstrated) of the shops echo the findings of Norman that "the product would look and behave differently in the different settings appropriate to use and target audience. The style of behavioral interaction could differ. Once established, all aspects of a design must support the intended personality structure" (p. 56).

Human responses to the everyday things of the world are complex, determined by a wide variety of factors. Some of these are outside the person, controlled by designed and manufacturer, or by advertising and such things as brand image. And some come from within, from your own, private experiences. Each of the three levels of design – visceral, behaviorial, and reflective – plays its part in shaping your experience. Each is as important as the others, but each requires a different approach by the designer (Norman, 2004, p. 65).

Hence, Japanese style bakery/pastry shop owners are not only product/service providers, but also identity designer to match the needs, wants and the WoW experiences of target customers via manipulating the environment, the ways of serving customers, the selection of accessories and supporting items to create a form of identity design.

3.4. Innovative education and product/service delivery via inputs, processes and outputs

Under globalization and technological explosion, the learning mode has been changed significantly in the past few years. The emergence of different kinds of digital electronic devices and user-friendly software, for example, apps and QR code have also made the learning process of bakery product/service providers/designers more playful to their staff and customers. Young people like to use apps in their daily life, no matter the apps are for consumption, for socialization, or for learning purposes.

Recently, UNESCO and United Nations (UN) Global Compact PRME have promoted the concept of Sustainable Development (SD), Education for Sustainable Development (ESD) and transversal (non-cognitive) skills. Djordevic and Cotton (2011) mentioned that there were difficulties with regard to communicating messages about sustainability successfully even though there was a growing awareness in national and international policies of the need to integrate sustainability into both business and educational arenas" (p. 381).

Howard and Katie (2014) mentioned the new generation was called the “App Generation” who seeks for identity, intimacy, and imagination. They also concluded that because of the breadth and the accessibility of apps inculcated an app consciousness, an app worldwide: the idea that there were defined ways to achieve whatever we wanted to achieve, if we were fortunate enough to have the right ensemble of apps, and, at a more macroscopic level, access to the ‘super-app’ for living a certain life, presented to the rest of the world in a certain way (p. 160).

With respect to *identity formation*: Apps can short-circuit identity formation, pushing you into being someone else’s avatar (that of your parents, your friends, or one formulated by some app producer) – or, by foregrounding various options, they can allow you to approach identity formation more deliberately, holistically, thoughtfully. You may end up with a stronger and more powerful identity, or you may succumb to a prepackaged identity or to endless role diffusion (Howard & Katie, 2014, p. 32).

With respect to *intimacy*: Apps can facilitate superficial ties, discourage face-to-face confrontations and interactions, suggest that all human relations can be classified if not predetermined in advance – or they can expose you to a much wider-world, provide novel ways of relating to people, while not preventing you from shutting off the devices as warranted – and that puts you in charge of the APPS rather than vice versa. You may end up with deeper and longer-lasting, relations to others, or with a superficial stance better described as cool, isolated, or transactional (Howard & Katie, 2014, p. 33).

With respect to *imagination*: Apps can make you lazy, discourage the development of new skills, limit you to mimicry or tiny trivial tweaks or tweets – or they can open up whole new worlds for imagining, creating, producing, remixing, even forging new identities and enabling rich forms of intimacy (Howard & Katie, 2014, p. 33).

As a result, bakery/pastry product/service providers need to launch a community learning project on sustainable and responsible bakery/pastry production and consumption with entrepreneurial spirit within and outside the shop via designing a user-friendly community enhancement checklist with the characteristics of “App Generation” with cross disciplinary knowledge to foster a mindset of creative innovation, a mindset of responsibility, a mindset of craftsmanship and a mindset of cultural awareness for exchanging dialogue among peers with different cultural background. For example,

Inputs of:

- offering fresh ingredients, e.g. matcha and buckwheat;
- importing sustainable craftsmanship of bakers and service providers.

Processes of:

- building acceptance of Japanese style bakery shop in Hong Kong for non-Japanese customers to appreciate the culture of Japan in quality products/services;

- enhancing consumer preferences through caring delivery of services.

Outputs/outcomes of:

- transforming a traditional business model with sustainability and market uniqueness for Japanese style bakery/pastry shop in Hong Kong with health concepts;
- offering healthy, fresh and unique bread and pastry products with bread demonstration and community talks on healthy use of metcha and buckwheat in bakery/pastry products to parents and children.

3.5. Checkpoints for responsible Japanese style bakery/pastry shops

- 1) Core values/mission statement: to ensure sustainable consumption and production patterns in alignment with SDG No. 12;
- 2) Responsibly growth: in alignment with SDGs No. 12.3 – Halve per capita global food waste at the retail and consumer levels, SDGs No. 12.5 – Substantially reduce waste generation through prevention, reduction, recycling and reuse and SDGs No. 12.8 – Ensure people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature, Japanese style bakery/pastry shop owners/ service providers are expected to practice “Sustainable and Responsible Growth”.
- 3) Organic/healthy ingredients: to accomplish the goal of being responsible in UNSDG No. 12, Japanese style bakery/pastry shop owners/service providers shall demonstrate that their organic/healthy operations inside the shop or outside the shop via workshop to the community.
- 4) Food/shop/workplace safety and sustainability: in order to transfer skills (SDG No. 4) and develop sustainable consumption and production practices (SDGs No. 12), Japanese style bakery/pastry shop owners/service providers shall provide ingredient / food / shop / workplace safety tips for management, staff, consumers and the community to avoid undesirable incidents.

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