NANA ORGANIC:
AN INTRODUCTION

Nana Organic is a family owned organic restaurant in Chicago's Bridgeport neighborhood, offering lunch (and soon dinner) options with an emphasis on organic and sustainable produce.
The owners of Nana, and IPRO 317's client, stressed the importance of reaching out to the community that has been always been a part of their lives, while spreading the message of sustainability and ecological awareness – all of which would fuel and accommodate future growth.

IPRO 317 CONSISTS OF THREE SUBGROUPS IN ORDER TO BETTER AND MORE EFFICIENTLY SERVE OUR CLIENT'S NEEDS: BUSINESS, ENVIRONMENTAL, AND BUILDING.

IPRO 317
Instructor:
Nancy Hamill

Team:
Sasha Bajzek
Kenneth Boubel
Ray DeBoth
Seth Ellsworth
Bushra Hussaini
Hye Sun Jeong
Keo-Jin Jin
Matthew Kavicky
Kibum Kim
Natalia Klusek
Sang Yun Lee
Sukmin Lee
Jordan Margolis
James Mellom
Tianshu Qi
Jessica Roth
Joong Geun Yun

IPRO 317:
SUSTAINABLE STRATEGIES FOR NANA ORGANIC RESTAURANT

BUSINESS SUBGROUP

The major goals of the Business Subgroup are to familiarize the Bridgeport community with Nana's Organic mission, advertise and market to the surrounding community (including IIT), implement the constructive criticisms stated in online reviews to improve the dining experience at Nana and potential funding for the organic restaurant.

Business Strategies and Conclusions:

- *Radio*: 30 second ad is $362
- *Newspaper*: a quarter page advertisement costs $72 (TechNews)
- *Coupon*: a 10% discount for college students who present their ID at Nana.
- *Social Networking Sites*: Facebook's Pay Per Click and Pay Per Impression systems to advertise Nana's Organic
- *Text Messages*: Establish a phone number directory; use directory for text message blasting (i.e. EAText, VictoryText, QLess, Google Voice)

ENVIRONMANTAL SUBGROUP

The purpose of the environmental subgroup is to utilize environmentally friendly solutions to help Nana restaurant become more organic and eco-friendly in the process, such as reusing/ recycling of cardboard waste, turning Nana's vegetable oil into a usable bio-fuel for the company vehicle, identifying organic cleansers comparable with what is readily available on the market, producing a vertical gardening system, and identifying and executing homemade energy efficiency solutions

Environmental Strategies and Conclusions:

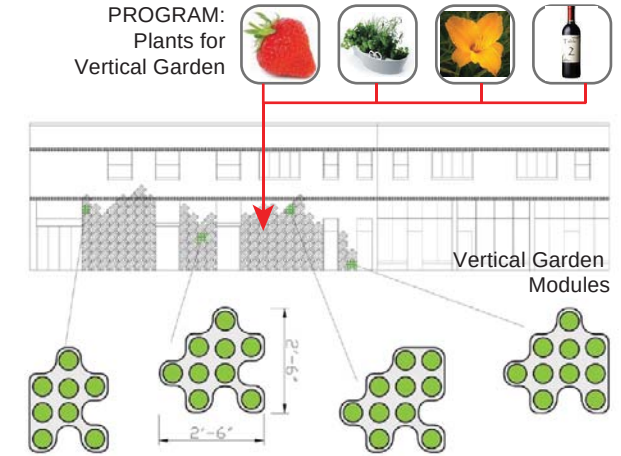
- *Cardboard Pick-up*: a local recycling company (within a two mile radius) will pick up the cardboard refuse.
- *Waste Vegetable Oil* (WVO):
  Elsbett Tank System
  1 Tank System, utilizes 1 fuel tank, operating on just WVO during sub-zero months
  2 Tank System, switches between diesel tank and WVO tank; necessary during long periods of engine idling
    - *Company Vehicle*: (suggested) 2010 Volkswagen Jetta, Turbo-Diesel-Intercooled; at $2.89/gal and 14.5 gals a week. The total upfront cost comes out to $2,245.95 with a 5% contingency, which gets repaid in 54 weeks, with a savings of $2112.69 in year two.
- *Wooly Pockets*: flexible, breathable, lightweight and modular gardening containers, used indoors and out; allow soil to aerate and the roots to prune naturally.

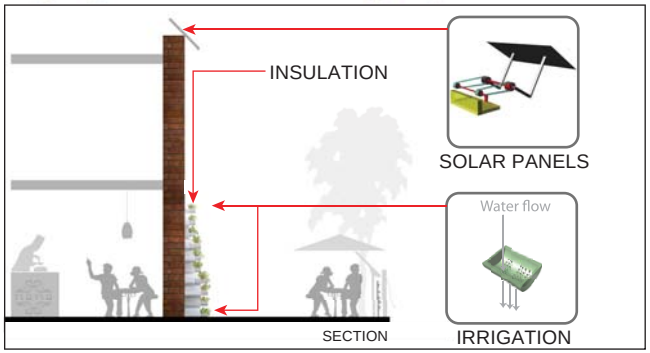
- *Composting*: allows tapping into renewable sources of energy for plants, cutting back on waste in landfills (i.e. the Earthmaker® 124-gal composter)
- *Rain Catcher Barrel*: roof water to be used for plant irrigation

BUILDING SUBGROUP

Based on the client's desires and the Business and Environmental groups' goals, the building team resolved to:

- provide building insulation via a vertical garden (attached to the façade) – *see drawing on the right*
- propose a (shaded) outdoor seating café (to advertise and maximizing profits) – *see drawing*
- install solar panels on the building's upper façade, providing light/heat to the outdoor seating area
- propose electrical charge (car) station





PLAN

PERSPECTIVE