

GRUNDIG – FOOD FOR SOUL

Grundig is an international appliance company that also organizes social responsibility projects and one of them is "Food for Soul" project. Grundig is in cooperation with Arcelik A.Ş. in Turkey and runs the same project in Turkey which is called "Ruhun Doysun". Its main purpose is to raise awareness about using technology and energy more responsibly and efficiently. The technology that Grundig provides via their own refrigerators, ovens and washing machines are energy efficient. Energy-efficient technology enables us to reduce our carbon footprints. Our carbon footprint is the damage we cause the atmosphere by revealing greenhouse gas due to our irresponsible energy usage and food waste. This project also explains how to remain our food. For example, not to keep fruits which create ethylene gas (apple, banana) next to fruits who don't so they don't corrupt early or get effected by food which has.

This organization takes the climate into account by encouraging people to use appliances that are energy efficient and suggests transportation that relatively uses less energy than airplanes. This project explains that the greenhouse gas we release is caused by many things like airplane transportation which is responsible for %2 of greenhouse gas. For example, a heavy suitcase which makes the airplane use more energy than it would have is enough to create damage to the atmosphere. This project leads people to reduce consumption of packed goods and a waste-free lifestyle. So, the process of buying food should be; resist, reduce, evaluate and convert. With this awareness of reducing food waste, this project contributes to our climate.

This project has impacts on anyone who is willing to act. Some of Vogue Turkey magazine writers claim that we need to feed our soul also with reducing and second hand using our clothes. This way we contribute to this project in various ways and learn how to make it a lifestyle by learning to feed our soul with less.

Grundig does not have a negative impact on nature or society. Even though this and many other projects are in benefit with nature, Grundig is favoring itself with realistic advertisement and earning money from this.

<https://youtu.be/qeuaa1pMRNk>