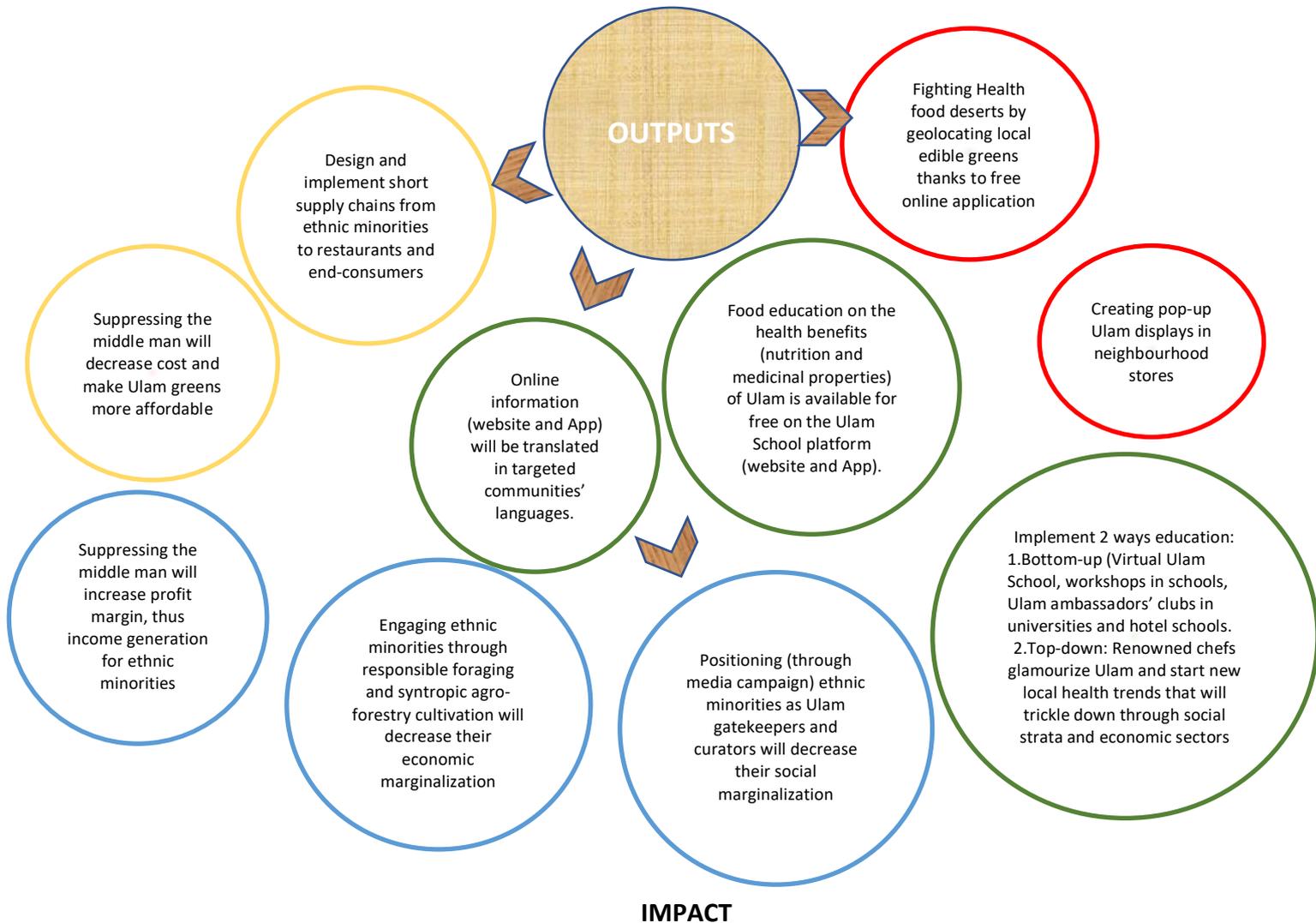


THEORY OF CHANGE

PROBLEM

Obesity and Non Communicable Diseases (NCD) such as type-2 diabetes, high blood pressure and hypercholesterolemia are on the rise in Southeast Asia. They strike mostly lower social classes in the cities. These communities possess lesser knowledge in terms of nutrition and health and are more disconnected from local nutritious and health-beneficial edible greens. This edible flora (“ulam”) stems either from the jungle or is organically-cultivated in the countryside by ethnic minorities. This public health problem can be understood across four main factors: access, affordability, education and social inclusion.



Ulam greens stemming from responsible agriculture are more ubiquitous in the cities and affordable for lower classes } Ulams’ attractiveness grows thanks to free food education, personalized digital tools and trendsetting by chefs } Higher consumption of Ulam decreases NCD and improves health of populations } Increased income generation and social status enhancement contribute to ethnic minorities social inclusion.

○	Access
○	Affordability
○	Education
○	Social Inclusion