

## Attaining socially responsible design for vending carts as a new opportunity for youth

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### Abstract

Nowadays, modern street vending carts play a vital role in the urban economy, as a source of jobs, revenue and 'value added' to the economy. Street vending provides a flexible link in economic supply chains, gives vitality to urban streets, and provides affordable goods for many urban residents. For youth, where 10.7 million are categorized as unemployed announced by (CAPMAS) August 2020(1), thus carts and bikes are an escape from unemployment and an attempt to step up their income, and they seem to have spread through various upscale neighborhoods, The question of how social impact designers (graphic & interior designers) provide a contribution to enhancing youth quality of life as a result of corporate role in the society. Hence the importance of research is to achieve a socially sustainable design through youth's sense of belonging, safety, value, unity, and loyalty to their society. The research aims to motivate positive role and afford new opportunities for youth in society through designing vending carts to achieve a socially responsible design that highlights brand communications and social values. The research follows the descriptive approach by gathering information to build the theoretical framework based on literature review and an analytical study for vending carts in Egyptian society. The researchers conclude that by achieving a socially responsible design that accentuates brand image and sustainable design, encourages corporate community participation, provides new opportunities for youth to achieve loyalty, belonging and increases the urban economy.

### Keywords:

Socially Responsible Design SRD, Vending Carts, brand communications.

### المخلص:

تلعب عربات البيع الحديثة دورًا حيويًا في الاقتصاد الحضري كمصدر للوظائف و إتاحة الفرص والدخل و"القيمة المضافة" للاقتصاد المصري في وقتنا الحاضر. حيث توفر عربات البيع المتنقلة رابطًا مرئيًا في تشكيل دعم اقتصادي للدولة، وتضيف الحيوية للشوارع الحضرية، كما إنها تتيح سلعة بأسعار معقولة للعديد من سكان المناطق الحضرية. وقد أعلن (الجهاز المركزي للتعبئة العامة والإحصاء) أغسطس ٢٠٢٠ عن ١٠,٧ مليون عاطل تم تصنيفهم من الشباب، وبالتالي فإن يمكن اعتبار العربات المتنقلة والدراجات وسيلة للشباب للهروب من البطالة ومحاولة لزيادة دخلهم، وهو ما يبدو واضحًا من

## المؤتمر الدولي الحادى عشر - التحديات الحضارية في ظل الألفية الثالثة (تراث - تكنولوجيا - تصميم)

انتشار ظاهرة عربات البيع المتنقلة في مختلف الأحياء الراقية. وتكمن مشكلة البحث في الإجابة على التساؤل الآتي كيف يؤثر المجتمع علي المصممين (مصممي الجرافيك والتصميم والداخلي) من أجل تقديم مساهمة في تحسين جودة الحياة للشباب نتيجة لتأكيد دور المؤسسات في المجتمع وخدمته. ومن هنا تأتي أهمية البحث في تصميم مستدام اجتماعيًا يُحقق شعور الشباب بالانتماء والأمان والقيمة والوحدة والولاء لمجتمعه. حيث يهدف البحث إلى تفعيل الدور الإيجابي وإتاحة فرص جديدة للشباب في المجتمع المصري من خلال تصميم عربات البيع لتحقيق تصميم مسؤول اجتماعيًا يؤكد على اتصالات الماركة وقيم المجتمع. ويتبع البحث المنهج الوصفي من خلال جمع المعلومات لبناء الإطار النظري القائم على الدراسات السابقة والدراسة التحليلية لعربات البيع في المجتمع المصري. ويستنتج الباحثون إلى أنه بتحقيق تصميم مسؤول اجتماعيًا يؤكد على صورة الماركة والاستدامة في التصميم يؤدي إلي تشجيع المؤسسات على المشاركة المجتمعية من خلال توفير فرص جديدة للشباب لتحقيق الولاء والانتماء المجتمعي وزيادة الاقتصاد. المجتمعية من خلال توفير فرص جديدة للشباب لتحقيق الولاء والانتماء المجتمعي وزيادة الاقتصاد.

## الكلمات المفتاحية:

تصميم مسؤول اجتماعيًا، العربات المتنقلة، اتصالات الماركة.

## 1- Introduction

For a long time, brands saw business goals as essential to them, while community development goals were seen as not essential and charitable activities. However, today many brands are discovering that incorporating social and environmental concerns into business strategy right from the start can lead to cutting-edge innovation and competitive advantage. (2) As a result, successful brands make voluntary contributions to company resources and use discretionary business practices to promote the well-being of society. In the current context, one of the major elements of the urban informal economy is street selling. Since street vendors account for a sizable share of all employment in the informal sectors, brands, governments, and organizations use them to combat unemployment, it plays a vital role in the urban economy, as a source of jobs, revenue, and value added to the economy. Street vending provides a flexible link in economic supply chains, gives vitality to urban streets, and provides affordable goods for many urban residents. (3) So, our research is concerned about the brand's value of conducting business in a socially responsible manner and the effect it has on its reputation, image, effectiveness, and outcomes. (4) By using the street vending carts as a tool of socially responsible design to change the social



(Fig.1) Egypt's stand-alone carts example

acts made by businesses into a factor that might influence the brand's positive perception with the public. (2)

## 2. The Socially Responsible Design (SRD) idea

In parallel with brand business's response, design's response to social responsibility has reflected the great activist movements. with designers addressing issues relating to social responsibility.

Since the 1960s designers have actively considered design's wider implications for society. Numerous terms have appeared on 'socially responsible design (SRD)', (5) Design concepts like eco-design, sustainable design, universal design, inclusive design, etc. are included.

in the 1970s Designers were urged to give up "design for profit" in favor of a more sympathetic method that was influenced by Green design (6)., which focused on single issues like energy efficiency or recyclability, emerged in the 1980s as a result of growing consumer and business interest in environmental issues. (7)

In the 1990s, the focus shifted to "eco-design," which takes important environmental factors into account throughout the product life cycle. About ten years later, the idea was gradually refined through the ideas of "sustainable design," which also takes social issues into account (8) further, Several strategies go beyond eco-efficiency and challenge the sustainability agenda arisen For instance, "Design for Social Innovation"(9) emphasizes the role of designers in enabling people to address their own problems in their local surroundings, (10) these contemporary methods may demonstrate how the designer's role and the impact they can have on society, our way of life, and the environment (6) research started to concentrate on how the idea of SRD can be incorporated into industrial design practice as it became apparent that designers can have a direct or indirect impact on the environmental and social performance of products and services as well as the manner in which new processes, services, and products are delivered. (11)

### 2. 1. The Street vending carts as a socially responsible design

For young people, vending carts and bicycles are a way to escape unemployment and try to increase their income. Inspirational university graduates decide to find non-traditional job opportunities that depend on innovation and meet the needs of the local market, (12) Therefore, innovation and innovation in the form of vending carts are characterized by design attractiveness, which we see spread recently in Egypt, due to the influx of "modern vending carts". Compared to the traditional vending cart, In Egypt, vending carts have changed recently is the influx of "trendy carts." Compared to conventional vending carts, the delectable delicacies offered by the successful new initiatives all come in a wider range. There are some successful examples of Egyptian vending carts with brightly colored decorations and eye-catching signs:

**By Bike in Heliopolis**, Kattameya and Zamalek One of the most inspirational, delectable, and fashionable food carts is By Bike. They revamp their food cart with a fresh idea. Their branding features fictitious characters including the Abu Heta family, Bahana, and their son Azouz. The fictional family is available for customers to meet and take pictures with throughout the meal at "By Bike." Every day throughout Ramadan, the concept of the brand is to sell products in

various locations, which is made possible by the street cart's mobility, in order to foster a more engaged environment with clients. **La Vie Fleurie on wheels** In Heliopolis, Sandra Keriakous runs a tiny flower business. She put into action an idea she had for a while: selling flowers from a street cart that would move from location to location.- **El 3rabya** is a mobile tricycle that serves desserts and each day is a different surprise, (fig.2)



(Fig.2) vending carts in Egypt

## 2.2. The Street vending carts features

A vending cart is a self-contained, wheeled vehicle that may be pushed or pulled by a bicycle, or with a hand, or both. bicycle-powered carts as in fig.3 It is intended to be used from a sidewalk vending location and is intended to be used to sell food, goods, or services. (13)

### 2.2.1 street vending component

Street vending cart design should Provide a brand logo, brand visual identity, a shelter during rain, Space for storage as dry storage and refrigeration, Equipment weight, material removal, equipment for emergencies, and a place where food is prepared (ovens, stovetops, grills, and deep fryers), A plate area, serving region and station for cleaning, according to local rules, a handwashing station and a solar-powered e-cart that can power a light bulb, fan, and charge phones. as in (figure3)



(Fig.3) vending cart components

### -PROS:

It offers a chance to grow enterprises and employment.

**Portability:** Their diminutive stature makes it easy to move through crowds and through city streets. You can go to more places than food trucks can, like mall interiors. With the appropriate permit, you can very much go to any place and move to another place with ease.

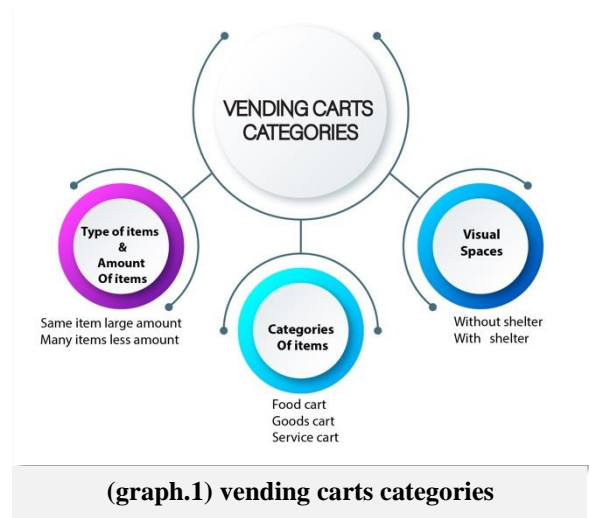
Less management is needed because they just need one person to operate. Payroll and employee training are not issues for you.

affordable: The most affordable way to enter the mobile restaurant industry. Establishing eye contact with consumers makes it simple to strike up a conversation and offer them a warm welcome.

fostering a lively atmosphere where people congregate around the vending cart, it can boost activity in underperforming commercial districts, Food vending carts can help revitalize a neighborhood by bringing in customers to nearby restaurants and even sparking the development of new companies. (14)

**-CONS:**

Vending carts face operational difficulties, such as managing erratic weather patterns and keeping a suitable inventory despite limited storage. Physically demanding: Compared to food trucks, they operate within a narrower range and can only travel so far before becoming too physically taxing. Limited selection: Only one or two compact appliances will fit. This limits your meal options and culinary creativity. Additionally, the smaller space makes it easier for your stock to run out.



(graph.1) vending carts categories

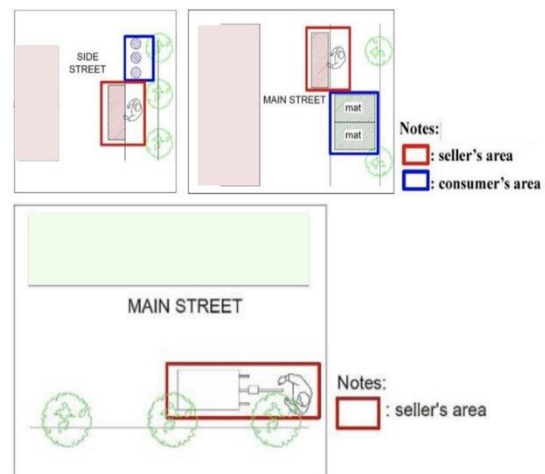
**2.2.2. The Street vending carts categories**

The street vending carts is divided into three categories as in graph (1), depending on items category or the vending cart business such as food carts, goods carts and service carts, type or number of items and visual space.

**2.2.3 vending Carts layout & Spaces**

vending carts are a great way to market and display merchandise. It also has a fresh look that can convince customers to make a purchase. The design of the vending carts depends entirely on the public space and the ability to walk, which increases the interaction at the street level, as in Figure (4), which shows the area of the seller's interaction with the consumer without occupying the road or causing damage.

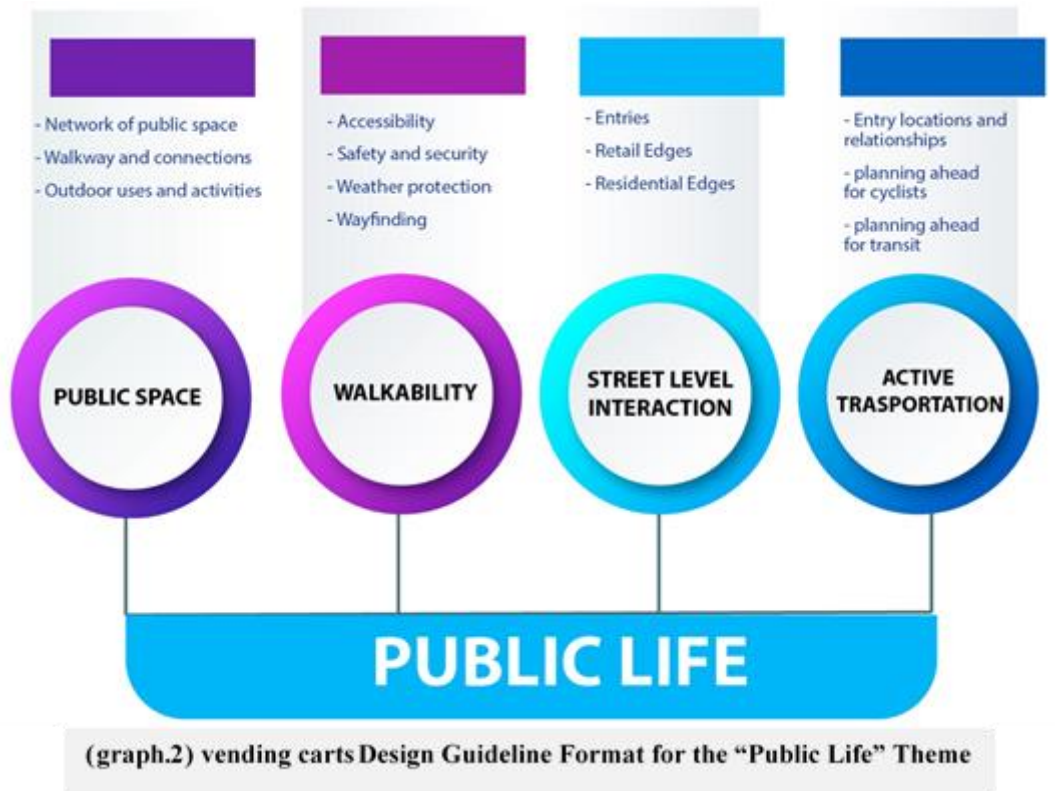
Residents' quality of life, livability, and walkability are now more prominently featured in planning and street vending design. Attempts have been made by lawmakers, planners, and designers to solve issues with current land use



(Fig.4) vending carts and public space

patterns and public rights-of-ways. There are significant worries about pedestrian safety, traffic, health effects, and quality of life as a result of the development of automobile-centric corridors and inhospitable areas for walkers. Many cities have worked to reorient their departments' objectives to emphasize quality of life and walkability goals, and current movements like new urbanism, smart growth, and complete streets have come to represent the standard for new construction and design. The emergence of Urban Villages, citywide design standards, and master plans for walking and bicycling are all examples of this change as in graph 2

Street vending carts can fill spaces along building frontages, realign visual focus points, and create spatial synergies while also bringing activity to underutilized spaces like parking lots. The distance between street vendor carts and the sidewalk, despite being very short (ten feet or less), can have a significant impact on how they relate to the sidewalk, how they engage pedestrians, and how much activity is maintained there. However, if it were used to provide amenities to customers where merchants were permanent, they would offer seating and shelter, this distance disparity could be addressed. (13)



### 2.3. factors of socially responsible design in street vending carts

Corporate Social Responsibility (CRS) and brand communication can provide excellent opportunities to demonstrate to the community how CSR is incorporated into brand activities through the support of brands in providing youth street vending carts as a job opportunity and a way to reduce unemployment, create shared value, and improve business performance, all of which add value to society and improve brand image.

In order to establish a socially responsible design for vending carts that benefits the community, achieves sustainability, and improves the brand image, important factors must be addressed as the following:

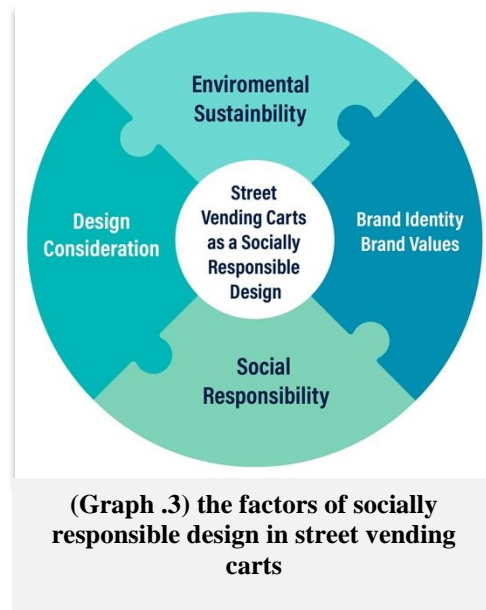
### 2.3.1. Design considerations

Since the vending cart serves as the "store," its design is essential to any vendor's success. The following guidelines should be considered while vending cart design. (15)

- The cart should be designed to reflect the product being sold. Different products, to be displayed effectively, require different vending cart designs.
- The customer always rely on what he sees and buys, so the design of the vending carts should serve the customer and reflect the nature of the product being sold.
- The cost of the cart should be reasonable and bearable by the vendor and easy to clean and prepare.
- Materials for vending carts should be impermeable to moisture and grime. Rubber wheels are required. The merchant additionally values a drop-canopy for wind and rain protection and a seat. Temperature control and a thermal unit are essential for food vendors.
- Vending carts must be characterized by an attractive appearance and the capability to be portable and transported easily, as they are stored in the city center either through designated spaces or by allowing them by some people to stand in front of their homes day and night. Many mobile vendors utilize self-driven vehicles that permit easy relocation throughout the community. However, mobile vending also includes trailers, kiosks, and carts. Vending Carts allow the vendor to sell from outside the moveable unit and are often used to sell fresh fruits and vegetables, sweets and cakes, charitable sets, juices, ice creams, .....etc. Typically, the food in carts is prepared elsewhere and kept cold or hot in the unit. The aim of the research encourages "green carts" that offer fresh produce in certain areas of the city and have special regulations for these uses.

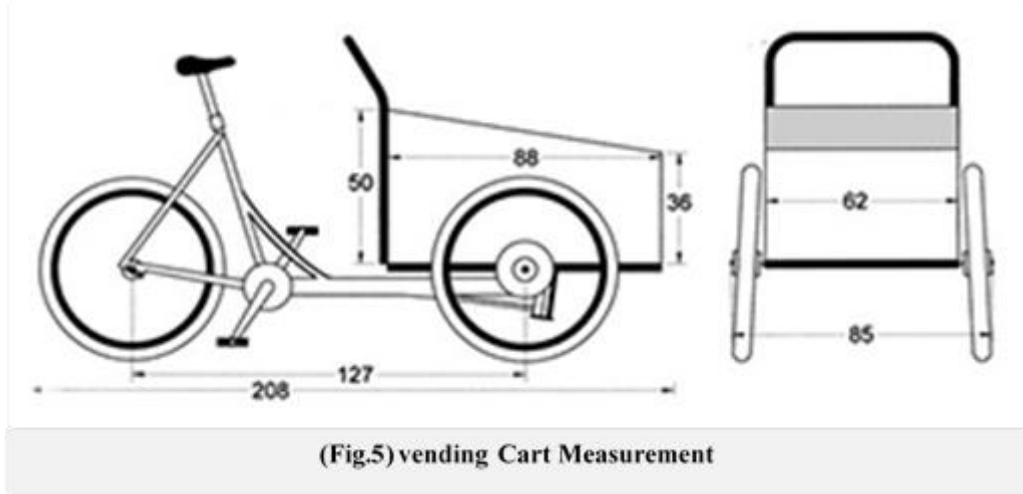
### Cart Requirements:

- A corrosion-resistant, non-absorbent, smooth, easily cleanable material that is free of pores, open seams, and difficult-to-clean internal corners and crevices, such as plastic laminate, reinforced fiberglass panel, stainless steel, enameled steel or aluminum, or epoxy paint, must be used to finish the cart's interior and exterior surfaces.
- Overhead protection is required on all carts (e.g. umbrella or canopy).
- On one side of the cart, the company name and the license applicant's name are required to be written. The minimum height for lettering is 5 cm (2 inches).
- All mobile carts that handle and/or store potentially hazardous goods must have refrigerators that can keep the food inside at a temperature of 5°C (41°F). For short-term use or carts used



for fewer than four hours per day, freezer packs or dry ice may be used as a form of refrigeration (gel packs are preferred to ice). Natural ice must be correctly drained into a holding tank or a suitable drain to be used. Carts intended for long-term usage need to have mechanical refrigeration capabilities, like propane, a 12-volt battery, or a generator. A precise thermometer is required in every refrigeration facility.

- The cart must be used to store all tools, utensils, paper goods, food, tanks, and cleaning supplies. If not kept on the cart, an ice chest must be kept at least 15 cm (6 inches) from the ground. (17)



### Cart Measurement:

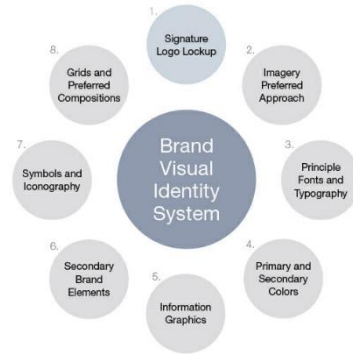
- The width of the cart starts from 62 cm (2 ft. 1 in.) to 140 cm (4 ft. 6 in.), unless the vendor vends food from the vending cart, in which case the vending cart shall not exceed 152 cm (5 ft.) in width.
- The length of the carts starts from 210 cm (7 ft.) in length unless the vendor vends food from the vending cart, in which case the cart shall not exceed 245 cm (8 ft.) in length; and 263 cm (8 ft. 6 in.) in height, measured from the bottom of the tire.
- Vending carts shall be covered by an umbrella or canopy, which shall not exceed 275 cm (9 ft.) in diameter nor extend more than 137 cm (4.5 ft.) in any direction from the body of the cart. Vending carts shall be parallel to the edge, with the longest side of the vending stand or vending cart parallel to the curb and located 60 cm (2 ft.) from the curb face (18) as in figure 5



### 2.3.2. Environmental sustainability

As functional micro-stores serving organic goods, street vending carts have grown in popularity in markets across the nation. For this reason, it was important that the design take sustainability and the environment into account using the following features:

- Providing eco-friendly vending cart solutions by using run solely on solar and human power, incorporating wind power.
- Natural systems and site features: Energy use; sunlight and natural ventilation; managing and embracing topography; plants and habitat; natural water features
- Solar panels are a great way to run the cart. While solar panels can feel like a hefty investment up front, they'll pay for themselves in no time if it is in a place with enough sun to justify the expense. The panels themselves can be placed on the cart roof as they are flat and generally won't take away from the aesthetic of the cart.
- using eco-friendly and recycled materials in brand product packaging.



(Fig.6) vending Cart brand identity

### 2.3.3. Brand identity

Branding communicates the brand values in addition to informing the consumer about the product's qualities and advantages. These brands provide an opportunity for consumers to identify with the brand by referencing their values, adopting social ethics, and helping to solve environmental and social issues. When shared values are an important part of creating and developing identity connections between brands and customers, this reflection enhances feelings of familiarity and strengthens brand identification.

Branding is an essential aspect of any business, The vending cart design should emphasize the brand identity and personality through the visual identity elements of the brand such as the logo, signage, color scheme, graphic elements, and typography as in figure 6.

A well-branded vending cart can draw attention to its business as the visual appeal will attract and encourage customers to buy. This makes the vending cart.

### 2.2.4. Social responsibility

The relationship between CSR and a brand's competitive advantage has been studied by Porter and Kramer (19). They contend that when a brand generates competitive advantages like the creation of business opportunities through CSR activities and addressing social problems, that improved its reputation with communities, suppliers, and interest groups. as the brands and society can benefit from a concept of "shared value." that develops the

economic and social circumstances in the places where brands operate while also enhancing the brand's competitiveness.

### - Creating Shared Value through Socially Responsible Design SRD

The goal of shared value creation is to improve business performance while also creating value for society. Furthermore, (20) creates a unique advantage by which the brand differs from competitors by incorporating environmental and social principles into its core business practices, a process known as "sustainability embedding". (19) Where Corporate Social Responsibility (CRS) and CSR Brand Communication can provide excellent opportunities to demonstrate tangible evidence to the general public of integrating Brand Social Responsibility and its values. (21) The research proposes the idea of Shared Value Production (CSV), which denotes the realization of economic benefit while creating value for society, as a new method of socially responsible corporate activity. It offers a new and thought-provoking perspective on how social and corporate interests relate to one another. Adopting vending cart brands as a socially responsible design that achieves sustainability, creates jobs for youth, reduces unemployment, and positively impacts society as well as the societal value and economic benefit of the brand.

The concept of "urban vending cars" is made possible by the public acceptance and popularity of these businesses. Brands and cities are currently debating what function street vendors might serve in urban areas where vending carts are receiving increased attention. Municipalities and branded city planners are confused about how to control mobile vendors in the 21st century (22)

### 3. Analytical Case Studies:

Students from level three of the interior design program at the Faculty of Art & Design, MSA University in Egypt were asked to design a vending cart to exist on the university premises while working hours, five weeks of design studios are the duration to submit their research strategy and designs to the chosen brand. A week-by-week follow-up with the students occurred and interviews have been held with the managerial department for the chosen brands to have permission to design the cart with their brand identity (Social Responsibility).

- Design Considerations:

The following criteria are a must for all students:

-A bicycle vending cart.

-Provided by Solar panels.

-Cart measurements do not exceed 180-200 cm (length) X 60-90 cm (Width) X 210-220 cm (height).

### - Environmental Sustainability

All vending carts designs are Provided with eco-friendly solutions by using run solely on solar and human power and incorporating wind power.

The materials used are eco-friendly treated wood with a corrosion-resistant, non-absorbent epoxy paint to make it smooth and easily cleanable.

### - Brand Identity

All vending carts designs should emphasize the brand's visual identity (color- typography- graphic elements...etc.).

### - Social Responsibility

The aim of designing brands for vending carts is to achieve a socially responsible design that achieves sustainability, creates employment opportunities for youth, lowers unemployment, and positively affects the community in addition to the societal value and economic benefits of the brand and the community, where people tend to deal with brands they perceive as benefiting society and having definite goals and values.

### 3.1 Arigato Sushi – Japanese restaurant:<sup>1</sup>

Arigato Sushi & Grill is a Japanese-based restaurant that serves sushi for true Sushi Addict to reveal their enthusiasm for it and enjoy freshly prepared Sushi Rolls using premium ingredients, made by Japanese chefs.

#### - Arigato Sushi Brand Identity:

The brand identity in the cart design was emphasized by the vertical lines as a pattern and letter A which plays as a graphic element of the brand's visual identity in addition to the red color.

#### - Arigato Design Concept:

Japanese style has been typified by wooden structures, elevated slightly off the ground, with curvy, elongated roofs that are a focal point in most buildings.

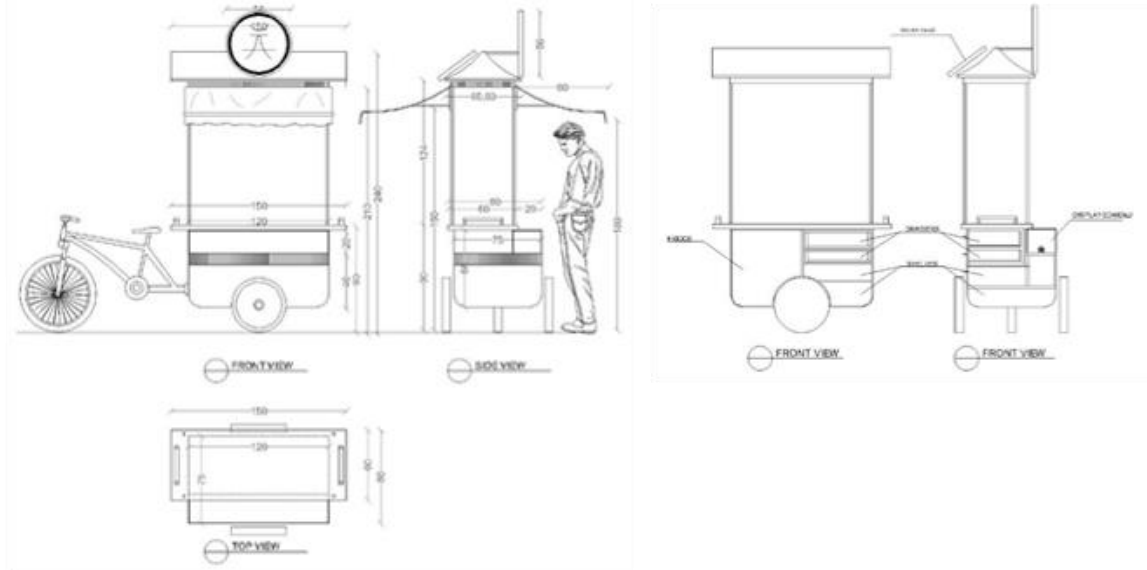
They are important, not only for their attractiveness but for their role in the structure.

the students used the lines of the logo through a curvy elongated roof with a wooden structure to emphasize the Japanese style while using the color scheme used in the logo to certify the identity.

The design is mainly focused on the combination of Japanese architecture and the functionality of the cart. The cart is designed to be a pick-and-go service to make the design more direct and functional and as simple as possible. The main aim is to serve a Japanese experience to the customer through the design.



**- Arigato Design Cart Proposal:**



(Fig.11) Arigato Sushi Cart Design Proposal

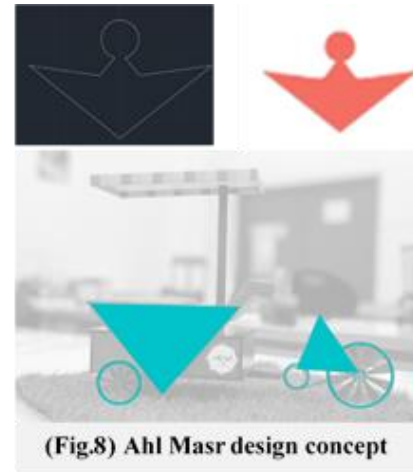
**3.2. Ahl Masr Foundation:**<sup>2</sup>

Ahl Masr Hospital is the first and largest hospital and Research Centre for the free treatment of trauma and burn victims in Egypt, the Middle East, and Africa.

It is a Non-Profit Organization that focuses on Burn Prevention and Treatment and provides free treatment and comprehensive care to Burn Survivors all over Egypt. Ahl Masr also aims to revolutionize the concept of development and sustainability in the field of healthcare in Egypt. The students chose to design a donation cart for Ahl Masr Foundation by selling charitable sets and giveaways like cups, t-shirts, pictures, .etc.

**- Ahl Masr Foundation brand identity**

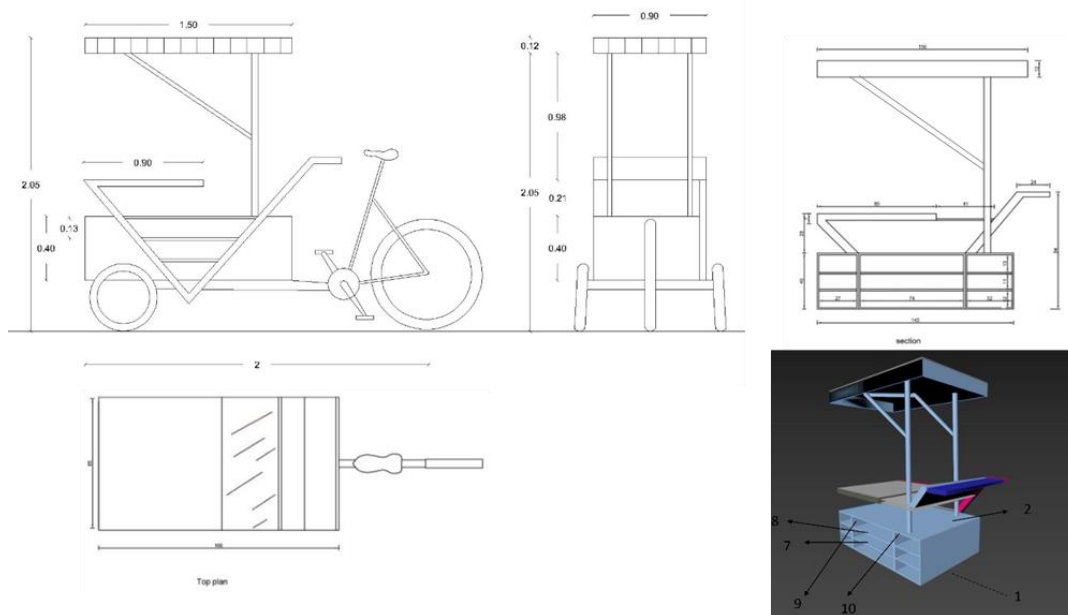
The brand identity in the cart design was emphasized by the triangle and the circle which play as a graphic element of the brand’s visual identity in addition to the color.



**- Ahl Masr Cart Design concept**

The main concept for the logo came from kids and victims holding each other’s hands and supporting each other, which is used as the main concept of the design, also used same the color scheme of the logo to highlight the color identity of the brand.

**- Ahl Masr Cart Design Proposal**

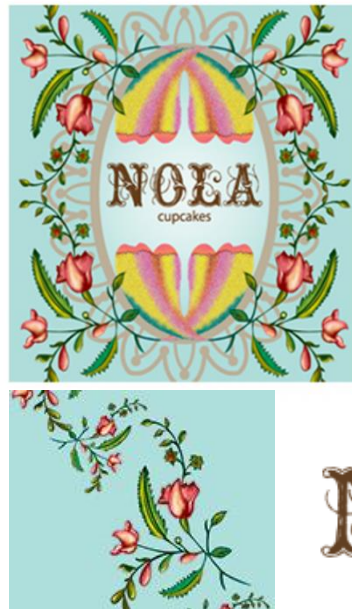




(Fig.9) Ahl Masr Masr Cart Design Proposal

### 3.2. Nola Cupcakes<sup>3</sup>

A business to offer the highest global standards discovered a penetrable gap in the Egyptian dessert market and introduced the first local cupcake store. At NOLA, customers receive the highest quality products and services in a friendly boutique setting. Since the launch of its first store in Zamalek, a residential area in Cairo, in October 2010, NOLA now operates 16 shops across Egypt's premium districts, as well as over 10 pop-up booths for events and universities.



Pantone 317 C	R: 176 G: 222 B: 219
Pantone 1555 C	R: 255 G: 186 B: 143
Pantone 1545 C	R: 102 G: 62 B: 27
Pantone 484 C	R: 159 G: 50 B: 36
Pantone 7473C	R: 40 G: 143 B: 126
Pantone 611 C	R: 216 G: 200 B: 38

(Fig.10) Nola Cupcakes brand identity

#### - Nola Cupcakes' Brand Identity:

The brand identity in the cart design was emphasized by the flower pattern and the letter N which plays as a graphic element of the brand's visual identity in addition to the color.

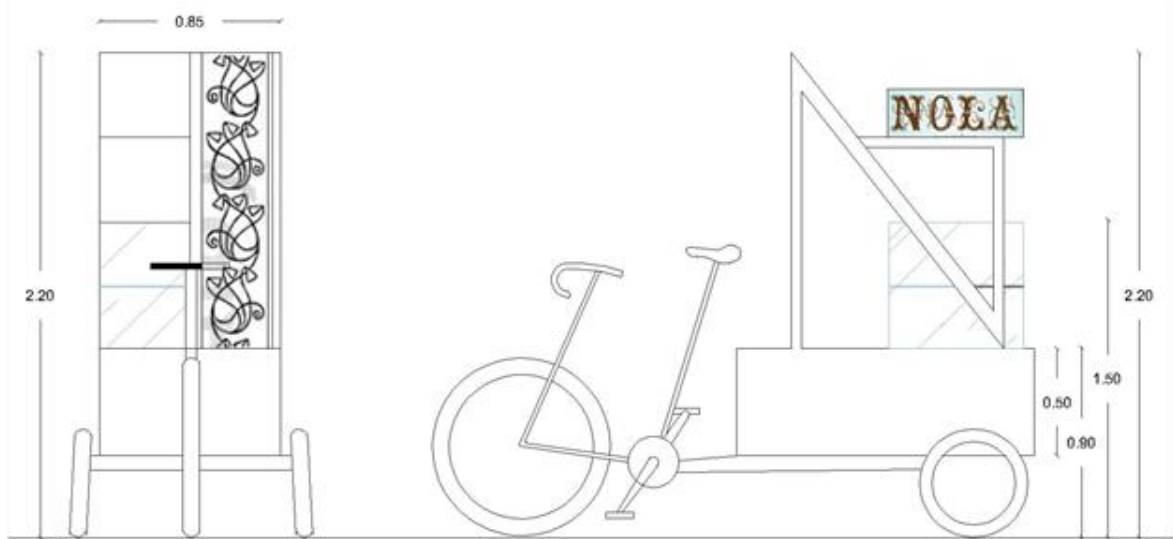
#### - Nola Cupcakes Design Concept:

The style used for the exterior and interior store design and the logo design is Art Nouveau, an ornamental style of art that flourished between about 1890 and 1910 throughout Europe and the United States. Art Nouveau is characterized by its use of a long, sinuous, organic line and was employed most often in architecture, interior design, jewelry and glass design, posters, and illustration.

Art Nouveau style is inspired by the natural world, characterized by sinuous, sculptural, organic shapes, arches, curving lines, and sensual ornamentation.

The ornaments in the logo are used on the side of the cart by engraved wood while emphasizing the identity through the design line of “N” letter as the front view of the cart, using the same color scheme of the store.

**- Nola Cupcakes Design Cart Proposal:**



(Fig. 11) Nola Cupcakes Cart Design Proposal

#### 4. Results and Recommendations.

- The brand has the potential to have a beneficial social influence, strengthen relationships between young people and society, and promote a sense of belonging that is advantageous to society on both an ethical and economic level. By creating youth vending carts that are socially responsible designs that emphasize brand identity, and sustainability, provide opportunities for youth employment, and reduce unemployment as in Graph (4).

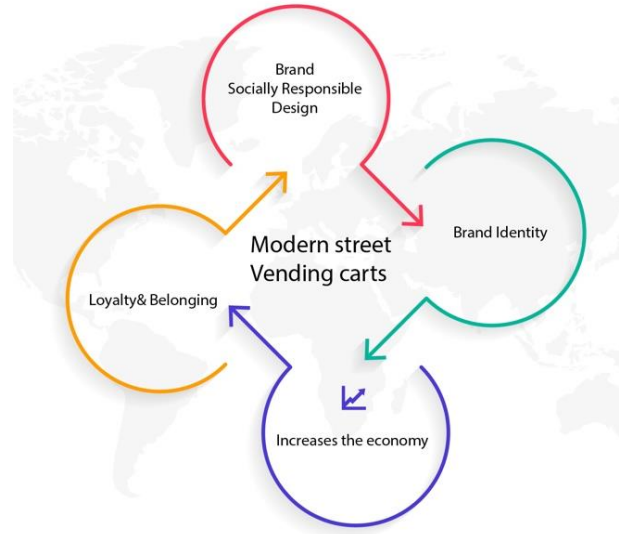
- When a brand contributes to society and solves social and environmental issues, it gains a competitive advantage as incorporated CSR significantly impacts brand value and image since consumers' opinions of a brand are influenced by its CSR efforts and may be used to influence their purchasing decisions. where

People tend to interact with brands, which they believe to be beneficial to society and have clear goals and values.

- Designing vending carts as a socially responsible design has to achieve key factors such as sustainability, emphasizing the brand identity, providing opportunities for youth employment, reducing unemployment, and positively impacting the community.

- Government organizations should Facilitate licenses for vending carts and set laws and regulations to control their placement, and make sure that the environment and urban areas are preserved

-The need for brands to develop a strategy that emphasizes their participatory role in society and to develop supportive solutions to youth issues.



(Graph.4) vending carts as a social responsibility Design

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