

TERRITORIAL AND RELATIONAL GEOGRAPHIES OF iFOOD SHARING

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Session: Sharing in/on sharing

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Food sharing: definitions & approaches

Have a portion of FOOD with another or others;	[shared consumption]
Give a portion of FOOD to others;	[gifting]
Use, occupy, or enjoy FOOD jointly ;	[shared use of space & experiences]
Possess an interest in FOOD in common ;	[shared interest]
Tell someone about FOOD	[shared knowledge/skills]

(OED, 2014)

A long lineage of kinship and familial food sharing

“Food sharing is a fundamental form of cooperation that ... is particularly noteworthy because of its central role in shaping **human life history, social organization, and cooperative psychology.**” (Jaeggi & Gurven, 2013: 186)

“Humans share food unlike any other organism. Many other animals ... actively share food; however, the **patterning and complexity** of food sharing among humans is truly unique.” (Kaplan & Gurven, 2001: 1)

Emergent geographies of ICT-enabled food sharing (ifood sharing)

“the importance of ICTs lies less in the technology itself than in its ability to create greater access to information and communication in underserved populations” (European Commission, 2005) - Websites, apps, facebook, social media etc.



Examples of ifood sharing

Mode of sharing	IIU	Gifting	Bartering	Not-for-profit	For-profit
What is shared 					
Stuff <i>From seeds, to unprocessed and processed foodstuffs including utensils, food waste or compost</i>	Sharing the food that has been 'liberated', foraged or gleaned e.g. 510 fruits, Berkeley, USA	Providing foodstuff for free e.g. FoodCloud.ie	Swapping foodstuff e.g. Adelaide Hills Produce Swap, Australia	To redistribute excess food on a not-for-profit basis e.g. Foodsharing.de	Selling homecooked food that generates income beyond the costs of production e.g. Cookisto, Athens
Spaces <i>From shared growing spaces to shared food preparation and shared eating spaces</i>	Guerilla gardening of public open spaces e.g. Elephant and Castle roundabout, London	Providing spaces for growing for free e.g. The Monroe Sharing Gardens, USA	Providing spaces where food can be exchanged for labour e.g. Local foodstores	Providing spaces for people to grow food on a NFP basis e.g. Milwaukee Urban Gardens	Providing spaces for supper clubs e.g. The Underground Supper Club, Dublin
Skills <i>Including the sharing of knowledge and experiences around food from growing to eating and food waste disposal</i>	Identifying places where gleaning or foraging might occur e.g. Fallen Fruit, Los Angeles, USA	Providing skills around growing, e.g. 3000 acres, Melbourne, Australia	Opportunities to swap learning about growing food, swap seeds and produce e.g. Grow stuff, Melbourne, Australia	Providing training around nutrition or growing e.g. Hunger mountain co-op, Montpellier, USA	Opportunities for travelers to eat at home with locals e.g. Eat With, operating in cities globally



Landscapes of ifood sharing



SHAREABLE



LeftoverSwap



OPEN FOOD
FOUNDATION

FARM HACK
A COMMUNITY FOR FARM INNOVATION



Compare
and
Share

mesh
the pulse of the sharing economy

OUISHARE



P2P foundation



EatWith

On-line scoping: Sharing Cities Network 54 cities (Jan 2016); 72 Sharing City Maps; Sharing networks & directories; Keyword searches for individual enterprises in English

Limitations: language bias, time- and resource-bound desk-based study, promotional, limited insights into socio-technical and other relations

Preliminary findings:

91 countries - **468** cities **>5500+** sharing enterprises potentially millions of sharers?

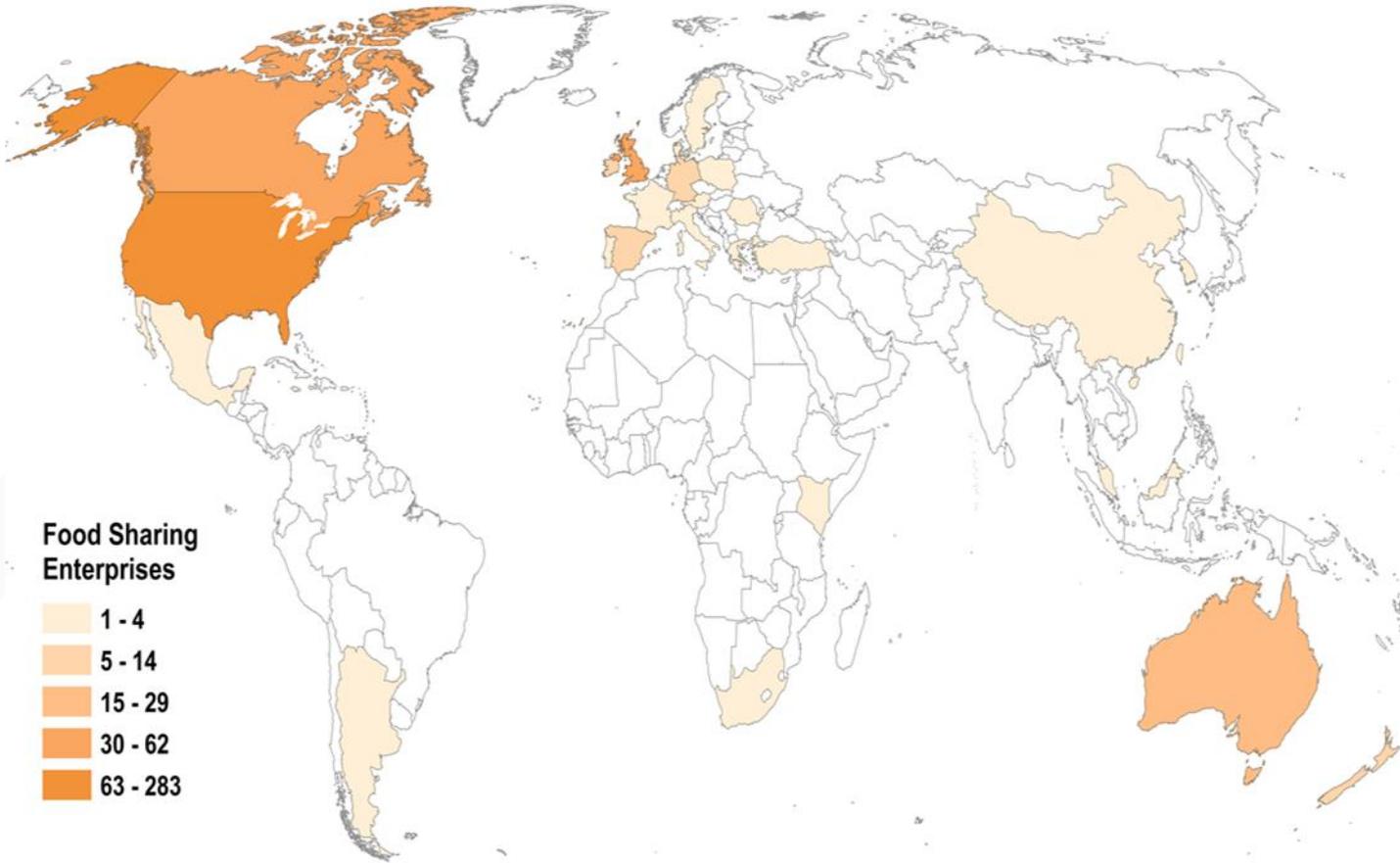
54 translocal networks/multi-city enterprises

Analysis of individual enterprises: **27** countries - **189** cities - **492** enterprises

Follow-on analysis: ifood sharing activities in the **top 14** cities



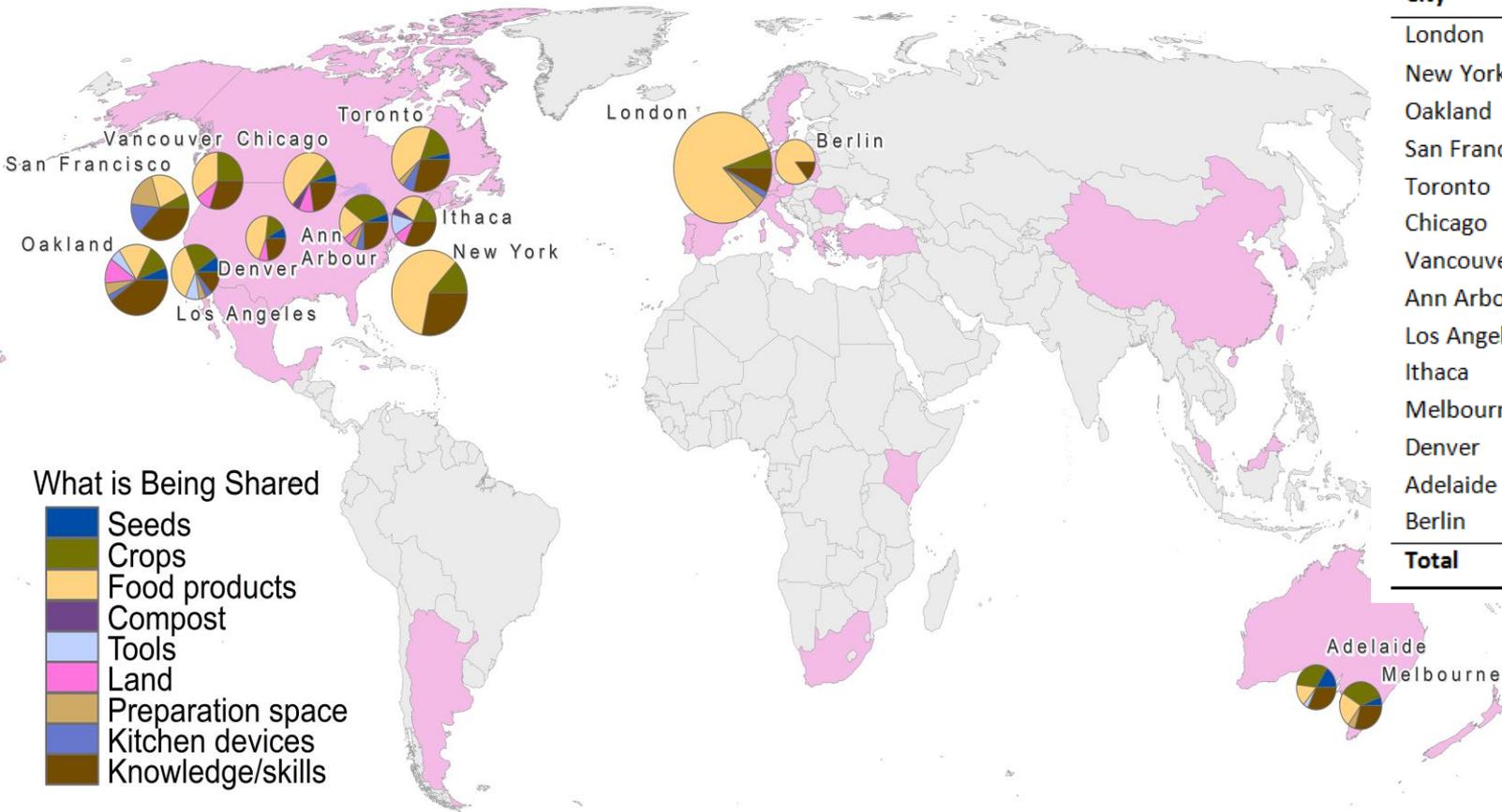
Where is ifood sharing taking place?



Country	No. of Enterprises
United States of America	283
United Kingdom	62
Canada	52
Australia	29
Germany	14
Spain	7
New Zealand	7
Ireland	5
Portugal	4
Kenya	3
China	2
Sweden	2
France	2
Malaysia	2
South Korea	1
Argentina	1
Greece	1
Italy	1
South Africa	1
Poland	1
Denmark	1
Jamaica	1
Turkey	1
Romania	1
Austria	1
Singapore	1
Mexico	1
Total	492



What is being shared?



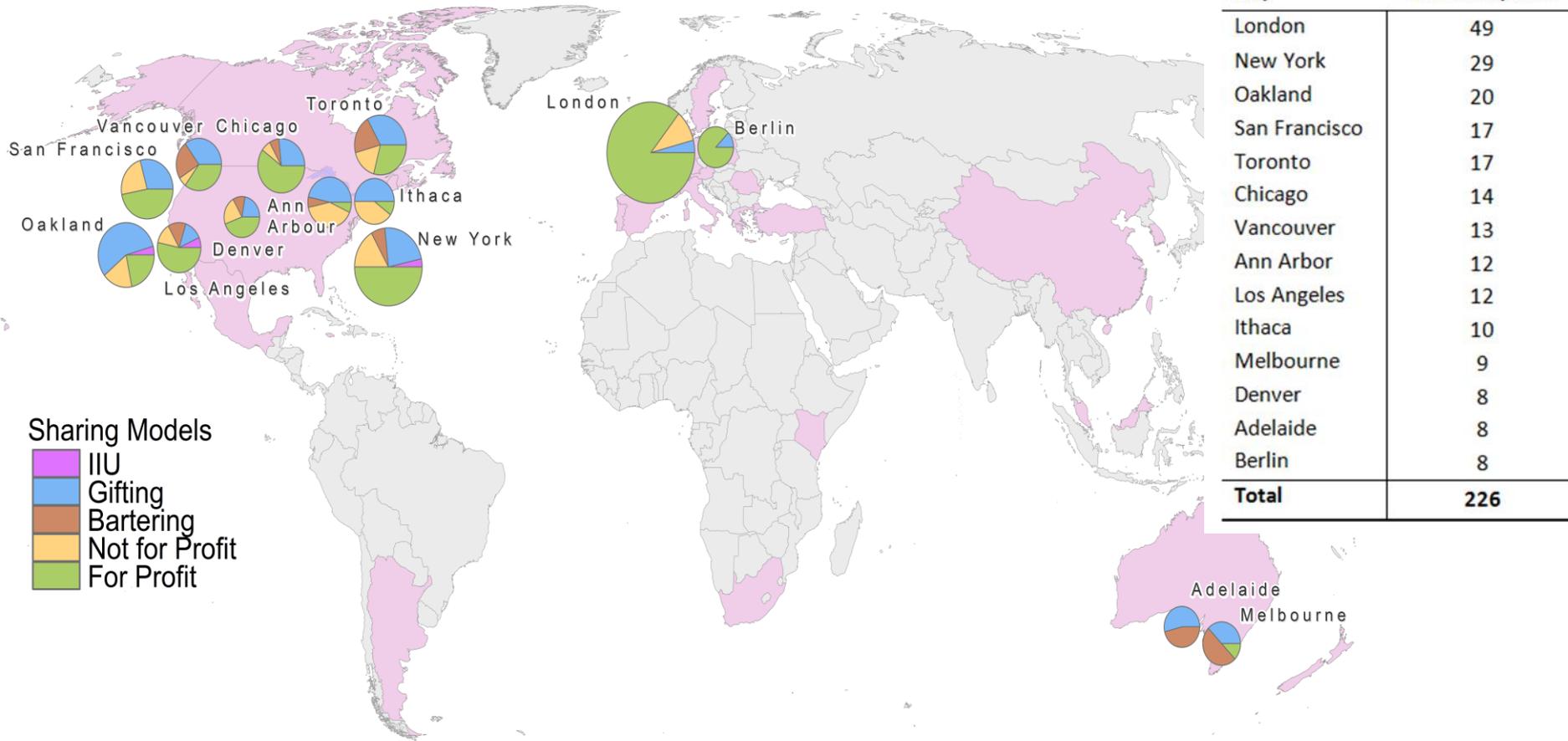
City	No. Enterprises
London	49
New York	29
Oakland	20
San Francisco	17
Toronto	17
Chicago	14
Vancouver	13
Ann Arbor	12
Los Angeles	12
Ithaca	10
Melbourne	9
Denver	8
Adelaide	8
Berlin	8
Total	226

What is Being Shared

- Seeds
- Crops
- Food products
- Compost
- Tools
- Land
- Preparation space
- Kitchen devices
- Knowledge/skills

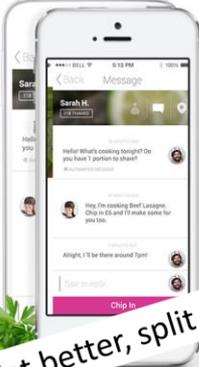


What mode of ifood sharing is used?



Why ifood share?

- **95% claim economic benefits**
 - Income generation
 - Cost savings (purchasing or disposing of food)
- **75% claim social benefits**
 - “a way to connect with community” (Adelaide Essential Edibles Urban Orchard)
 - “vibrant social interaction” (Berlin, Dinner Exchange)
- **44% claim environmental benefits**
 - Reducing food waste and associated emissions
 - Reducing emissions from transporting food / waste
 - Reducing resource consumption
- **42% claim ‘sustainability’ benefits**
- **Only 6% provide data on the impacts of activities**
 - Environmental reporting: weight/volume of food ‘shared’
 - Only 2 enterprises quantify economic impacts
 - Social reporting focuses on numbers of people participating
 - **The Stop, Toronto** (community food centre) also included survey responses: 77% of participants met new friends; 80% feel part of a community; 89% receive new knowledge; 65% felt that they had found people to turn to through the enterprise.



Cookisto

Where neighbours share delicious homemade meals!
Eat better, split the cost, meet your neighbours.

Available in London. Get it on the App Store or Google Play.

Eat better, split the cost, meet your neighbours

CONTACT FAQ TERMS
2014 © COOKISTO



LeftoverSwap

Benefits

- 40% of the food we produce goes to waste.
- 25% of us don't know our neighbors' name
- 70% of us are overweight.
- 16% of Americans lack access to fresh food.
- 99% of us don't know what to do with our leftovers.

LeftoverSwap

With LeftoverSwap, there's less waste and fewer people picking through dumpsters: a win-win.

... restaurant portion.
... learn their name and
... using the efficiency of each plot of
... we can reduce our intensive use of
... reduce our expansion into sensitive environmental



Aktivste Städte

- Berlin**
448.242,50 KG (28%)
- Köln**
321.677,50 KG (20%)
- Rodenkirchen - Rondorf**
108.084 KG (7%)
- Friedrichshain-Kreuzberg**
96.436,50 KG (6%)
- Hamburg**
90.123,50 KG (6%)

Beyond territorial geographies

ifood sharing as set of diverse, emergent and relational practices

Requires a 'more-than-food' perspective (Goodman, 2015)

Attention to socio-technical AND socio-ecological systems in transition

Territorial embeddedness but also virtual 'spaces' of sharing

Material stuff of ifood sharing

- Vital materialities of food, soil, gardens, cultures, seeds etc. being shared
- Devices: smart phones, tools, appliances etc.

Visceral affects, emotions and meanings of ifood sharing

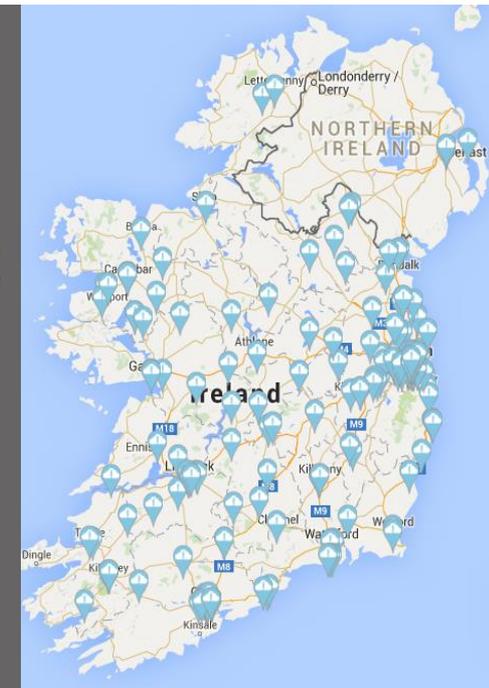
- Embodied connectivity e.g. through shared growing (Turner, 2011)
- Food anxieties (Jackson, 2010) when sharing food, seeds etc.

Political economy and **ecology** of ifood sharing

- Biopolitics - regulation, control and power
- Food justice - excess/access issues, austerity and precarity
- Diverse economies - structures, agency and intermediaries



Beyond territorial geographies: FoodCloud.ie



First beginnings

Iseult and Aoibheann met in February 2012, when a group of students bonded over a love for food and distaste for waste.

By June 2012, they facilitated the first donation from the [Honest 2 Goodness farmers market](#) in Glasnevin to the charity, Don Bosco Teenage Care.

November 2012

Aoibheann and Iseult, in collaboration with other organisations, hosted the Feeding the 5000 event in Dublin.

They realised that they needed technology to make the process scalable and sustainable and developed the FoodCloud App.

August 2013

In August 2013, Aoibheann and Iseult registered FoodCloud as a not-for-profit company and were accepted on Ireland's leading tech accelerator programme, Launchpad.

May 2014

FoodCloud secured trials with Tesco, Supervalu, Fresh, Starbucks and some smaller cafes and bakeries.

July 2014

FoodCloud announced a ground-breaking partnership with Tesco that will see all surplus food from their 146 stores redistributed to charities across Ireland.

FoodCloud recruited a wonderful team to help scale the initiative across Ireland. Now they work hard to support our networks of businesses and charities and help us achieve a vision for a world where no good food goes to waste.

Beyond territorial geographies: scale & socio-technical relations



“Using FoodCloud’s **innovative technology**, Tesco have donated one million meals to charities across Ireland in 12 months. This is a fantastic achievement and we are really proud of the communities all across Ireland that have **come together** to make this happen” (FoodCloud)

“This [**FoodCloud App**] unique solution is one of the first in Europe. Tesco have been a great **partner** for FoodCloud, helping us **scale our** organisation to enable food to be donated to charities **across Ireland** and also establish a pilot the **UK!** “ (FoodCloud)

“We would really like to take this opportunity to say a huge thank you to **ESB for the sponsorship of the eCar** and the opportunity to launch this exciting project [Food Rescue Project] in Dublin. The car is **insured by AXA Insurance which has launched a discounted electric vehicle (EV) only motor insurance policy**. **KBC have also provided grant funding to help us cover costs associated with volunteer and food safety training** for all volunteers, storage equipment and project management ” (FoodCloud)



Beyond territorial geographies: expanding social relations

“We were an early partner with FoodCloud and Tesco and **the difference it has made to our residents is terrific! The food brings the women who live with us together and we’ve seen strong friendships develop as they swap and share food and recipes.** It’s great to come into the centre **after a delivery and hear the laughter in the room,** not only does this service **assist in terms of cost,** but it’s brought our residents whether new or long term together **creating lifelong bonds.”** Orla Gilroy, CEO of Daisyhouse Housing Association

“**Novas** Initiatives is a national charity providing services to families, children and single adults who are disadvantaged and socially excluded, primarily those who are homeless or at risk of homelessness. The **FoodCloud Programme has fast become an invaluable part of our service support structure.** We collect five times weekly from three Limerick based Tesco Stores. Initially, collecting the donation was problematic as project staff had to leave their normal place of work to make the collection. To alleviate this problem we advertised for **volunteers** through Volunteer Limerick” Novas

“**SVP Ballina** was delighted to join Food Cloud and Tesco Ballina recently. **Both Tesco staff and staff of Food Cloud** were very helpful and made the whole process very easy for us. We have set up a rota of volunteers and **share our food with “Meals on Wheels” Ballina.** As well as providing our needy families with food we use the ingredients we receive for our **home management classes**...We are delighted to be participating and we have very positive feedback from those we assist.” SVP Ballina



Beyond territorial geographies: affective connections

“Tonight, I dropped off **6 six crates of perfectly good food worth over €230 to a Women’s Refuge** in Dublin, which would have otherwise gone to waste as it has reached its “best before” date ... **the enormity begins to sink in** of how this is just from two shops, so just think of all the food thrown away by all the shops in **all of Ireland**, and then across the **whole world** ... That’s usually when **my brain starts to fry** and I need to bring myself back to reality, because let’s face it, **we can’t solve everything overnight!**

Then after arriving at the women’s refuge, I carried the crates from my car in to the kind lady who stood nervously at the door, she apologised that she couldn’t come out to help. I had never expected her to give me a hand, **she didn’t need to say sorry at all**, but it’s something us women have ingrained in us, to apologise profusely for anything and everything ... However, it was what she said next that **made my stomach sink** and I know it’s something that will stick with me – **“we’ve a full house tonight, there’s no room at the inn, Mary”**

(Mary McGrane, Volunteer Food Rescue Project, FoodCloud)

“It’s the same reason why people go to great sporting events or attend congregations; it’s to be **part of something that’s bigger than ourselves**. **Being part of something you have a connection with is what it is to be human.**” (FoodCloud Volunteer)



Summary

- Diverse and dynamic assemblages of iFood Sharing
- Geographies and politics of iFood sharing 'in the making' and open to contestation, by both reactionary and progressive forces
- Emotions and affective relationships shape the practices and politics (and vice versa)

Where next?

- Navigating conceptual mosaics
- Crowdsourcing the SHARECITY100 Database
- Practice-oriented examination of ifood sharing through multi-sited ethnographies
- Collaborative endeavours with sharers and regulators around impacts of sharing and possible ifood sharing futures



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Crowdsourcing the SHARECITY100 database
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