TERRITORIAL AND RELATIONAL GEOGRAPHIES OF iFOOD SHARING

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Session: Sharing in/on sharing

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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

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

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?

- **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?
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.
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 though 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
http://www.shareable.net

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