FARE SHARE CITIES:
Transitioning to more sustainable urban eating?

*International Sustainability Transitions Conference*
*August 28th 2015*
*University of Sussex, UK*

Anna Davies
Trinity College Dublin, Ireland
Email: daviesa@tcd.ie
Web: www.consensus.ie
THE BACK STORY: UNSUSTAINABLE EATING

Consensus participatory backcasting process

Visioning Workshop → Scenario Elaboration → Scenario Sustainability Evaluation → Green Mainstream Dynamic Transition Workshop → Transition Framework

Visioning Phase

Citizen-Consumer workshops Transition Phase

What do I do today to achieve this vision?
1. Begin with the end in mind
2. Look backwards from the vision to the present
3. Move step by step towards the vision

Vision or what I want
Future

Present
SHARING ELEMENTS IN SUSTAINABLE EATING SCENARIOS 2050

Smart Eating
- Smart Phone: for online food shopping and for use as a learning tool in green supermarkets and to give information on social, environmental, and health impacts of food products.

Living Well
- Benefits: vegetables and herbs can be more systematically grown.

Community Eating
- Community Space: provided by government for cooking, growing, and eating together.

Farmers Market
- Local food: festivals, edible parks, and slow food events are very popular in 2050.

Community Gardens
- Grow-yourself: collective grow groups share knowledge and land.

Grow-it-yourself
- Collective grow groups share knowledge and land.

Allotments
- Legal status of allotments and grow gardens is integrated in building and land zoning regulations - everybody has the right to grow their own food.

Online Food Communities
- Where people share ideas, recipes, innovations, and surplus food cliques.

Educated Eating
- Green food: reduce over-purchasing, over/ surplus foods.

Agri-Tourism: an experiential learning gained from being on farm.

Vertical Urban Gardens
- High-density urban gardening.
FOOD SHARING: A DICTIONARY DEFINITION

*Have* a portion of FOOD *with* another or others;
*Give* a portion of FOOD *to* others;
*Use, occupy, or enjoy* GROWING/COOKING/EATING *jointly*;
*Possess* an interest in GROWING/COOKING *in common*;
*Tell someone* about GROWING/COOKING (OED, 2014)

A LONG LINEAGE OF PRACTICE & RESEARCH

“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)

But what about contemporary ICT-enabled food sharing in cities?
On-line scoping: Sharing Cities Network 54 cities (June 2015); 72 Sharing City Maps; Sharing networks & directories; Keyword searches for individual enterprises in English

Preliminary findings: Estimated 91 countries - 468 cities - >5500+ sharing enterprises potentially millions of sharers (inc. 54 Networks/Multi-city enterprises)

Initial analysis: Individual enterprises only: 27 countries - 189 cities - 493 enterprises
WHY iFOOD-SHARE?

LeftoverSwap

Benefits

- 40% of the food we produce goes to waste.
- 25% of us don't know our neighbors' names.
- 70% of us are overweight.
- 16% of Americans lack enough food for a healthy lifestyle.
- 99% of us don't need a second helping of the beef

LeftoverSwap solves all of these problems.

LeftoverSwappers don't feel alone and instead pass on unwanted food to avoid food waste and a lot of environmental problems.

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

Where neighbours share delicious homemade meals!

Eat better, split the cost, meet your neighbours.
in a way, food sharing is the most social aspect of the sharing economy. Because food is perishable, and because it doesn't make sense to crisscross a city in pursuit of leftovers, donors and recipients often live close to each other.” Barbara Merhart, coordinator for Foodsharing.de
iFOOD-SHARING ACTIVITIES IN CITIES:
INITIAL ANALYSIS

• Where is food sharing in cities taking place?

• What is being shared?
  – Redistributing under-utilized food
  – Utilising idling resources for food related purposes
  – Sharing knowledge
  – Sharing eating experiences

• What model of sharing is being used?
  – IIUU (illicit, illegal, unregulated, unreported)
  – Gifting
  – Bartering
  – Not-For-Profit
  – For-Profit

• Who is sharing with whom?
  – Business to Charity
  – Business to Individual
  – Individual to Charity
  – Individual to Individual
WHERE IS iFOOD-SHARING TAKING PLACE?

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

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>49</td>
</tr>
<tr>
<td>New York</td>
<td>29</td>
</tr>
<tr>
<td>Oakland</td>
<td>20</td>
</tr>
<tr>
<td>San Francisco</td>
<td>17</td>
</tr>
<tr>
<td>Toronto</td>
<td>17</td>
</tr>
<tr>
<td>Chicago</td>
<td>14</td>
</tr>
<tr>
<td>Vancouver</td>
<td>13</td>
</tr>
<tr>
<td>Ann Arbor</td>
<td>12</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>12</td>
</tr>
<tr>
<td>Ithaca</td>
<td>10</td>
</tr>
<tr>
<td>Melbourne</td>
<td>9</td>
</tr>
<tr>
<td>Denver</td>
<td>8</td>
</tr>
<tr>
<td>Adelaide</td>
<td>8</td>
</tr>
<tr>
<td>Berlin</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>226</strong></td>
</tr>
</tbody>
</table>
WHERE IS iFOOD-SHARING TAKING PLACE?

Number of Food Sharing Enterprises by Country

- **Food Sharing Enterprises**
  - 1 - 4
  - 5 - 14
  - 15 - 29
  - 30 - 62
  - 63 - 283

Data on food sharing initiatives obtained through Trinity College Dublin research project. Shapefiles relating to Country obtained through freeshare cartographic information Projection: Winkel Triple (NGS-World)

Mapping: Shane McGuinness, TCD Geography Department
WHAT IS BEING SHARED IN TOP 14 CITIES?
WHAT MODELS OF SHARING ARE USED?
WHAT MODELS OF SHARING ARE USED?
Familial food sharing remains a common-place everyday social practice. Socio-technical developments are extending food sharing into new spaces, scales and interactions. However, such ICT-enabled “food sharing [excluding friends and family] is still on the edges of mainstream” Newman (Leftover Swap).

Sustainability claims are made by advocates and practitioners but evidence of actually existing sustainability is partial and limited. ICT-enabled food sharing ecosystems within cities are diverse, dynamic and evolving as are the governing regimes which are reacting to emergent sharing economies more broadly.

NEXT STEPS - SHARECITY
- Refinement of definitions, concepts and categories of iFoodSharing
- Extension of database for global coverage
- In-depth multi-sited ethnographies of city-based food sharing
- Co-designing sustainability impact tools
- Envisioning possible futures for city-based food sharing
THANK YOU

Anna Davies
Trinity College Dublin, Ireland

Email: daviesa@tcd.ie  Web: www.consensus.ie