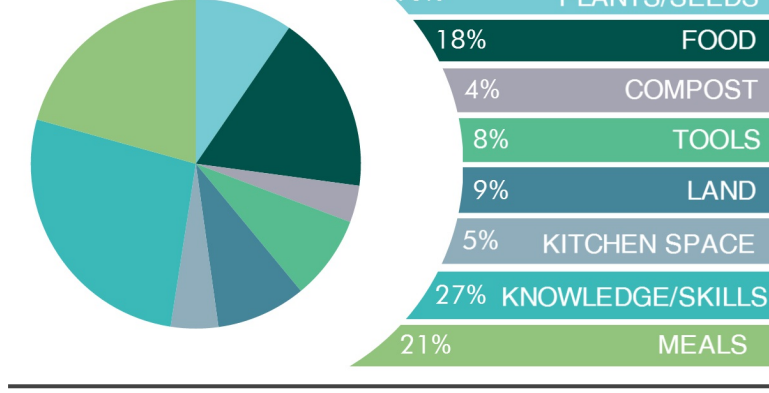


LONDON

London is ranked 1st in the SHARECITY100 Database of global ICT-mediated food sharing, with 200 initiatives currently active in the city.

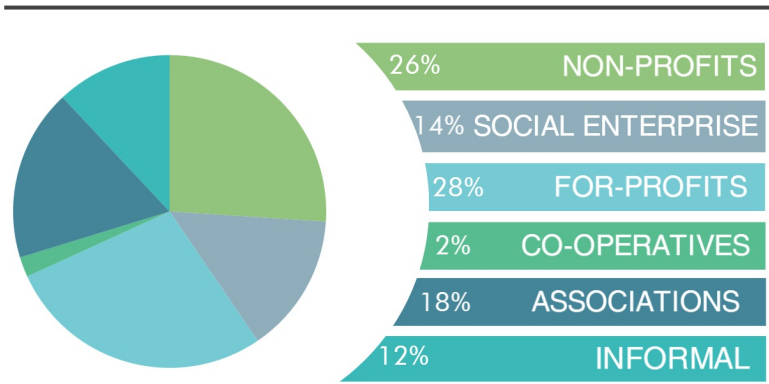
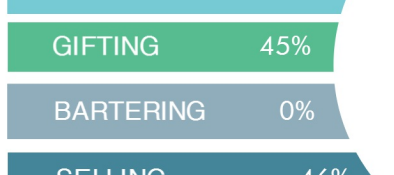


WHAT IS SHARED

69% of London food sharing initiatives share multiple things. Knowledge and skills are most frequently shared, making up 27% of all sharing, followed by meals and food (including fruits, vegetables, meat, fish and food products). Compost, and kitchen space and devices are least shared in London.

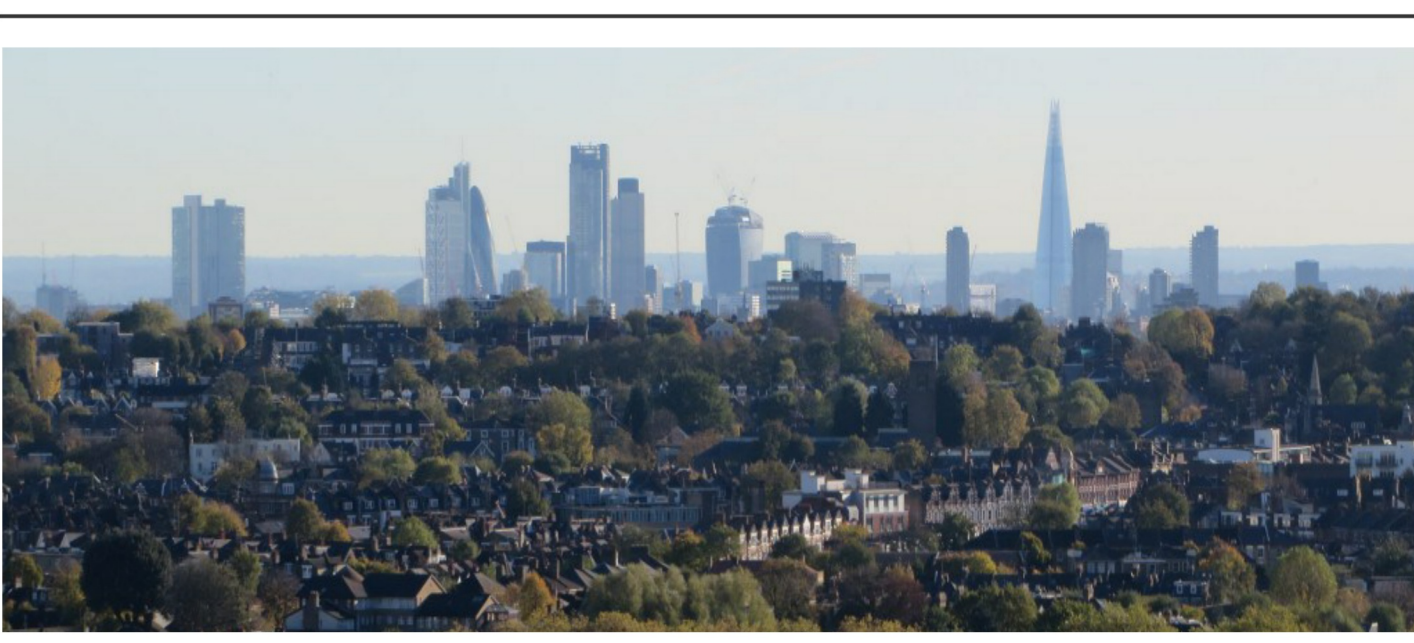
HOW IT IS SHARED

Selling is the most common form of food sharing in London, followed closely by gifting. No food sharing initiatives were found to use bartering as a form of exchange. 25% of initiatives share via multiple methods, the most common combination being gifting and selling.



SHARING ORGANISATION

For-profit enterprises are the leading organisational models of food sharing enterprises in London followed closely by non-profits (including charities). Very few initiatives were structured as co-operatives. 23 % of London initiatives adopt more than one organisational structure.



GEOGRAPHY & POLITICS



London is the capital of England and the United Kingdom, and is located on the river Thames in the south east of Great Britain. With almost 9 million people living in Greater London, it has the largest urban area in Europe and it is the most populous European city (1) (2).

At city level London is governed by the Greater London Authority (GLA), constituted by the Mayor of London and the London Assembly, which is composed by 25 members elected by London residents. The GLA is responsible for city policies and strategies in a wide range of fields, such as arts and culture, business and economy, transport, communities, education and youth, environment, health, housing and land, policing, planning, regeneration, sports, and volunteering. The GLA has embraced a policy of transparency and accountability, and it aims to increase the level of citizen participation by holding public consultations on specific urban issues such as traffic or pollution.

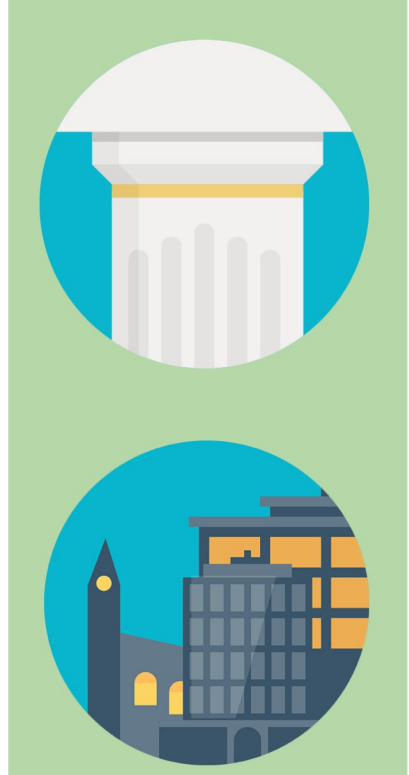
At local level London is divided in 32 boroughs and the City of London. Twelve boroughs are located in Inner London and 20 are in Outer London (3). The London borough councils provide local services such as waste management and recycling, Council Tax collection, housing and planning applications, and local road maintenance (4).

ECONOMY & SOCIETY

London is undoubtedly regarded as one of the world's most powerful financial centres, and it currently ranks 1st in the Global City Index (5). The City of London, the financial district and the historic centre of London are run by the City of London Corporation (6). Despite having a resident population of less than 8,000 inhabitants, over 400,000 people commute into the City of London every day to work for one of the 15,105 enterprises located in this international business hub (7). London ultimately contributes one fifth to the total tax revenue of the UK, generated not only by the banking, insurance and financial sectors, but also by other major industries such as property, technology, electronics, digital, media, construction, manufacturing, retail, fashion, and culture (8).

Despite positive economic indicators such as a drop in unemployment from 9.2% in 2013 to 5.6% in 2016 (9), one in five jobs currently pay below the London Living Wage (10). These low incomes coupled with high housing costs mean that the poverty rate for families in London remains higher than for any other region (11) in the UK, with a 2016 report finding that 110,000 food aid packages were handed out by London based food banks in 2015, and that 9% of children in London sometimes or often go to bed hungry (12). The United Nation's Committee on Economic, Social and Cultural Rights expressed its concern regarding the UK government's austerity measures and social security reform, considering them in breach of their obligations to human rights (13). According to World Culture Forum, London's cultural life is also threatened by the dramatically increased property prices (14).

London boasts a great cultural diversity, with over one third of residents being non-nationals (15) and approximately 300 languages spoken in the city (16). However, since the results of the referendum on EU membership in June 2016 the social, economic and political landscape of London has been facing a phase of profound uncertainty. Although the referendum to leave the EU was passed with 52% of the national vote, 60% of Londoners voted to remain.



FOOD, ENVIRONMENT & SUSTAINABILITY



London is one of the greenest cities in the world (17) and has fostered innumerable projects from food growing networks to biodiversity conservation (18). The Mayor of London signed Milan Urban Food Policy Pact in 2015, and the city has been pioneering strategies for feeding its urban residents in a sustainable and healthy way, especially since the establishment of the London Food Board, a commission of experts whose purpose is to advise the Mayor on food issues in the capital, in 2004 (19). City government and local councils have also partnered with charities in the food sector to develop synergies and campaigns, such as 'Good Food for London addresses urban challenges such as food poverty, healthy food access, food growing, and school meals (20). Many initiatives in London are addressing food poverty and food waste, including London based charity Feedback who pioneered Feeding the 5000 in Trafalgar Square in 2009, a milestone in the global fight against food waste (21).

London ranks 11th out of 30 cities in Siemens' European Green City Index (22). The London Sustainable Development Commission was established in 2002 and played a fundamental role in ensuring minimal environmental impact during the London 2012 Olympic and Paralympic Games. The Commission promotes circular economies, green economies, and energy efficiency, and provides advice directly to the Mayor of London on matters of urban sustainability (23). In collaboration with Lisbon and Milan, the London municipality received €25m European funding for "Sharing Cities", a project aiming to the use of smart cities technology for improving air quality (24). According to the GLA (Greater London Authority) roughly 10,000 Londoners die from long-term exposure to air pollution every year and many schools in London are in areas exceeding safe air quality levels (25).

TECHNOLOGY

High-tech initiatives and start-ups have recently flourished in East London, so much so that the areas around Old Street roundabout earned the nickname of 'Silicon Roundabout' (26). Many international companies have invested in the area, including Google for Entrepreneurs who opened "Campus London", an innovation hub with a member's café and co-working space for facilitating collaboration between start-ups and tech companies (27). Additionally, Tech.London was set up by the Mayor of London in collaboration with IBM and Gust in order to support new technology business (28).



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