I-Food Sharing: Creating Transformative Pathways for Utopian Urban Gastronomy?

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SHARECITY
Assessing the practice and potential of ifood sharing in cities

Aims and Objectives

• To develop theoretical understandings of contemporary ifoodsharing
• To generate comparative international data about ifoodsharing
• To assess sustainability impacts and envision future of ifoodsharing in cities

ICT food sharing (ifood sharing)

• Material meets ICT - websites, apps, facebook, twitter, and more!
• Viscerality through shared growing, cooking and eating
• Diverse economies
• New possibilities: changing relationships, geographies, forms of sharing (peer-to-peer, stranger), platform capitalism or cooperativism, resistance or innovative alternative
Top 10 Cities
London 198
NYC 188
Melbourne 144
Berlin 137
Sydney 108
Barcelona 107
Philadelphia 82
Chicago 72
Buenos Aires 70
Vancouver 68

4028 ifood sharing enterprises across 100 global cities

Interactive Searchable Database: www.sharecity.ie/research/sharecity100-database/
I-foodsharing in Melbourne

What is shared?
- knowledge and skills
- fruit and veg
- land

How is food shared?
- gifted
- sold
- bartered
- collected

Who is sharing food?
- Non-Profits
- Associations
- For-Profits

Initial count = 144 FS in Melbourne
3rd city in SHARECITY100
(now more with fieldwork)
1. Mix of social, environmental +/- or economic:

- Social: 89%
- Environ: 79%
- Economic: 90%

2. Subthemes:
- Production + community
- Elderly
- Commercial only
- Indigenous Australians
- Environment + community
- Food security
- Community + travel
- Social welfare
- Waste + underutilised resources
- The commons
- Asylum seekers + refugees

3. Emerging trends from the field:
- Pop up gardens and markets
- Celebrating cultural diversity
- A rise in social enterprise

ICT used:
- Website
- Facebook
- Twitter
- Apps
I-Food Sharing Case Studies

3000 ACRES
Website
Facebook + Twitter + Instagram
Open Source
Participatory map

OPEN TABLE
Website
Facebook + Instagram

ASRC FOOD JUSTICE TRUCK
Shares ASRC website
Facebook + Twitter + Instagram

RIPE NEAR ME
Website is a participatory map
Not an app but can use on phone
Facebook + Twitter
Pinterest
To what end does ICT enable, extend and transform contemporary food sharing practices?

**ICT supports them to:**
- Maps resources
- Connect & share between groups
- Documents resources & successes
- An alternative gateway of engagement
- Grassroots > general public
- Visibility

**However there are issues with:**
- Trust
- Technologies
- Health & Safety regulations
- Geography
- Updates
- Exclusivity of ICT

**Other considerations:**
- Many FS pre-date ICT
- ICT as a portal

Research in progress!
Where to from here?

Now:
- SHARECITY100 as first global landscape of ifood sharing
- Pilot studies in Barcelona, Berlin, Dublin and London
- Melbourne *almost* complete as **first field site**


**Website**: www.sharecity.ie

**SHARECITY100**: www.sharecity.ie/research/sharecity100-database/

**Blog**: http://sharecity.ie/blog/

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*Thank you!*