

# FOOD SHARING & SUSTAINABILITY: CHALLENGES & OPPORTUNITIES FOR FOOD2030

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# UNSUSTAINABLE FOOD SYSTEMS

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*“We **all** – farmers and fishers; food processors and supermarkets; local and national governments; individual consumers – must **make changes at every link of the human food chain** to **prevent** food wastage from happening in the first place, and **re-use or recycle** it when we can’t ...*


*In addition to the **environmental** imperative, there is a **moral** one: we simply cannot allow one-third of all the food we produce to go to waste, when 870 million people go hungry every day.”*

FAO Director-General José Graziano da Silva, 2014

...IN NEED OF TRANSITION 

# SHARING AS SOLUTION?

## share

verb • UK  /ʃeə/ US  /ʃer/

- ★ **A2** [I or T] **to have or use something at the same time as someone else:**

*She's very possessive about her toys and finds it hard to share.*

*Bill and I shared an office for years.*

*I share a house **with** four other people.*

- ★ **A2** [I or T] **to divide food, money, goods, etc. and give part of it to someone else:**

*Will you share your sandwich **with** me?*

*Let's share the sweets (**out**) **among/between** everyone.*

*We should share (**in**) the reward.*

- ★ **B2** [I or T] **If two or more people share an activity, they each do some of it:**

*Shall we share the driving?*

*We shared the preparation for the party **between** us, so it wasn't too much work.*

- ★ **B1** [I or T] **If two or more people or things share a feeling, quality, or experience, they both or all have the same feeling, quality, or experience:**

*We share an interest **in** sailing.*

*All hospitals share some common characteristics.*

*I don't share your views/beliefs.*

*The management and the union both share **in** the responsibility for the crisis.*

*She knew that he was the person she wanted to share her life **with**.*

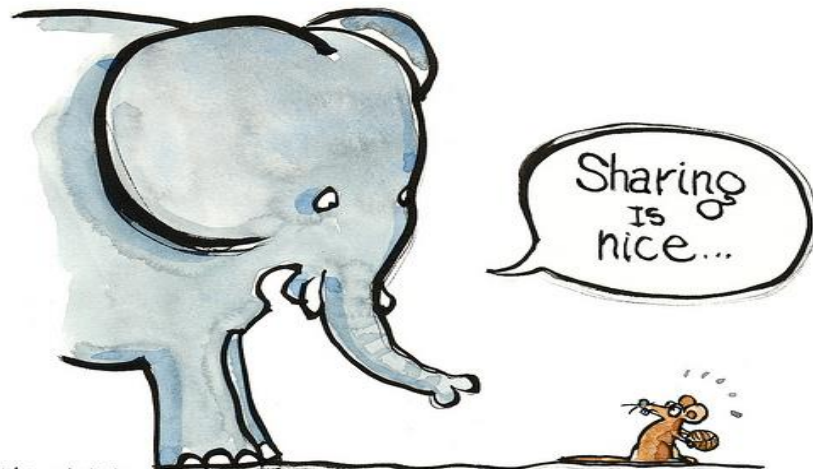
- ★ **C1** [T] **to tell someone else about your thoughts, feelings, ideas, etc.:**

*He's not very good at sharing his worries.*

*It's nice to have someone you can share your problems **with**.*

*Come on, Bob, share the joke (**with** us).*

- ★ [T] **to put something on a social media website so that other people can see it, or to let other people see something that someone else has put on a website :**



HikingArtist.com

## sharing economy

noun [C, usually singular] • SPECIALIZED

- ★ **an economic system that is based on people sharing possessions and services, either for free or for payment, usually using the internet to organize this:**

*The article discussed Uber, Airbnb, and the consequences of **the** sharing economy.*

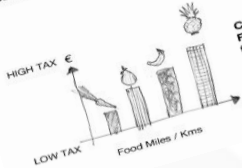
[DAVIES, A. R., Gray, M., Donald, B., Knox-Hayes, J. \(2017\) Sharing economies: Moving beyond binaries in a digital age, CJRES, 10\(2\): 209-230](#)

# SHARING IN SUSTAINABLE EATING SCENARIOS

**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



**Alternative Education Techniques**  
Experiential 'hands-on' and 'life-long learning' shape the new vision. Training for horticulture, food production and nutrition become integral school subjects.

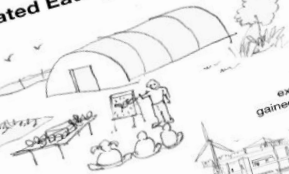


## Educated Eating

**Green Supermarkets**  
reduce over-purchasing and waste, left over / surplus foods given to charity



**Agri-Tourism and Eco Holidays**  
experiential learning and eco-credits gained from being on farms & in the field



**Vertical Urban Farms**  
High density urban farms



**Intelligent Fridge**  
gives menu suggestions and information on leftovers includes technical information for food safety



**Green Fast Food**  
food is easily available in canteens, small shops and to order online

## Smart Eating

**Smart Phone**  
for online food shopping and for use as scanners in green supermarkets and to give information on social, environmental and health implications of food products

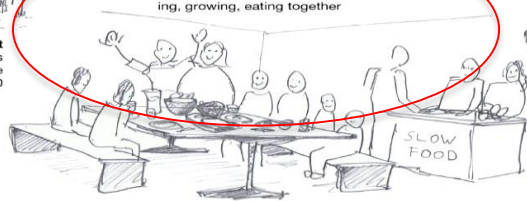


## Community Eating



**Farmers Market**  
Food festivals, edible parks and 'Slow food' events are very popular in 2050

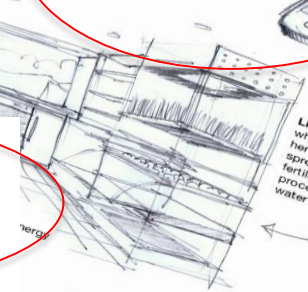
**Community Space**  
provided by government for cooking, growing, eating together



**Online Food Communities**  
where people share ideas, recipes, innovations and surplus food stuffs



**Living Wall**  
where vegetables and herbs can be germinated, sprouted and grown using fertilizer from a food waste processor and filtered water from washing up



**Subsidies**  
for building and installing Smart Kitchens in your home



**Grow-it-Yourself**  
Collective 'Grow Groups' share knowledge and land



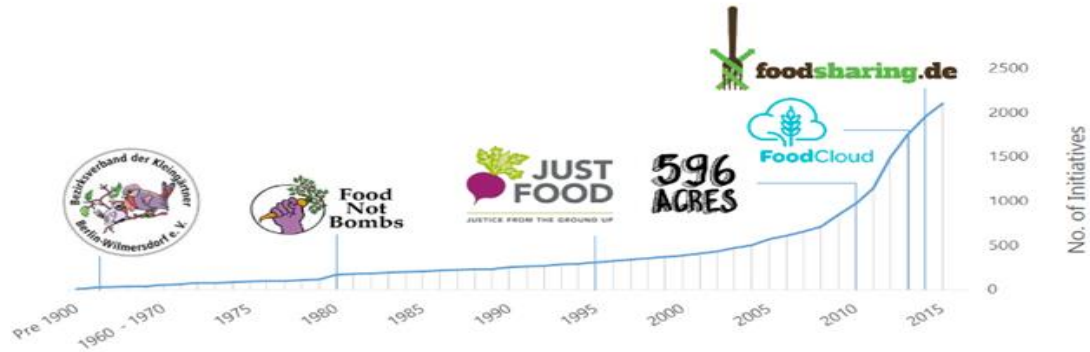
**"Meat is a Treat"**  
Meat is regarded as a treat and animal well-being is important to society in 2050



**Compost Recycling**  
Food waste is composted and used as fertilizer in household and community gardens



# MAPPING: SHARECITY100 DATABASE



The oldest initiatives include botanical gardens and allotments which have retrospectively adopted ICT to mediate their activities.

The 1970's saw the expansion of many food banks and charity food sharing organisations, as well as community gardens and food justice initiatives.

App-based initiatives emerge from 2012 with increases also seen in food waste and food rescue initiatives, and meal sharing platforms.

CITY: ALL | WHAT IS SHARED: ALL | HOW IT IS SHARED: ALL

3939 food sharing activities on map [List View](#)

**WELCOME TO SHARECITY100 DATABASE!**

Explore the map or use the drop-down menus to see what and how food is being shared within 100 cities around the world. Scroll below the map to get more details about the food sharing activities matching your search.

For more information about using and licensing the **SHARECITY100 Database** click [here](#).

Please cite this database as: Davies, A.R. et al. (2016) SHARECITY100 Database, Trinity College Dublin, Ireland. Retrieved from: <http://sharecity.ie/research/>

[sharecity100-database/](#)

**Not on the map? Have Questions? Contact us!**

**DESCRIPTION**

**WHAT IS SHARED**

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**HOW IT IS SHARED**

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**SHARING ORGANIZATION**

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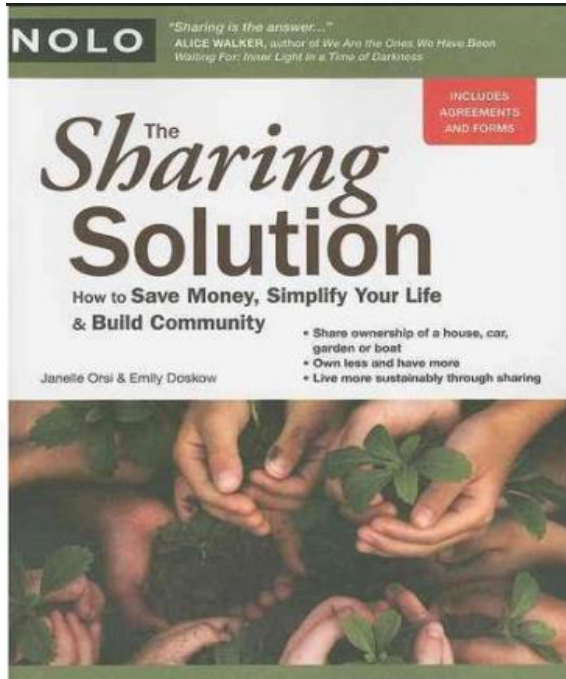
# DIVERSE SHARING ECONOMIES

Production	Experiential	(Re)Distribution
<b>3000 Acres:</b> We want to see more people growing more food in more places	<b>Open Table:</b> To reduce food waste and meet the neighbours	
<b>RipeNear.Me:</b> To increase quantity of urban, sustainably grown foods	<b>L'Aixada:</b> Consumer coop. to distribute fresh food & run activities	
<b>Can Masdeu:</b> A proposal for collective cooperation and coexistence	<b>EatWith:</b> Join a communal table at someone's house	<b>ASRC Food Justice Truck:</b> Discounted produce to people seeking asylum
		<b>Espigoladors:</b> Imperfect produce for people in need



# SHARING & SUSTAINABILITY

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“The Sharing Solution: How to save money, simplify your life and build community. Own less, have more. **Live more sustainably through sharing**”  
(Orsi and Doskow, 2009)

“The **environmental promise** of sharing platforms holds that consumers become much less reliant and dependent on individual, private ownership...consumers do not only save money but would also contribute to lower material demand and energy use. As such, the sharing economy can be considered, **at least potentially**, as contributing to a **sustainability transition.**” (Frenken, 2017)



# Why the Sharing Economy Has a Sustainability Problem

Companies like Uber are shaking up traditional industries--but will all this disruption create more sustainable businesses?



By Matthew Yeomans *Founder, Sustainly* [@sustainly](#)

**“Many SE initiatives claim to create environmental benefits – such as reduced CO<sup>2</sup> emissions – but few currently measure it in a systematic or quantifiable way. Rather, typically they focus on economic arguments (saving money, generating income) because doing so gets people more involved directly – it benefits their pocketbook today, rather than benefiting the environment over time. Unfortunately, this also means that a lot of value is left on the table, as these environmental data are lost.”**

– APRIL RINNE

**“The problem of the communication of positive impact (beyond economic benefits/savings) is that the numbers quantifying the impacts are very vague.”** – ALBERT CAÑIGUERAL

**“SE initiatives identify new wants in society and the potential in changing values and lifestyles. Based on this, they tailor new business models, where the value created not only stems from the product or service, but from further values associated to them, such as social interaction, different consumption models, democratisation of access, etc. SE initiatives find ways of turning this into business models that generate social value and customer identification.”** – CHERYL D. HICKS





## How FoodCloud Works



**1,900+**

Retailers & Food  
Industry Partners



**3,600+**

Charity & Community  
Partners

**KG**

Tonnes of Food Donated



**20,316,652**

Meals Redistributed in  
the UK & Ireland

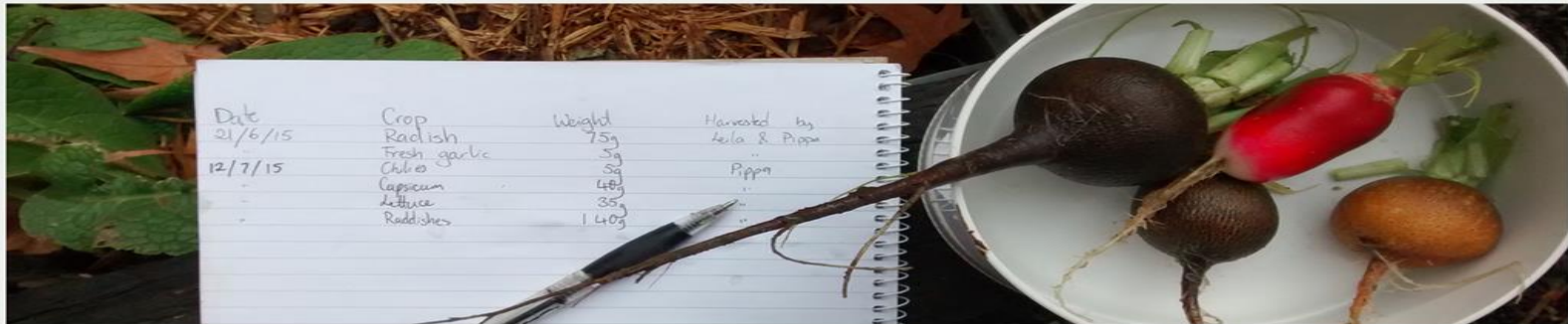


Our partner charities, from breakfast clubs to homeless hostels to family support services, benefit through making savings on their food costs. This allows them to relocate their funding towards their core service and support their underlying mission.



3000  
acres

## Measure the benefits



- Want to become a citizen scientist contributing to a global dataset which records the outputs of urban food growing?
- Want to help us understand the role of urban agriculture in resilient future cities?
- Want to collect and use data about your garden to demonstrate your achievements?
- Want to WIN PRIZES?



# Farming Concrete

[TOOLKIT](#)[MILL](#)[BARN](#)[CONTACT](#)[DONATE](#)[HISTORY](#)[FAQ](#)

The Farming Concrete Toolkit is a way to help measure all of the good things growing in your farm, garden, or yard, from hot peppers to happiness. Urban farmers and gardeners contribute every day to the social and environmental health of their communities. The Toolkit helps you track your output to showcase the benefits of your farm or garden, to improve and share your practice, and to raise awareness of your impact to funders and policymakers.

The Toolkit was created by and for urban farmers and gardeners in collaboration with Design Trust for Public Space and Farming Concrete. This website is the newest component of a multi-year project documenting the impact of urban farming and gardening. To learn more about our past work, visit the [History](#) section.

Ready to get started? Download the [Farming Concrete Data Collection Toolkit](#).

To enter your garden or farm's data, create an account in to [Barn](#).

To download data on the impact of urban farming and gardening, visit the [Mill](#).

369

GARDENS RECORDING DATA

71

CITIES RECORDING DATA

118,090

POUNDS OF FOOD HARVESTED

19,431

POUNDS OF COMPOST

# WE NEED A SUSTAINABILITY SHARESCORE BUT...

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- What happens to the collective, relational or affective dimensions of sharing - generosity, community, self-esteem - when attempts are made to measure these?
- Are meanings for these dimensions expanded or diminished by the use of metrics?
- Whose interests will be advanced and whose neglected?
- May failures of precision in measurement also be associated with gains in knowledge, advocacy and more critical and reflective practices?





# SHARING IS ... NOT A SILVER SUSTAINABILITY BULLET

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It is a practice evident across food production-consumption-redistribution systems

It provides a focus to explore tensions and synergies between mainstream & diverse food economies

It provides for living laboratories and test cases for developing appropriate governance systems



# FOOD SHARING & CIRCULAR ECONOMY

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## Community growing

- Hyper-local food, low resource intensity, resilience

## Eating together

- Commensality, conviviality, social integration, connection

## Surplus food redistribution

- Food and waste reduction, food security




Community Shop 

more than just food

 entrance



Community Hub 

more than just food

more than just food

find out how to become a member

Community Shop 

visit us at [www.community-shop.co.uk](http://www.community-shop.co.uk)

# THANK YOU

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