



Kitchen Stories: Sustainable eating practices in 2050

AESI Annual Conference

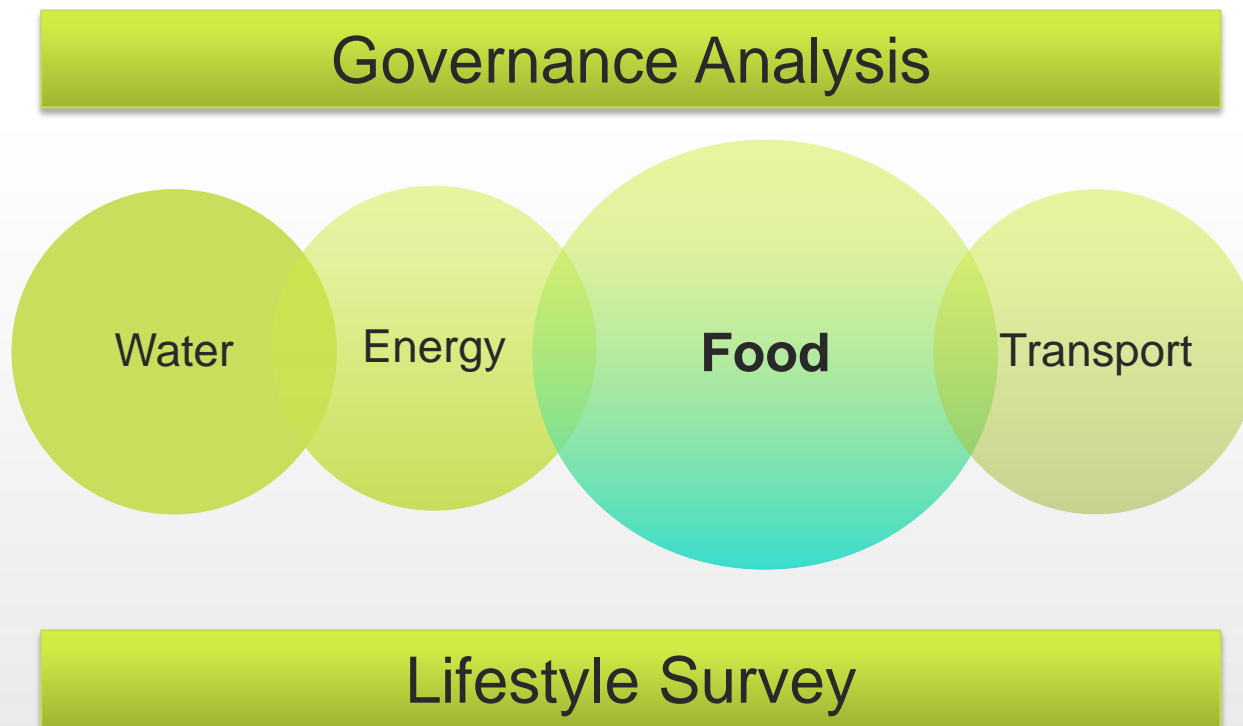
24th November 2011

Teagasc Food Research Centre

CONSENSUS Funded by EPA (STRIVE)

Consensus Research

- Consensus: **C**onsumption, **E**nvironment, **S**ustainability
- TCD & NUIG, All-Ireland focus, multi-disciplinary project



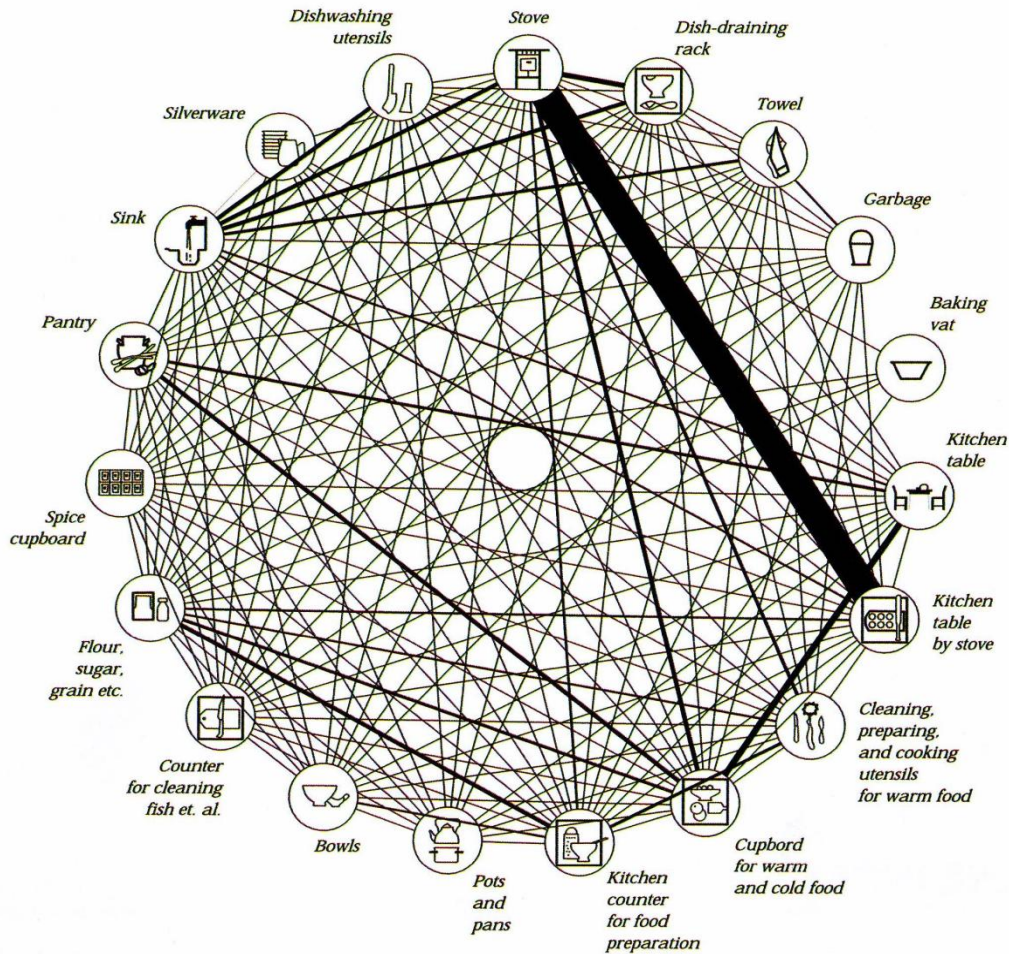
Why Kitchen Stories?

- Household as key site of everyday consumption
- Kitchen as key site of eating within the household
- Eating central household practice - linked to: production, purchase, storage, preparation and waste disposal

Why 2050?

- Kitchens of the Future: past and present
- Participatory backcasting: CONSENSUS approach

Kitchen Stories: early research



**A housewife's travels between various places in the kitchen during a five-week period.
Drawn up by Sweden's Home Research Institute (H.R.I.) 1950.**



'Future Kitchen': past visions

The Electric House of the Future (1939)

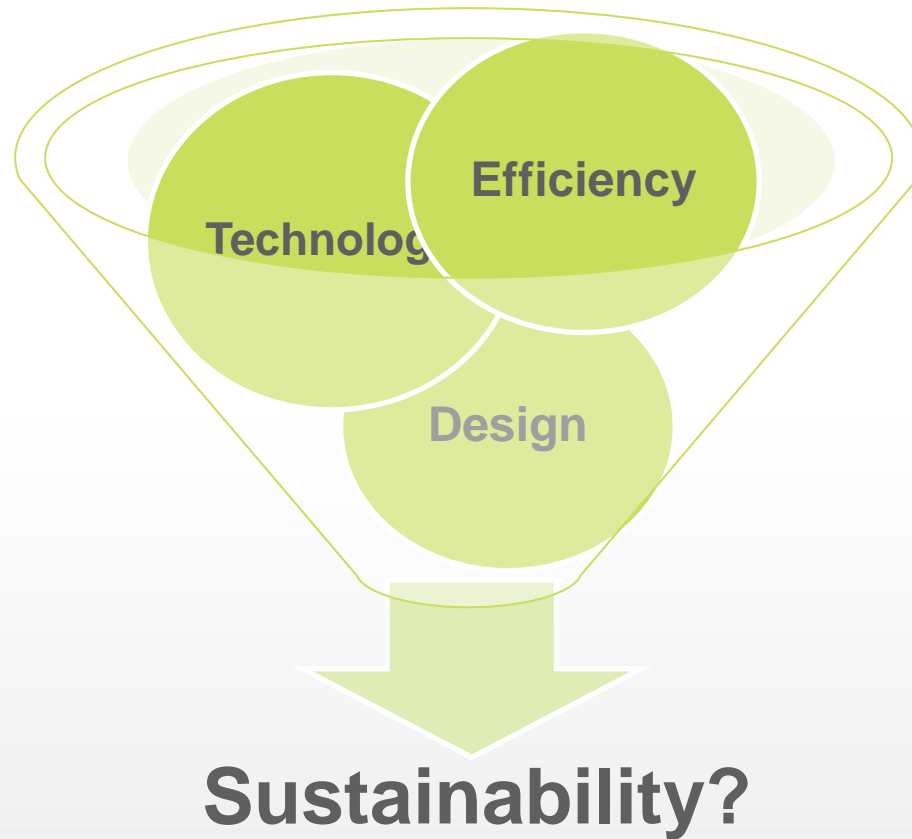


Dream Kitchen of Tomorrow (1957)

‘Future Kitchen’: present visions



Future Kitchens



...but what about people & politics?

Future Kitchens: Sustainability

- “The kitchen will come to embody a move towards sustainable living and be a measure of how people adapt to changes in society.” Ikea Dream Kitchen (2010)
- “Scarcity is on the consumer agenda as the major factor driving the depiction of the future kitchen. Water and land scarcity, climate change and urbanisation will make excessive lifestyles extinct not only out of necessity, but a collective outlook on living within means.” The Future Laboratory (2010)

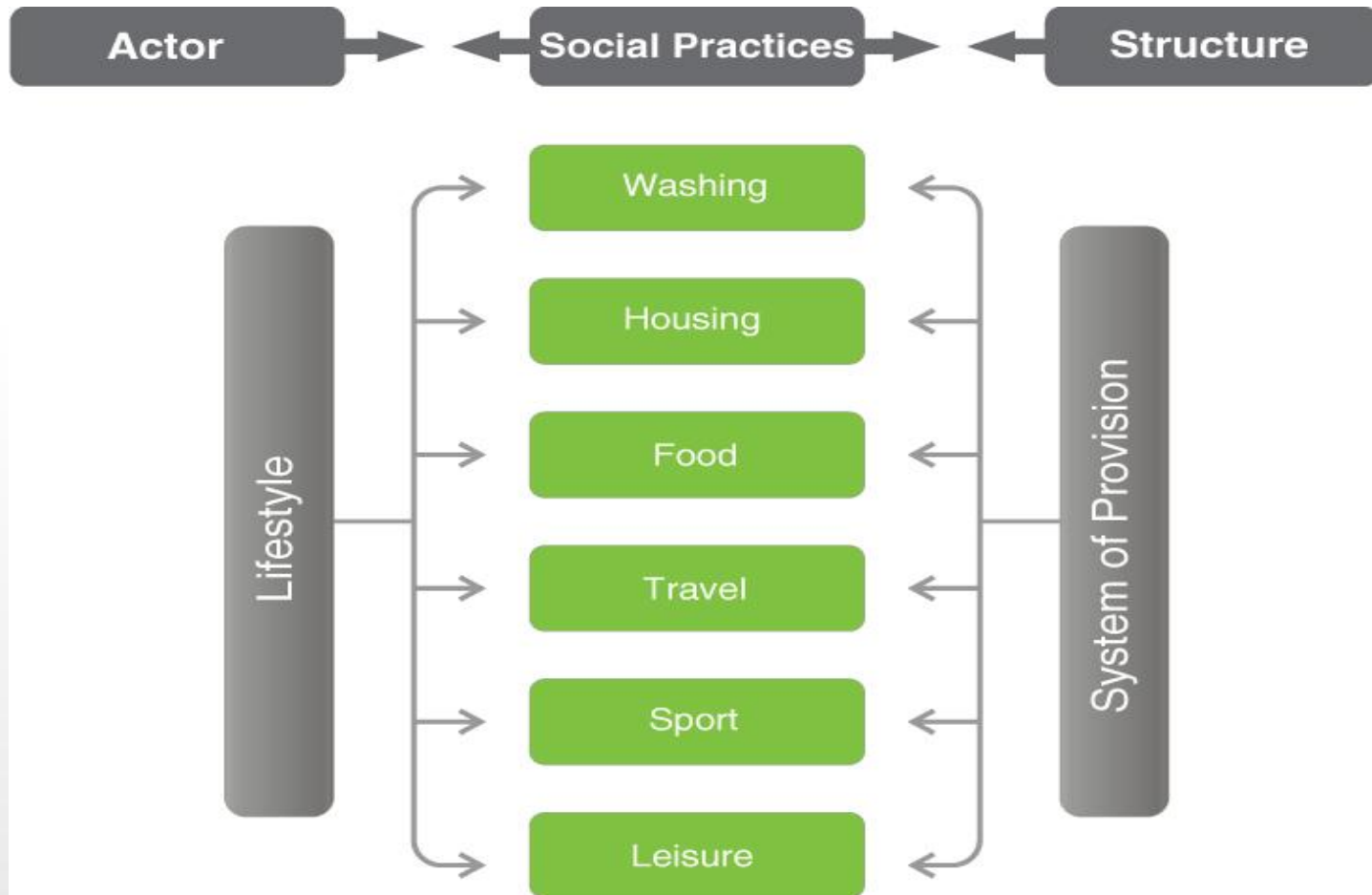
The Future: 2050

How might the **needs** of eating be delivered more sustainably in 2050?

Social practice approaches

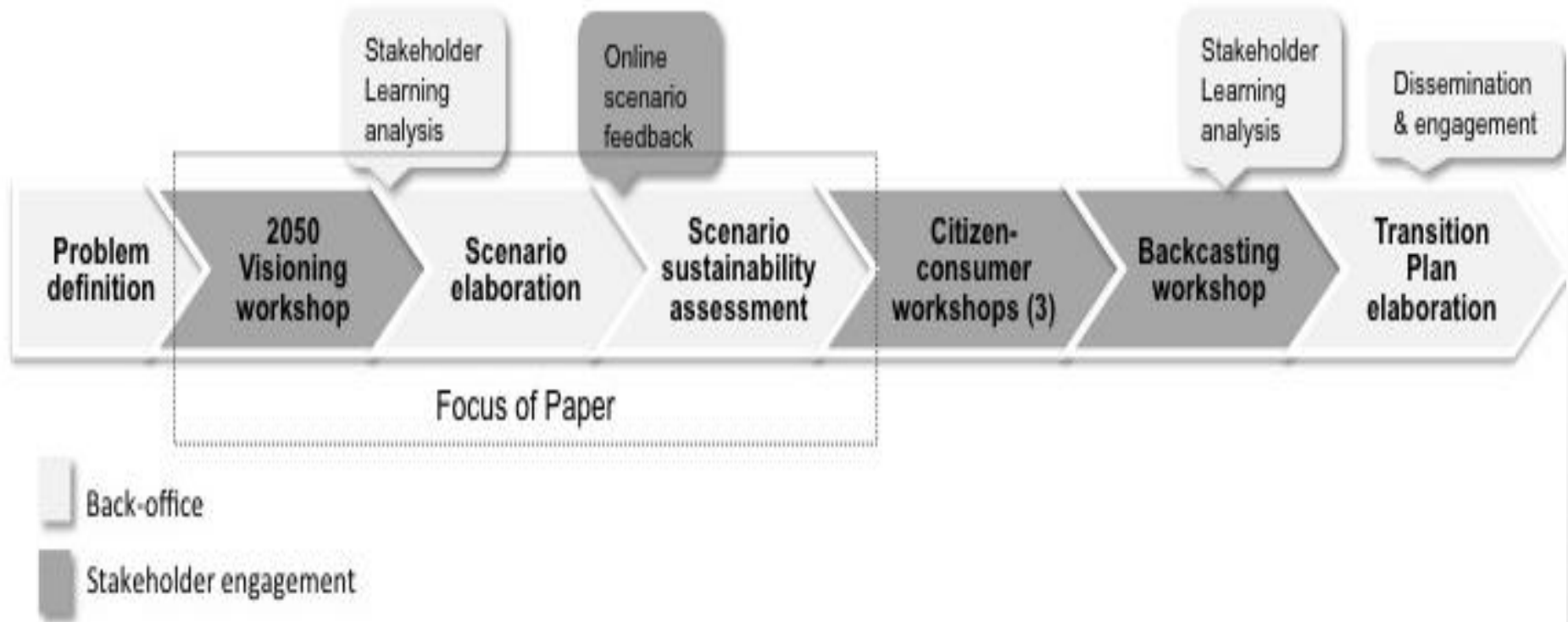
- Holistic
 - Economic, social, cultural and organisational factors (systems thinking)
 - Production and consumption components
 - Impacts across sectors
- Identifying ‘locked-in’ practices of habitual consumption
 - “where in the past we focused more on wealth, growth and efficiency, the future will need to be about well-being, quality and sufficiency” (SCORE, 2009:3)
- Co-evolution
 - “Social practices involve a complex interplay between various elements including forms of bodily activities, forms of mental activities, ‘things’ and their use, a background knowledge in the form of understanding, know how, states of emotion and motivational knowledge” (Reckwitz 2002: 249)

Social practices model



Modified from:
Spaargaren,
2004

Participatory Backcasting



Problem Orientation

Trends	Shopping	Cooking	Wasting
Visibility	Invisibility of carbon/water footprint of food	Invisibility of energy used	Invisibility of amounts / impacts
Awareness	Low awareness of how and where food is produced	Low awareness of energy efficient cooking methods	Low awareness of problem / amount of food waste
Norms & habits	Differentiated – supermarkets; convenience foods	Differentiated – slow vs fast food	Differentiated - composting; responses to food deterioration
Access & Information	Cost of 'sustainable' food	Energy efficient appliances & cooking methods - limited	Limited information and infrastructure for efficient use and composting methods

Brainstorm: Guide Themes

How might the **needs** of food consumption and disposal be delivered more sustainably in 2050?



Smart Kitchen

Technological Change	Lifestyle Change	Organisational Change
HIGH	LOW	MEDIUM
Intelligent Devices - Smart fridge - food phone - Crop sharing app - Food safety kit	Green fast food	Subsidies for smart kitchens (and devices)
Hydroponic living wall	Micro crop sharing	Incentives for home-food production
'Safe' GM	Heightened trust in GM	GM Safety Authority
Food waste converter – bio-fuel	Food waste is minimised	Information and advice on food waste reduction



Communal Kitchen

Technological Change LOW	Lifestyle Change HIGH	Organisational Change MEDIUM
Food sharing communities	Community cooking is the norm	Building regulations – communal kitchen space provision - per capita
Digital platforms highlighting suitable spaces	Communal growing: Grow-our-own as civic duty Edible Public Parks	Building regulations – gardening space provision
Improved understanding of companion cropping to assist natural resistance	'Low-lo' - low carbon local food	High taxes on non-local, carbon-intensive food.
Improved composting facilities	On-site communal composting	Subsidies & support for composters

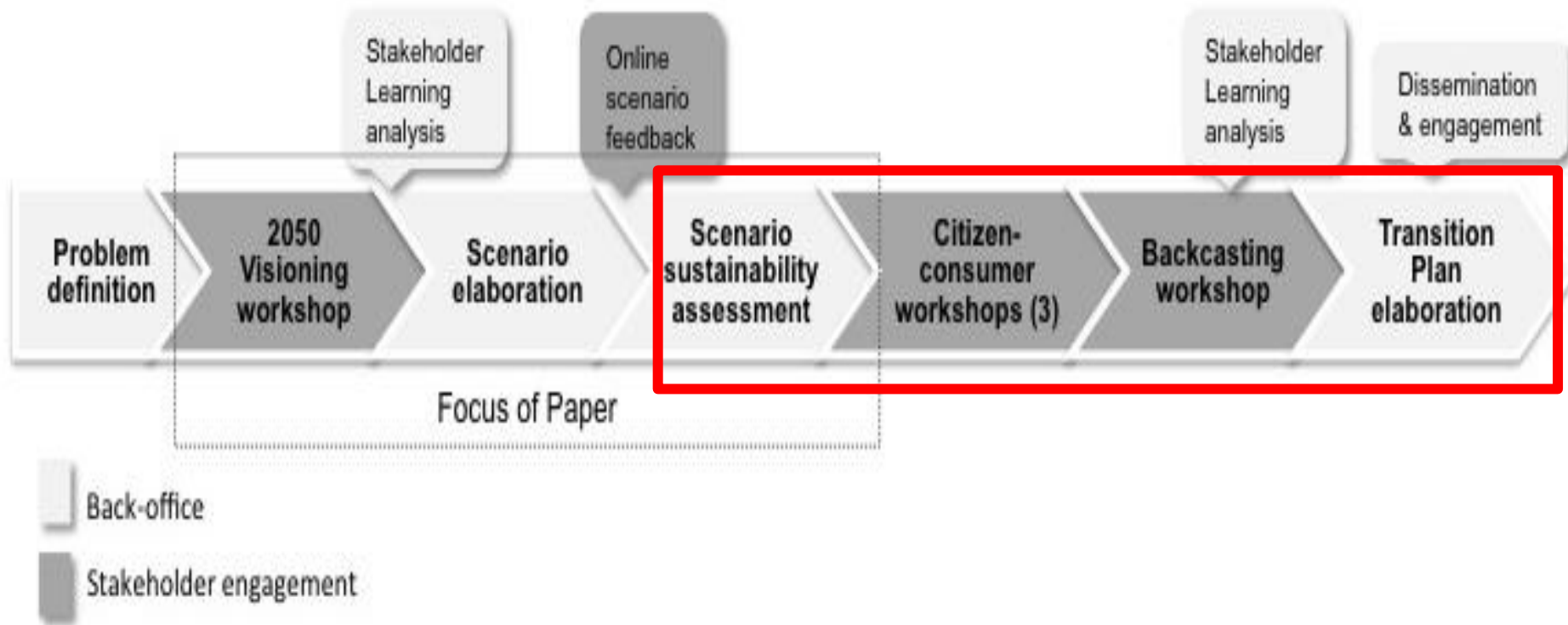


Edukitchen

Technological Change MEDIUM	Lifestyle Change LOW	Organisational Change HIGH
Vertical Farms	Public acceptance of vertically farmed produced and trust in regulation	Regulation for safe & sustainable vertical farming
Carbon-rating of foods	Increased awareness of environmental impacts of food production	Individual allocation of carbon food credits
On-line green supermarkets	Purchasing sustainably-produced food is a civic duty	Choice editing
Energy recovery from food waste	Food waste is seen as a resource	Sustainable food studies integrated throughout curriculum



Next steps



Conclusion

- Urgent need to address ‘Perfect Storm’ (Sir John Bebbington)
- Opportunity:
 -to develop alternative spaces for sustainability innovation through collaborative participatory backcasting
- Challenge:
 - ...to translate innovative spaces and scenarios into “specific, actionable policy and design outcomes” Worldwatch institute Report (2011)

