

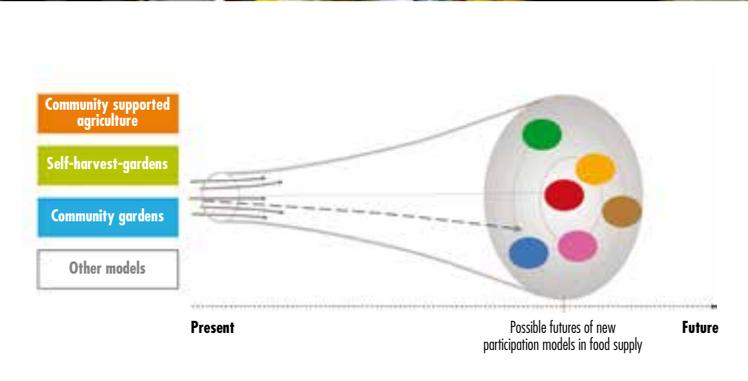


Which questions are considered in Future | Food | Commons

The scope of the research project is to analyze the potential futures of the social innovations and their impacts. The research concept aims at carving out the core of the innovation, namely the different consumer-producer interactions, which are based on principles of the sharing economy. The research questions are:

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Sharing Economy in food system supply – new models of consumer – producer interaction, trends and impacts

Why FuFoCo does research

The foresight process of the Federal Ministry for Education and Research in Germany (BMBF) showed that these forms of consumer-producer interactions are social innovations and that these sharing economy practices challenge the existing economy. When social values change, these sharing economy concepts can gain in importance and provide advantages as well as disadvantages still to be investigated.

The aim of the research project Future | Food | Commons is to systematize the new participation models in food supply, to evaluate the risks and potentials of the consumer-producer interactions and to sketch possible future developments. This is the basis to identify fields of action for policy and practice. The research is carried out by an interdisciplinary researchers team, but also involves practitioners and experts for knowledge and innovation transfer.

- How can new consumer-producer interactions be characterized and categorized?
- Which is their environmental, social and economic impact?
- What are possible future scenarios of the new participation models of consumers in food supply?
- What impact do the new participation models have on sustainable development, prosperity and quality of life – now and in the future?
- Which needs for steering and models of internal and external governance exist, in order to deal with the identified potentials and risks of new participation models of consumers in food supply and the related new consumer-producer interactions?

The research project is carried out from August 2015 – July 2017. It is funded by the Federal Ministry for Education and Research in Germany (BMBF) and supported by VDI / VDE Innovation und Technik.



Why things are changing in the food supply system

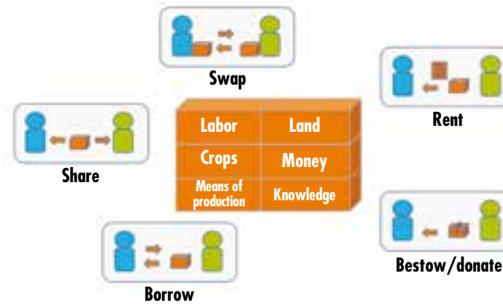


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Producers and consumers in the industrialized and globalized agriculture and food system often do not spatially, socially or organizationally interact with each other anymore. Transparency regarding the origin of food, conditions of food production and the related environmental impacts is lacking. This results in loss of consumer acceptance and increasing critique of modern food production. Moreover, consumers adapt their consumption behavior, as they increasingly feel responsible for the impacts of production and consumption.

At the same time, it becomes more and more difficult for small to medium agricultural holdings to adapt to the rapidly changing globalized markets and prices. Therefore farmers are looking for new production and distribution models, which better suit the small size of their enterprise and their ideals and values, while the appreciation of their customers increases.

What is changing in the food supply system



Emerging alternative new flexible consumption, organization and business models within the food sector based on direct interaction of producers and consumers are challenging the traditional models of consumption and ownership. They share, swap, borrow each other resources like land, labor, crops, means of production, financial resources, and knowledge. The principles "Do-it-yourself", "Do-it-together" or "Sharing instead of possessing" are part of the sharing economy. Examples for new models of food supply are foodcoops, rent-a-chicken or community supported agriculture.



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