



Sustainable Food Platforms:

**Enabling sustainable food practices
through socio-technical innovation**

Arne Dulsrud
Consumption Research Norway
Oslo Metropolitan University
Stockholm 27.10.2018

OSLOMET

PLATFORMS

Topic 3 under the SUSFOOD 2 Call:

Understanding consumer behaviour and consumer choices

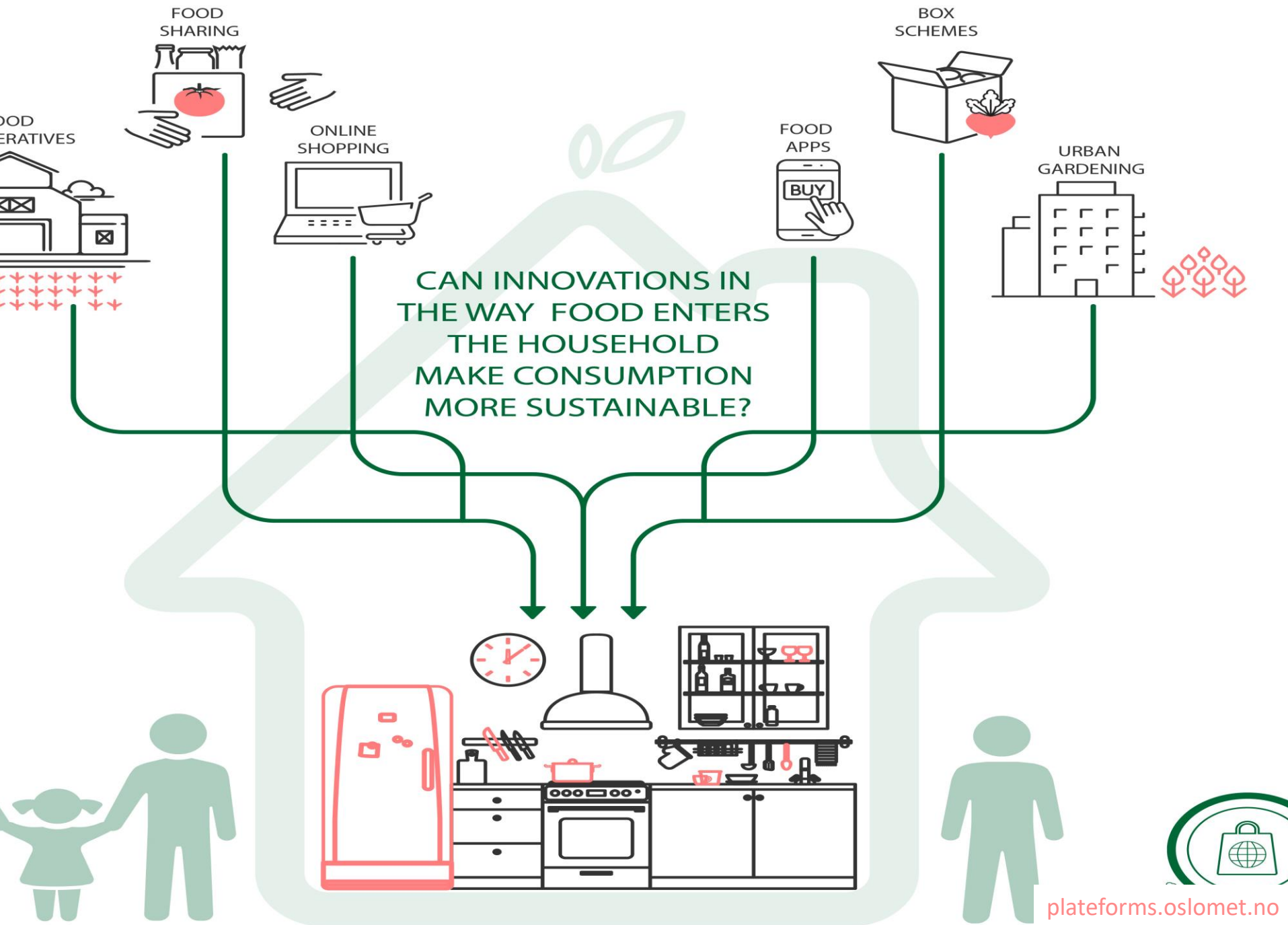
PARTNERS:

- SIFO/OsloMet (coordinator)
- University of Trento
- University of Gothenburg
- Humboldt University Berlin
- University of Cork

ADVISORY BOARD:

- COOP Italia
- Swedish Consumers
- Academics (Dale Southerton, Bristol University)







The platformization of everyday food practices

- ... is driven by the emergence of the platform economy in food markets
- ... is connecting suppliers and consumers through digital platforms
- ... is both business- and consumer-driven
- ... has potential impact on food related household practices
- ... can enable more active consumer participation in food governance



Sustainable consumption

Focusing on the complexity of household food practices

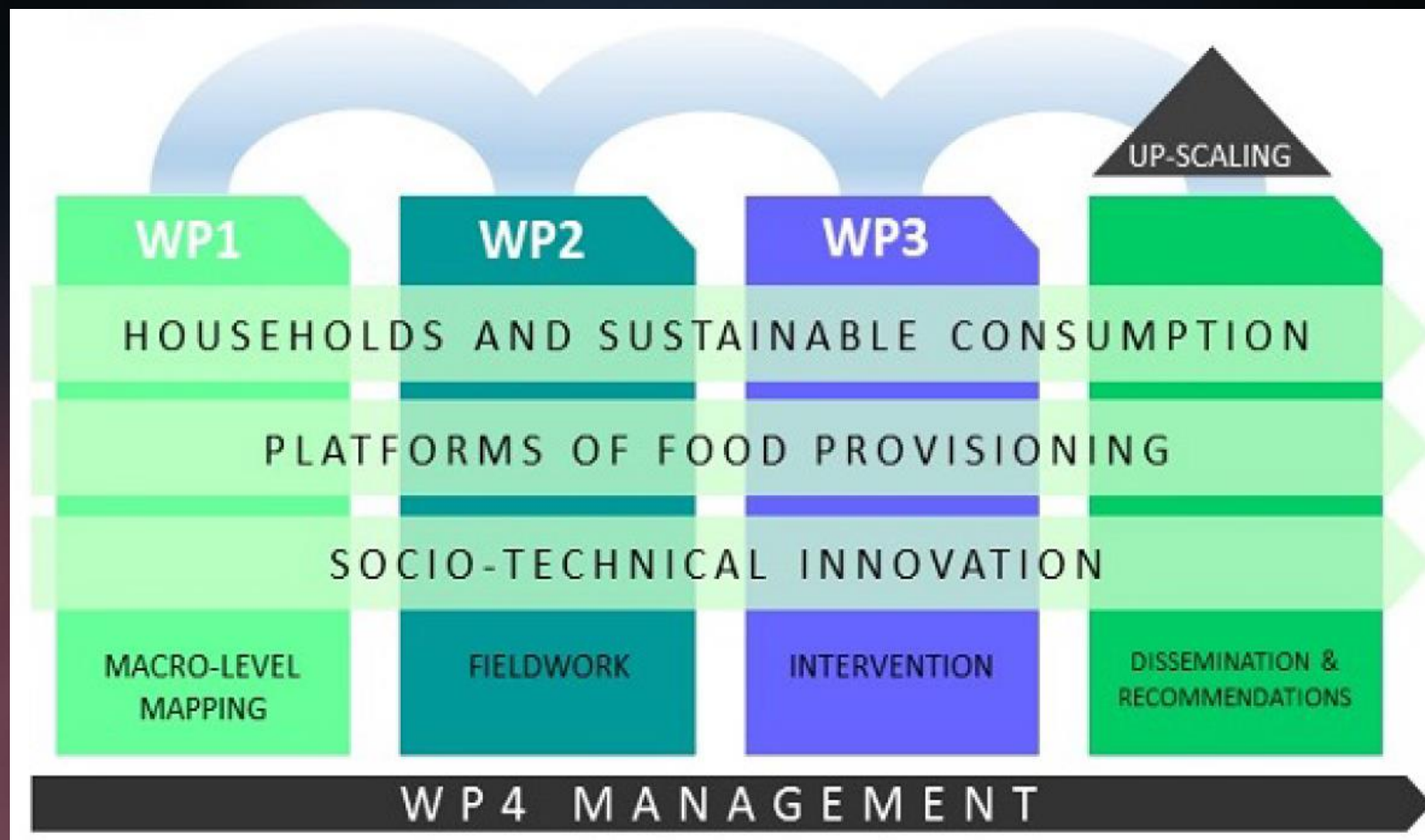
1 Promoting sustainability is not about targeting single consumers with information campaigns - but instead intervening in and enabling more sustainable household food practices.

2 A household can be seen as a bundle of interlinked practices – a node where various practices of acquisition, use, and disposal intersect and interconnect.

3 Food practices in focus - shopping, storing, cooking, eating and disposing of food.



Project structure



WP1 Macro level mapping

❖ Task 1.1:

Survey of digital platforms in the five countries. A list of main features and innovative practices in the five countries. Desk-top approach.

❖ Task 1.2:

A web survey of users of most relevant consumer and business driven digital platforms to study the profile of their users.

❖ Input to WP2

WP2 Inside households: sustainable practices

❖ Task 2.1:

Ethnographic interviews and observations of households. 30 households in each country.

❖ Task 2.2:

Results from task 2.1 will be compared between types of innovations, types of households, and countries.

❖ Task 2.3:

The results and analysis from task 2.1 and 2.2 are used as a base to engage in dialogue with stakeholders



WP3 Interventions in households and platforms

❖ Task 3.1:

Implement a change in platforms within the households recruited in WP2

❖ Task 3.2:

Conduct online experiment in partnership with food providers with digital platforms



Upscaling and transferability

- ❖ Identify barriers and up-scaling potentials
- ❖ Identify business models and modes of provision to could be transferred across regional, national and cultural contexts.