

WORKSHOP 2 REPORT



**12TH OF
SEPTEMBER
2019**



ABOUT THE WORKSHOP

The second workshop organized by FAI was hosted together with Gather at their yearly Gather Festival event. Gather is a venue for new thinking in food and environment and the purpose of this was to elicit ideas, questions, and views from other individuals outside the project. The activity was coordinated by Ming and Fläckerud productions with expert support from Stockholm University and SLU.

The event had a space at the festival and we ran a 1/2 day workshop similar to a makerspace activity where anyone could come in and give insights, ask questions, and participate.

Overall around 20-30 people participated in the event which attracted predominantly female participants which we thought was good.

The work process:

Before the workshop we selected three main themes that our elicitation efforts would focus on.

- 1) Identification
- 2) Information availability
- 3) Data quality and trust

Within each area the subject matter expert gave a 5 min introduction and participants were then asked to identify questions that from their perspective are important to answer. A subset of these questions were then discussed for further understanding. A great array of questions were documented and the important and central themes are presented here

RESULTS: QUESTIONS AND ISSUES

The result of the workshop is presented as a list of questions that came up during the workshop.

When analyzing the results of the workshop some trends and clear patterns stand out that are inline with the results of the first workshop. The questions that were selected (out of many) where:

IDENTIFICATION

How do we find a way to robustly identify a plot of land, farmers and specific food items?

"Selected questions"

- How much identification do we need? Is it enough already?
- Who will pay for quality controls?
- Why would a farmer give away all the info to the buyer?
- What is quality?
- How will data/identification relevant/understandable?
- How do we establish geographical origin in processed food + food at restaurants? (Transports = high impact on sustainability)
- How do we ensure "identified food" at restaurants? Food reaches consumers via (at least) two channels: retail + catering.
- How do customers get information on what food to prioritize to buy in the store? A brochure to home addresses is easily forgotten, friendly reminders are key!
- Why don't we map an visualize the connection: graph thinking and graph theory?
- Why aren't there more urban gardeners/farmers?
- Why aren't there more small-scale farmers/growers in Sweden and a system for households to be part-owner/buyer? Microbrewery part-owner → microgrower part-owner

DATA QUALITY & TRUST

How do we know that data lives up to the standards?

"Selected questions"

- Can the data really be secured in any way?
- Can we use the block-chain to secure the data?
- Who decides what is relevant to share? How is criteria developed?
- Who can coordinate a global standardization of food? (Is it already existing?)
- What is the motivation for each and one to participate and share data?
- Why do we need standards? If it's digital.
- What is in-data? Who can guarantee the data originality?
- Do we need data about everything or the data we can trust?
- Why does it need to be "perfect"? What happens if you show the flaws? Might it lead to higher trust? Do people trust "perfect" more or less the imperfection?
- How can the farmer get paid for sharing information? Incentive?

