

Food Waste | From Excess to Enough



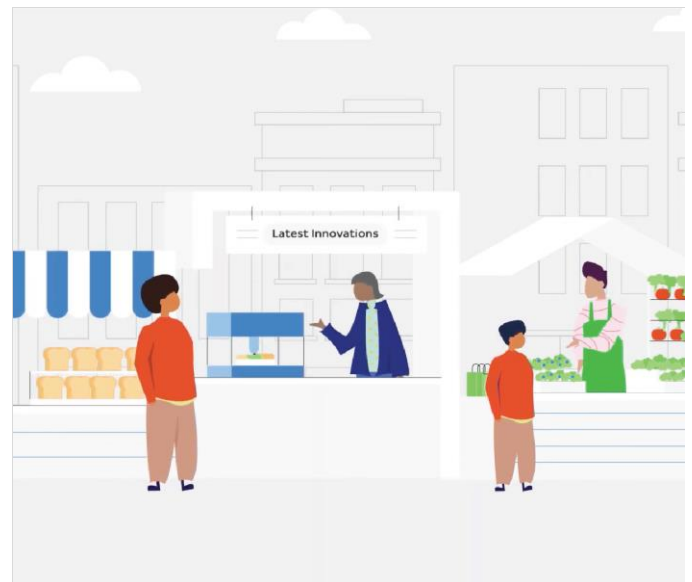
Design capability when envisioning for transitions: A case study of a new food system.

Designing for transitions is an emerging area where designers contribute to envisioning long-term desirable futures. However, the role of design expertise in transitions is not fully understood. This paper studies the work of a design agency that was hired by FETE to envision a future food system—one that has enough food for all with minimal food waste.

To develop the vision, the agency conducted a literature review and interviewed 18 experts in the Dutch food system. The resulting vision reimagines a Dutch food system that minimises food waste by 1) putting vitality first, 2) embracing flexibility, 3) celebrating and valuing the food journey, and 4) using technology to learn about ourselves. It redefines the dynamics among producers, retailers, and consumers, requiring new actions from each.

Our findings highlight there is a need to better support designers in challenging existing systems while also helping stakeholders understand their future roles. Additionally, designers must be equipped to facilitate

moral discussions and to connect experiential and systemic aspects effectively. This will enhance the capacity of designers to envision for complex transitions and shape dynamic relationships within these futures systems.



Source

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