

PEOPLE-POWERED FUTURE OF FOOD

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At the core of the People Powered Future of Food project is the exploration of how the concept of personalisation will enable consumers to resume a more central position in the food value chain.

This project will aim to contribute in creating change towards a more transparent and inclusive food value chain – and better business. The changing and evolving landscapes of consumer demographics and preferences as well as technological developments form the wider backdrop and context for this research. The utilization of big data/my data in creating new solutions for increased consumer personalization of food and sustainability issues related to climate and resource efficiency goals are included in the futures-oriented work.

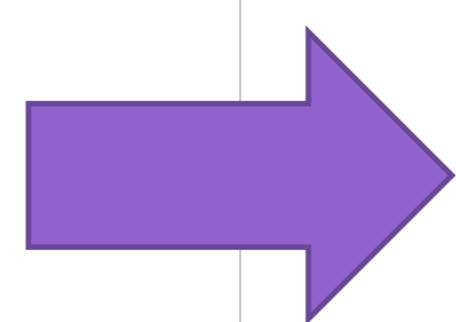
The academic research part of the project is carried out by the FFRC. The aim of the research is to create people-oriented futures images of food. We perform environmental scanning and explore trends to understand the changing patterns of food production and consumption. We investigate cultural, societal and environmental changes driving transitions in the food system. We read various discussions in social media, carry out expert interviews and organize a futures workshop to find out people's expectations and desires when it comes to personalising their food consumption in the next 10 years.

The research further explores questions on the challenges people will face in making food choices in the changing world. What future opportunities and solutions would there be to empower people within the food system and to create sustainable change? What would the balance between the production-oriented and people-oriented food system mean?

JOIN THE RESEARCH!

We invite all participants of the Constructing Social Futures conference to give input to our research.

**Please, do write
your ideas and hopes
about the futures
of the food
into a post-it.**



This is a joint project between
Finland Futures Research Centre – FFRC from the Turku School of Economics, University of Turku and
Finnish SME's: Invenire Market Intelligence Oy, Nemesys Oy and Bullerobong Oy Ab.