

BCC Innovation

*Engaging citizens
in the transition
towards sustainability*

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Citizen science, another alternative to conduct researches

Citizen science

Citizen science is a new and participative mode of knowledge production.

Citizen science broadly refers to the active engagement of the general public in scientific research tasks.

Scientists and citizens collaborate to produce new knowledge for science and society.

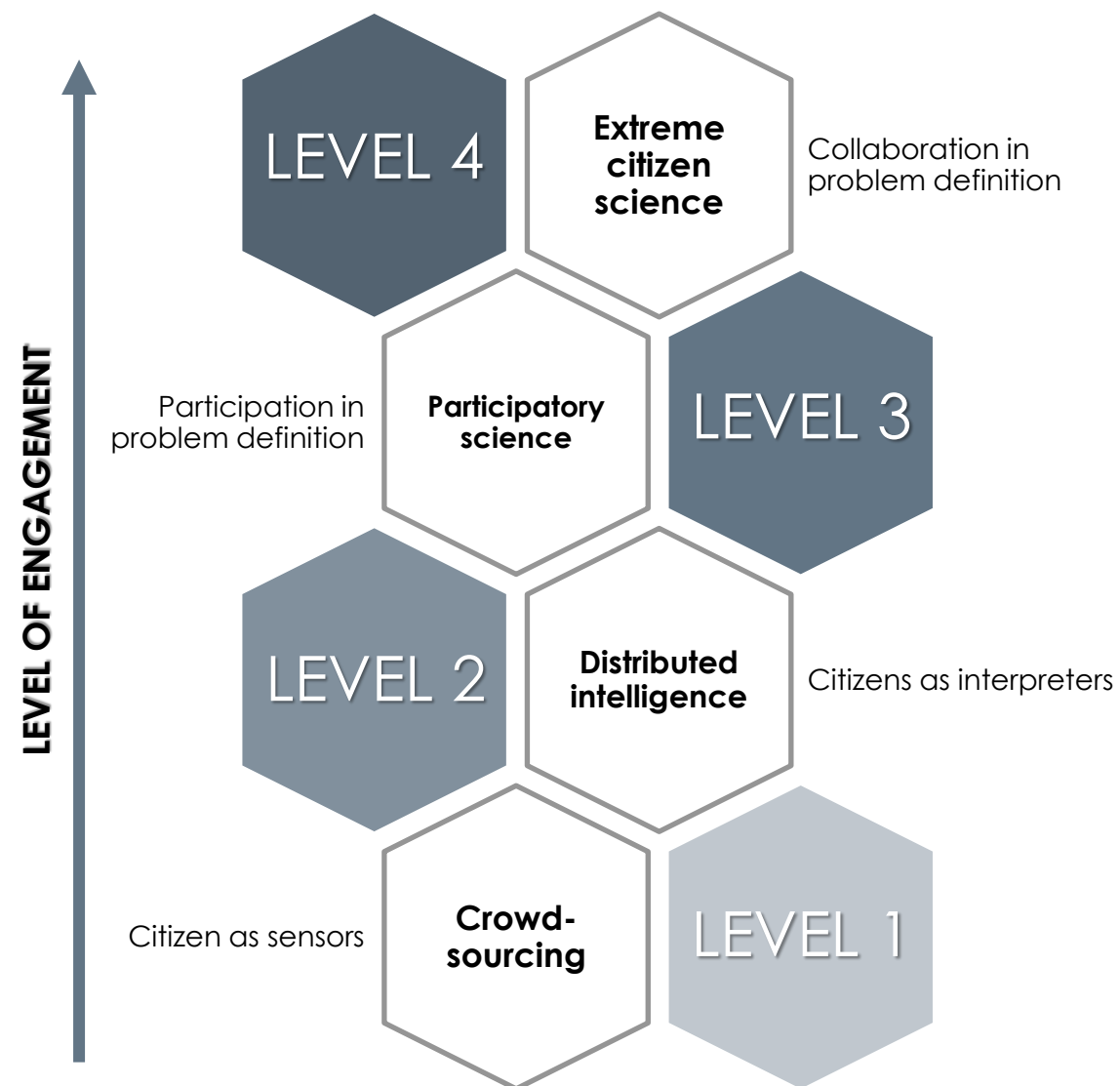


Involvement of citizens

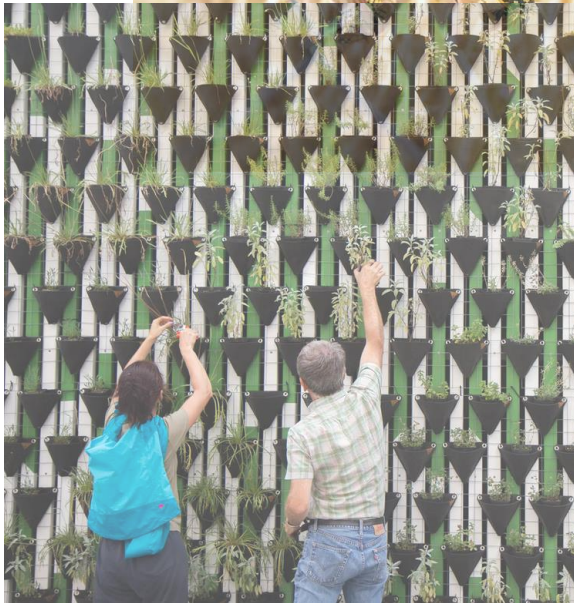
The involvement of citizens can be diverse with different engagement, tasks and participation.

One of the classification of citizen sciences activities are based on the level of engagement on the population:

The **first level** refers to the participation of citizens only as data collectors, the **second level** involves citizens as data interpreters, the **third level** goes towards their participation in the definition of the problem, and finally, in the **fourth level**, the citizens are fully involved in the investigation.



Citizen science could be considered a social innovation within the traditional research process
Citizen science could be treated as a vehicle to foster social innovation



Social innovation refers to some new idea, new solution, or new design that makes a social impact in terms of conceptual, process, product, or organizational change, which aims to improve the lives of individuals and communities.

COMMUNITY CITIZENS
ECOSYSTEM SOCIETY
CITIZENSHIP


Which role plays Citizen Science on the transition to sustainability?

Citizen Science gives the potential to address complex challenges.

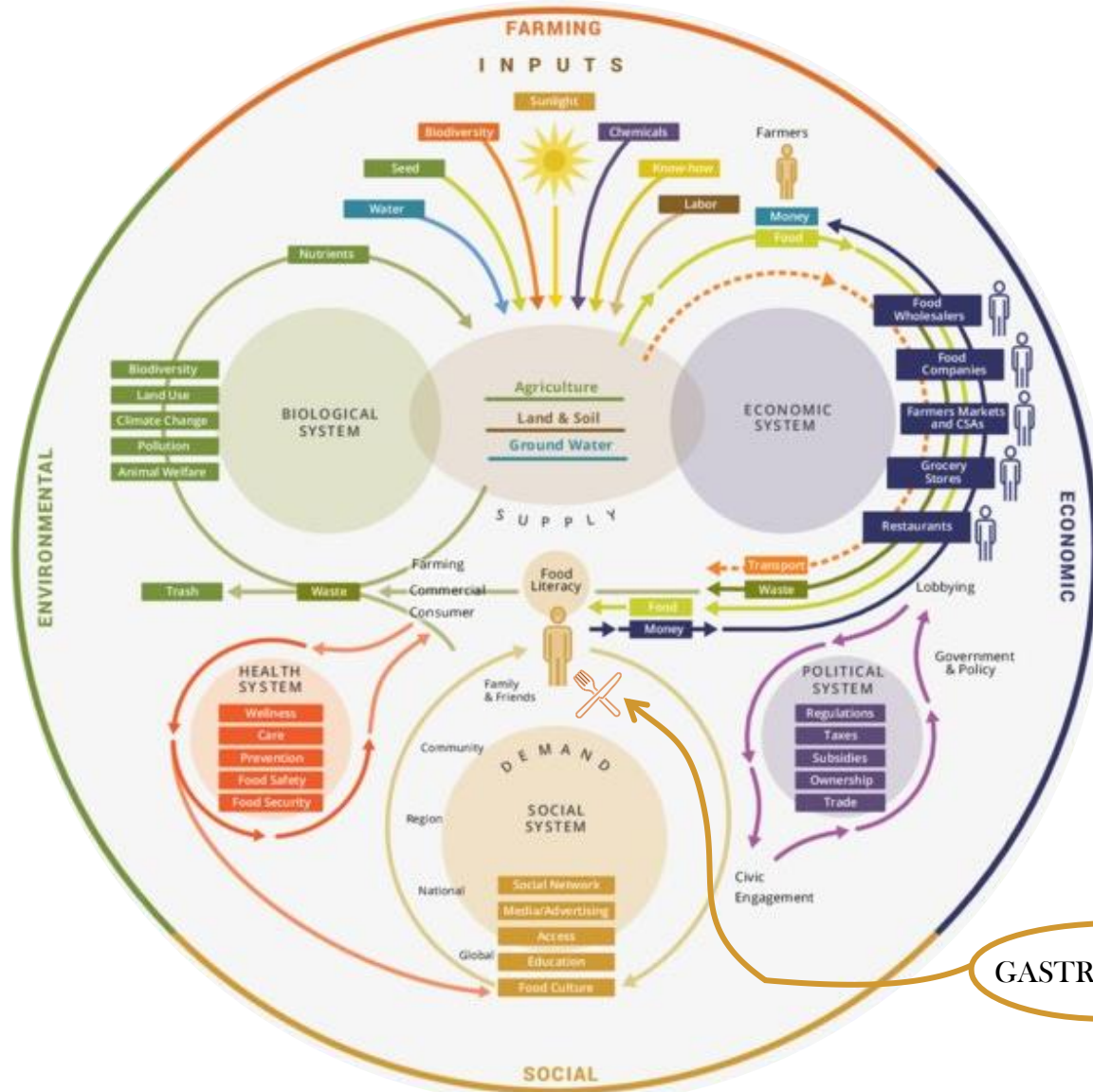
Citizens can **identify** and **solve problems**, they can provide effort as well as knowledge, and they can help address technical as well as social aspects of problems.

Although all the items of the sustainable development goals are important, **the SUSTAINABLE CITIES AND COMMUNITIES goal is related to the other 16th goals**, involve citizens and cities mean to include all the aspects of sustainability (health, waste, economy growth...).





Food system and sustainability: the ecosystem of a city



Sustainable Food Systems

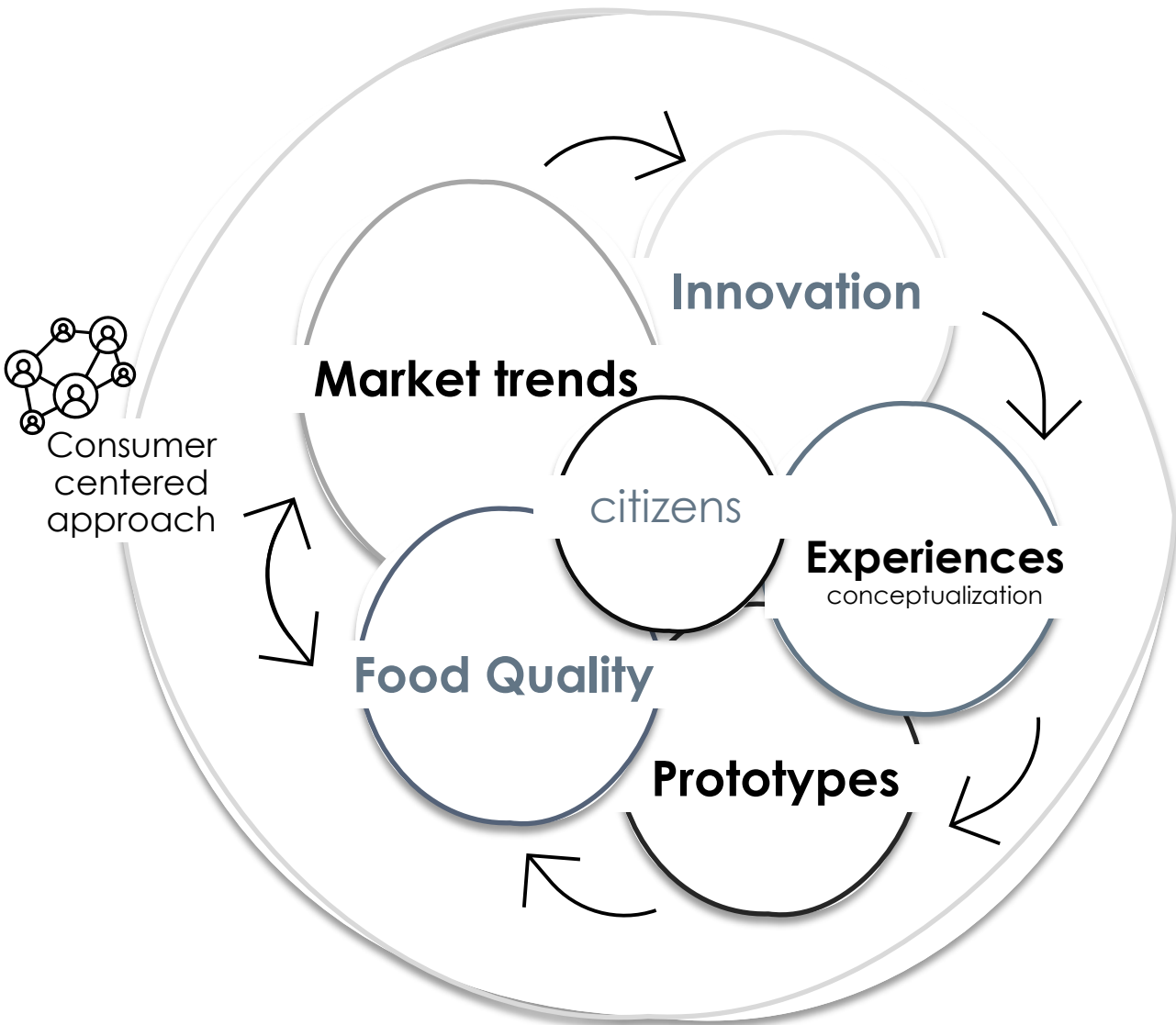
A sustainable food system is one that ensures safeguarding the economic, social, cultural (gastronomy) and environmental foundations to generate food and nutritional security for present and future generations.

Food systems embrace the entire **range of actors** and their **interlinked value-adding activities** involved in the production, aggregation, processing, distribution, consumption, and disposal (loss or waste) of food products, as well as the economic, societal, and natural environments in which they are embedded.

GASTRONOMY!



Methods for involving/engaging citizens: focus groups, workshops and experiences



Qualitative consumer research

Identifying EXPECTATIONS, NEEDS, DESIRES of citizens/consumers.

Qualitative methods are a systematic investigation of the bases of a subjective experience: beliefs, expectations, opinions, attitudes and perceptions.

Methods to obtain relevant information from a group of individuals with a common interest, discover factors that motivate an individual to act in a particular way.

Focus Groups

Qualitative research technique that has an open discussion format, based on a series of questions, and whose objective is to obtain information about ideas and perceptions of a specific topic through the participants' communications.

Schematic and Operational Definition of Focus Groups					
People With -	Specific characteristics -	That provide data -	Of qualitative nature -	Through a conversation -	Guided by a moderator -
Usually between 7-10 people: small enough for everyone to have the opportunity to present their views, and large enough for a Good diversity of opinions.	Participants are homogeneous; usually a group of members do not know each other.	Data of interest for the research topic are produced; the purpose is not to reach consensus, develop proposals, or decide between alternatives.	The result is qualitative, providing information on attitudes, perceptions and opinions; the data are obtained through open questions and the observation of participants, who are influenced by and influence one another.	The conversation of the group is guided from carefully selected and arranged topics; the open questions are prepared beforehand, and no pressure exists to achieve consensus	Who listens, observes, and eventually analyzes inductively testing hypothesis or theories a prior



Workshops

Hands-on methodology: the problematic is presented, experimented with, played out, and discussed.

Researchers and participants work together, and the session could be directed by a researcher or citizens.

The researcher opts for an immersive and collaborative environment where meaning is negotiated. This can be an opportunity to identify new factors at play and the relationships between them.

Food choice model

Understanding food choices is the key to designing a value product for the consumer.

Experiences could modify consumers' or citizens' choices, and therefore their behavior and habits, which could impact on sustainability.





A case study: Building a Green Gastronomic City (BGGC)

Building a Green Gastronomic City

San Sebastián city challenges identified in the Basque government's food and gastronomy strategic plan:

- The **loss of local cultural identity** due to globalization,
- The **reduction in the transmission** of local gastronomy knowledge to the public
- The **over-exploitation of natural resources**, climate change and pollution in urban environments.

To find solutions to challenges related to sustainability and the gastronomic identity in the urban agri-food community of San Sebastián through social initiatives.



New European Bauhaus
beautiful | sustainable | together 



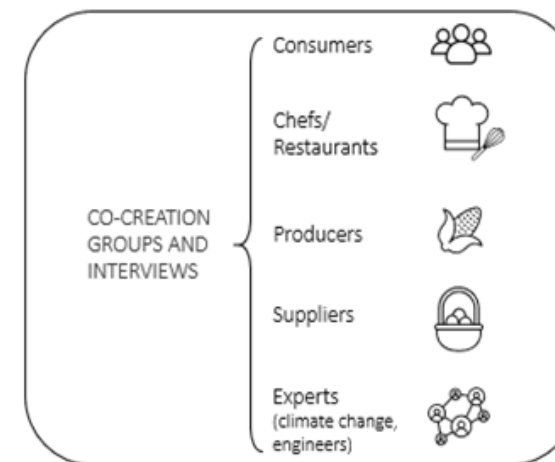
Methodology

PHASE 1: San Sebastián food system diagnosis

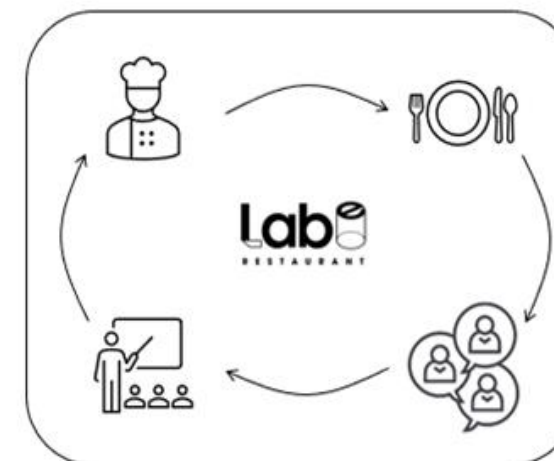
- 4 focus groups per type of stakeholder to identify the specific sustainability challenges and solutions of the food system, and to evaluate which type of social initiative could be use as solution.
- 5 interviews with experts to diagnose de SS Food System.

PHASE 2: Workshop and transfer event

- 2 workshop sessions with a mix of different types of stakeholders.
- Transfer event with a round table to share with citizens the challenged and solutions identified in phase 1.
- Social Initiative Pilot: Culinary experience for citizens in 360 room (post-experience interview for citizens)



PHASE 1: IDENTIFICATION OF CHALLENGES
 Identifying challenges and solutions related to sustainability for the agri-food local community



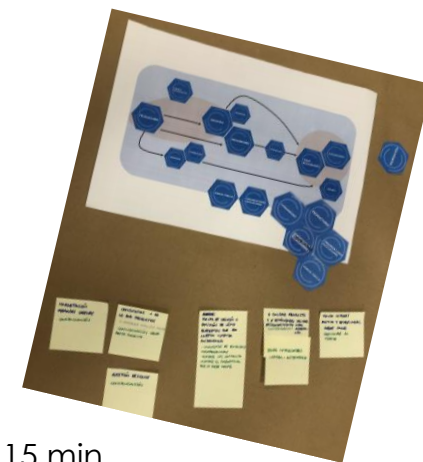
PHASE 2: CO-CREATION/TRANSFER EVENT
 Testing solutions with citizens

PHASE 1: San Sebastián food system diagnosis



Focus groups with stakeholders

1. Introduction and welcome ~ 10 min
2. Contextualization ~ 5 min
3. Sustainability of the gastro-alimentary system of San Sebastián ~ 15 min
- INTERVENTION 1. Drawing the gastro-alimentary system ~ 15 min
- INTERVENTION 2. SS system challenges and solutions
4. Gastronomic days as social initiative: ~ 30 min
- INTERVENTION 3. Designing gastronomic days
5. Closing and acknowledgments



PHASE 2: Workshop and transfer event

Mixed workshops sessions



Two workshop sessions with a mix of stakeholders were conducted. Participants were asked to identify challenges that could be solved through education for the different target groups (producers, distributors, chefs, and consumers). Also participants were asked to provide input on the design of the gastronomic experience pilot "Gastrokultur".

Transfer event with citizens



Six speakers (on behalf of the different stakeholders' group) shared in 10 minutes his/her vision for achieving sustainable cities: quality design, lower carbon emissions, etc. Then, citizens expressed during 40' their vision for San Sebastian and their involvement in the transition to sustainability.

Gastro-kultur experience



Citizens participated in a gastronomic immersive experience centered in seasonal products. Participants tasted a local & seasonal dish presented by a Chef in a 360°-video room with projections of a farm on the walls. Through a chef's explanation, participants tasted a leek "pintxo" without generating waste.

Results and conclusions

Thanks to the project, BCCInn was able to position itself as a means for the different agents of the food system to start a conversation about the sustainability of the local food system and create an impact on society.

- In general, **FG participants were very enthusiastic** about the subjects they discussed and interested in participating in future events. **Some members of the group developed strong connections** and exchanged contact information to stay in touch and exchange knowledge and experiences.
- During the transfer event, the **public engaged with the round-table speakers by asking questions and providing their opinion** on the subject. In general, the public enjoyed the event and expressed their interest in participating in future events of the same sort.
- This project will serve as the basis to initiate a series of projects that will help improve the sustainability of the city by being inclusive since they will involve as many agents of the food chain as possible.





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