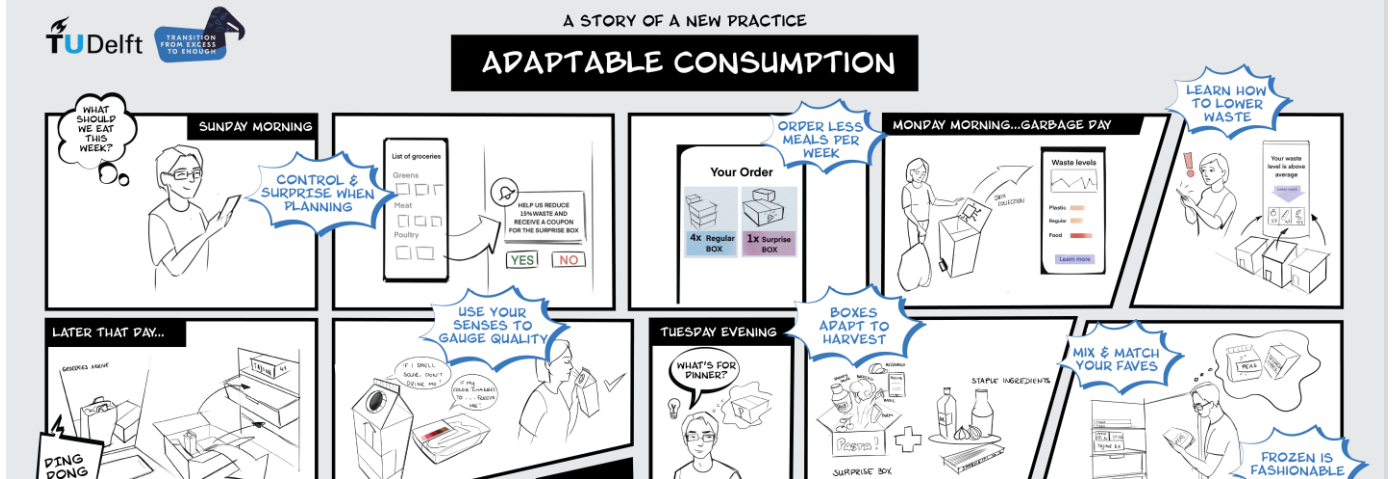


Food Waste | From Excess to Enough



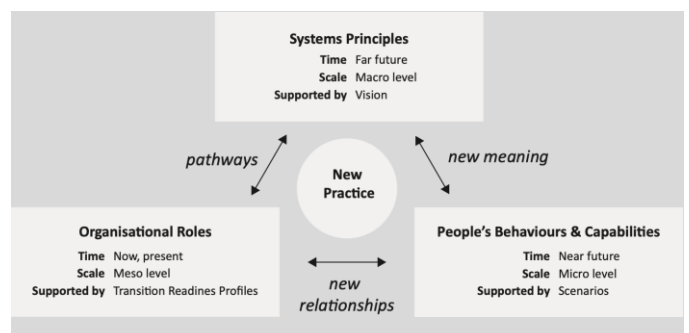
Framing System Dynamics for Designers Innovating in Transitions.

Designers develop and propose innovations to contribute to positive systemic change. Yet, there is limited understanding of how designers can best frame the complex system dynamics they are dealing with to propose appropriate solutions. To identify strategic innovation opportunities for FETE, a series of workshops were held. In the workshops, FETE partners developed and evaluated a new practice called Adaptable Consumption.

Adaptable consumption fosters the transition of the Dutch food system to embrace flexibility in food production and consumption—implying changes in consumers and food system actors. It entails consumers adapting their food buying, cooking, and usage habits in response to changing circumstances and available resources, toward food waste reducing behaviours. A comic strip depicting a consumer going through their week while engaging in the behaviours of the new practice and using seven innovations to support this practice were developed in this study.

In our view, 1) understanding the key principles guiding future systems, 2) determining new organisational roles that organisations take now, and 3) recognising the necessary behaviours and skills for people to support these challenges is key to identifying what future practice(s) to design for to foster desired transitions.

The findings underscore the importance of combining human-centred design with a broader systems perspective to create innovations that benefit individuals and drive broader societal changes in the food system.



Source

Goss, H. M., Tromp, N., & Schifferstein, H. N. J. (2024). Framing system dynamics for designers innovating in transitions. *International Journal of Design*, 18(3)