Beyond Behaviour Change Forum
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Redirective Food Practices
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Identify, quantify and reduce, through design led redirective practice, the environmental life cycle impacts related to the packaging, storage and preparation of food within the home.
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• Ecological

food is responsible for approximately half our ecological footprint and embodied water use, and 1/3 of our embodied energy. (Dey et al. 2007).

up to 1/3rd of food purchased is wasted in the home (WRAP 2007) at a cost of $5.2 Billion (Baker et al. 2009, p.10)
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• **Social**

what we eat is a growing concern with the number of obese people surpassing the undernourished, with a direct cost of **$8.3 billion** a year to Australia (Access Economics 2008)
Food related research
Food related research

72% meals prepared and eaten in the home
Social practice theory: the elements of a food practice

- **Practical knowledge**
- **Material infrastructure**
- **Common understandings**
- **Rules**
- **How to cook**

- Food we purchase, shops, packaging, kitchens, appliances, tupperware, cutlery and plates
- Use by date, recipes
- What we should cook, how we should eat
Social practice theory: the elements of a food practice

How to cook

Practical knowledge

Material infrastructure

Common understandings

Rules

Use by date, recipes

What we should cook, how we should eat

Food we purchase, Shops, packaging kitchens, appliances, tupperware, cutlery and plates
Material Infrastructure
Material Infrastructure

Sandwich maker, electric fry pan, electric hotplate, lettuce spinner, coffee plunger, electric kettle, coffee peculator, fruit juicer, slow cooker, rice cooker, popcorn maker, bread maker, ice maker, deep fryer, food processor, hand blender, nut cracker electric knife, microwave, freezer, water filter, refrigerator
Material Infrastructure
## Co-responsibility of designers

<table>
<thead>
<tr>
<th>Reason for food waste (Ventour 2008)</th>
<th>Cost</th>
<th>Description</th>
<th>Material Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Inedible (generally referred to as unavoidable)</td>
<td>34.7%</td>
<td>Bones, hard fruits, coffee grounds, gristle</td>
<td>Compost bins and waste infrastructure.</td>
</tr>
<tr>
<td>B. Left on plate</td>
<td>17.1%</td>
<td>Not eaten after the meal</td>
<td>Serving and plate sizes.</td>
</tr>
<tr>
<td>C. Out of date</td>
<td>18.9%</td>
<td>Past ‘used by’ or ‘best before’ date</td>
<td>Packaging, labelling, portion size and location of food within the kitchen or fridge</td>
</tr>
<tr>
<td>D. Mouldy</td>
<td>7.2%</td>
<td></td>
<td>Packaging, portion size and storage.</td>
</tr>
<tr>
<td>E. Looked bad</td>
<td>6.5%</td>
<td></td>
<td>Food presentation (common understanding)</td>
</tr>
<tr>
<td>F. Smelt/tasted bad</td>
<td>4.9%</td>
<td></td>
<td>Packaging</td>
</tr>
<tr>
<td>G. Left from cooking</td>
<td>3.7%</td>
<td>Not served up onto plate</td>
<td>Serving sizes (pots, pans, measures) and Tupperware</td>
</tr>
<tr>
<td>I. In fridge/cupboard too long</td>
<td>1.4%</td>
<td></td>
<td>Portion size, Refrigerator kitchen design</td>
</tr>
<tr>
<td>Freezer burn</td>
<td>.5%</td>
<td></td>
<td>Freezer and packaging</td>
</tr>
</tbody>
</table>
Directions for redirective food research CfD

*Identify, quantify and reduce, through design led redirective practice, the environmental life cycle impacts related to the packaging, storage and preparation of food within the home.*

**Waste**

• Understand eating practices in the home (material Infrastructure, practical knowledge and common understanding leading to waste)

**Diet**

• Understand the ecological impacts of foods and diets

**Redirect**

• Alter elements of practice (material Infrastructure): Redesigning Food Packaging, Kitchen, and Appliances to minimise food waste.

• Action research interventions and workshops with households and stakeholders

If you would like to participate contact stephen.clune@rmit.edu.au
References

