

Citizens at the center of the transition towards sustainable cities

María Mora^{1,2*}, Paula Torán-Pereg^{1,2}, Laura Vázquez-Araújo^{1,2}, Elena Romeo-Arroyo^{1,2}, Stéfani Novoa¹

¹ BCC Innovation, Technology Center in Gastronomy, Donostia-San Sebastián, Spain

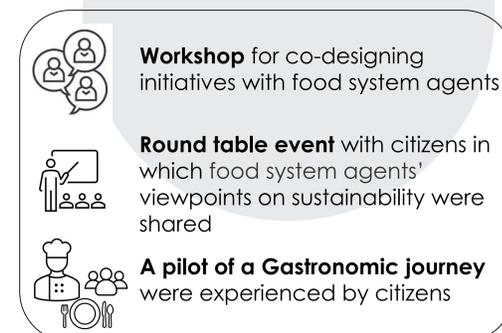
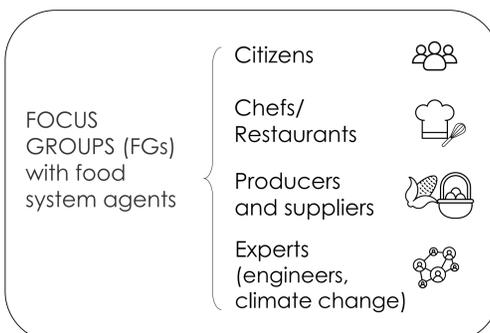
² Basque Culinary Center, Faculty of Gastronomic Sciences, Donostia-San Sebastián, Spain

 mmora@bculinary.com

AIM

Identifying appropriate ways to transform cities into “greener-cities”, using citizen science, social initiatives, and qualitative consumers’ studies in the context of a gastronomic living lab in the center of San Sebastian.

MATERIAL AND METHODS



PHASE 1: SAN SEBASTIAN'S FOOD SYSTEM ANALYSIS

Identifying sustainability's challenges and solutions of the agri-food local community

PHASE 2: CO-DESIGN AND PILOT'S TESTING OF INITIATIVES

Designing and testing initiatives with food system agents

RESULTS

Many challenges (12) and possible solutions were explored by food system agents. The proposed solutions were clustered into four groups: **raising awareness actions**, **governance instruments**, **urban planning**, and **digitalization** of the food system, being the first one the most mentioned in phase I.

San Sebastian Food system challenges

Potential solutions

1. Rise in demand for resources due to tourism and population	Raising awareness about the consumption of seasonal products
2. Lack of consumer awareness	Transmit knowledge about environment Urban farming
3. Denaturalization of the city	Transformation of old markets into spaces for debate Creation of edible green spaces
4. Greenhouse gas emissions	Shorten supply chains: hospitality planning for centralized distribution of goods
5. Lack of resources	Raising awareness about the importance of being consistent with the management of resources to reduce consumption
6. Waste	Raising awareness : improve communication channels with food system agents
7. Connection problem between the agents of the food system	Digitalization of the first sector and the system of connections between agents
8. Easy accessibility to ultra-processed foods	Governance instruments
9. Unfair market: unfair prices for suppliers and producers	Raising awareness in consumers Governance instruments
10. Work/staff sustainability in hospitality	Raising awareness to accept more days without an open business and to pay a slightly more
11. Misleading advertising	Governance instruments: legislation on sustainability and health issues
12. Equal land prices for all businesses	Governance instruments: regulation of the land/ rent

Food system agents co-designed an initiative based on raising awareness actions that had the potential to trigger a change in terms of sustainability in the city of San Sebastian. The resulting actions designed were the **Gastrokulture Journeys**. These, were defined as innovative activities to discover the flavor and culture of the city, as well as bringing awareness to citizens about the challenges of the food system.



The pilot **Gastrokulture** received an average acceptance of 8/9 which means “**Liked very much**”.

Check-All-That-Apply items and citation frequency

I learned something new (60%)
The experience was interesting (56.7%)
I would like the experience to be repeated with other products (53.3%)
Helps promote the consumption of seasonal products (50%)
It is an interesting experience to link the countryside to the city (46.7%)
The experience was too short (26.7%)
Too technological (3.3%)
The experience was too long (0%)

CONCLUSIONS

Including **sensory-driven experiences** to discover the city's flavor, such as gastronomic experiences, could be useful for **creating an environment** where the **entire food system is involved in finding solutions** to engage citizens in a more sustainable future.