

Rewiring *Retail*

Reimagining Food & Beverage Retail Toward Collaborative Living



The Whole System Is Stuck in The “Iron Cage of Consumerism”

Individual Level

In today's busy lives, food is reduced to **convenience, quick, impulsive**, and shaped by personal routines and economic limits. **Strong territorial habits** around taste, diet, and budget make sharing difficult, while systems prioritise **speed over intention**, making mindful or collective consumption feel burdensome and out of reach.

Household Level

In co-living households shaped by economic constraints, people share space but not systems. **Food becomes a site of tension**; territorial habits, financial sensitivity, and mismatched routines **turn kitchens into quiet battlegrounds**. Emotional connection is rare, and collaboration is undermined by the lack of trust, structure, and shared responsibility.

Retail Industry Level

The retail industry focus on maximising sales with **standardisation, abundance, and constant availability**. Business models prioritise convenience and profit, driving overproduction and excessive packaging. Stock is filled to stimulate demand, not match actual need. **Efficiency and growth metrics** dominate the industry's success.

Social & National Level

At the national level, success is measured by GDP, consumption, and market growth. **Social norms focus on abundance and individual ownership**. Collective ecological limits are sidelined. Sustainability efforts are **fragmented and often treated as consumer choice** rather than systemic change. The result is a society wired to consume.

Transition Pathway toward future

Near Term

5-10 years



Nudging Change
within Legacy

Mid Term

10-20 years



Slowing Down
the Consumption

LongTerm

20-30 years



Hyperlocal and
Regenerative Economy



Ownership in the Packaged Food Lifecycle

Mapping Stakeholders by Ownership Influence and Systemic Interdependencies

We created a detailed system map to visualise how ownership is produced, distributed, and transformed across the lifecycle of packaged food. The map identifies key stakeholder groups – from producers and retailers to consumers, community fridges, and policymakers – and locates them within four lifecycle stages:

1. Production & Packaging Design,
2. Retail & Distribution,
3. Consumption & Use,
4. Post-Use & Redistribution.

We analysed their types of ownership influence (structural, individual, psychological), relative power, and how ownership is transferred, institutionalised, or challenged through systemic flows.

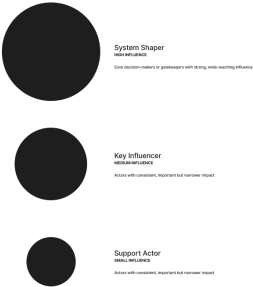
We wanted to move beyond viewing ownership as an individual attitude, and instead reveal it as a systemic condition shaped by roles, rules, and relationships. By mapping how ownership flows and transforms between stakeholders, we could identify critical leverage points for design interventions.

This approach helps surface the complexity of shared responsibility in FMCG systems, highlighting how interventions must align with existing power structures and enable collaborative forms of ownership to scale.

Dominant Ownership Influence

Structural Ownership
Functional Ownership
Psychological Ownership

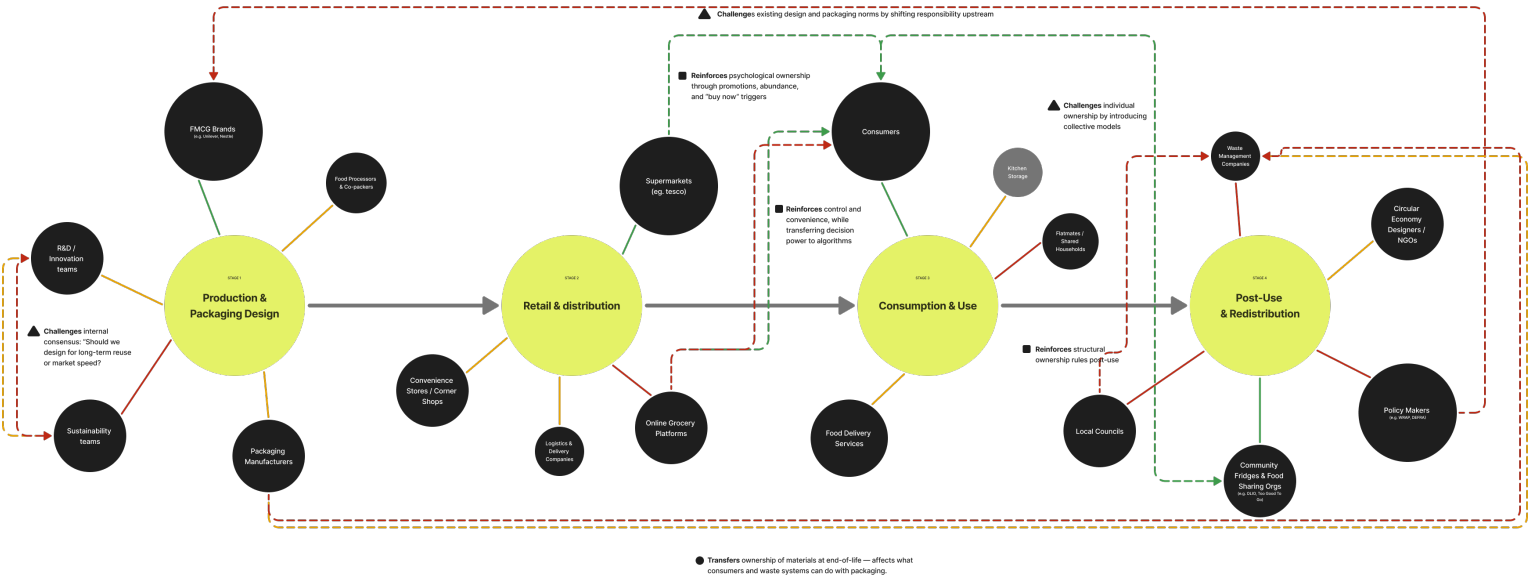
Level of Influence or Power



Influence Flows

Connections where ownership is transferred, reinforced, or challenged

Transferred Ownership
Reinforced ownership
Challenged ownership



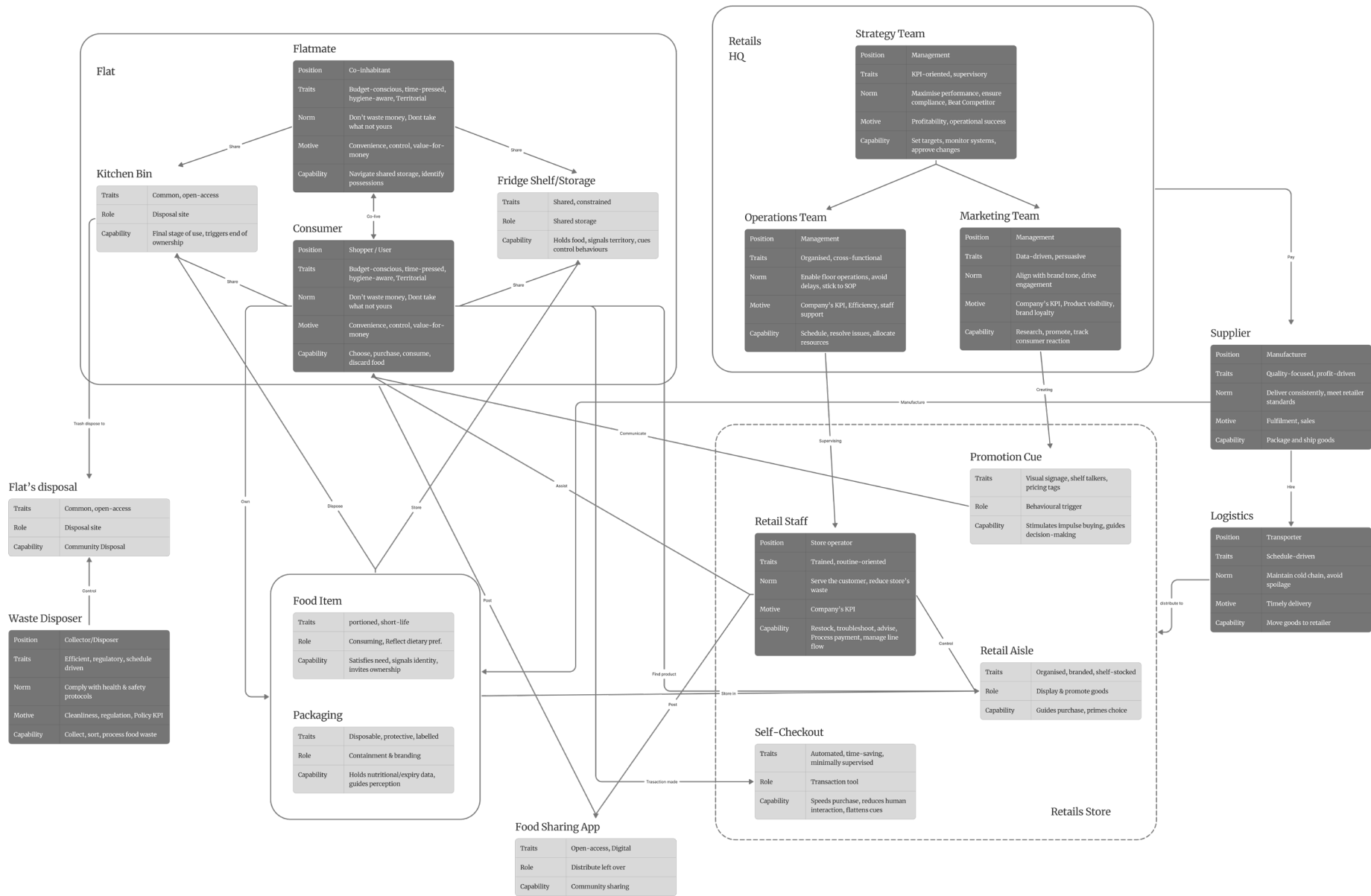
Behaviour Setting Map

Analysing roles, norms, and artefacts shaping ownership in context

We used Behaviour Setting Theory to map the social, physical, and normative environments in which ownership behaviours occur across the packaged food lifecycle. We detailed roles (e.g. consumer, flatmate, retail staff), norms (e.g. self-monitoring, deal-seeking), motives, and artefacts (e.g. fridge, packaging, checkout) in contexts from shared flats to retail stores to disposal points. This visual map made explicit the distributed nature of ownership practices and the shared routines that structure them.

We wanted to move beyond viewing ownership as an individual attitude, and instead reveal it as a systemic condition shaped by roles, rules, and relationships. By mapping how ownership flows and transforms between stakeholders, we could identify critical leverage points for design interventions.

By mapping these settings, we could see how ownership is fragmented, negotiated, or institutionalised, revealing the system-level barriers within the retail that are preventing the transition towards a more collective, sustainable models.

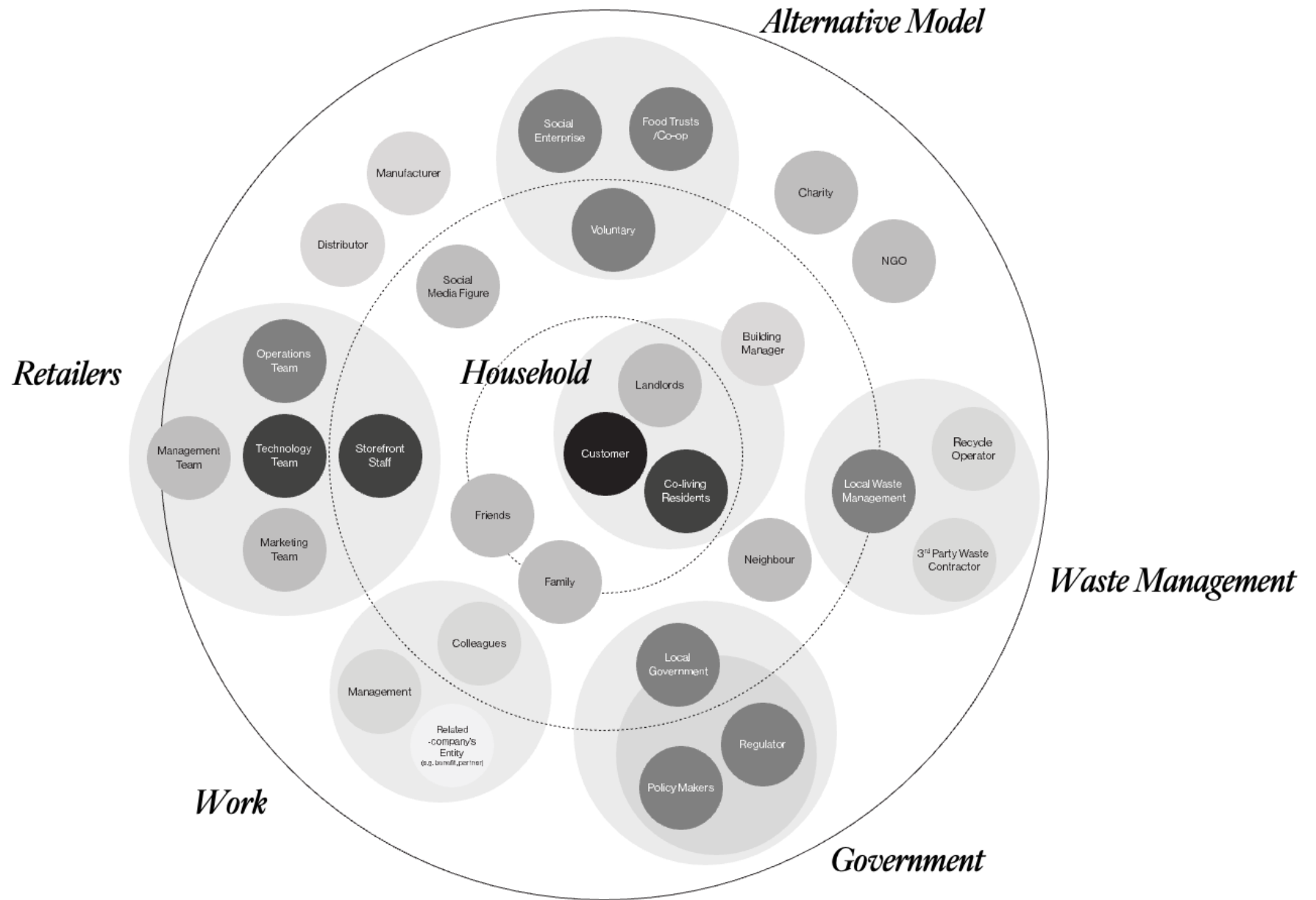


Stakeholder Ecology Map

Positioning household ownership within a wider system of actors

We created a stakeholder ecology map that positions the customer and household within a broader ecosystem of actors influencing food ownership practices. This included retailers (management, marketing, operations, storefront staff), waste management entities, government regulators, landlords, co-living residents, social enterprises, NGOs, and voluntary initiatives. We used concentric layers to illustrate proximity and relational influence on the customer's experience of ownership.

By visualising this ecology, we could see how retailers, policy-makers, local government, and alternative models all play roles in enabling or constraining shared responsibility. This approach supported a more holistic, systemic framing of our design challenge – emphasising that shifting ownership models requires cross-sector collaboration, not just consumer behaviour change.



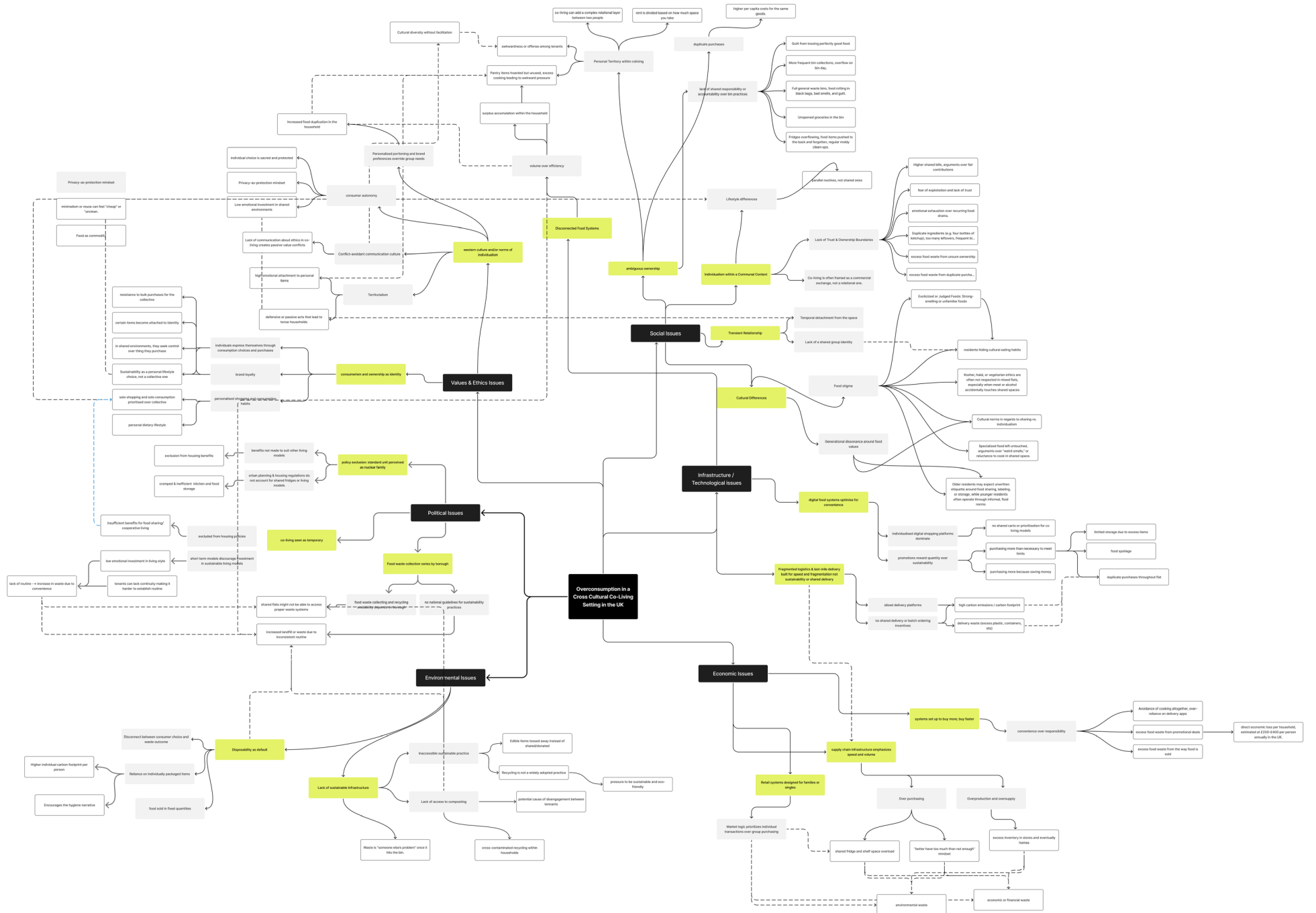
Wicked Problems Map

Mapping the interconnected drivers of overconsumption

We built a Wicked Problems Map to surface and connect the complex, interdependent drivers of overconsumption and waste in packaged food systems. This mapping exercise identified factors spanning social norms, retail incentives, packaging design, infrastructure constraints, and individual behaviours.

By visualising these interrelations, we made visible the complexity and entanglement of the problem space.

We wanted to expose the full complexity of the challenge, showing how factors like retail incentives, social norms, and infrastructure reinforce each other. This helped us avoid simplistic solutions and frame the problem as truly systemic.



The Multi-Level Perspective Map

Situating ownership practices within socio-technical transitions

We applied the Multi-Level Perspective (MLP) framework to analyse how ownership practices in food consumption have evolved over time across three levels:

1. Landscape (broad cultural and societal trends),

2. Regime (dominant systems and infrastructures), and

3. Niche (emerging innovations and alternatives).

We created a timeline to track these shifts from the 1940s to today.

We aimed to understand how ownership norms and systems evolved over time. By placing current practices in historical context, we could see why certain behaviours persist and identify moments when meaningful change became possible.

Landscape

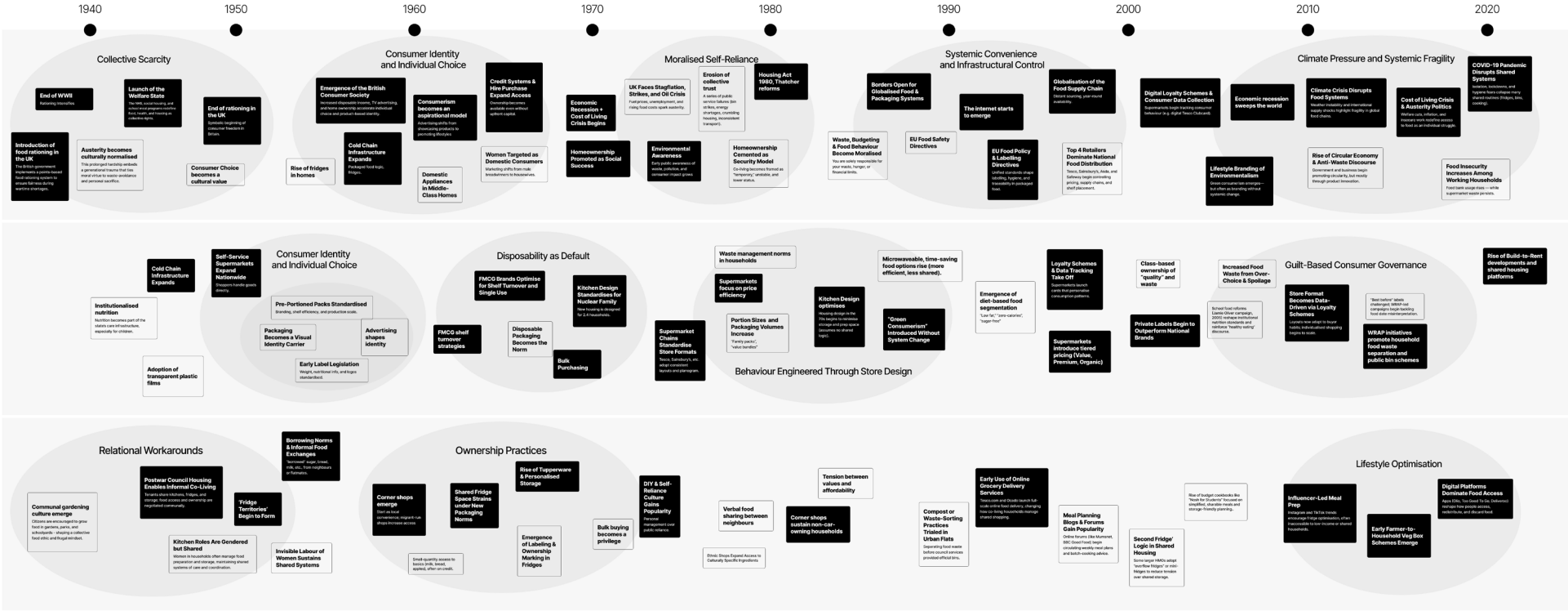
Long-term societal, economic, and environmental forces

Regime

Institutionalised systems and dominant practices

Niche

Emerging practices and grassroots experiments



Primary Event Secondary Event Cluster

Nuclear Family & Co-Living Journey Maps

Comparing grocery behaviours across living contexts

Our MLP (Multi-Level Perspective) analysis revealed the nuclear family as a dominant model that has historically shaped mainstream food systems – driving packaging formats, retail design, and shopping behaviours optimised for predictable, centralised household coordination.

To better understand the real-world implications of this legacy, we mapped and compared grocery journeys in both nuclear family and co-living contexts.

This allowed us to see how ownership norms and routines that work well in a family setting can break down in shared living arrangements, leading to frictions like territorial behaviour, spoilage, and waste.

Nuclear Family's grocery journey

Theme: Predictable Routine / Embedded Care / Centralised Coordination / Shared Tools & Infrastructure / Planned Consumption

Characteristic: Linear flow / Family-scaled / Emotionally bonded

Posture: Coordinated / Attentive / Practical / Nurturing / Rhythmic

Mindset: Efficiency / Stability / Bonding



Stage	Weekly Meal Planning	Negotiating Preferences	Checking Inventory	Budgeting and Offers	Writing the Shopping List	Grocery Run	Choosing Products	Transport & Unpacking	Cooking Preparation	Mealtimes	Cleaning Up	Saving Leftovers
Job to be done	Discuss meals, plan weekly schedule, assign cooking days	Consider likes/dislikes, accommodate dietary needs	Note what's running low, check expiry dates	Match list to store promotions, plan savings	Finalise items, organise by store section	Shop based on list, compare brands, include extras	Pick shared staples + individual favourites	Unpack together, store by family logic	Prepping, cooking together, helping each other	Eat together, talk about day, enforce no screens	Split tasks (wash, dry, wipe), hold each other accountable	Store properly, plan lunchboxes, reuse in recipes
Touchpoint	Fridge calendar, family chat, parent's mental checklist	Mealtime discussions, casual check-ins	Pantry scan, fridge audit, scribbled notes	Loyalty app, receipts, supermarket promotions	Shared list app or magnet notepad on fridge	Supermarket, trolley, family loyalty card	Aisles / Signage / Packaging	Car boot, kitchen counter, fridge shelves	Cooking Station / Fridge	Dinning Room	Kitchen	Tupperware / Fridge
Posture	Coordinated, preparatory	Inclusive, attentive	Pragmatic, habitual	Strategic, value-driven	Organised, thoughtful	Efficient, task-focused	Caring, selective	Cooperative, routine-based	Purposeful, relational	Present	Dutiful, fair	Practical, forward-looking
Mindset	Routine, care	Fairness, belonging	Efficiency, responsibility	Frugality, planning	Shared goals, minimising waste	Duty, togetherness	Familiarity, trust	Order, clarity	Nurture, identity	Bonding, tradition	Contribution, equity	Waste-aware, continuity, Economic

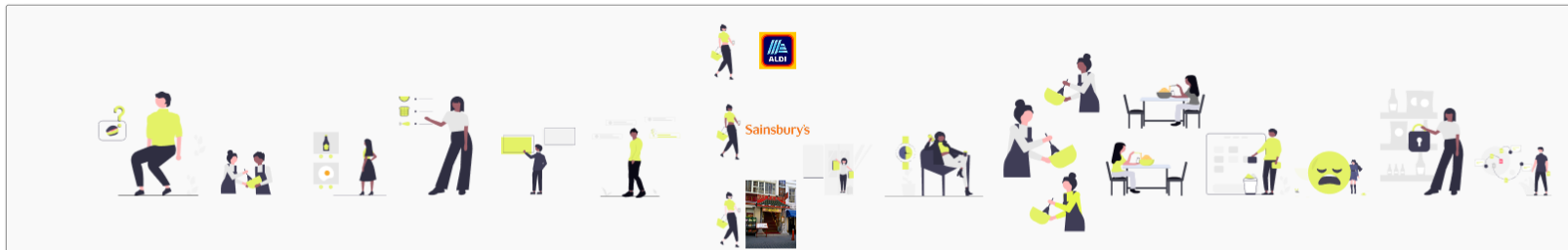
Co-living's grocery journey

Theme: Fragmented Flow / Territorial / Impulse-Driven / Emotional Avoidance / Social Tension / Disconnection / Convenience over economic

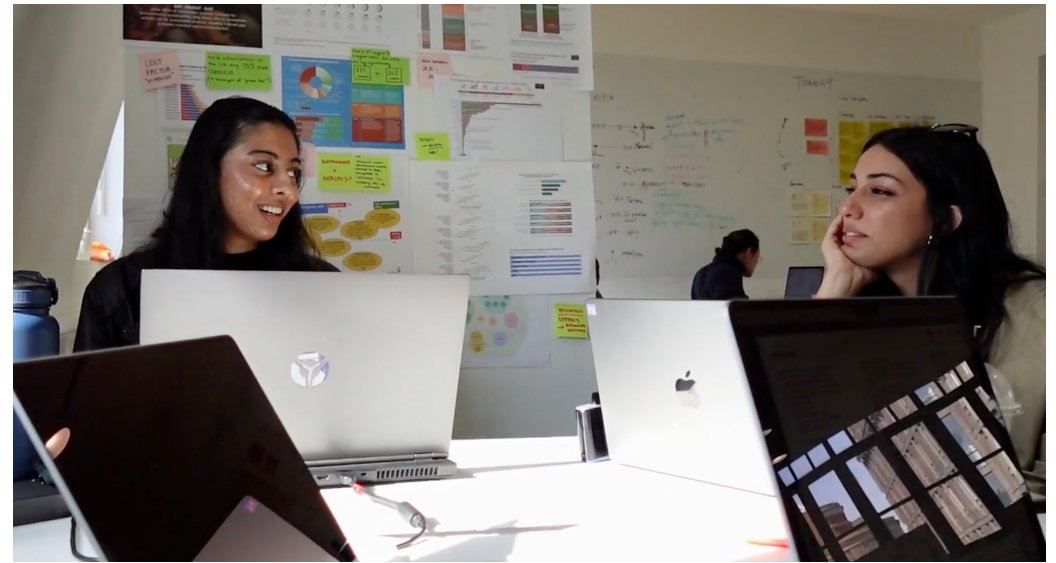
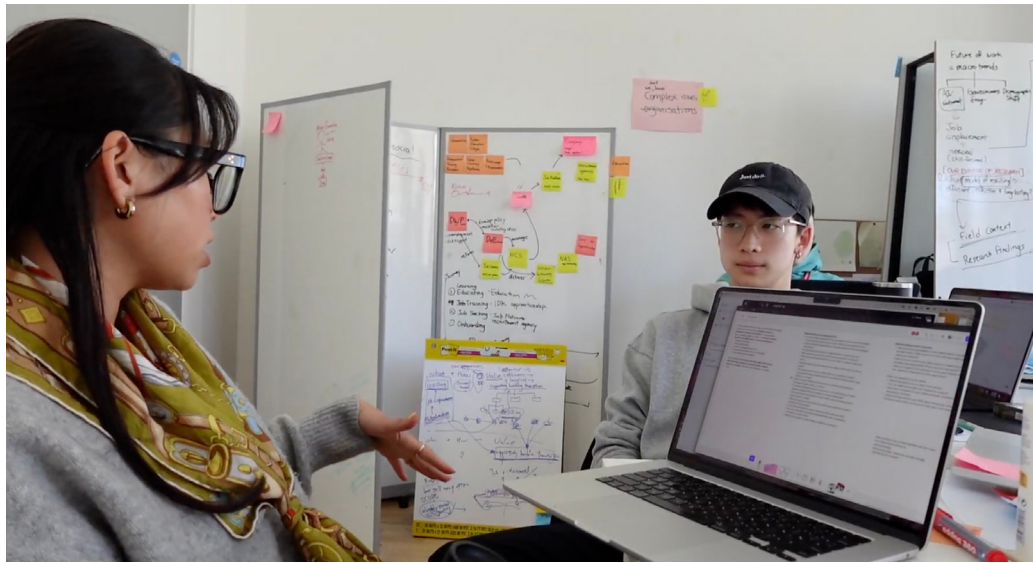
Characteristic: Non-linear / Individual-scaled / Low synchronisation / Short-term / Low system memory

Posture: Reactive / Sheltered / Adaptive / Detached

Mindset: Autonomy / Survival / Rules-driven / Minimal investment / Economic yet convenience



Stage	Noticing Hunger	Checking Kitchen Activity	Browsing Food Options	Rough Meal Planning	Grocery Trigger	Choosing Where to Shop	Quick Grocery Stop	Returning Home	Waiting for Kitchen Access	Cooking (When Possible)	Eating	Cleaning Up (Own Stuff Only)	Encountering Shared Mess	Leftover Management	Loop Reset
Job to be done	Realise hunger, pause other activity	Assess whether it's free or wait-worthy	Consider delivery, leftovers, snack or cook	Think of what's possible with what's left	Decide to shop, now or later	Pick store based on convenience	Buy 1-3 items, ready to use	Car boot, kitchen counter, fridge shelves	Navigate fridge space politics	Delay cooking until kitchen clears	Cook quickly, clean as you go	Eat alone, often distracted	Ignore or complain internally	Store food, hope it's safe	Restart thought process
Touchpoint	Stomach growl, food smells, ad exposure	Sound of frying, occupied kitchen	Phone apps, fridge glance, pantry check	Fridge, mental ingredients list	Empty shelf, craving, expired items	Mental thinking / Location Service	Store / Apps	Transportation, Communal Space	Texting, hovering, multitasking	Shared stove, pan, minimal gear	Kitchen, Private Room, Communal Room	Kitchen, Private Room, Communal Room	Communal Space	Plastic container, fridge shuffle	New craving, someone cooking again
Posture	Reactive, distracted	Hesitant, passive	Disjointed, indecisive	Limited, low-energy	Opportunistic, minimalist	Practical, habitual	Tactical, cautious	Guarded, discreet	Disrupted, sidelined	Efficient, invisible	Isolated, casual	Selective, measured	Fatigued	Uncertain, passive	Cyclical, resigned
Mindset	Disruption, On the go	Delay, avoidance	Convenience, effort-minimising	Constraint, survival	Economics	Speed, proximity	Portion control, perishability	Ownership, scarcity	Frustration, submission	Efficiency, conflict-avoidance	Privacy, disengagement	Fairness, boundary-setting	Resentment	Risk, impermanence	Survival Mode



Insight Codification

Thematic analysis of challenges and behaviours

We aimed to move from raw interview data to structured insights that could inform design. By codifying themes across participants, we identified patterns of shared pain points and systemic barriers that interventions would need to address to make collaborative ownership viable.

RETAIL PACKAGING & DESIGN

Retail Overportioning

Portion Mismatch

Inflexible Packaging

SHARED RESPONSIBILITY

Lack of Accountability

Temporary Compliance

Misaligned Habits

INFRASTRUCTURE BARRIERS

Fridge Congestion

Limited Storage

Food Environmental Practices

CULTURAL & EMOTIONAL VALUES

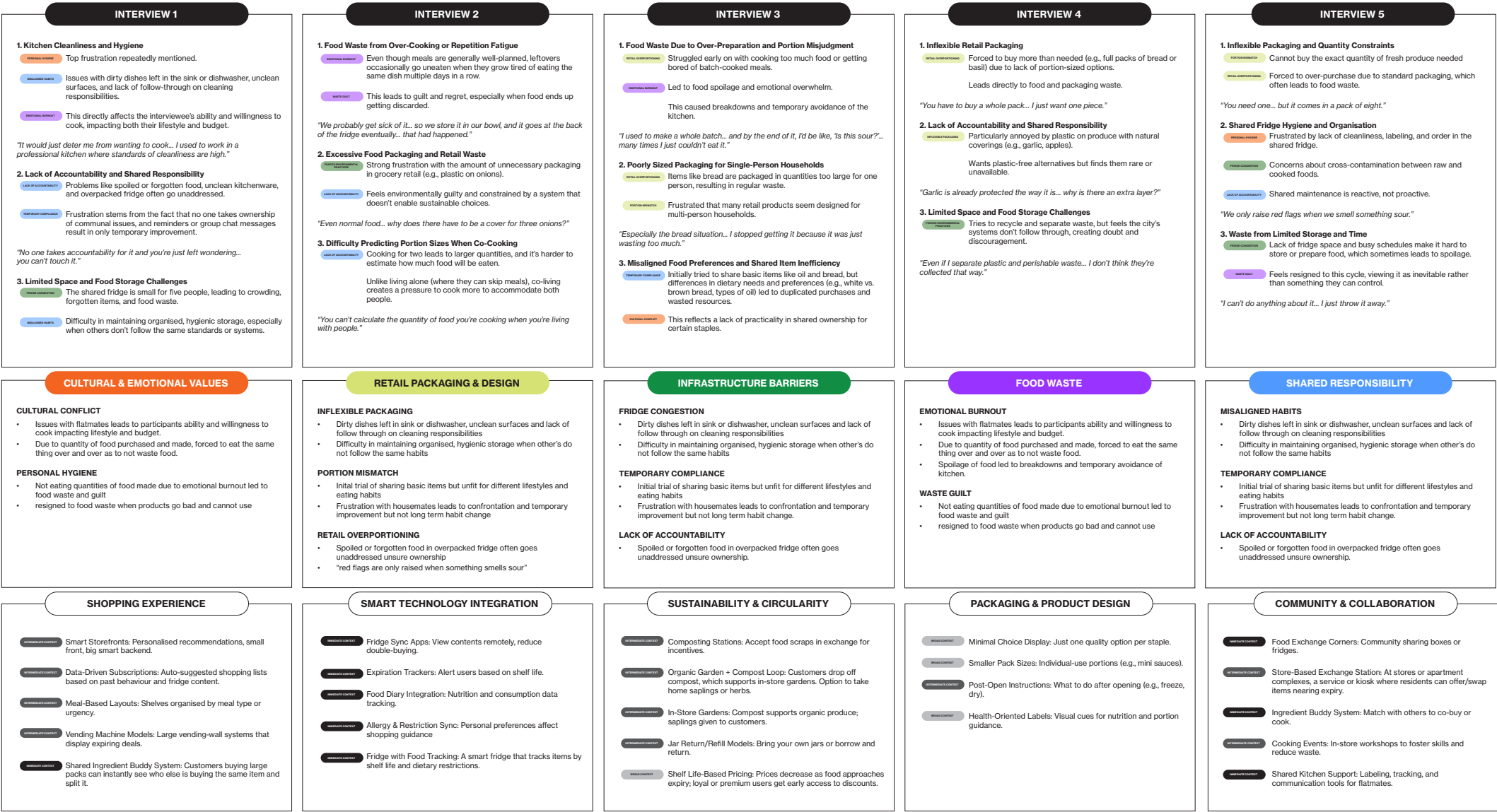
Cultural Conflict

Personal Hygiene

FOOD WASTE

Waste Guilt

Emotional Burnout



SHOPPING EXPERIENCE

PERSONAL CONCERN

Smart Storefronts: Personalised recommendations, small front, big smart backend.

PERSONAL CONCERN

Data-Driven Subscriptions: Auto-suggested shopping lists based on past behaviour and fridge content.

PERSONAL CONCERN

Meal-Based Layouts: Shelves organised by meal type or urgency.

PERSONAL CONCERN

Vending Machine Models: Large vending-wall systems that display expiring deals.

PERSONAL CONCERN

Shared Ingredient Buddy System: Customers buying large packs can instantly see who else is buying the same item and split it.

SMART TECHNOLOGY INTEGRATION

PERSONAL CONCERN

Fridge Sync: Apps: View contents remotely, reduce double-buying.

PERSONAL CONCERN

Expiration Trackers: Alert users based on shelf life.

PERSONAL CONCERN

Food Diary Integration: Nutrition and consumption data tracking.

PERSONAL CONCERN

Allergy & Restriction Sync: Personal preferences affect shopping guidance

PERSONAL CONCERN

Fridge with Food Tracking: A smart fridge that tracks items by shelf life and dietary restrictions.

SUSTAINABILITY & CIRCULARITY

PERSONAL CONCERN

Composting Stations: Accept food scraps in exchange for incentives.

PERSONAL CONCERN

Organic Garden + Compost Loop: Customers drop off compost, which supports in-store gardens. Option to take home saplings or herbs.

PERSONAL CONCERN

In-Store Gardens: Compost supports organic produce; saplings given to customers.

PERSONAL CONCERN

Jar Return/Refill Models: Bring your own jars or borrow and return.

PERSONAL CONCERN

Shelf Life-Based Pricing: Prices decrease as food approaches expiry; loyal or premium users get early access to discounts.

PACKAGING & PRODUCT DESIGN

PERSONAL CONCERN

Minimal Choice Display: Just one quality option per staple.

PERSONAL CONCERN

Smaller Pack Sizes: Individual-use portions (e.g., mini sauces).

PERSONAL CONCERN

Post-Open Instructions: What to do after opening (e.g., freeze, dry).

PERSONAL CONCERN

Health-Oriented Labels: Visual cues for nutrition and portion guidance.

COMMUNITY & COLLABORATION

PERSONAL CONCERN

Food Exchange Corners: Community sharing boxes or fridges.

PERSONAL CONCERN

Store-Based Exchange Station: At stores or apartment complexes, a service or kiosk where residents can offer/swap items nearing expiry.

PERSONAL CONCERN

Ingredient Buddy System: Match with others to co-buy or cook.

PERSONAL CONCERN

Cooking Events: In-store workshops to foster skills and reduce waste.

PERSONAL CONCERN

Shared Kitchen Support: Labeling, tracking, and communication tools for flatmates.



Description

Yasha

Student accommodation / Cross-cultural /



Description

Yasha

Student Accommodation / Cross-cultural /



Description

Desiree

4 person / Cross-cultural / Multigeneration



Description

Yasha

Student Accommodation / Cross-cultural /



Description

Louis | Working Male | London

7 person / Cross-cultural /



Description

Calvin | International Male Student | London

2 person / Cross-cultural /



Description

Rayna

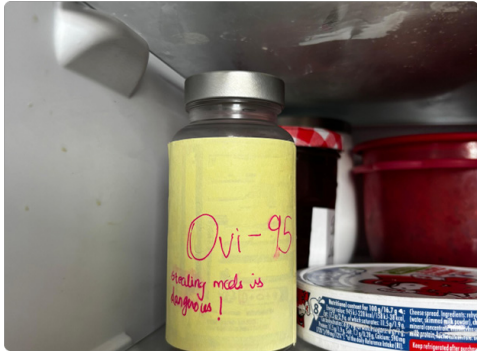
Student Accommodation / Cross-cultural /



Description

Rayna

Student Accommodation / Cross-cultural /



Description

Rayna

Household type / Cross-cultural /



Description

Klaudia

2 person / Cross-cultural /



Description

Neha | International Female Student | London

2 person / Cross-cultural /



Description

Kay | International Female Student | London

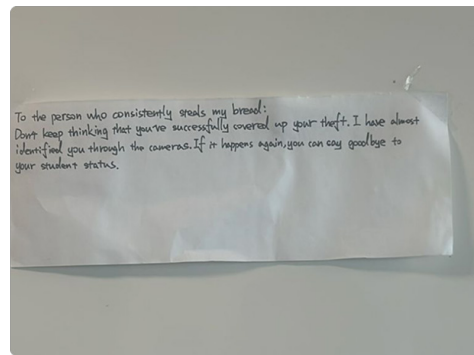
Household type / Cross-cultural /



Description

Kate | International Female Student | London

Family home / Cross-cultural / Multigeneration



Description

Simran

Student Accommodation / Cross-cultural /



Description

Bamee | International Female student | London

w/ Landlord / Cross-cultural / Multigeneration



Description

Kay | International Female Student | London

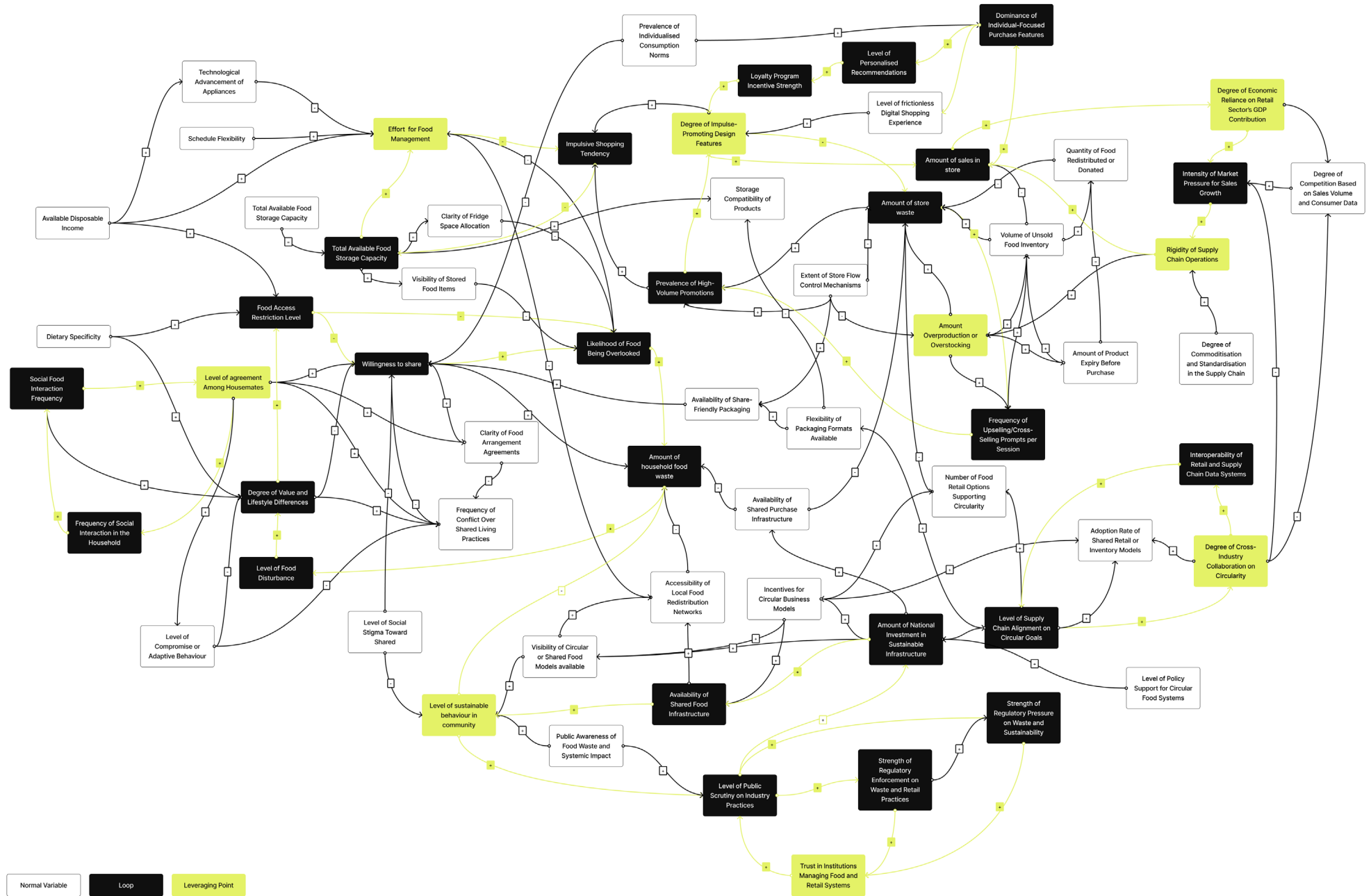
Household type / Cross-cultural /

System Map

Visualising interconnections and feedback loops

We translated these coded themes into a detailed system map. This map visualises the interconnections between factors like storage limits, emotional burnout, retail overportioning, hygiene expectations, and accountability breakdowns. We highlighted feedback loops and leverage points within the co-living context.

We wanted to understand not just what the problems are, but how they interrelate and reinforce one another. Mapping the system helped us see where small design interventions could disrupt negative cycles or enable positive change toward shared responsibility.



Signal Scanning and Transition Design Pathway

Structuring change through real-world signals and shared visioning

To move beyond analysis toward actionable change, we applied a Transition Design Pathway approach.

First, we conducted signal scanning to identify and analyse existing solutions and emerging practices that address ownership, waste, packaging, sharing, and retail design. These included weak signals, promising innovations, and local experiments already disrupting the dominant system.

We then systematically mapped responses we captured earlier, using the insights to clarify what elements of the current system need to be phased out, what valuable practices and values should be retained, what disruptive opportunities already exist, and what early indicators of our desired future are already emerging.

We then synthesised all this work into a cohesive Future Vision statement.

This text integrates critique, aspiration, and practical possibilities into a shared, design-oriented vision for more collaborative, circular, and sustainable ownership models in food systems.

200 DND Updates Inflation Basket to Reflect Modern Lifestyles  Description The Department of National Defence (DND) has updated its inflation basket to better reflect modern lifestyles. The new basket includes items like smartphones, streaming services, and online shopping, which were previously excluded. This update aims to provide a more accurate measure of the cost of living for military personnel and their families. Relevancy This update is highly relevant for military personnel and their families, as it directly impacts their financial well-being and the accuracy of their allowances.	201 Dubai Democratizes Property Investment via Blockchain Tokenization  Description Dubai has pioneered the use of blockchain technology to democratize property investment. Through tokenization, individuals can now invest in real estate with much smaller capital requirements than traditional methods. This initiative is part of Dubai's broader vision to become a global hub for blockchain innovation. Relevancy This is highly relevant for investors and the financial sector, as it opens up new opportunities for wealth creation and investment diversification.	202 The Role of Social Norms in Climate Behaviour  Description Research indicates that social norms play a significant role in shaping individual climate behaviors. From recycling to energy conservation, the actions of others can influence what is considered acceptable or desirable. Understanding and leveraging these norms can be a powerful tool in promoting sustainable living. Relevancy This is highly relevant for environmental policy and community development, as it provides insights into how to effectively encourage sustainable practices.	203 Urban Sprawl Expands Belts and Forces Initiatives  Description Rapid urbanization and sprawl are putting pressure on infrastructure and the environment. This has led to the implementation of various initiatives, such as smart city technologies and green building standards, to manage growth sustainably. These efforts aim to improve the quality of life in urban areas while minimizing environmental impact. Relevancy This is highly relevant for urban planning and infrastructure development, as it addresses the challenges of accommodating growing populations in a sustainable manner.	204 Government Stimulates Bioeconomy Not Just Requirements  Description Governments are increasingly focusing on stimulating the bioeconomy, which involves the sustainable use of biological resources. This goes beyond just setting requirements and includes providing incentives, funding research, and creating supportive regulatory frameworks. The goal is to foster innovation and growth in this sector. Relevancy This is highly relevant for the agricultural and biotechnology sectors, as it provides a clear path for government support and investment.	205 Educational Institutions Property Investment via Blockchain Tokenization  Description Educational institutions are exploring blockchain technology for property investment. By tokenizing real estate assets, they can raise funds more efficiently and transparently. This approach allows for fractional ownership and easier management of large-scale investments. Relevancy This is highly relevant for the education sector and the blockchain industry, as it demonstrates a practical application of the technology in a new context.	206 The Power of Training: National Climate Action as Practical Living  Description National climate action plans are becoming more practical as they incorporate training and education. This helps individuals understand the impact of their actions and provides them with the skills needed to live more sustainably. Training programs focus on areas like energy efficiency, waste management, and sustainable transportation. Relevancy This is highly relevant for environmental education and policy, as it emphasizes the importance of equipping citizens with the knowledge and skills to contribute to climate goals.	207 UK Climate Economy Package Consultation  Description The UK government has launched a consultation on its Climate Economy Package. This package aims to address the challenges of climate change while maintaining economic growth and creating jobs. The consultation seeks input from various stakeholders to refine the package and ensure it meets the needs of the country. Relevancy This is highly relevant for the UK economy and environmental policy, as it represents a significant step in the country's climate strategy.	208 Resources and Waste Strategy for England  Description England has a new strategy for managing resources and waste. This strategy focuses on reducing waste, increasing recycling, and promoting the use of renewable resources. It aims to create a circular economy where resources are used efficiently and waste is minimized. Relevancy This is highly relevant for environmental policy and the waste management industry, as it sets a clear direction for sustainable resource use.	209 Local Community Food System and Shared  Description Local community food systems are gaining traction as a way to support local economies and reduce environmental impact. These systems involve shared resources like land, labor, and equipment, allowing small-scale producers to compete in the market. They also foster a sense of community and resilience. Relevancy This is highly relevant for local food systems and community development, as it promotes sustainable and equitable food production.
210 AI Recommends Matching Emotional Algorithms for Remote Learning  Description Artificial intelligence (AI) is being used to recommend matching emotional algorithms for remote learning. This technology analyzes student behavior and emotional states to provide personalized learning experiences. It helps identify when a student is struggling or disengaged and offers targeted support. Relevancy This is highly relevant for the education sector, as it enhances the effectiveness of remote learning and supports student well-being.	211 Reimagining Retailer-Supplier Dynamics  Description The relationship between retailers and suppliers is being reimagined to be more collaborative and transparent. This involves sharing data, reducing lead times, and working together to optimize the supply chain. The goal is to create a more resilient and efficient retail ecosystem. Relevancy This is highly relevant for the retail and supply chain industries, as it addresses the challenges of managing complex global supply networks.	212 From Loyalty Points to Micro-Investments: Retail Personal Banking Strategy  Description Retail banks are moving from traditional loyalty points to micro-investments as part of their personal banking strategy. This allows customers to start investing with very small amounts of money, making it more accessible. It also provides a new way for banks to engage with their customers and offer financial services. Relevancy This is highly relevant for the banking and financial services sectors, as it represents a shift towards more inclusive and personalized financial offerings.	213 TikTok Emerges as Major Beauty Retail Platform  Description TikTok has emerged as a major platform for beauty retail. Influencers and brands are using the platform to showcase products, share tutorials, and drive sales. This has created a new marketing channel for the beauty industry and changed the way consumers discover and purchase beauty products. Relevancy This is highly relevant for the beauty and retail industries, as it highlights the growing influence of social media on consumer behavior.	214 Low Technology High Sustainability Living Models  Description There are many low-technology models for achieving high sustainability in living. These include passive solar design, rainwater harvesting, and composting. These models are often more affordable and easier to implement than high-tech solutions, making them accessible to a wider range of people. Relevancy This is highly relevant for sustainable living and architecture, as it provides practical examples of how to live more sustainably with minimal technology.	215 Consumer-Led Systems: Extending Ethical Food Systems into Daily Life  Description Consumer-led systems are extending ethical food systems into daily life. This involves creating platforms where consumers can directly connect with producers, ensuring fair trade and ethical practices. It also allows consumers to make more informed choices about the food they eat. Relevancy This is highly relevant for the food industry and ethical consumerism, as it promotes transparency and accountability in the food supply chain.	216 Cognitive Dissonance in Climate Action: The Internal Conflict  Description Cognitive dissonance is a common barrier to climate action. It's the internal conflict between what we know is true about climate change and the actions we are not taking. Understanding this conflict and how to overcome it is crucial for motivating individuals to take action. Relevancy This is highly relevant for environmental psychology and climate communication, as it provides insights into the psychological barriers to sustainable behavior.	217 Cloud-Trap Grocery System  Description A cloud-trap grocery system is a new way of managing food inventory and distribution. It uses cloud-based technology to track inventory levels and automate ordering and delivery. This system can help reduce food waste and improve the efficiency of grocery stores. Relevancy This is highly relevant for the grocery industry and food management, as it offers a solution to common challenges in food retail.	218 Co-Living Models with Shared Kitchens and Fridges  Description Co-living models with shared kitchens and fridges are becoming popular in urban areas. These models provide a more affordable and community-oriented way of living. They often include shared spaces for socializing and activities, fostering a sense of community among residents. Relevancy This is highly relevant for urban housing and community development, as it addresses the need for affordable and social living options in cities.	219 Waste-to-Energy: Reducing Food Waste in Kitchens  Description Waste-to-energy technologies are being used to reduce food waste in kitchens. These technologies convert food waste into energy, reducing the amount of waste sent to landfills. This is a sustainable way to manage food waste and generate renewable energy. Relevancy This is highly relevant for waste management and sustainable energy, as it provides a practical solution to the problem of food waste.
220 Segmenting the Sustainable Consumer  Description The sustainable consumer market is being segmented to better understand different types of consumers. This includes identifying those who are motivated by ethics, those who care about the environment, and those who are concerned about social issues. This segmentation helps businesses tailor their products and marketing to specific consumer groups. Relevancy This is highly relevant for marketing and consumer behavior research, as it provides a deeper understanding of the sustainable consumer market.	221 From Values to Action: Designing Shared Systems That Bridge the Values Gap  Description Designing shared systems that bridge the values gap is a key challenge for organizations. This involves creating systems that align with the values of all stakeholders and facilitate collaboration. It requires a deep understanding of the values at play and the ability to design systems that support those values. Relevancy This is highly relevant for organizational design and management, as it provides a framework for creating more effective and aligned systems.	222 Short-Term, Shared Systems: The Role of AI-Powered Remote Infrastructure  Description Short-term, shared systems are being supported by AI-powered remote infrastructure. This allows for more flexible and scalable use of resources. AI can optimize the allocation and management of these resources, ensuring they are used efficiently and effectively. Relevancy This is highly relevant for infrastructure and AI technology, as it demonstrates the potential of AI in managing shared resources.	223 Luxury Market Shifts Towards Affordable Alternatives  Description The luxury market is shifting towards more affordable alternatives. This is driven by changing consumer preferences and economic factors. Brands are offering more accessible price points while maintaining the quality and exclusivity associated with luxury. This shift is creating new opportunities for growth in the market. Relevancy This is highly relevant for the luxury goods industry and retail, as it highlights a significant trend in consumer behavior.	224 Real Estate as Resilience Infrastructure  Description Real estate is being viewed as resilience infrastructure. This means that buildings and properties are designed to withstand and recover from various risks, such as natural disasters or economic downturns. This approach makes real estate a more secure and valuable investment. Relevancy This is highly relevant for the real estate and infrastructure sectors, as it emphasizes the importance of resilience in property development.	225 Open Source Collaboration for Climate Construction  Description Open source collaboration is being used for climate construction. This involves sharing designs, plans, and resources for sustainable building projects. This collaborative approach can accelerate innovation and reduce costs, making sustainable construction more accessible. Relevancy This is highly relevant for the construction industry and climate action, as it promotes transparency and collaboration in building sustainable infrastructure.	226 Competition at Scale Banks and Tech Giants Rethinking Financial Data  Description Competition at scale is forcing banks and tech giants to rethink financial data. This involves developing new ways to collect, analyze, and share financial information. The goal is to create more efficient and transparent financial systems that can better serve the needs of the economy. Relevancy This is highly relevant for the financial services and technology sectors, as it represents a major shift in how financial data is handled.	227 Community Fridges Surpass 500 Sites  Description Community fridges have surpassed 500 sites worldwide. These fridges provide a way for communities to share surplus food and reduce food waste. They are a practical and effective way to address food insecurity and promote sustainability. Relevancy This is highly relevant for food security and community development, as it shows the growing impact of community fridges.	228 Digital Platforms for Roommate Matching  Description Digital platforms are being used for roommate matching. These platforms use algorithms to match potential roommates based on their preferences and needs. This makes the process of finding a roommate easier and more efficient. Relevancy This is highly relevant for the housing and digital technology sectors, as it provides a solution to a common problem in urban living.	229 Teddy Zone Platforms for Carbon Drawdown  Description Teddy zone platforms are being used for carbon drawdown. These platforms allow individuals and organizations to offset their carbon footprint by supporting reforestation and other carbon-sequestering activities. This is a practical way to contribute to climate action.
230 Microseed Interdependence with Remote Extended Micro-Seedling and Shared Living  Description Microseed interdependence is a new concept in agriculture and remote living. It involves sharing micro-seeds and living conditions to support sustainable food production and community resilience. This approach can help small-scale farmers and remote communities thrive. Relevancy This is highly relevant for agriculture and remote living, as it provides a model for sustainable and collaborative food production.	231 Digitally Tailored Shared Assets  Description Digital technology is being used to tailor shared assets for individual users. This allows for more efficient use of resources and personalized experiences. For example, shared cars can be tailored to different user preferences for comfort and performance. Relevancy This is highly relevant for the sharing economy and digital technology, as it demonstrates the potential of digital tools in optimizing shared resources.	232 From Banks to Brands: The Rise of AI-Powered Financial Technology  Description The rise of AI-powered financial technology is changing the way we interact with banks and brands. AI is used for fraud detection, personalized recommendations, and automated customer service. This technology is making financial services more efficient and user-friendly. Relevancy This is highly relevant for the financial services and AI technology sectors, as it highlights the growing impact of AI in finance.	233 Blockchain Food Logging across Supply Chains  Description Blockchain technology is being used for food logging across supply chains. This provides a transparent and secure way to track food from source to consumer. It helps ensure food safety and quality, and it can be used to verify claims about sustainable and ethical sourcing. Relevancy This is highly relevant for the food industry and blockchain technology, as it provides a practical application of blockchain in food supply chain management.	234 Smart Fridges across Grocery Management  Description Smart fridges are being used for grocery management. These fridges can track inventory levels, suggest recipes, and even order groceries automatically. This makes grocery shopping and food management easier and more efficient. Relevancy This is highly relevant for the grocery industry and smart home technology, as it shows the potential of smart appliances in improving daily life.	235 Cointry Data as a Tool for Financial Inclusion  Description Cointry data is being used as a tool for financial inclusion. This involves using digital data to identify and reach underserved populations. It helps financial institutions develop products and services that meet the needs of these groups, promoting economic growth and stability. Relevancy This is highly relevant for financial inclusion and data science, as it provides a way to use data to address social and economic challenges.	236 Decline in New Home Construction Amid Housing Crisis  Description There is a decline in new home construction due to the housing crisis. High costs, regulatory hurdles, and changing market conditions are making it difficult for developers to build new homes. This has led to a shortage of affordable housing and increased pressure on existing housing stock. Relevancy This is highly relevant for the housing and construction industries, as it highlights a major challenge in addressing the housing crisis.	237 Cybernetic Governance in L.A. Co-Living House  Description Cybernetic governance is being implemented in a co-living house in Los Angeles. This involves using digital technology to manage the house's operations and community interactions. It's a new way of organizing community living that combines the best of human and machine decision-making. Relevancy This is highly relevant for community development and digital technology, as it represents an innovative approach to managing shared living spaces.	238 Outdoor Recreational Utility and Supply Protection  Description Outdoor recreational utility and supply protection is a focus for many communities. This involves ensuring that natural areas and recreational spaces are preserved and managed sustainably. It's important for maintaining the health and well-being of communities and the environment. Relevancy This is highly relevant for environmental policy and community development, as it addresses the need to protect and enhance outdoor recreational spaces.	239 Size of Paramedical in Advanced Sciences  Description The size of paramedical is a key factor in advanced sciences. This involves understanding how the scale of paramedical activities affects research and development. It's a complex issue that requires careful consideration and planning. Relevancy This is highly relevant for advanced sciences and paramedical research, as it provides insights into the challenges of scaling up paramedical activities.
240 Model Housing: Tailored Living and Collective  Description Model housing is being developed with tailored living and collective ownership in mind. This approach allows for more flexible and personalized living arrangements while maintaining a sense of community. It's a new way of thinking about housing that addresses the needs of diverse populations. Relevancy This is highly relevant for housing and community development, as it provides a model for more inclusive and sustainable housing solutions.	241 Vertical Assets, Yield Potential  Description Vertical assets are being explored for their yield potential. This involves investing in assets that can generate returns over time, such as real estate or infrastructure. Understanding the yield potential of these assets is crucial for making informed investment decisions. Relevancy This is highly relevant for investment and asset management, as it provides a framework for evaluating the potential of vertical assets.	242 Best before labels instead of food waste judgment to consumers  Description Best before labels are being used instead of food waste judgment to inform consumers. This helps consumers make better choices about when to use food and reduces food waste. It's a practical way to address the problem of food waste in households. Relevancy This is highly relevant for food waste management and consumer education, as it provides a clear and actionable way to reduce food waste.	243 Cost of Living Crisis Drives for Low-Income Households  Description The cost of living crisis is driving the need for low-income households. This involves finding ways to reduce costs and increase income for those who are struggling. It's a complex issue that requires a multi-pronged approach. Relevancy This is highly relevant for social policy and community development, as it addresses the challenges of the cost of living crisis for vulnerable populations.	244 Size 2 as Ethical Catalysts in Shared Food Systems  Description Size 2 is being used as an ethical catalyst in shared food systems. This involves using digital technology to promote ethical and sustainable food practices. It's a way to leverage technology for social and environmental good. Relevancy This is highly relevant for ethical consumerism and digital technology, as it shows the potential of technology in promoting ethical food systems.	245 Micro-Multinational Small Actions, Scalable Impact  Description Micro-multinational small actions can have a scalable impact. This involves identifying small-scale initiatives that can be replicated and scaled up to reach a larger audience. It's a powerful way to create positive change and address global challenges. Relevancy This is highly relevant for social impact and community development, as it provides a model for creating scalable positive change.	246 Embedded Finance: Integrating Financial Services into Everyday Platforms  Description Embedded finance is integrating financial services into everyday platforms. This makes it easier for people to access financial services like loans, insurance, and investments. It's a new way of thinking about financial services that puts them at the center of everyday life. Relevancy This is highly relevant for the financial services and technology sectors, as it represents a major shift in how financial services are delivered.	247 WFP's Countdown Commitment 2020  Description The WFP's Countdown Commitment 2020 is a pledge to achieve specific goals by the end of 2020. This includes improving food security, reducing poverty, and promoting sustainable development. It's a commitment to making a positive impact on the world. Relevancy This is highly relevant for humanitarian aid and development, as it represents a clear and measurable commitment to global progress.	248 London Renters Union  Description The London Renters Union is a new organization that represents the interests of renters in London. It aims to improve rental conditions, reduce costs, and give renters a voice in their communities. It's a significant step towards tenant rights and fair housing. Relevancy This is highly relevant for housing and tenant rights, as it provides a platform for renters to advocate for their needs and interests.	249 Swift Rebuild with Woodland Food Plans  Description Swift is rebuilding with woodland food plans. This involves using sustainable and locally sourced food to rebuild communities and promote food security. It's a way to connect food production with community development.
250 The Behavioral Steps in Sustainable Choices  Description The behavioral steps in sustainable choices are crucial for achieving a sustainable future. This involves understanding the habits and choices that lead to sustainable living and promoting these behaviors. It's about making small changes that add up to a big impact. Relevancy This is highly relevant for environmental policy and behavior change, as it provides a framework for understanding and promoting sustainable behaviors.	251 Mixed-Use Developments as Food Anchors  Description Mixed-use developments are being used as food anchors. This involves integrating food production and distribution into urban planning and development. It's a way to create vibrant, sustainable communities that have access to fresh food. Relevancy This is highly relevant for urban planning and food systems, as it provides a model for integrating food into the fabric of our communities.	252 Quick-Turn Refillable Packaging for Online Customers  Description Quick-turn refillable packaging is being developed for online customers. This allows for faster and more efficient delivery of products, reducing waste and improving customer satisfaction. It's a practical solution to the challenges of online retail. Relevancy This is highly relevant for e-commerce and packaging, as it provides a way to improve the online shopping experience.	253 Employee Ownership Game Traction in UK  Description Employee ownership is gaining traction in the UK. This involves giving employees a stake in the company and a say in its decisions. It's a new way of organizing work that promotes employee engagement and loyalty. Relevancy This is highly relevant for labor relations and business management, as it represents a shift towards more democratic and employee-centric organizations.	254 Genetic Hedges Over Risk: Rethinking Sustainability  Description Genetic hedges are being used to rethink sustainability. This involves using genetic engineering to create more resilient and sustainable systems. It's a way to leverage science and technology to address the challenges of sustainability. Relevancy This is highly relevant for biotechnology and sustainability, as it shows the potential of genetic engineering in creating a more sustainable future.	255 Chronobiological Architecture: Designing Spaces Aligned with Human Rhythms  Description Chronobiological architecture is designing spaces aligned with human rhythms. This involves considering the effects of light, sound, and other environmental factors on human health and well-being. It's a new way of thinking about architecture that prioritizes human health and comfort. Relevancy This is highly relevant for architecture and human health, as it provides a framework for designing spaces that support human well-being.	256 ESG Factors and the Complexity of Value-Aligned Investing  Description ESG factors are becoming increasingly important in value-aligned investing. This involves considering environmental, social, and governance factors alongside financial returns. It's a way to ensure that investments are aligned with the values of investors and the needs of the world. Relevancy This is highly relevant for investment and ESG, as it provides a framework for understanding the importance of ESG factors in investment decisions.	257 PlayStation Project  Description The PlayStation Project is a new initiative by Sony. It aims to promote digital literacy and gaming among young people. It's a way to use the power of gaming to educate and inspire the next generation. Relevancy This is highly relevant for digital literacy and gaming, as it represents a commitment to using technology for social good.	258 Food Supply and Waste Champion Agreement  Description A food supply and waste champion agreement has been signed. This agreement commits signatories to improving food security and reducing food waste. It's a practical way to address these two major challenges. Relevancy This is highly relevant for food security and waste management, as it represents a commitment to making positive changes in the food system.	259 Origami: Digital Materials for Smart Packaging  Description Origami is being used to create digital materials for smart packaging. This allows for more efficient and sustainable packaging designs. It's a way to combine the art of origami with modern technology to create innovative packaging solutions. Relevancy This is highly relevant for packaging and digital technology, as it shows the potential of origami in creating smart packaging.
260 Framework Anti-Waste Law for Universal Food  Description A framework anti-waste law is being developed for universal food. This law aims to reduce food waste and ensure that everyone has access to food. It's a way to address the problem of food waste and food insecurity at the same time. Relevancy This is highly relevant for food policy and waste management, as it provides a legal framework for reducing food waste and ensuring food security.	261 Gen Z & Millennials Prioritize Purpose of Work  Description Gen Z and Millennials are prioritizing the purpose of their work. They want to work for companies that have a positive impact on the world and that align with their values. This is a significant shift in the way that younger generations view work and career. Relevancy This is highly relevant for human resources and corporate culture, as it provides insights into the needs and expectations of younger generations in the workplace.	262 EU Ban on Planned Obsolescence & Durability  Description The EU is banning planned obsolescence and promoting durability. This means that products must be designed to last and be easily repaired. It's a way to reduce waste and encourage sustainable consumption. Relevancy This is highly relevant for consumer protection and sustainability, as it provides a way to ensure that products are of high quality and last for a long time.	263 Digital Product Passport Mandates  Description Digital product passport mandates are being implemented. This means that products must have a digital passport that contains information about their origin, materials, and lifecycle. It's a way to increase transparency and accountability in the supply chain. Relevancy This is highly relevant for supply chain management and digital technology, as it provides a way to track and verify the information about products throughout their lifecycle.	264 Non-Music Performance Without Data  Description Non-music performance is being explored without the use of data. This involves creating art and performance that is not based on data or algorithms. It's a way to explore the creative potential of performance without the constraints of data. Relevancy This is highly relevant for art and performance, as it provides a new way of thinking about the creative process.	265 Refueling Health through Connection  Description Refueling health is being achieved through connection. This involves building strong relationships and communities that support our health and well-being. It's a way to use the power of connection to improve our lives. Relevancy This is highly relevant for health and community development, as it provides a framework for understanding the importance of connection in health.	266 Neon Green Consumer Power Power  Description Neon green consumer power is being used to drive change. This involves using digital technology to organize and mobilize consumers around a common cause. It's a way to give consumers a voice and make them a powerful force for change. Relevancy This is highly relevant for consumer activism and digital technology, as it shows the potential of digital tools in organizing and mobilizing consumers.	267 Urban Urban Landmarks  Description Urban urban landmarks are being identified and protected. This involves recognizing the value of urban spaces and ensuring that they are preserved for future generations. It's a way to maintain the character and identity of our cities. Relevancy This is highly relevant for urban planning and heritage, as it provides a way to protect and enhance the unique features of our urban environments.	268 Amazon Fresh's Sensor-Driven Inventory Management  Description Amazon Fresh is using sensor-driven inventory management. This involves using sensors to track inventory levels and optimize stock. It's a way to improve the efficiency of inventory management and reduce waste. Relevancy This is highly relevant for retail and inventory management, as it provides a practical application of sensor technology in a retail context.	269 UK Digital Return Scheme Expansion  Description The UK digital return scheme is being expanded. This allows for more efficient and secure returns of goods. It's a way to improve the customer experience and reduce the costs of returns for retailers. Relevancy This is highly relevant for retail and digital technology, as it provides a way to make the return process easier and more efficient for customers.

What isn't working anymore and needs to be transitioned "out"?	Retail Environment & Systems	Supermarket aisles designed to trigger impulse buying	Buy more save more promotions that encourage overconsumption	Checkout lanes filled with grab-and-go item bins	Retail experiences that prioritize speed over human connection	Retail messaging focused on speed instead of preservation or planning	Sales strategies that penalize people who can't buy fast	Loyalty schemes that reward spending	Retail metrics focused on sales volume, not long-term care or value	Overfilling shelves caused by bulk deals and limited storage	No systems to return containers or reuse packaging in stores	Retail ecosystems disconnected from food-sharing patterns
	Product & Packaging Design	Ready meals portioned too large for single or shared use	Most dishes optimized for price, not flexibility or nutrition	Single-use containers that discourage reuse or shared eating	Single-use plastic packaging that can't be reused or repurposed	Multi-packs that promote overbuying and food waste	"Family size" packs sold into households with no family structure	Build formats that are missing from everyday grocery options	Meal formats that don't reflect real life appetite or household size			
	Household & Co-Living Practices	Flatpack-style kitchen islands that ignore shared living needs	Fridges that create avoidance, not collaboration	Pantries full of duplicated staples due to lack of shared planning	Shared food ignored because no one wants to be "the one who finishes it"	Perishables avoided because they spoil before they can be shared	Frozen foods wasted because ownership is unclear	Fridges governed by passive-aggressive labeling systems	Silo-living defaults in shared housing—everyone benefits for themselves			

What should we keep?	Retail and Packaging Practices That Enable Circular Behaviors			Emerging Norms of Shared Ownership in the Home		Local and Community-Based Food Networks		Sustainable Material Practices		Digital and Tech-Enabled Redistribution Models	
	Price segmentation that allows for budget-conscious choices across categories	Clear, honest expiry date labeling (e.g. "best before" vs. "use by")	Stores offering loose produce and refillable pantry goods	Shared staples (like oil, rice, tinned) that households agree to split	Neighborhood WhatsApp and NextDoor groups for sharing food and meals	Farmer markets		Compostable or paper-based produce bags		Food sharing apps like Olio and Good To Go	
	Reduced sections that help prevent food waste and make groceries more affordable	Retail spaces that reward reusable shopping bags and containers	Build pouches for dressing or cooking products	Join, hire, or take that people institutionally keep and reuse	Church halls, schools, or libraries used as informal redistribution points	Local produce boxes and veg schemes that connect growers to seasonal food					

What existing innovations or practices can disrupt business as usual and ignite the transition?	Co-living Becomes an Engine for Social Infrastructure and Mutual Care			Communities Cultivate Food Systems			Policy Shapes Circularity as a Civic Right, Not a Personal Choice			Behaviors for Collective Impact			Infrastructure That Reflects Shared Living Norms		
	AI Roommate Matching Platforms use food preferences to match roommates, reducing food waste and increasing community support. Expires: 2025	Cybernetic Governance H.A. Co-living House A community-led governance system where residents use digital tools to manage shared resources and make decisions. Expires: 2026	Smart Fridge Drivers Grocery managers use smart fridges to track inventory and suggest recipes based on what's about to expire. Expires: 2024	Dutch Subsidies with Mandatory Food Plots Government subsidies for urban food plots, encouraging community gardens and local food production. Expires: 2023	Community Fridges Shared fridges in public spaces, often run by local businesses or community groups. Expires: 2022	UK Deposit Return Scheme Expansion A system where consumers pay a deposit on bottles and cans, which is refunded when they are returned. Expires: 2025	Finances and Waste Laws for Unpaid Food Legislation that makes it easier for businesses to donate surplus food, reducing waste and supporting local food networks. Expires: 2024	Resources and Waste Strategy for England A national strategy for managing resources and waste, with a focus on circular economy principles. Expires: 2023	Supporting the Sustainable Consumer Initiatives that help consumers make sustainable choices, such as through labeling and education. Expires: 2026	Reframing Sustainability Messaging Moving away from a focus on individual responsibility towards a collective, systemic approach. Expires: 2025	Integrating Financial Services into Food Supply Platforms Platforms that offer financial services like microloans or insurance to food producers and distributors. Expires: 2027	GHG Updates Inflation Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Gen Z as Ethical Catalysts in Shared Food Systems Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Refueling Health Through Connection Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026	
	New Co-living models Communities in London, Berlin, and Amsterdam are experimenting with shared living spaces that include communal kitchens and shared food resources. Expires: 2024	Technological Architecture Companies like Loop and TerraCycle are promoting circular economy principles, focusing on reuse and recycling. Expires: 2025	Embedded Models in Shared Living Food sharing is becoming a core part of shared living arrangements, with dedicated spaces and systems for sharing. Expires: 2024	The Role of Social Norms in Climate Resilience Community norms around sharing and sustainability are becoming more widespread, influencing individual choices. Expires: 2023	Local Community Food Cycles and Shared Infrastructure Local food systems that share infrastructure like storage, transport, and distribution networks. Expires: 2024	UK Circular Economy Package Consultation A government consultation on a package of measures to support a circular economy, including waste management and resource efficiency. Expires: 2025	EU Ban on Planned Obsolescence & Durability Disclosure Legislation that requires products to be durable and repairable, reducing waste from premature disposal. Expires: 2026	EU Digital Product Passport Mandate A requirement for digital product passports that provide information about a product's lifecycle, from production to disposal. Expires: 2027	Small Actions, Shared Impact Initiatives that focus on small, achievable changes that can have a collective impact on sustainability. Expires: 2025	Best before labels removed Initiatives to remove or standardize best before labels to reduce food waste and encourage sharing. Expires: 2026	Complexity of Values-Aligned Investing Investors are looking for ways to align their investments with their values, including sustainability and social impact. Expires: 2027	GHG Updates Inflation Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Gen Z as Ethical Catalysts in Shared Food Systems Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Refueling Health Through Connection Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026	
	Digital Platforms for Resource Monitoring Communities in London, Berlin, and Amsterdam are experimenting with shared living spaces that include communal kitchens and shared food resources. Expires: 2024	The Rise of AI-Enabled Domestic Infrastructure Companies like Loop and TerraCycle are promoting circular economy principles, focusing on reuse and recycling. Expires: 2025	Senior Citizen Dine and Engage Food sharing is becoming a core part of shared living arrangements, with dedicated spaces and systems for sharing. Expires: 2024	Open Source Collaboration for Circular Economy Tech Initiatives that promote open source development for circular economy technologies, encouraging collaboration and innovation. Expires: 2023	Capital Investment Incentives Government incentives for businesses that invest in circular economy technologies and practices. Expires: 2025	UK Circular Economy Package Consultation A government consultation on a package of measures to support a circular economy, including waste management and resource efficiency. Expires: 2025	EU Ban on Planned Obsolescence & Durability Disclosure Legislation that requires products to be durable and repairable, reducing waste from premature disposal. Expires: 2026	EU Digital Product Passport Mandate A requirement for digital product passports that provide information about a product's lifecycle, from production to disposal. Expires: 2027	Small Actions, Shared Impact Initiatives that focus on small, achievable changes that can have a collective impact on sustainability. Expires: 2025	Best before labels removed Initiatives to remove or standardize best before labels to reduce food waste and encourage sharing. Expires: 2026	Complexity of Values-Aligned Investing Investors are looking for ways to align their investments with their values, including sustainability and social impact. Expires: 2027	GHG Updates Inflation Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Gen Z as Ethical Catalysts in Shared Food Systems Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Refueling Health Through Connection Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026	
	Edible Urban Landscapes Communities in London, Berlin, and Amsterdam are experimenting with shared living spaces that include communal kitchens and shared food resources. Expires: 2024	Twilight Zone Fisheries Companies like Loop and TerraCycle are promoting circular economy principles, focusing on reuse and recycling. Expires: 2025	Outdoor Resource Uplift Food sharing is becoming a core part of shared living arrangements, with dedicated spaces and systems for sharing. Expires: 2024	Consumer-Led Fisheries Initiatives that promote open source development for circular economy technologies, encouraging collaboration and innovation. Expires: 2023	Legacy Market Shifts Towards Affordable Alternatives Government incentives for businesses that invest in circular economy technologies and practices. Expires: 2025	Discovery Data as a Tool for Circular Economy A government consultation on a package of measures to support a circular economy, including waste management and resource efficiency. Expires: 2025	Conductious Un-Consumption Legislation that requires products to be durable and repairable, reducing waste from premature disposal. Expires: 2026	Designing Shared Systems That Bridge the Intention Gap A requirement for digital product passports that provide information about a product's lifecycle, from production to disposal. Expires: 2027	Real of Reformation in Advanced Societies Initiatives that focus on small, achievable changes that can have a collective impact on sustainability. Expires: 2025	Senior Citizen Inventory Management Initiatives to remove or standardize best before labels to reduce food waste and encourage sharing. Expires: 2026	Digital Workflows for Circular Supply Chains Investors are looking for ways to align their investments with their values, including sustainability and social impact. Expires: 2027	GHG Updates Inflation Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Gen Z as Ethical Catalysts in Shared Food Systems Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Refueling Health Through Connection Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026	
Open-Source Biodegradable Material Design Communities in London, Berlin, and Amsterdam are experimenting with shared living spaces that include communal kitchens and shared food resources. Expires: 2024	Zero-Waste Restaurants Without Silos Companies like Loop and TerraCycle are promoting circular economy principles, focusing on reuse and recycling. Expires: 2025	University Expands Food and Waste Initiatives Food sharing is becoming a core part of shared living arrangements, with dedicated spaces and systems for sharing. Expires: 2024	Cost of Living Crisis Drives Food Waste Alternatives Initiatives that promote open source development for circular economy technologies, encouraging collaboration and innovation. Expires: 2023	Digitally Tailored Shared Assets Government incentives for businesses that invest in circular economy technologies and practices. Expires: 2025	Mixed-Use Developments as Food Assets A government consultation on a package of measures to support a circular economy, including waste management and resource efficiency. Expires: 2025	Voluntary Citizen Consumer Pulse Power Legislation that requires products to be durable and repairable, reducing waste from premature disposal. Expires: 2026	Employee Ownership: Gain, Traction in UK Businesses A requirement for digital product passports that provide information about a product's lifecycle, from production to disposal. Expires: 2027	Gen Z Millennial Initiative Purpose at Work Initiatives that focus on small, achievable changes that can have a collective impact on sustainability. Expires: 2025	Blockchain Food Tagging Initiatives to remove or standardize best before labels to reduce food waste and encourage sharing. Expires: 2026	Dollar Democratizes Property Investment in UK Investors are looking for ways to align their investments with their values, including sustainability and social impact. Expires: 2027	GHG Updates Inflation Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Gen Z as Ethical Catalysts in Shared Food Systems Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Refueling Health Through Connection Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026		
Closed-Loop Dietary System Communities in London, Berlin, and Amsterdam are experimenting with shared living spaces that include communal kitchens and shared food resources. Expires: 2024	WMAH Community Commitment 2030 Companies like Loop and TerraCycle are promoting circular economy principles, focusing on reuse and recycling. Expires: 2025	Winners Attributed Food Waste in Restaurants Food sharing is becoming a core part of shared living arrangements, with dedicated spaces and systems for sharing. Expires: 2024	Tabooed Living and Collecting Food Waste in Cities Initiatives that promote open source development for circular economy technologies, encouraging collaboration and innovation. Expires: 2023	Reduced Circular Asset as Practical Living Government incentives for businesses that invest in circular economy technologies and practices. Expires: 2025	Urban Emergence as Main Road Food Platform A government consultation on a package of measures to support a circular economy, including waste management and resource efficiency. Expires: 2025	Urban Citizen Consumer Pulse Power Legislation that requires products to be durable and repairable, reducing waste from premature disposal. Expires: 2026	Urban Emergence as Main Road Food Platform A requirement for digital product passports that provide information about a product's lifecycle, from production to disposal. Expires: 2027	Urban Emergence as Main Road Food Platform Initiatives that focus on small, achievable changes that can have a collective impact on sustainability. Expires: 2025	Urban Emergence as Main Road Food Platform Initiatives to remove or standardize best before labels to reduce food waste and encourage sharing. Expires: 2026	Urban Emergence as Main Road Food Platform Investors are looking for ways to align their investments with their values, including sustainability and social impact. Expires: 2027	Urban Emergence as Main Road Food Platform Regular updates to greenhouse gas (GHG) pricing to reflect market changes and encourage sustainable practices. Expires: 2024	Urban Emergence as Main Road Food Platform Young people driving demand for ethical and sustainable food options, influencing retail and production. Expires: 2028	Urban Emergence as Main Road Food Platform Initiatives that link food sharing with health and well-being, emphasizing the social benefits of community. Expires: 2026		

What pieces of our future vision are already here in the present?	Separate Food Tech for Waste Reduction and Transparency			Infrastructure for Reuse, Refill, and Long Life Packaging			Retail and Redistribution Models That Normalize Surplus			Shared and Local Food Production Models			Financial Tools That Enable Shared and Fair Food Access			Meal Models That Reduce Waste and Encourage Sharing		
	Dynamic pricing based on expiry	Container deposit systems	Long-life modular formats for flexible sharing (e.g. freeze-dried meals, jars)	Imperfect produce shelves in stores	Pop-up free shops, mobile food pantries, and mutual aid food networks		Imperfect produce shelves in stores	Pop-up free shops, mobile food pantries, and mutual aid food networks		Co-living / community support models		Food credits as part of universal credit systems		WhatsApp "what's left" or "help yourself" groups		Group subscriptions for meal kits or veg boxes		
	Smart shelf prototypes that sort based on freshness	Right to repair laws (applied to packaging or appliances)	Refill on home systems	Short-date or "imperfect" foodstuffs	Community fridges		Short-date or "imperfect" foodstuffs	Community fridges		Hypothetical food production models in citizens' rooftop farms		Preorder-based slow retail		Splavine and Monso pots		Meal-based ingredient kits		

H1

Near-term milestones (5-10 years)

TANGIBLE / STRATEGIC

Theme: move towards collaborative and shared as response to economic development, rise of cost of living and housing crisis in modern cities

In the 2020s, a surge of co-living developments in cities were created in response to rising housing crisis, cost of living, and slow economic development. Domestic infrastructure started to adapt and change due to the surge of co-living. Triggered by the rise "flat fatigue", a term coined to detail the emotional burnout from passive aggressive fridge notes, confrontational conversations, and fridge congestion, Rhythm launched its pilot app aimed at turning flats into micro food communities. It introduced the idea of StockTogether a concept created to encourage sharing, co-buying and effective communication within flats. This reframed food from a private burden to a more collective opportunity.

In response to more individuals living collectively but shopping alone, Tesco piloted ShareCode: a checkout feature that let shoppers split bulk items with others in real time. It helped reduce waste from oversized packs and gained traction in boroughs with high co-living density. Around the same time, retailers began installing modular smart refill stations for dry goods. Using tap-in tap-out tech, these machines allowed people to dispense exactly what they needed, supporting intentional, portion-based shopping and reducing waste. Both interventions marked a shift toward collaborative consumption at the point of purchase.

Meanwhile, a growing number of zero-waste retailers began integrating hyperlocal systems into their operations. Some introduced vertical herb gardens that allowed subscription members to harvest fresh ingredients in-store, reinforcing seasonal, low-impact cooking. These efforts signaled a broader shift: retail spaces were no longer just distribution hubs, but community-scaled ecosystems designed to close the gap between production and consumption and bring circularity closer to home.

H2

Mid-term milestones (25-35 years)

VISION

Theme: move towards retail circular systems & policy implementation prioritising

By the early 2050s, co-living becomes less of a response to the housing crisis and economic development, but rather a recognised and more regulated form of living in urban life. Following decades of rising density, economic instability, and cultural shifts away from the nuclear household, new national housing policies redefined “fit-for-sharing” living models. Local councils began issuing certifications for dwellings optimised for collective routines including shared food infrastructure, cooperative appliances, and modular storage.

This triggered the creation of the **SplitSmart Fridge**: a purpose-built smart fridge for HMOs, featuring barcode scanning, personal compartments, and AI-enabled tracking of food usage and sharing. Piloted first in student housing and high-density HMO flats, SplitSmart reduced both fridge congestion and food waste, while offering residents more transparency and autonomy within shared space.

In parallel, circularity started to be framed as a collective responsibility rather than an individual one. Retailers adapted by embedding “**shared loops**” into their operations including refill stations, compost exchange hubs, and neighbourhood-scale food redistribution programs. These systems were designed to serve groups rather than individuals, redistributing surplus, reducing packaging waste, and creating a shared ethic of local resource stewardship. Marketing also evolved matching behavioural shifts. Rather than targeting individual households, platforms now catered for micro-food networks curated to the preferences, values, and constraints of shared homes. Pricing was dynamic, nudging groups toward regenerative choices through collective purchasing power.

Governance adapted to support this shift. HMO regulations were restructured, not just by occupant count but by the dwelling's ability to meet shared consumption, storage, and sustainability goals. In many boroughs, residents voted on how their shared data on waste reduction, energy use, or food sharing was reinvested into community-owned infrastructure.

By these years, co-living was no longer an alternative but rather a shift in the infrastructure of a regenerative urban food system, where trust, tools, and routines were designed to be collective from the start.

H3

Long-term milestones (50-60 years)

VISION

Theme: systemic redesign meets cultural transformation, hyper local systems, more circular and regenerative loops as well as more HMO and policy regulations that lead to more normal forms of co living

Hyperlocal food loops which were once more experimental became the foundation of urban provisioning. Every certified co-living dwelling participated in shared composting, modular refill infrastructure, vertical grow walls, and rotational meal-prep systems. These weren't add-ons but instead they became baseline standards embedded in updated HMO housing codes.

A major catalyst was the rollout of **Nutrient Credits**: a collective food budgeting system issued by cities and co-ops. Rather than assigning value per item, credits reflected collective choices — like buying in bulk as a household, contributing to shared meals, or redistributing unused food. These credits could be exchanged for high-demand goods, kitchen upgrades, or communal perks like access to cooking facilitators or skill shares. Food became less about individual purchase, more about mutual contribution.

Governance reflected this shift. HMO classifications expanded to account for circular participation and community impact. Metrics such as waste-to-share ratios, nutrient equity, and communal prep hours became indicators of success — used to redistribute funding or unlock housing incentives.

By now, most boroughs had adopted **Commons Councils**: resident-led bodies that co-managed local food systems alongside AI-assisted planning tools. These hybrid systems ensured ecological balance, cultural relevance, and equity in every micro-region. From menu suggestions to refill stock levels, the system adapted to human needs, not just economic flow.

Future Vision

In this future, food is no longer bought, owned, or wasted in the ways it once was. What was once a fragmented, hyper-individualised system built for speed and disposability has been reimagined as a living infrastructure of collective nourishment.

Inside the home, multicultural co-living is no longer an exception, but a design foundation. Shared spaces are built to facilitate participatory ownership – not only of things, but of time, routines, and care. Kitchens track contribution, not consumption. Meals are co-planned and co-cooked through ambient systems that recognise preference, dietary needs, and availability. Technology does not automate away connection; it makes collaboration effortless and equitable. Retail has become a point of reflection, not impulse. No longer anchored in shelf volume or product push, the new marketplaces act as slow spaces – locally attuned, socially embedded, and materially circular. Shoppers no longer think in terms of single transactions, but of shared loops. Every product has a care trail, showing how it has been used, reused, grown, or returned. Shared purchasing is the norm, and refill logistics are choreographed at the neighbourhood scale.

Across the system, waste has been reclassified as a design failure. There are no bins, only returns. Packaging is a service, not a static object – tagged, tracked, and circulated within closed loops that reward maintenance over disposal. Composting and redistribution are not moral imperatives, but cultural expectations – seamlessly integrated into public life like voting or recycling once were.

Governance reflects this shift. Policymaking treats access to nutritious, culturally relevant food as a civic right, not a market outcome. Metrics of success have moved from GDP to indicators like time-to-waste, community nourishment, and care-per-product. Ownership has been reframed as a role you play, not a status you hold.

This is a world where food systems no longer just fill shelves or stomachs – they weave people into place, and place into purpose. In reframing ownership as care, the system has made space for something both ancient and new: the possibility of living well, together.

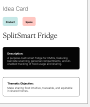


Solution Matrix

Mapping ideas by scale, domain, and feasibility for implementation

We wanted to move beyond isolated ideas to understand them as part of an actionable system for change. The matrix highlights complementarities, gaps, and layered opportunities for intervention – while also assessing how realistic and impactful each idea could be.

It acts as a strategic toolkit for envisioning retail as an enabler of sustainable, transparent, and collaborative ownership models – grounded in the real-world potential to move from concept to implementation across policy, business, technology, and social design.

	Micro		Meso		Macro
	Household	Retail Store	Society	Retail Industry	Nation wide
Policy / Governance					
Business / Economics				 	
Technology / Infrastructure	  	 		 	 
Social Interaction					

Realising Our Preferred Future

Integrating Horizons, Solutions, and
Strategic Steps

HORIZON 1 - NUDGING CHANGE WITHIN LEGACY
HORIZON 2 - SLOWING DOWN THE CONSUMPTION
HORIZON 3 - HYPERLOCAL, REGENERATIVE
COMMUNAL FRIDGE
BACKCASTING

Horizon 1

Nudging Change within Legacy

Near Term Vision // 5-10 Years
Strategic and Tangible Action

Description: In this early stage, interventions work within existing retail systems to make collaborative consumption possible without disrupting infrastructure. The aim is to shift behaviours, perceptions, and norms, making it easier for individuals in co-living spaces to share food purchases, reduce waste, and begin to build trust in shared domestic settings.

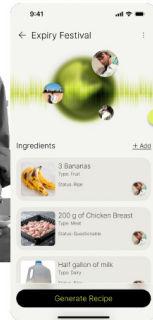
Transition goal: To icebreak the act of sharing in UK food culture and test new models of consumption that support co-living lifestyles within today's retail frameworks.

Expiry Recipe

Building community with AI



Building community through food going bad



AI generated surprise meals to share communally

Impact & Consequences:

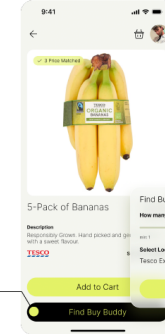
Encourages communal trust and experimentation. Builds shared responsibility laying the groundwork for future regenerative systems seeing surplus as collective resource.

Provocation:

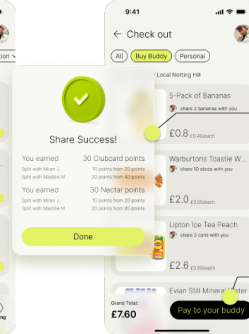
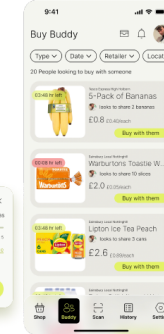
Can we make a sense of community gathering by cooking and sharing the food that's about to go to waste?

Co-Buying Platform

Collaborate buying without contact



CTA provide an option to the user for sharing option



Loyalty point split

Easy & Effortless Bill settlement even you share with multiple people. User can pay all at once

Provocation:

Instead of Loyalty Application, can we make a platform that bring people to buy together even without knowing each other?

Impact & Consequences:

It fosters everyday habits of collaboration, cost-sharing, and trust in shared living. These behaviours create the foundation for more advanced systems of coordination, fairness, and collective access in the future.

Co-Buying Platform

Sharing in household, easier



Flatmates knowledge center

Household's loyalty card

Can see flatmate's grocery shopping to ask for sharing

Impact & Consequences:

Builds collective purchasing habits within legacy retail systems. Encourages shared planning and light touch collaboration. Helps normalise household level incentives within retail environments

Provocation:

What if shared living didn't require trust talks and manual spreadsheets to stay fair?

Co-Buying Store

Share on the spot, without planning



Digital signage located in the store, posting people who want to share with them.

On the packaging, there will be share code for customer to scan and post on the signage.

Using scanner in the app to scan share code

Provocation:

What if you could buy groceries with strangers - spontaneously, right at the shelf?

Impact & Consequences:

turn the retail store into a place of spontaneous collaboration, where shoppers can access bulk benefits and reduce waste

Horizon 2

Slowing down the consumption

Mid Term Vision // 10 - 20 Years
Strategic Future Vision

Description: As collaborative habits take hold, retail shifts to support intentional, data-led consumption. Store shift to customers controlled portion size instead of by packing. Sharing moves from buying together to redistributing what's already available, guided by smart fridges and expiry data. Consumption slows through visibility and coordination

Transition goal: To intentionally slow the pace of consumption by using visibility, shared infrastructure, and create an open data norm to reduce food waste, duplication, and friction in shared living.

Non-packed Smart Store

Control your own Portion

Choose custom units of measurement by weight, serving, or scoop



Vending machine like POS to ensure food quality & hygiene

Packaged Return Spot

Customer can rent the packaged and return then get money back

Impact & Consequences:

It enables intentional, portion-based shopping and reduces overconsumption at the source. When paired with smart solutions, it supports food system without packaging waste.

Provocation:

Can stores let you portion exactly what you need, not what's pre-packed?

Smart Kitchens

Data-powered Fairshare

Smart tools track usage per person

Seamlessly monthly settlement among flatmates



Personal compartments, weight sensors, and AI-assisted tracking

Impact & Consequences:

It enables transparent usage tracking across flatmates, powering automated cost-splitting and creating the backbone for fairshare logic and nutrient-based value systems.

Provocation:

What if your kitchen could turn usage into data powering fairshare with automation

Smart Store Sync

Intentional Buying, Waste Avoided



Syncs with existing household inventory

Impact & Consequences:

It enables real-time coordination between the home and the store, reducing duplicate purchases and connecting with smart kitchens, flatmate wallets, and redistribution systems.

Provocation:

Can we make people redistributing before purchasing new item?

Horizon 3

Hyperlocal, regenerative communal fridge

Long Term Vision // 20 - 30 Years
Social Dreaming

Description: In the long term, food retail transforms into shared civic infrastructure – a system of local loops, community governance, and access. Value is measured by ecological and social impact, not price. Sharing becomes standard, embedded in policies, incentives, and everyday neighbourhood life.

Transition goal: To build a regenerative food retail system rooted in fairness, circularity, and local participation, where access is earned through contribution, not just purchase.

Self Sufficient Store

No Over supply, Produce Hyperlocal Products



Provocation:

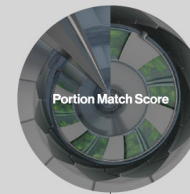
What if store stop oversupply, and could grow, refill, and redistribute everything your neighbourhood needs?

A Call For

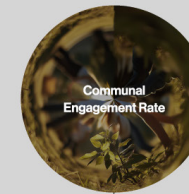
New Metrics



Instead of measuring individual basket size or average transaction value, we can measure Collective Basket Size, the total volume or value of goods co-purchased by a household or group.



Instead of focusing on SKU turnover or sales of large-value packs, we can measure Portion Match Score, how well product sizes align with actual consumption needs.



Instead of tracking footfall or individual loyalty card use, we can measure Communal Engagement Rate, the frequency of shared food activities like co-buying, meal planning, or communal cooking.



Instead of measuring only total sales or food production volume, we can measure the Food Produce-Consumption Ratio, the proportion of food that is actually consumed versus discarded.

Backcasting

Planning steps from future vision to present action

We used backcasting as a strategic design method to translate our Future Vision into practical pathways for change. Unlike forecasting – which projects current trends forward – backcasting starts with a clear, desired future outcome and works backward to identify the steps needed to reach it.

We wanted to ensure our work wasn't just aspirational but actionable. Backcasting helped us break down the gap between today's problems and tomorrow's goals, revealing where to start and how to maintain momentum over time.

