

SESSION 20: FROM VICIOUS TO VIRTUOUS PRODUCTION CHAINS: TRANSFORMING EUROPEAN SMEs TOWARDS CIRCULAR ECONOMIC BUSINESS MODELS

Reshaping food education. Sustainable meals in traditional organizations

This on-going research deals with a public procurement alimentary programme consisting in the introduction of fresh local fish into the primary school canteen. The scenario is characterized by the involvement of organic and local producers with a substantive reassessment of the traditional food catering chain. In line with the STS sensitivity, the main aim is to trace how the reconfiguration of the action-net developed by the food programme is enacted. The catering chain, the collective learning relations and the organizational changes are investigated. In this “extended” unit of analysis, pupils (and their agency), learning devices, relations among professional (from the dietician to the cook) are included.

Ethnographic observation of the canteen including the shadowing of the actant "fresh fish" (from the farm to the children’s plate), solicited diaries kept by professionals and pupils, interviews to institutional actors, are the empirical sources of data.

The provisional findings are organized around the main criticalities and ineffectiveness emerging from the project planning. In particular, misalignment between the working practices in the meal preparation, affected by a specific legislation, and the consuming practices in the school canteens emerges. This creates a fall in the translation of meal qualities through the food catering chain, partially frustrating the collective learning process enacted.

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