



FUTURE WITH FOOD

EcoDistricts Summit | November 5, 2019

VAN ALEN

Van Alen Institute is a 125-year-old not-for-profit that uses design to catalyze positive change in cities.

We do this through competitions, public programs, research, and the work of our Councils.

We believe this work requires far-reaching and interdisciplinary conversations.

INSTITUTE



VAN ALEN

The Van Alen Climate Council is committed to including design in the climate conversation.

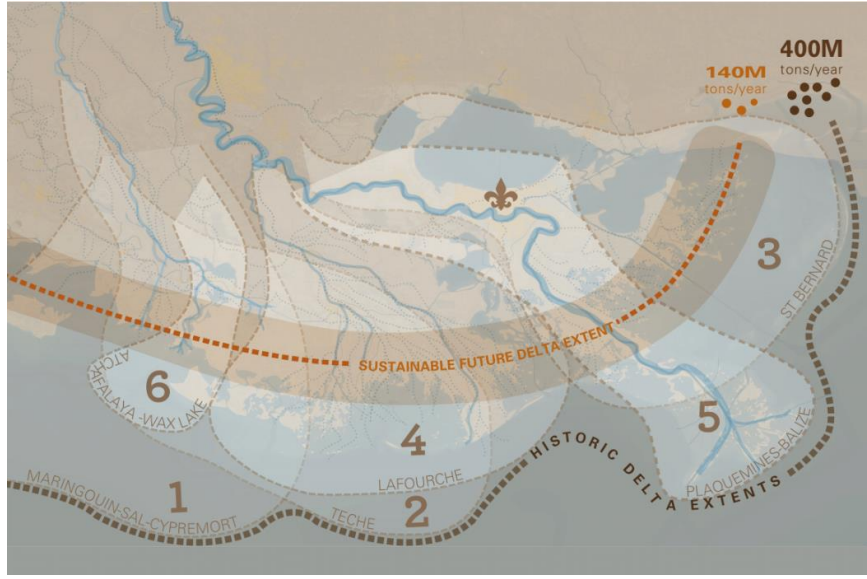
We investigate the systems underpinning climate change + their effects on urban environments.

Council trips offer direct access to key practitioners and stakeholders who are effecting change.

INSTITUTE



COMPETITIONS APPLYING SYSTEM APPROACHES



**REBUILD
BY
DESIGN**

**changing
course**

RESILIENT
BAY AREA CHALLENGE **BY**
DESIGN

MASLOW'S HIERARCHY OF NEEDS



NETWORKED INFRASTRUCTURE




BASIC INFRASTRUCTURE

-  FOOD
 -  WATER
 -  SHELTER
 -  SANITATION
 -  WASTE MANAGEMENT
-


COMMUNITY WELLBEING INFRASTRUCTURE

-  EDUCATION
 -  HEALTH
 -  POWER SUPPLY
-

ADVANCED INFRASTRUCTURE

-  ACUTE HEALTH CARE
 -  FURTHER EDUCATION
 -  MANUFACTURING & PROCESSING
-

ENABLING INFRASTRUCTURE

-  PUBLIC TRANSPORT (LOCAL LEVEL)
-  TRANSPORT (REGIONAL & GLOBAL LEVELS)
-  TRANSPORT OF GOODS (FREIGHT, PORTS)
-  COMMUNICATIONS

KNOWLEDGE NETWORKS

INFORMATION FLOWS

 SYSTEMS FOR THE DISSEMINATION OF INFORMATION

TECHNOLOGY

 NETWORKS TO DEVELOP AND ACCESS TECHNOLOGY

EDUCATION

 INSTITUTIONS FOR EDUCATION AND KNOWLEDGE GENERATION

INSTITUTIONAL NETWORKS

GOVERNANCE

 SYSTEMS FOR GOVERNING AND DECISION MAKING AND RULES AND PRACTICES SUPPORTING INTERACTION

SOCIAL SYSTEMS

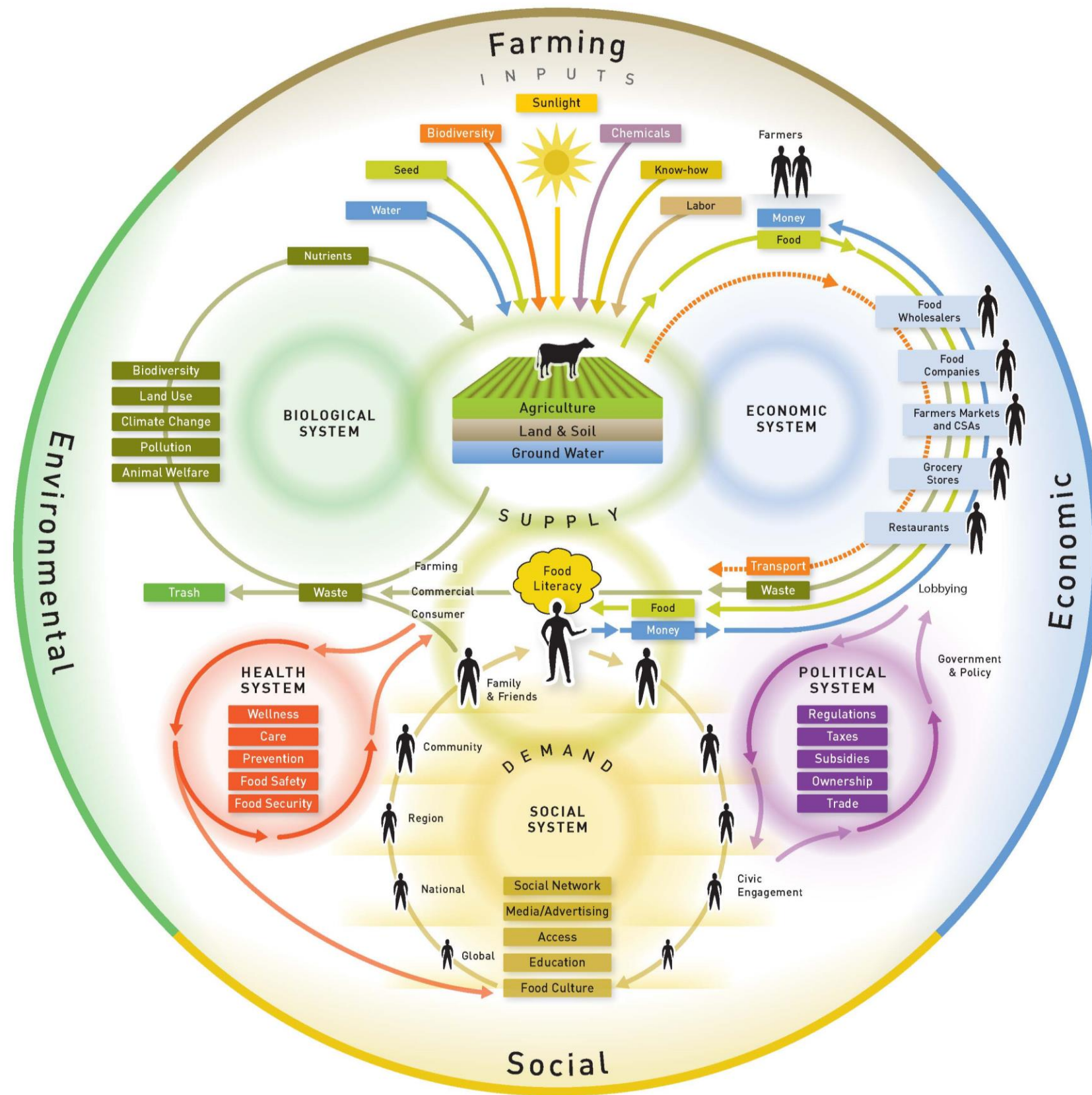
 SYSTEMS OF SOCIAL RELATIONSHIPS, HIERARCHY, STATUS, POWER, EXCHANGE, SOCIAL REPRODUCTION

CULTURE

 SYSTEMS FOR INTERPRETATION, INCLUDING ISSUES OF FAITH, MYTH AND USER BEHAVIOR

ECONOMIC SYSTEMS

 SYSTEMS REGULATING PRODUCTION, EXCHANGE, AND FINANCE



FOOD SUPPLY CHAIN



FOOD SUPPLY CHAIN



**ENVIRONMENTAL
VULNERABILITIES**

**BROKEN
SOCIAL SYSTEMS**

**DISINCENTIVIZED
STRUCTURES**

**HEALTH
CRISES**

**VULNERABLE
COMMUNITIES**

SYSTEM BREAKDOWNS

NEW RURAL TYPOLOGIES OF COMMUNITY + AGRICULTURE

NEW DECENTRALIZED URBAN TYPOLOGIES



AGROVILLAGES

AGRO-TOURISM

FOOD HUBS

URBAN
FARMING

FARMERS'
MARKETS

COMMUNITY
GARDENS

ENVIRONMENTAL
VULNERABILITIES

BROKEN
SOCIAL SYSTEMS

DISINCENTIVIZED
STRUCTURES

HEALTH
CRISES

VULNERABLE
COMMUNITIES

SYSTEM BREAKDOWNS



**VAN
ALEN
INSTITUTE**

CHANGE PEOPLE'S PERCEPTION OF FOOD

Stories – Humanizing farmers and farmworkers through first-person stories

Education – Partner with schools—elementary to university—to create spaces and times for creative entrepreneurship

Messengers – Using marketing to educate about food and challenge assumptions about ugly produce, wildlife, and healthy foods.

Metrics and data – A metric that can quantify social impacts of organic foods and community health that have otherwise been ignored



FIND CO-BENEFITS VIA ALTERNATIVE INDUSTRIES

Agrotourism – High-end artisanal tourism can help brand the food and educate the public

Knowledge – Bringing people to the area by sharing expertise and specialized knowledge about processes like food waste management, redistribution, and reuse

Technology and innovation – Create new tech and social media opportunities for sharing and innovation

Industrial design – Tools and equipment like clippers can be improved to make them easier to use and longer-lasting for farm workers



CropMobster is an exchange platform for trading **food** and **local resources** to build **thriving, resilient communities**.



EVENT

Livestock & Dairy
Disaster Preparedness
Dinner

Nov 3rd, 2019

Petaluma, CA



FOR FREE

Produce Boxes - all
organic

Petaluma, CA



RESOURCE

Farmers Who Want to
Sell Meat Directly to
Buyers

Everywhere



SHAPE NEW, PREDICTABLE RESILIENT SOCIAL SYSTEMS

Transportation – Provide affordable transportation systems for communities, such as a car share system for farm workers and rides to and from food banks

Resilient practices – Work with designers and ecologists to tweak landscape, mitigating wind damage (hedgerows)

Housing – Mobile, flexible housing and zoning for greater density



CONNECT PEOPLE AND CULTURE

Community space – Create a physical center used by all members of the community, including farmers, farmworkers, and teachers

Existing facilities – Examples like the soccer fields at Bowles Farm provide a physical space where festivals and gatherings can take place

Community resources – Create infrastructure to help the community, such as a center with expanded childcare





Table 2.1: Protocol Framework














IMPERATIVES	 EQUITY			 RESILIENCE		 CLIMATE PROTECTION
	PRIORITIES	 PLACE	 PROSPERITY	 HEALTH + WELLBEING	 CONNECTIVITY	 LIVING INFRASTRUCTURE
OBJECTIVE CATEGORIES	Engagement + Inclusion Culture + Identity Public Spaces Housing	Access to Opportunity Economic Development Innovation	Active Living Health Safety <u>Food Systems</u>	Street Network Mobility Digital Network	Natural Features Ecosystem Health Connection with Nature	Air Water Waste
IMPLEMENTATION	 FORMATION		 ROADMAP		 PERFORMANCE	

Table 2.4: Health and Wellbeing intersection with the Imperatives

HEALTH AND WELLBEING PRIORITY		IMPERATIVES INTERSECTIONS								
OBJECTIVE CATEGORIES	OBJECTIVES	EQUITY			RESILIENCE			CLIMATE PROTECTION		
		Procedural	Structural	Distrib. + Cross-Generation	Social	Economic	Environmental	Energy Use	Onsite Energy Production	Net CO2 Emissions
Active Living	Access to recreation facilities and services is improved.		High	High	Medium					
	Walkability is enhanced.		High	High	Medium			High		High
Health	Health outcomes and life expectancy are more equitable.		High	High	Medium	Medium				
	Affordable, high-quality health care is accessible.		High	High	Medium	Medium				
	Toxic environments are remediated and regenerated.		High	High	Medium	Medium				
Safety	Public safety is enhanced.	High	High	High	Medium	Medium				
	The built environment is designed for public safety.	High	High	High	Medium	Medium				
Food Systems	Healthy and affordable fresh food is accessible.		High	High	Medium					
	Food production in the district is encouraged.		High	High	Medium	Medium		High		High



**FEAST ON THE STREET
MATTHEW MOORE**





CONFLICT KITCHEN



JOE LEWIS GREENWAY COMMUNITY EVENT.

