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A Behavioural Design Approach to Urban Foodscapes

Exploring Decision-making Processes Through the Case of the REKO-ring in Tromsø

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Foreword

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Abstract

This report explores the potential of applying the method, The Behavioural Design Space (BDS) Framework, in an urban context. More specifically, the urban foodscape.

By exploring how to actualize conceptual and abstract parameters within Behavioural Design Theories on Individuals decision-making processes through qualitative interviews, themes emerge and address critical issues within the relationship between citizens and Food Networks. The research questions guiding this thesis aim to explore how the REKO model can provide valuable insights into actualizing the BDS Framework, with focus on the unique urban foodscape of Tromsø and the factors influencing REKO users' decision-making processes. Through this exploration, the thesis seeks to contribute to the broader discourse on urban design and planning, offering practical and potential solutions for integrating cultural and motivational factors into the creation of livable urban environments. Moreover, the economic pressures and systematic issues highlighted in the study indicate a need for policy interventions that enhance food quality and transparency. By promoting local food production and reducing reliance on ultra-processed foods, urban spaces can foster healthier and more sustainable food environments.

1 Introduction

The urban space can be designed in many ways, with various values in mind. Jan Gehl, a renowned urban designer, and architect, strongly advocates that cities should be designed for people. In his book, *Cities for People* (2010), Gehl emphasizes the importance of human-scale and pedestrian-friendly designs for creating liveable and sustainable urban environments. Similarly, Jane Jacobs, in her book *The Death and Life of Great American Cities* (1961), underscores the significance of considering the needs of urban residents, advocating for mixed-use development and vibrant public spaces.

Understanding and addressing the needs of urban residents are essential for designing better urban spaces. These needs can vary and change through time and space, often represented in emerging trends and movements within urban spaces and often as a reaction to something in the traditional system (Willett et al., 2019). The dynamics between old and new create motion in cities, raising questions about *when* to plan, for *what*, for *whom*, and *how*. Moreover, geographic location significantly influences urban spaces as they are deeply embedded in cultural and historical contexts, which also implies the factor of *where* (Lynch, 1960).

The design and use of urban spaces can further reinforce cultural identity (Carr et al, 1992), and accommodate the daily practices and lifestyles of residents (Alexander, 1977). Within cultures, trends can emerge and materialize in urban landscapes, reflecting shifts in collective behaviours, preferences, and values, potentially moving into movements (Gladwell, 2000). Movements are collective efforts by groups to drive significant social, political, or cultural change, motivated by shared goals or ideologies, aiming for the long term. They are often a response to social, political, and cultural issues and objectives (Tarrow, 2011; Fuchs, 2012). Urban spatial design might not always support cultural fluidity, but it cannot avoid being affected by it. Design, a concept, that has evolved throughout the years, is understood as a process within design studies, a way of thinking, and a practice that involves the creation of artefacts, systems, and solutions to address specific needs or problems (Cross, 2006). When people interact with design of any sort, certain mechanisms begin. Decision-making processes, known as choice architecture, are always at work, whether choices are made unconsciously or through reflection in the interaction between individuals and urban spaces (Milosavljevic et al., 2011).

Recently, research within behavioural design has been collected into parameters within The Behavioural Design Space (BDS) Framework, which aims to tackle the complexity of

designing for behavioural change. This framework assists designers in systematically considering various factors that influence human behaviour in their design process, offering a comprehensive tool for creating effective behavioural interventions across different fields (Nielsen, Daalhuizen, & Cash, 2021). However, the parameters of the BDS Framework - Cognition, Ability, Motivation, Timing, Social Context and Physical context - can be abstract concepts, dependent and in motion through time and space. This can lead to bias toward more tangible parameters, such as physical context, and an overemphasis on environmental modifications without understanding the deeper motivational factors (Nielsen, Daalhuizen, & Cash, 2021). Therefore, further exploration and insights are needed before implementing design solutions. From an urban planning perspective, exploring decision-making mechanisms and drivers in the interaction with movements in urban spaces might cast light on aspects, that would not have been considered otherwise.

This thesis takes a meta-approach of urban design through the BDS framework. The goal is to explore the possibilities of the application in an urban context and discuss possibilities, challenges and perspectives of the results. This could become a tool in recognizing indications of current cultural directions, evaluating them from an urban planning perspective and assisting designers on how to design for specific purposes. The urban phenomenon of REKO and its people interacting will be assessed in a holistic analysis, as a part of a larger machinery of systems and mechanisms. In this light, the following research questions have been formulated.

1.1 Research Question

How can the case of the REKO-ring provide insights to actualizing the Behavioural Design Space (BDS) Framework, in an urban context?

1.1.1 Sub research Questions

1. What is the urban foodscape of Tromsø?
2. Which factors are more prominent in influencing the REKO-ring users decision-making processes?

1.2 Methods

This thesis aims to actualize the abstract parameters of the BDS Framework (2021) into more tangible factors that can assist in the evaluation of *if* and *how* design solutions should be implemented. As the BDS framework (2021) theoretically is universally applicable to design, the REKO-ring in Tromsø will assist as a case for exploring the method in an urban context. Firstly, the empirical research will provide knowledge of the food environmental terms, concepts and dynamics. This review will help contextualize the REKO-ring within the broader framework of urban food landscapes. Secondly, the BDS theory will be presented and applied within the context of the urban food landscape to identify significant factors in food-related decision-making. This approach will involve detailing the procedures and processes of this research project in the methodological chapter. The analysis will discuss methodological limitations and actual findings, leading to reflections on future improvements and studies.

The first sub-research question of 1. *What is the Urban Foodscape of Tromsø*, will be investigated through comprehensive empirical research. These findings will provide essential context to understanding the emergence and existence of the REKO-ring, which will be examined through the theory of the Behavioural Design Space (BDS) Framework (2021). The second sub-research question of 2. *Which factors are more prominent in influencing the REKO-ring users' decision-making processes?* Will be explored through qualitative interviews, based on the six parameters of the behavioural design theories of the BDS Framework (2021).

The theoretical framework guiding this research is based on the behavioural design theories on factors, identified as significant influencers in decision-making processes. Cognitive mechanisms are explored through *The dual processes* by Chaiken and Trope (2000) and provide an understanding of thought processes and cognitive routes. Ability draws on *Fogg's Behaviour model* by B.J. Fogg (2009), further distinguished into physical and mental capabilities, by Michie et al. (2014). Timing and Motivation are further explained using Fogg's Behaviour Model in context with the *Self-Determination Theory (SDT)*, by Ryan, R. M., & Deci, E. L. (2000). The Social Context is influenced by the *Ecological Systems Theory* by Bronfenbrenner (1986), which examined how social environments impact behaviour. Physical Context provides spatial elements, drawing on theories provided by Andreasen et al. (2015) on *parts, products, and systems*, through the BDS framework.

1.3 Case

The REKO Ring: A Local Food Distribution in Tromsø

The REKO-ring (REKO) offers an alternative to traditional supermarket supply chains, by creating a direct sales channel between farmers and consumers. This independent marketplace and sales model for small-scale farmers is a response to the conventional supermarket regime, addressing issues such as lack of transparency, lower farmer profits and environmental concerns (Snellman, 2013). REKO, *And Air Consumerism*, are rooted in the values of fairness and sustainability. REKO embodies a grassroots movement powered by volunteer administrators and people support (REKO-ring, 2023)

How it Works

Operating through local Facebook Groups, customers pre-order goods directly from producers and pick them up at designated locations. This system has eliminated intermediaries to ensure fresher and higher quality products while allowing producers to retrieve 100 per cent of the sales price (REKO-ring, 2023). By bridging the urban-rural divide, REKO transcends geographic constraints, democratizing access to farmed food for city dwellers..

History and Growth

Founded by Thomas Snellman in Finland in 2013, REKO aims to empower both producers and consumers (Snellmann 2013). The initiative has grown exponentially, becoming a grassroots movement across Scandinavia and beyond. Today, the decentralized concept has spread to 14 countries and has approximately 2 million members (REKO-ring, 2023). In Norway, the first ring began in 2017, and by 2019, over 130 rings were operational (REKO-ring, 2023).

Impact and Benefits

REKO acts as a contact platform for consumers and local producers for free. This is to make local food more accessible for city-dwellers and profitable for farmers, by cutting out intermediaries (REKO-ring, 2023). This model supports the sustainability of small farms and improves profitability by simplifying distribution. By maintaining extensive operations on smaller farms, REKO argues that they contribute to a more resilient and equitable food system (REKO-ring, 2023)

2 Literature Review

This chapter will address the first research question: *What is the urban foodscape of Tromsø?*

The purpose of this literature review is to limit the subject to its relevance of context to the REKO ring in the geographical setting, and will be answered in two parts:

Part One will define the concept of foodscape, followed by an explanation of Food Security and Safety in Norway. It will then explore the relationship between people's behaviours and urban spaces, including how urban spaces impact food choices, the effects of these choices, and the cultural significance of food. This will culminate in a Foodscape Framework of Tromsø.

Part Two will explore Trends and Movements in food cultures, such as Slow Food, and their temporary emergence in urban spaces, as well as define Grassroots movements.

These findings will specify the Foodscape Framework of Tromsø, aiding in the investigation of REKO's role and influencing factors in decision-making processes

Part One

2.1 Foodscape

The term *foodscape* describes an environment of food, which can be drawn in the context of micro or macro scales. It defines the physical, sociological, and economic space in which people encounter foods such as meals; when we cook together, go to restaurants, or eat at home (Méjean & Recchia, 2022). Cultural influences and upbringing significantly shape how we think about and prioritize food (Rozin, 1996).

2.1.1 Spatial and Sociocultural Approaches

relationship between people and the location of food supplies, considering factors like distance, costs, or other resource demands (Méjean & Recchia, 2022). Geographical contexts, such as climate impact on agriculture or geopolitical issues affecting food supplies, also play a crucial role. Urban food environments are often studied to understand their impact on health

in cities or neighbourhoods. Sociocultural approaches highlight structural inequalities, such as food apartheid, where low-income areas can have high access to fast food but low access to healthy and nutritious food compared to wealthier neighbourhoods (Jensen, n.d.)

2.1.2 Behavioural and Systematic Approaches

Behavioural approaches to foodscapes show how the consumer's perceptions explain and influence food choices and knowledge. The systematic approach contests the global corporate food regime and promotes local, ethical, and sustainable food networks (Méjean & Recchia, 2022). These approaches often overlap, as seen in the case of the REKO-ring, a concept rooted in justice consumerism that has spread rapidly across countries, REKO has rapidly spread as a concept throughout countries and borders. Emerging in the urban landscape, the aspect of spatiality is present in connection to sociocultural elements of Tromsø in Norway, with a linkage to the national and global corporate food regime.

2.1.3 Consumer Food Environment

From a behavioural point of view, our thoughts about food, whether influenced by trends, movements, or cultural traditions, affect our food-related behaviours. What we intend and how we navigate can vary a great deal. As living beings who need food, we are biologically wired to interact with our environment and search for it (de Vries et al., 2022). How we make our food choices, can be influenced by various factors. Glanz et al. (2005) distinguish between food environments. *Consumer food environments*, which include store options, price, and nutritional information. Prices and affordability significantly impact purchasing decisions, and product quality, marketing and desirability also play crucial roles (Turner et al. 2018).

REKO exemplifies a unique consumer environment in which reflections influence purchasing powers. This concept operates in urban spaces and only happens on occasion. When city-dwellers of Tromsø wish to purchase food from local farmers, they must either go to the farm or wait for the farm to come to Tromsø. As a physical food outlet of vendors that emerges and disappears again in the urban picture, the foodscape is temporarily changed and transformed in an aspect of accessibility. In this light, the physical interaction between consumers and the

mobile food concept in the urban space can only happen when it is available. Glanz et al. refer to physical food outlets as a *community food environment* (2005). Within this type of food environment, accessibility and daily mobilities play a significant role for consumers and vendors, such as distances, time, and space (Turner et al., 2018)

2.1.4 Thesis Framework

It is within this foodscape framework this thesis will conduct its studies: A mobile community-based food outlet, with the main research stemming from the individual consumer's point of view on accessibility in its various forms, influencing their decision-making processes. The accessibility and availability aspect not only influences our food behaviours but also results in our levels of being *food secure* and *food safe*.

2.2 Understanding Food Security

Food security is a flexible concept defined in several variations in research, political usage and through the years. According to the Cambridge dictionary, it denotes having enough food as a person or for everyone in a group or a country. This definition is nuanced and distinguished. Firstly, the capacity of a locality to produce or obtain sufficient food for the populations, and secondly, an individual or family's ability to access an adequate food supply (n.d).

2.2.1 Dimensions of Food Security

The food security of a place is determined by four dimensions: availability, access, utilization, and stability over time.

2.2.2 Availability

Availability of food refers to the level of food production, distribution networks and stock levels. High stock levels mean a quantity of food ready for distribution and consumption, whereas low stock levels can lead to limited access to essential food items, potentially resulting in food insecurity for communities relying on those supplies.

2.2.3 Access

Access to food is influenced by various factors, including affordability, geographical proximity and socioeconomic disparities, which can significantly impact dietary choices and health outcomes. Even though a country has plenty of food available to eat, it doesn't guarantee that all households are food secure. People might still struggle to achieve the food they need due to economic limitations or if it's not physically available in their region (Lusk et al., 2012). The World Bank Food Security (WFSO) has 2023 analysed global food trends in food security to stabilize slowly in 2024, however, disparities between income groups are increasing (WFSO, 2024). In times of inflation, an increase in food prices can also have an impact on the choice of groceries, resulting in fewer nutritional choices (Kakaei. et. al. 2022)

2.2.4 Utilization

Food Utilization refers to how effectively the body uses nutrients from food. It depends on factors like diet diversity and food preparation. The body's ability to use these nutrients determines a person's nutritional health.

2.2.5 Stability

Lastly, the *Stability* of the other three dimensions over time. If access to nutritional food is inadequate over a periodic basis, you are still considered food insecure (WFSO, 2024).

2.2.6 Evolution of the Concept

At its core, food security entails consistent access to daily sufficiency of nutritious food. When people cannot procure an adequate amount of healthy food each day, they suffer from food insecurity. The concept originated in the 1970s through global concern, regarding food production and supply stability. Initially, food security was defined by The World Food Summit as “*availability at all times of adequate world food supplies of basic foodstuffs to sustain a steady expansion of food consumption and to offset fluctuations in production and prices*”. In subsequent decades, the definition evolved, adding both the physical and economic aspects of food accessibility. These factors became acknowledged as important means to access basic food. Health considerations gained prominence through the 90s, with the nutritional balance becoming integral to the broadening concept of fostering active and

healthy lives. With food consumption concerning active and healthy lives, the concept expanded into considerations of food preferences of lifestyles. Notably, these preferences and lifestyle choices are shaped by cultural and social factors (Babu et al., 2014).

2.2.7 Contemporary Issues in Food Security

If we think of this definition in terms of food, healthy and active lives also concern poor diets in regions abundant with food. Developed countries are increasingly witnessing a surge in obesity-, lifestyle-, and degenerative diseases, being linked to a poor nutritional diet and decreased activity (Popkin, 2006). Environments characterized by easy access to energy-dense, nutritionally deficient foods have been labelled as obesogenic, necessitating interventions to curb obesity rates (Kohanmoo et al., 2024). Not only can these lifestyle diseases become a burden for a person and affect the daily quality of life, but they can also become a burden on a societal- and economic level.

Moreover, heightened attention to food safety and quality has emerged in response to diet-related health trends and concerns over unacceptable levels of chemical hazards in food (Andersen et al., 2023). Globally, food insecurity remains a pervasive nutritional challenge. Nearly 30 per cent of the world's population will experience severe food insecurity in 2021, exacerbating negative mental and physical health outcomes (Kohanmoo et al., 2024). Simultaneously in developed countries, there is a correlation between a diet high in refined sugar and impaired brain function and a worsening of mood disorders such as depression (Selhub, 2022). In this sense, quantity does not necessarily triumph over quality. Access to nutrient-poor calorie-dense food with chemicals does not enhance food security.

2.2.8 Food Safety and Self-Sufficiency

The term *Food Security* is often used to cover *Food Safety*, which refers to the food we eat being free of microorganisms, environmental toxins or additives that negatively impact health. Simultaneously, food security is also a question of being self-sufficient in case of wars or crises (Ministry of Agriculture and Food, 2015).

2.2.9 Food Security of Norway

Norway is considered a highly food secure country and is estimated in the Global Food Security Index to rank as the 3rd out of 113 countries. However, this placement entails a mid-sum score of several parameters, whereas some parameters rank closer to mediocre. For instance, the parameter of Food Security and access policy commitments, at the lowest score. This regards a country's strategy for food security and whether a government is responsible and can be held accountable for food security. In this sense, the requirements and criteria for the evaluation of food security it bound by our present understanding and definition of such. Despite the prevalence of obesity being 25 pct. (2022) Out of approximately 5.3 million Norwegians, Norway ranks as the 6th healthiest country in the Global Health Index of 2021. This rating is however mostly based on healthcare data and does not include food consumption (2021).

Food security can thus be measured on various levels and through various perspectives. As the history of the term prescribes, it is yet a term in movement that should continuously be debated. Behavioural studies underscore the complexity of monitoring intake and quality, as our attention easily gets diverted by various factors, from monitoring both the amount and quality of what we purchase and eat (Dimitri & Rogus, 2014), highlighting the multiple factors that shape dietary habits and consumption levels. The following sections will discuss the environmental influences on our food choices, as a pendant to the discussion of where the responsibility relies for the daily food choices of city-dwellers. To discuss the accountability aspect of food security and safety, there is a need for a greater understanding of the determinants that affect food choices, including the impact of the physical environment. Understanding these dynamics is essential for devising effective strategies to enhance food security at both individual and societal levels.

2.2.10 Behaviour and the Urban Spaces

As established, the availability- and accessibility factor of food, play an essential part of what can be considered a part of the foodscape. It is within this realm of accessible food opportunities, that a variety of factors will influence the final food choices of consumers. Individuals are significantly influenced by their environments. This happens due to various

factors such as physical surroundings, social interactions, and cultural contexts (Erkan & Valipour Arehjan, 2022). Moreover, factors based on survival, such as hunger or stress, are biological motivational drivers to interact with the surroundings. The environment - whether natural, artificial, or socio-cultural - impacts individuals' lifestyles, views, and spiritual conditions (Kancloğlu, 2013). On a biological level, environmental inputs dynamically modify the epigenome, affecting gene transcription and leading to structural and functional alterations (Resendiz et al., 2022). In lieu, humans are not passive receivers of stimuli, but in a dialectical tension of shaping or being shaped by it (Simpson & Balsam, 2016). Humans not only adapt to their environment, but we can also modify it, creating a dynamic interaction that shapes both individuals and their surroundings. This reciprocal relationship underscores the complexity and importance of the environment in human life and well-being.

2.2.10.1 Biological Impact

Environmental cues partake in a complex interplay in the human decision-making process, along with several various factors; cognitive processes, emotions and social influences are considered primary drivers of decision-making, which emphasize the significance of recognizing the foundational role that biology plays in shaping our choices. Our biological elements include genetics, neurobiology, and evolutionary history. These factors provide the framework within which our decision-making processes operate: our biology predisposes us to certain behaviours and preferences, which can subtly influence our thoughts and actions without our conscious awareness, these predispositions are shaped by a combination of genetic factors and early environmental influences, such as upbringing an early life experience (Plomin et al., 2016).

Studies strongly indicate that human spatial memory is biased towards high-calorie foods. From an evolutionary point, humans have a high-calorie bias in spatial memory, which seems to transcend sociocultural boundaries. That is, the human memory appears to have this universal ability to navigate and prioritize locations of high-calorie foods, which increases the risk of impacting our dietary decisions negatively today (de Vries et al., 2022). In many food-secure countries, healthy and unhealthy food outlets are highly accessible. People cannot often consistently recognize, ignore or resist cues that encourage eating (Cohen & Babey,

2012). Dietary behaviours are often a result of automatic responses to environmental food cues, which can lead to increased calorie intake and unhealthy food choices.

In a traditional economic view, individuals are rational beings who can make the best choices for themselves. However, Neuroscience, behavioural economics and social psychology strongly suggest otherwise. Studies continuously illustrate that people are often irrational and make choices based on automatic, hardwired instinctual processes. Even though people are aware of many contextual factors, they often do not realize the various ways their food choices- and amount of consumption, are being influenced (Cohen & Babey, 2012).

The undeniable dynamic between the behaviours of people and their environments, further underpins that it would be wise to strategize and discuss foodscapes, to benefit individual health, societal performance, and planetary sustainability.

2.2.11 Definition of Food Choices

A food choice is defined by The Food Standard Agency (FSA) as a “...*selection of food influenced by factors such as sensory, physiological, and psychological responses, as well as social, environmental, and economic influences, including food variety and industry activities to promote them.*” (Rozin, 1996). These factors can be described as competing, reinforcing, and interacting influences, which result in the food choices of the individual consumer.

2.2.12 The Decision-making Process

For instance, when presented with a variety of food the decision-making process might be conflicted for a moment, as thoughts of commercials and health advice can contradict, while your senses catch a delicious smell of pastries, even though the plan was to prepare for dinner. Making choices about food, is a process through which people think and feel about eating it. People often react to environmental cues instinctively, bypassing conscious thought or deliberation.

2.2.13 Automatic Responses and Heuristics

The human brain is wired to swiftly process contextual stimuli: sensory signals are directly linked to motor neurons, enabling reflexive responses without conscious intervention. For

instance, if individuals encounter something intensely hot, they instinctively retract their hands before having the opportunity to consciously decide to do so. This capacity for automatic action, serving as a protective mechanism, also extends to eating behaviours and food preferences (Cohen & Babey, 2012).

2.2.14 Speed of Decision-Making

In a study conducted on decision-making on snacks, participants could identify their preferred snack choice within 313 milliseconds. In a subsequent replication of the experiment, participants were prompted to ensure confidence in their selection before committing. This adjustment led to a notable improvement in accuracy, reaching 73 per cent with decisions made in under half a second, averaging at 404 milliseconds (Milosavljevic et al., 2011). This demonstrates how quickly a decision process can begin and influence subsequent thoughts.

2.2.15 Heuristics in Food Choices

Research reveals that individuals often make choices without extensive deliberation, relying on heuristic cues to navigate their options. Heuristics are cognitive shortcuts that draw upon minimal information and past experiences, allowing individuals to arrive at practical solutions quickly. This information includes visual appearances, logos, brands, and pricing information. This mechanism conserves cognitive resources for other tasks and demands. Heuristics can lead to decisions that may not always be optimal. When individuals interact with their foodscapes, they often rely on heuristic cues and make rapid decisions. The experience and information that is being processed further entail how we perceive the consequences of our choices will fit into our lives (Cohen & Babey, 2012).

2.2.16 Navigating Foodscapes

Foodscapes in cities often offer a great variety of foods to consume. When navigating these foodscapes, our brains likely go through processes because of the various inputs in our surroundings, appealing to our senses and heuristics. People can make food choices on a reflective level; however, the significant impact automatic factors have on our daily food choices, must be acknowledged.

2.2.16.1 Socio Economic Impact

Research shows that encompassing factors, such as food availability, variety and costs significantly impact the food choices of low-income individuals in the consumer food environment. At the most basic economic level, decisions about which foods to buy are based on cost, taste or preference, convenience, and nutritional value. Price typically has the strongest impact on people's food choices. However, other considerations like convenience, quality, healthiness, and preferences also play significant roles. Especially if time seems limited to people, convenience becomes a key factor, leading supermarkets, and manufacturers to offer easily accessible and quick-to-prepare food options. Although low-income consumers are more sensitive to prices, studies suggest that they are similarly constrained by time. In the end, the food we choose to eat greatly impacts our health, considering both its quality and quantity (Lusk et al., 2012). The way we consume food further influences the dynamics of supply and demand, the way we produce food and the distribution of it (Dimitri & Rogus, 2014). How individuals across different income levels balance considerations of price, convenience and healthfulness' when making food choices remains unclear. This illustrates a research gap in how individuals' behaviour with food choices stems, are yet to be explored.

2.2.16.2 Impact on Health

The impact food choices have on the health when consumed, can as illustrated previously have great significance. Our food environment influences health through nutrition quality and availability and has a significant impact on our health by exposing us to various contaminants and pollutants (Caballero, 2023). Environmental toxicants, such as persistent organic pollutants (POPs) and mycotoxins found in contaminated foods, can lead to oxidative stress, inflammation and disturbances in metabolic pathways, impacting our overall well-being. Numerous chemicals are found in food products, which leads to harm human health (Tukhbatullina & Sidullina, 2023). Environmental impact on food quality can for instance be packaging, food origin and production type (Petrescu et al., 2020). Additionally, the quality of our food environment, including the availability of healthy food options and nutritional information, plays a crucial role in shaping our dietary behaviours and choices. In our daily lives, we often encounter food environments that prioritize the consumption of high-fat and

sugary foods, neglecting the promotion of healthier options like fruits and vegetables. Yet, because of media awareness, there's a rising interest in exploring alternative strategies to improve the numerous food-related decisions we face each day (Evans, 2022). Improving food environments by reducing exposure to toxic chemicals in processed foods and promoting the consumption of whole, nutrient-rich foods can help mitigate health risks associated with environmental pollutants. Ultimately, creating healthier food environments is essential for enhancing population health and well-being, in lieu increase food safety and food security.

Ensuring equitable access to healthy and affordable food is a critical aspect of the Norwegian food system. Socioeconomic disparities can affect dietary choices and health outcomes, with lower-income groups potentially facing barriers to accessing nutritious foods (Terragni et al., 2009). Government initiatives aimed at subsidizing healthy food options and educating the public about nutrition are important steps towards improving public health and reducing inequalities (Hagen, 2020).

2.2.16.3 Impact on Supply Food Chain

A supply chain refers to the network of people and organisations, which involves the production, processing, distribution and retailing of food products, from farm to fork. The supply chain is all stages of food production, including farming, harvesting, transportation, processing, packaging, storage, distribution and retailing, until food reaches the end consumer (Christopher, 2011).

Research indicated that consumer behaviour, influenced by factors like environmental concerns and health consciousness, drives preferences for fresher, higher quality, and locally sourced products (Trollman et al., 2023). Consumer food choices significantly impact the entire food supply chain, it creates a demand that producers and suppliers must meet. This demand influences what crops are planted, how they are grown, and the resources allocated for them. For example, a rising preference for organic foods can lead to an increase in organic farming practices, which often require different agricultural inputs compared to conventional farming (Smith et al., 2017).

Conversely, a decrease in demand for certain foods can result in reduced production and supply chain adjustments, such as the discontinuation of certain products (Brown & Martin,

2019). Furthermore, consumer preferences affect food marketing and distribution strategies. Producers and retailers use various promotional tactics, such as discounts (Jones et al., 2018) or placement on shelves (Cohen & Babey, 2012), to align supply with consumer demand (Jones et al., 2018). If these efforts do not boost demand, production might be scaled back or halted, which can affect the entire supply chain, including farmers, suppliers, and retailers (Brown & Martin, 2019). The impact of consumer choices extends to policy decisions and market dynamics, for instance, government subsidies often target staple crops that meet high consumer demands, thereby shaping the agricultural landscape and resource allocation (P. et al Smith, 2017). These subsidies can make certain foods more affordable and accessible but also encourage practices that are not environmentally stable (Johnson, 2020).

2.2.16.4 Impact on Environment

Consumer food choices have profound environmental implications. The preferences for certain foods over others influence agricultural practices, which in turn affects land and water use, greenhouse gas emissions, and biodiversity. For example, the production of meat, particularly beef in large industrial matters, is resource-intensive, requiring large amounts of water and land and resulting in significant greenhouse gas emissions (Poore & Nemecek, 2018). In contrast, plant-based diets generally have a lower environmental footprint, as they require fewer resources and result in lower emissions (Springmann et al., 2018). The environmental impact of food production and consumption is a significant concern in Norway (Hagen, 2020). Policies promoting sustainable agriculture, reduction of food waste and increased consumption of plant-based foods are essential to address these environmental challenges (Bjørkhaug & Richards, 2008).

Food waste is another critical issue linked to consumer behaviour. In high-income countries, a considerable amount of food is wasted due to misconceptions about food safety and freshness, leading to premature disposal of edible food (Gustavsson et al., 2011). The waste not only represents a loss of resources but also contributes to greenhouse gas emissions when the wasted food decomposes in landfills (FAO, 2013). Packaging waste is also a significant environmental concern. The materials used to package food, such as plastic and Styrofoam, often end up in landfills or the natural environment, where they can persist for years and

contribute to pollution (Hopewell et al., 2009). Reducing packaging waste through consumer choices, such as opting for products with minimal or biodegradable packaging, can help mitigate this issue (Jambeck et al., 2015).

Consumer food choices play a crucial role in shaping both the supply chain and the environmental impact of food systems. By making informed and sustainable food choices, consumers can drive positive changes that benefit both the economy and the planet.

2.2.17 Supermarket Regime of Norway

The development of the supermarket regime in Norway has transformed since the mid-20th century. Initially, Norwegian grocery shopping was dominated by small, family-owned shops and local markets. These stores provided a limited selection of goods, often tailored to regional tastes and preferences (Jervell & Borgen, 2004). However, the post-World War II economic boom led to increased urbanization and higher disposable incomes, which in turn spurred changes in consumer behaviour and retail structures (Kjærnes, 2017). The first supermarkets in Norway appeared in the 1950s, inspired by the American model of self-service stores offering a wide variety of products under one roof. This innovation was quickly adopted, and by the 1960s, supermarkets began to proliferate across urban areas, gradually replacing smaller shops. The appeal of one-stop shopping, combined with competitive pricing and a broad selection of goods, contributed to the rapid growth of the supermarket format (Hagen, 2002). In the 1970s, dietary trends shifted towards a growing dependence on processed foods over home-cooked meals. Additionally, there was a rise in the consumption of edible oils and sugar-sweetened beverages while moving away from traditional home intake of food (Roudsari et al., 2017). At the same time, consolidation in the retail sector became prominent. Large retail chains emerged, often through mergers and acquisitions, leading to the dominance of a few key players in the market. This period also saw significant investments in logistics and supply chain technologies, which improved the efficiency and reach of supermarkets across the country (Borch & Roaldsen, 2015). These advancements facilitated the expansion of supermarket chains into rural areas, ensuring nationwide access to a wide range of products. In recent decades, the supermarket regime in Norway has continued to evolve. The entry of discount supermarket chains, such as Rema1000 and Kiwi, has

intensified competition, leading to lower prices and greater emphasis on cost-efficiency. Additionally, there has been a growing focus on sustainability and local sourcing, reflecting changing consumer preferences towards environmentally friendly and locally produced goods (Hagen, 2020). The rise of e-commerce and online grocery shopping has further transformed the retail landscape, offering consumers greater convenience and new ways to shop (Kantar, 2022).

Today, the Norwegian supermarket sector is characterized by a high level of concentration, with a few major chains dominating the sector, controlling a significant market share: Norgesgruppen, Coop Norge and Rema1000. This concentration can lead to reduced competition, potentially driving up prices and limiting consumer choices (Olsen, 2018). Additionally, market power concentration may affect suppliers and producers, who may face pressure to lower prices, potentially compromising product quality and sustainability (Richards et al., 2017). Norway's harsh climate and limited land with potential for cultivation and farming, mean that the country relies heavily on food imports to meet its needs. This dependency poses risks to food security, especially in times of global trade disruptions or geopolitical tensions (Kjærnes, 2017). Efforts to enhance domestic food production, including the support for local and sustainable farming practices, are crucial in mitigating these risks (Jervell & Borgen, 2004)

2.2.18 *The Food*

Everything we can do as people, is based on complete basic preconditions: if we can breathe, if we have water - and if we have food. Food is vital to humans for survival and for thriving, through ages its supply and availability have been a crucial factor in the development of human civilizations. Being an essential part of human existence, it is interwoven into our daily lives, shaping cultural identity, social cohesion, and human health (Rozin, 1996). Our access to nutritional food is essential for our bodies and serves us with energy that makes our mental cognition perform in daily activities (Dimitri & Rogus, 2014). Food is an essential part of every culture. It can be a way to connect with others, pass on cultural heritage and a way of expressing oneself. Being deeply ingrained in our cultural identity, food is also representing heritage, history, and values (Rozin, 1996).

Part Two

2.3 Culture

Culture can be described as a system of shared values, beliefs, norms, and practices that shape the behaviours and identities of a social group. It encompasses everything from language and art to customs, providing a framework for understanding and interpreting the world (Fenn & Geertz, 1974). Culture is dynamic and evolving, as societies interact and change over time. Food cultures refers to practices, attitudes and traditions surrounding food production, preparation, and consumption within a particular community or society. It includes everything from traditional recipes and cooking methods to dietary habits and food-related rituals. Food culture is deeply rooted in history and geography, reflecting a group's identity and values (Counihan & Van Esterik, 2013). Research reveals that the way we talk about food indicates a strong link to broader lifestyle factors and local food cultures. Our language of use plays a crucial role in shaping and reflecting food trends, cultures, and movements, which can significantly influence our health and perceptions of food. The way we describe food suggests our relationship with it, and the foods we speak about and discuss are often correlated to our health(Blackburn et al., 2018).

2.3.1 Food Culture

Food culture refers to the knowledge, beliefs and behaviours that are learned, exchanged, and passed down within societies across generations (Dwyer, 2023). It is a branch of our broader understanding of culture, which has been debated and defined in various ways by cultural studies scholars. Some define culture as a collective memory and consciousness, with shared knowledge and meaning systems; others see it as a mediator of self-understanding and emotions, a conceptual tool in cognitive processes, and a variable for cross-cultural research (Bandlamudi, 1994).

2.3.1.1 Components of Food Culture

Food culture involves the beliefs, cooking styles and eating habits shaped by both traditional and contemporary influences (Suorineni, 2023). Despite the globalization of consumer food patterns, national and regional differences in food culture persist. Past experiences frequently

shape present behaviours, including food choices. Individuals often associate thoughts and emotions with their past food preferences. Moreover, societal and historical changes over time also influence how people select their food throughout their lives (Durocher & Knezevic, 2023).

2.3.1.2 Cultural Influences on Food

Studies show that places, politics and human interactions contribute to the development of particular tastes, textures and smells. Social perspectives strongly influence what is considered edible. Taste criteria, relationships between certain food items and specific consumption situations, and the values attached to food, also contribute to the richness of food cultures. Food consumption patterns have also been described as languages of cultural systems. Geographic and climate conditions, along with social and historical factors, characterize the cuisine of a food (Askegaard & Madsen, 1995).

2.3.1.3 Culinary Traditions and Significance

Cultural regions often have distinct culinary traditions influenced by local ingredients, cooking methods and historical practices. In some cultures, certain foods can have essential significance roles. For example, in Christianity, bread can symbolize the body of Jesus, and in many cultures, rice has been associated with fertility (Dwyer, 2023) Politics can impact food availability, distribution, and cultural exchange, shaping people's access to certain foods and influencing their culinary preferences. Social interactions such as family meals and other shared experiences, play a vital role in forming food preferences by introducing individuals to new flavours, recipes, and dining customs. These factors interact in complex ways to shape individuals' sensory experiences and culinary choices (Paxson, 2012).

2.3.1.4 Social Influences and Food Behaviour

This study acknowledges the power of social impact on food cultures, which occurs in social settings. Social influences can guide desired food behaviours in certain directions, for better or for worse. Traditional food cultures coexist in societies along with various food recommendations from opinionmakers, which can provide guidance for better health or sustainability but may also be contradictory or lack important knowledge. For example, a

study found that *superfoods* are often framed as being exceptionally beneficial through marketing strategies, industry strategies or the production and circulation of nutritional knowledge by health experts. Such framings can further disconnect consumers from those involved in the production of food (Scrinis et al., 2018).

2.3.1.5 Integrating Tradition and Science

Dwyer (2023) outlines how science-based recommendations about eating and health are often rejected when threatening older and stronger traditional beliefs. To encourage nutrition in traditional food cultures, it is vital to encourage any eating habits, it's vital to blend cultural traditions with what science promotes about nutritional eating habits. Despite an internationalization of food cultures, also known as 'world cuisine', there are yet local, national, and regional distinguishments that play a decisive role in the way ingredients are combined, and with when, how and with whom the food is eaten (Askegaard & Madsen, 1995).

2.3.2 Foodscape of Norway

Norway's food culture is multifaceted. For example, through celebrations and seasons, traditional Norwegian local food holds significance, such as potatoes and products from cows, sheep, and goats (Solberg et al., 2016). The indigenous Sami people proudly uphold reindeer herding (Petrenya et al., 2018) and Norway is known for their great fishing industry (Ministry of Agriculture and Food, 2015). Being a net exporter of seafood (Ministry of Agriculture and Food, 2015), Norway export specific goods more than it imports. Seafood holds the largest share in export value of Norway, with the European Union being the main trading partner. Imports, however, are largely driven by agricultural products (Ministry of Agriculture and Food, 2015). Amidst the traditional food culture(s), there is a strong influence of internationalized food, also known as *world food*. In a study spanning from 2005 to 2013, sales data of food retailers were assessed in Norway, showing that ultra-processed foods accounted for most food sales. These ultra-processed products were characterized by their high content of salt, sugar, and fats, and represented a significant portion of consumers' choice 58.8% of purchases and 48.8% of expenditures. Diets dominated by ultra-processed products have poor nutrient profiles. This indicates a widespread consumption of such products,

potentially contributing to the rising rates of overweight and obesity across the country. The consumption of processed foods is increasingly recognized as one of the major factors contributing to the global obesity epidemic. Furthermore, the impact of increased ultra-processed food purchases indicates a replacement of traditional diets (Solberg et al., 2016). These trends collectively reflect a dynamic foodscape in Norway, characterized by changing regulations, consumer preferences and regional development initiatives. Furthermore, local food products play a significant role in rural tourism, contributing to the development of cultural identity based on food heritage, although these products are not extensively used in everyday consumption (Annechen Bahr Bugge et al., 2009).

2.3.3 Traditional Food Cultures in Northern Norway

In the Arctic region of Northern Norway resides the largest part of the indigenous population of Sami in the Arctic, with a smaller population in mid-Norway. The Arctic Sami population also live in Sweden, Finland (Petrenya et al., 2018). They represent an ethnic minority in Norway and are estimated to be about 40.000 people among 500.000 inhabitants of northern Norway. However, this number is uncertain due limited information in public registers public registers (Hansen & Sørli, 2012) a varying definition of being Sami (Petrenya et al., 2018). In rural areas of Northern Norway, food intakes varies between Sami and non-Sami populations. Sami tend to consume more reindeer meat, moose meat and fish made with animal blood, whereas non-Sami consume more lean fish and vegetables. Traditional foods in the North, such as reindeer meat and fish, have been favourable for health with its nutrients. According to the same food study, Sami were found to consume less chicken, baked goods and salty snacks than their non-Sami counterparts. Since the year of 1999, there have been an increase in consumption of dairy and fruit by Sami. The geographical area of residence significantly impacts the intake of reindeer meat, with coastal regions consuming less reindeer meat compared to inland regions (Petrenya et al., 2018).

2.3.3.1 Influences of Geography on Diet

Geographical areas are shown to have a stronger relationship with diet than with ethnicity. However, food and food traditions are important carriers, markers and tools for cultural identity and belonging (Petrenya et al., 2018).

2.3.3.2 Traditional Food Cultures in Northern Norway

Norway's Traditional food cultures remain prominent in daily life. Food studies illustrate that Northern Norway, including Troms, continues to uphold traditional cuisines while also showing that spatial factors influence the final choice.

2.3.4 Trends and Movements

Trends in Food Cultures

Trends are temporary patterns of behaviour or preference that gain popularity within a culture over a certain period. Driven by innovations, media influence, and changes in consumer tastes, trends tend to be short-lived but can have significant impacts while they last. They represent observable and measurable shifts that can either fade or evolve into long-lasting practices (Gladwell, 2000). Specific to food, trends manifest as short-time shifts in preferences and consumption patterns. Examples include the rise of plant-based diets, the popularity of superfoods like quinoa and kale, and the trend towards intermittent fasting. These trends are often influenced by factors such as health research, celebrity endorsements, and social media (Popkin, 2017). While some trends may be fleeting, others can have lasting impacts on food cultures, such as the increased awareness and consumption of Slow Foods.

Movements in Food Cultures movement

Movements, on the other hand, are collective efforts by groups of people to drive significant social, political, or cultural change. Movements are typically motivated by shared goals or ideologies and aim for long-term transformation rather than temporary change (Tarrow, 2011). Movements within food, are then organized efforts to promote changes in food systems and practices. These movements often address issues such as sustainability, food justice, animal welfare, and public health. Examples include the organic food movement, the slow food movement, and the local food movement. Food movements are characterized by their aim to create long-term changes in how food is produced, distributed, and consumed, advocating for more ethical, sustainable, and equitable food systems (Pollan, 2006).

Interconnection of Food Culture, Trends and Movements

Food culture, trends and movements are interconnected but distinct concepts. Food culture provides the foundational context within which food trends and movements arise. Trends often reflect current cultural values and preferences but can also challenge and change them. Movements, however, seek to address deeper issues of food systems and can lead to significant, enduring changes in food culture. For example, the current trend towards plant-based diets reflects growing cultural awareness of health and environmental issues. This trend is influenced by the broader plant-based food movement, which advocates for reduced meat consumption to promote sustainability and animal welfare. Over time, if this movement succeeds, it may lead to a permanent shift in food culture, making plant-based diets a norm rather than a trend (Willett et al., 2019).

The REKO Example

Similarly, the REKO-ring has arisen from the food culture of farmers providing food to citizens locally. It addresses deeper issues within the food systems through its principle of fair consumerism. By taking matters into their own hands and creating an alternative Food network, REKO responds to the supermarket regime in Norway. This movement exemplifies how localized efforts can challenge broader food systems.

2.3.5 Slow Food

Slow Food is a global grassroots movement that began in Italy during the 80s, initially as a response to the growing dominance of fast food and the fast-paced lifestyles it promotes. Slow Food advocates for food that is good, clean, and fair, which means: of high quality, flavorful, produced in an environmentally sustainable way and accessible and fair to consumers and producers (Petrini, 2007). The movement also emphasizes the preservation of traditional and regional cuisine, the promotion of biodiversity and support for local farmers and food artisans, such as bakers, cheesemakers and other foods that are made by hand using traditional methods by craftworkers (Chrzan, 2004). In recent years, the Slow Food movement has gained renewed momentum in response to contemporary challenges such as climate change, global pandemics, and increasing concerns over food security and health. The COVID-19 pandemic underscored the vulnerabilities in global food systems, leading to a heightened awareness and appreciation for local food sources and sustainable practices (Slow

Food, 2021).

Slow Food continues to influence the culinary world significantly. The Farm-to-Table movement, which aligns with Slow Food principles, has become mainstream with restaurants and chefs globally prioritizing seasonal, organic, and locally sourced ingredients. This trend is driven by consumers growing interest in sustainability and transparency in food sourcing. Recent studies show that consumers are increasingly willing to pay more for food products that adhere to ethical and sustainable standards (R. Smith & Lawrence, 2023). This shift in consumer behaviour underscores the enduring impacts of Slow Food principles on contemporary dining and food consumption patterns.

Globally, some events centre around Slow Food, such as Terra Madre and Salone del Gusto, which continue to bring together stakeholders, such as farmers, chefs, academics, and activists, to discuss and promote sustainable food practices. These gatherings serve as a crucial platform for education and advocacy, addressing pressing issues like food sovereignty, biodiversity, and climate change (Slow Food, 2022).

In terms of food culture, Slow Food remains a force in celebrating and preserving culinary traditions and local food heritage. By advocating for the protection of indigenous food varieties and traditional farming practices, Slow Food helps to maintain cultural identities and promote culinary diversity. In 2024 the movement continues to encourage a slower, more thoughtful approach to food consumption, which aligns with broader cultural values of sustainability, community, and well-being (Buiatti, 2023).

2.3.6 Temporality in Urban Spaces

The values of the Slow Food movement could partly explain the popularity of the concept of REKO. Appearing in the urban space only a few times a month, the urban foodscape transforms momentarily. Lefebvre describes temporality in urban spaces, as referring to the temporal dimensions and rhythms that shape how urban areas are used and experienced. Cities can be full of cyclical pattern, where some things happen repeatedly, or transient activities with events that comes and goes and have temporal infrastructures in urban spaces, that define the urban environment. Temporality is how the city changes with time. It is the dynamic nature of urban life, where spaces can transform dramatically over times of the day, week, or year (Lefebvre, 2004).

Prime examples are street food events, farmers markets or REKO, on how temporality operates in urban spaces. These phenomena illustrate the interplay between time and space, where temporary, periodic events create a dynamic urban environment. They offer a contrast to the static, permanent structures typically associated with urban development. The temporality of events in urban spaces influences urban planning and policy. Urban spaces need to be flexible and adaptable to accommodate these periodic events, such as has been with the farmers market in the mid-town of Tromsø. Such events might require careful considerations of logistics, such as traffic management, sanitation and infrastructure that supports temporary setups (Morales, 2009). The pop-up concept of these markets challenges the traditional notions of permanence in urban planning, advocating for a more fluid and adaptive approach to urban design (Morales, 2011).

Farmers' markets create temporary food spaces, which often contribute to cultural and economic life in urban areas. For example, they can promote culinary diversity and innovation, often they might also showcase traditional and ethnic cuisines that might not be available in mainstream restaurants or other food outlets. From an economic perspective, they might also create opportunities for economic development by supporting small-scale entrepreneurs and fostering local economies (Hansen 2014). The temporality of farmers highlights the dynamic and flexible nature of urban spaces – moreover, a temporality in urban spaces of culture and values, being in cuisine and of a way of thinking.

2.3.7 Grassroots Movements

Grassroots movements are collective actions that arise organically from within a community. These movements are typically characterized by local involvement, volunteer participation and a bottom-up approach to social change, such as REKO. Grassroots initiatives are often driven by individuals who are directly affected by the issues they seek to address, giving them a personal stake in the movement's goals and outcomes (Brecher, Costello, Smith, 2000). These movements typically emerge in response to specific local concerns or broader societal issues that resonate deeply within a community. They often begin with small groups of people who share a common goal or grievance, and they can grow rapidly by attracting more supporters through community engagement and advocacy (Ganz, 2010). Several factors can be attributed to the rise of a grassroots movement.

Community Engagement

Community engagement is a big part that makes grassroots movements thrive. Engaging people in discussions, activities and decision-making processes fosters a sense of ownership and commitment to the cause (Haines, 2014).

Local Knowledge and experiences

Grassroots movements are also grounded in the local context, making their strategies and solutions highly relevant to the community they serve. This localized approach helps to address specific needs and challenges effectively (Alinsky, 1971).

Collective Action

Grassroots movements further rely on collective action, where individuals come together to pool their resources, skills and efforts to achieve common goals. This collaborative effort amplifies their impact and visibility (Tarrow, 2011).

Adaptable

They are often also more flexible and adaptable than larger organizations, being able to quickly respond to changing circumstances and incorporate new ideas and strategies as needed (Ganz.. 2010).

The Slow Food movement and the REKO-ring are prime examples of how grassroots efforts can drive significant social and cultural change. Beginning as a grassroots response to the increasing dominance of fast food in the 80s, it grew increasingly as an opponent to the negative impacts of industrialized food production on health, culture and the environment (Petrini, 2007). Engagement and efforts have been elementary in establishing and supporting the local food network, for example in Tromsø. These networks connect farmers, producers and consumers, promoting local agriculture and ensuring the availability of fresh, locally sourced food (Fonte, 2008.).

Grassroots initiatives have also led to the creation of community-based events, such as farmers markets or in some cases even food festivals. Events such as these can celebrate local food traditions, raise awareness about sustainable practices and foster a sense of community (Leitch, 2003.) In some places, Grassroots efforts have been crucial in preserving and

revitalizing traditional food cultures, such as the Slow Food Ark of Taste project, which identifies endangered food varieties and culinary practices, helping to safeguard cultural heritage (Buiatti, 2023.)

Grassroots movements play a vital role in the rise and success of initiatives such as the emergence of the ReKo-Rings in urban spaces. By leveraging local knowledge, community engagement, and collective action, grassroots efforts drive meaningful change that reflects the needs and values of the communities they serve. With the REKO-ring concept having spread throughout Scandinavia and across borders to the United Kingdom and Australia, it is a profound pattern speaking of several communities on a global level. The Slow Food movement's emphasis on sustainable, local and culturally significant food practices showcases the powerful impact that grassroots activism can have on shaping a healthier and more equitable food system.

2.3.8 Summary

As grassroots movements arise and emerge, they can be seen as a symptom of a desire for change. They often respond to a food system that does not align with the values of the community, as is the case with the grassroots movement REKO. Fair Consumerism, which entails fairness for both consumers and local food producers, is an ongoing alternative food network driven by community participation. Through empirical research, the urban landscape of Tromsø has been examined, revealing the dynamics and mechanisms of food cultures within individual and social contexts, food choice dynamics in interplay with urban spaces, and macro scales food networks. These insights will come of use, when applying behavioural design theories explained in the succeeding chapter, to the urban foodscape.

3 Theory

This chapter will draw on behavioural design theories, synthesized into the Behavioural Design Space (BDS) Framework (2021). The main goal of this research is to actualize the parameters into more tangible concepts. I have structured the qualitative research interview guide through the six parameters, to explore the parameters in the context of the REKO ring, a movement existing within the foodscape of Tromsø. In this chapter, the following theories will be clarified and defined in the context of the urban food environment. This will assist in answering the 2nd research question of which factors are more prominent, in influencing the users of the REKO-ring decision-making processes.

3.1 Behavioural Design and Urbanism

Behavioural design is an interdisciplinary field, built on behavioural economics and enriched by insights into sociology, anthropology, biology, economics, geography, psychology, and design (Niedderer et al., 2017; Bay Brix Nielsen et al., 2021). This discipline explores the cognitive mechanism operating within individuals and the dynamic of their behavioural interactions with the world. Design theory encompasses both the material and immaterial aspects of design, examining not only the physical artefacts but also how humans engage with and integrate them into their lives, whether through architectural structures or conceptual processes. Unified within the discipline of behavioural design, research has contributed solutions to urban spaces for years. Nudging initiatives (Thaler and Sunstein, 2008) have been applied globally by governments in public policy, including health (Tchounwou et. al., 2023). Encouraging desired behaviours around artefacts in their surroundings often implies contexts of health, safety, and sustainability. Goal-oriented designs have shown positive results in many cases, such as promoting healthy eating behaviours through nudging initiatives (Thaler & Sunstein, 2008). Behavioural design can also be explained as design for behavioural change. Behavioural patterns can be redirected if understood and then be targeted through design aiming at achieving desired behavioural effects (Khadilkar & Cash, 2020). To create change, it is necessary to identify the desired behaviour and determine what causes friction to fuel the behaviour. These insights create a framework of design guidelines, as the elements that need to be targeted have been identified and can thus be designed and intervened for. As design is a flexible term in motion, behavioural

urbanism has arisen as a concept focusing on the relationship between humans and the built environment. By studying the effects of social, cognitive and, emotional factors, this interdisciplinary field aims to comprehend how individuals navigate and interact within spatial settings.

3.2 The Behavioural Design Space (BDS) Framework

The Behavioural Design Space (BDS) Framework (2021) has conceptualised prior research on behavioural- and design insights. These theories have been identified through a thorough literature review by Nielsen, Camilla K. E. Bay Brix; Daalhuizen, Jaap; Cash, Philip J. When tested, the design parameters were found to be too abstract for designers to use as a starting point. The six key parameters: *Cognition*, *Ability*, *Motivation*, *Timing*, *Social context*, and *Physical context*, are significant factors in the decision-making process of people. These elements are crucial to understanding behaviour, behavioural change, and design. When applied to behavioural designer's ideation processes, the framework highlighted shortcomings in all parameters except the Physical Context, indicating a need for better support in identifying potential pitfalls and blind spots (Bay Brix Nielsen, et al., 2021). The framework suggests that a designer's ability to ideate improves with increased knowledge of abstract parameters (cognition, ability, motivation, timing, and social context) related to challenges. Similarly, deeper insights into how people navigate the local foodscape can enhance our understanding of target behaviours, potential pitfalls, and effective intervention points for *where* to intervene and *how* to design more optimal urban foodscapes. Even though these parameters are divided into separate categories, it is important to note that they also interact.

3.2.1 Cognition: The Dual Process Theory (2000)

Understanding how people perceive and engage with objects is pivotal in behavioural design, as noted by Cash et al., (2017). Cognitive theory helps explain the underlying mechanisms in design, highlighting the interaction between cognition and people's reactions to interventions. The BDS Framework (2021) underscores the cognitive theory of dual processes by Chaiken and Trome (2000), distinguishing between two systems: a low-reflection route and a high-reflection route.

In the low reflection route, cognitive processes use fewer mental resources and often manifest as behaviours performed on autopilot. This is where our habits dominate and drive our actions. This cognitive route, referred to as System 1 by Chaiken and Trope (2000), operates at the first level of cognitive perception and drives most behavioural responses. The high reflection route, on the other hand, involves slow and reflective cognitive processes. Known as System 2, it relies on sSystem1, responding instantly to stimuli, such as holding one's breath upon detecting a foul smell. System 2 then deliberates and decides when it is safe to breathe again, requiring a higher level of reflection. In interactions with environmental design, system 1 is always engaged to some extent, while System 2 might not be involved. This distinction helps us understand the two levels of interaction with the urban design.

3.2.2 Ability

Ability refers to the simplicity factors – skills, knowledge, and training – needed to interact with environmental design. This knowledge comes from observing others, learning social norms, and evaluating personal and other skills. Both mental and physical resources, require training, are essential when interacting with the environment and are refined through reflective cognitive processes (System 2). In food interactions, both mental and physical abilities are important.

Mental abilities, like observation and memory, aid in decision-making, planning, and cooking. Skills related to navigating the foodscape involve knowledge, experience or perception of, for example, products, food systems, and meal planning.

Physical abilities, such as coordination and strength, are practical skills that embody mental capabilities. This project refers to these physical abilities when discussing actions like walking, biking, or driving, which are necessary for effective environmental engagement.

3.2.3 Motivation

Motivation is a key parameter that drives behavioural change. Correlated to a person's ability, it affects the performance. For example, if the motivation is to perform a task that is perceived as difficult to do, the risk of failing is higher, than if a highly motivation person is to perform something easy. According to Fogg's Behaviour Model (FBM), behaviour is a product of

three factors, that must happen at once: Motivation, Ability and Triggers. The trigger can only catalyse a behaviour if it is possible to react on (Ability) and if there is a will (Motivation). (2009)

A trigger is a cue or something that says, 'Do this now', such as an alarm or a greeting handshake. Motivation can according to Ryan & Deci (2000) be differentiated between Intrinsic-, Extrinsic- and motivation, which is the absence of motivation. Intrinsic motivation refers to performing activities for satisfaction, whereas Extrinsic behaviour is performed to attain a separate outcome.

Intrinsic are internal factors such as personal satisfaction, enjoyment, or the inherent value of performing the activity. Choice, acknowledgement of feelings and self-direction allow people to have a greater feeling of autonomy and enhances often their motivations.

Extrinsic, on the contrary, includes rewards, social approval or avoiding negative consequences. Motivation can hereto be deadlines, threats and social pressure. Drawn into the foodscape, extrinsic motivations for purchasing a needed product of poor quality can be because of a lack of economic resources.

Drawned into the context of foodscape, purchasing locally produced food from the REKO ring can motivated by an individual's values (Intrinsic motivation). Another person could attain this by purchasing certain processed foods, because of social pressure by peers (Extrinsic motivation).

3.2.4 Timing

Factors like motivation and abilities are non-static and can fluctuate over time. Timing is therefore a crucial factor in behavioural outcomes. According to Miltenberger (2011), the stages of *before*, *during*, and *after* the occurrence of a target behaviour, have a significance of the behaviour outcome.

Before can be preparation before the behaviour. In an urban food-related context, this can refer to planning on how to pick up groceries, being educated on a topic through advertisements or being provided with nutritional information before purchase.

During interventions occurring while the behaviour is happening to guide or influence the actions. These can be prompts, cues or triggers that encourage certain food choices, for example when certain foods are positioned at eye level in a supermarket.

After are following actions to reinforce or reflect the outcome. This can be reflected in food choices. This thesis entails future-related thoughts on foods.

Timing happens in context with other parameters, for example when knowledge (Ability) is acquired after (Timing) speaking with a person (interpersonal).

3.2.5 Social Context

Drawing from the BDS Framework (2021) presents how social factors can influence behaviours on different levels.

Individual concerns are internal factors such as how you influence yourself. Self-monitoring and personal standards are an internal dynamic where individuals judge their behaviour according to personal standards and environmental circumstances. It reflects personal agency, impacted by thought, affect, motivation and action (Bandura, 1991). When interacting with food environments, the Individual aspect of social context could then refer to dietary standards, preferences, tastes, beliefs and values.

Interpersonal refers to interactions and dynamics between friends, families, co-workers or people in smaller groups. Knowledge and opinions can be passed on through social contexts, and the dynamics influence the behaviour of each other (Bay Brix Nielsen et al., 2021). This process can appear in areas such as family dinners and dietary lifestyles in couples. Interventions act in person-person-intervention. (Bay Brix Nielsen et al., 2021)

Community entails the roles, impacts and dynamics of different social agents, networks and institutions, such as the grassroots movement of REKO. In the realm of foodscape, it can concern areas such as public dietary guidelines, (dis) connectedness to the food network, initiatives or the people in it.

3.2.6 Physical Context

This parameter should be drawn into context, such as the urban space, in this thesis. The Physical Context refers according to the BDS Framework, to where interactions take place, in the following categories:

Parts are individual pieces. They can refer to specific elements like signs (Bay Brix Nielsen et al., 2021), packaging, labels, and utensils that directly interact with individuals and influence their food-related decisions and consumption habits.

Products refer to interventions taking the form of a cohesive unit (Bay Brix Nielsen et al., 2021). This can include items like food products, vendors like farm shops, and other products that shape consumer behaviour.

Systems refer to where interventions that take the form of co-existing Parts and Products (Bay Brix Nielsen et al., 2021). Systems in the foodscape can refer to food networks such as REKO or conventional supermarkets. It can also be the arrangement of food items, the design of the market or the urban landscape that influences the food accessibility. Systems entail that the various *products* and *parts* work together and create an environment that affects food behaviours.

4 Methodology

This chapter presents the research design of this study, outlining the chosen methodological approaches. A mixed-methods research approach including auto-ethnographic experiences, qualitative interviews, and surveys, was selected to answer the research questions. These methods, framed within a pragmatic and phenomenological lens, aim to strengthen the internal validity of the research and provide comprehensive, nuanced answers.

4.1 Research Design

This thesis employs a mixed-methods approach to explore the factors influencing individuals' decision-making processes within urban contexts, particularly regarding their engagement with REKO. The combination of autoethnography, qualitative interviews and quantitative surveys leverages the strengths of each method to provide a robust and well-rounded understanding of the phenomenon. While quantitative methods offer objective measures of reality, the qualitative method allows for deeper insight into the complexity of the phenomenon under study (Williams, 2007).

4.1.1 Philosophy of Science: Integrating Pragmatism and Phenomenology

In conducting this research, I have adopted pragmatism as the guiding philosophy of science, supported by a phenomenological exploration of participants' experiences.

Pragmatism: Pragmatism is a philosophical tradition that prioritizes practical outcomes and real-world application of research findings. It aligns with my goal of providing actionable insights for urban planning, based on the study of the REKO-ring phenomenon in Tromsø. This practical orientation is a cornerstone of pragmatism, which values the practical implications of research findings (Kaushik & Walsh, 2019). Pragmatism supports the use of multiple methods to address research questions comprehensively, enabling a holistic understanding of complex issues (Feilzer, 2010).

Phenomenology: This research starts with a phenomenological exploration to gain deep insights into participants' experiences and worldviews. These insights inform behavioural design theories, guiding practical strategies in urban planning. The qualitative methods of semi-structured interviews constructed based on the Behavioural Design Framework's six parameters, help explore the factors influencing citizens' decisions and behaviours. This approach is central to pragmatism's emphasis on understanding human actions in context with the environment and situational factors (Morgan, 2014).

Combining pragmatism and phenomenology allows for a deeper understanding of the human experiences underlying the urban phenomena in this study. This approach further seeks to reveal the significance of spatial urban design for customer interaction and support of the REKO-ring in Tromsø, of lieu providing valuable insights into the six parameters of the BDS framework which can guide urban designers into customising potential design solutions.

4.1.2 Positionality

Before presenting my findings, I would like to reflect on my position as a researcher. I am a Danish woman raised in Copenhagen who moved to Tromsø nine months ago. Being accustomed to a country and a city with a different terrain than Tromsø, I notice spatial elements and how they affect my mobility in ways that native Norwegians may not consider in their daily lives. Furthermore, while Scandinavian countries share similarities, I come from a different urban and food culture than Tromsø. With this in mind, I strive as a researcher to remain humble and open to new knowledge, avoiding taking new inputs for granted. In my interviews, I aim to build academic knowledge without assumptions, keeping an open mind during my qualitative interviews. However, I recognize that my positionality inevitably influences my project to some extent. As an entrepreneur in Copenhagen with a mobile coffee moped, I have gathered extensive experience in the urban street food market. The difference between the concept of REKO and my own business is significant. My café primarily relies on impulsive purchases or catering jobs, whereas REKO involves preordered products being picked up, making it a different priority for people than an impulsive need. In the street food business, I am familiar with, there are unwritten rules and codes of conduct, some more respectful than others. This culture is different from what outsiders might perceive, and I am curious about the local culture in Tromsø. My auto-ethnographic experiences contribute to my

own biases, which I will be mindful of during my interviews. For example, in a spatial context, the terrains are different than what I'm used to, and in light of this, a high hill might not be perceived as a mobility challenge the same way for a Norwegian person. By acknowledging these aspects of my positionality, I aim to conduct my research with awareness and reflexivity, striving to minimize bias and remain open to the perspectives of my participants.

4.1.3 Autoethnography

Autoethnography is a qualitative research method that involves using personal experiences to contribute to the understanding of social and cultural processes. It allows researchers to reflect on their own experiences and subjectivities within the research process, revealing biases and sharing lessons learned (Murphy et al., 2022). By incorporating personal narratives and reflections, autoethnography offers a unique perspective that can enrich research findings. Unlike traditional research methods that emphasize objectivity, autoethnography embraces the researcher's vulnerability and reflexivity, allowing for a deep exploration of personal experiences (P. Olobia, 2023). This method prioritizes subjective interpretations and personal insights, which can provide a deeper more nuanced understanding of the research topic. I have chosen autoethnography because reflecting on my own biases through my positionality is crucial. This method enables me to go deeper into my research by relating my personal experiences to those of my participants and the concepts being studied. My background in Urban Planning studied across Denmark, Sweden and Norway, naturally leads to unconscious comparisons. Additionally, as a product of a global society increasingly aware of climate change and sustainability initiatives, my perspectives are influenced by these global movements. This awareness can enhance my ability to relate to my participants but also introduce potential biases. Recognizing these biases emphasizes the importance of embracing them and approaching my research with an open mind. Autoethnography allows me to 'get in there' and learn from experiences that cannot be fully understood through literature reviews alone. The unique perspective offered by this method is particularly valuable given that my thesis explores a topic that has not been extensively studied before. Moreover, the autoethnographic approach provides a platform for critiquing cultural norms and societal

constructs. It offers unique insights into identity, culture, and place, bridging the gap between personal and socio-cultural aspects. This method fosters a deeper understanding of myself within a broader social context, enriching the overall research.

4.1.4 Qualitative Interviews

Qualitative research methods, particularly semi-structured interviews, are crucial for exploring the experiences and worldviews of individuals. According to Kvale and Brinkmann (2009), these methods enable researchers to gain deep insights into participants' worlds and perceptions, facilitating a rich understanding of complex phenomena. Semi-structured interviews are particularly valuable because they offer flexibility in questioning, allowing interviewers to probe deeper based on participants' responses while maintaining a consistent structure across interviews. The guide was closely aligned with my research questions and objectives.

Preparation is key to conducting effective semi-structured interviews. This involved developing an interview guide with open-ended questions, ensuring that all relevant topics are covered while allowing for the exploration of new themes that emerge during the interview. To build rapport and ask informed questions, I familiarized myself with the local context and the background of the participants, which included customers and farmers associated with the REKO ring (Kvale & Brinkmann, 2009). Before engaging in interviews with participants, ethical considerations have been essential and approved by SIKT. I ensured all informed consent was obtained from all participants, explaining the study's purpose, how their data would be used, and their right to withdraw at any time. Most interviews have been in person while 2 interviews have been over the phone. The information given over the phone didn't seem to be limited due to not having met in person, as the tone of voice or hesitations often gave off cues as to when to ask more. Interviews performed in person may elicit more detailed and nuanced responses compared to phone interviews. This could be because in-person interactions allow for more nonverbal cues, which can help build rapport and encourage the participants to open up more (Kvale & Brinkmann, 2009). However, participants in phone interviews may feel less self-conscious about their answers and be given more detailed responses. Finally, the presence of me, the interviewer, could also have influenced participants' responses, inclining them to provide socially desirable responses or

conforming perceived expectations. When conducting the interviews, I started with easy, non-threatening questions to make participants comfortable. For instance, I asked about their familiarity with the REKO ring and experience with local food markets, before delving into more specific questions about the REKO ring. While following the interview guide, I remained flexible to follow up on interesting points raised by participants. For example, when a participant mentioned their reason for not frequently using the REKO ring, I explored this further to gain a deeper understanding.

Throughout the interviews, I pursued to practice active listening, showing genuine interest in the responses of participants, and probing deeper where necessary. This approach helped me uncover more detailed insights into their reflections regarding their decision-making processes.

4.1.5 Participant Recruitment

There are three groups which I wanted to get in contact with for this thesis fieldwork: Farmers, Customers and Non-customers. I have also pursued to get in contact with key informants from the REKO ring and Tromsø Municipality regardless. I have approached potential participants on site and used the snow-ball method, to reach people through my network in Tromsø.

Farmers:

Firstly, I wanted to recruit an expert on the REKO ring. As the drivers behind the REKO ring are volunteered farmers, I got in contact with the administrator responsible for their internal Facebook page through my network, here in Tromsø. As I wanted to gain insights into the farmer's roles in the REKO ring, I prioritized the customer's relation to the REKO ring in the urban space, to be of focus in this project. Hence, I chose to gather data from farmers through surveys. The farmer uploaded an online survey for me on my behalf, encouraging farmers to express their thoughts, opinions, and experiences on being a part of an alternative food network about their customers. However, I quickly resorted to a plan B in my recruitment process as research surveys aren't usually prioritized. I decided to recruit farmers on-site by handing out a flyer with a small text about the project and a QR code for them to scan, leading them to a survey specifically constructed to gather their knowledge. Some were very blunt

about not being interested, while others took the QR code when I approached them and introduced myself and the project. Due to the limited time slot to operate, which is an hour from 18:00 to 19:00, I would approach and encourage both farmers and potential interviewee participants in person to assist me in my research. After all, it is primarily about them.

Customer:

With customer decision-making processes being in focus of this research study, I prioritized conducting semi-structured interviews with this group. Given the short time slot, I recruited participants by asking them in person if they wanted to participate, and if so, online, on the spot, or if they wanted to meet in the city.

Non-customers:

In researching people's decision-making processes and where it would be beneficial to intervene, I find the non-customers an interesting angle to assess. This participant expressed the intent of using REKO but didn't do it in the end. I have found this person through my network.

Key Informants:

By using my network, I contacted a person in the municipality to inquire about how Tromsø Municipality related to the REKO-ring. According to this contract, the municipality had no considerations, encouragements, or disputes with the concept. When she explored further within the organization, she confirmed that the municipality shows no sign of engagement with the concept at this present point..

4.1.6 Data Analysis

The data analysis section of this methodology outlines the procedures for analyzing both qualitative and quantitative data collected during fieldwork. This section also describes how these different types of data were integrated to provide insights into the research problem.

4.1.6.1 Qualitative Data Analysis

The first step of the qualitative data analysis was to transcribe the interviews. This ensured that all spoken words were captured accurately for analysis (Kvale & Brinkmann, 2009).

Following transcription, the data were systematically coded. Coding involves categorization

and labelling data to identify themes and patterns. Initially, I break down the transcribed text into manageable chunks and assign codes to significant pieces of data correlating themes relating to the food system, and the parameters of social context, physical context, ability, motivation and timing.

As the analysis progressed, focused coding refined and grouped these initial codes into broader themes. This involved aligning the coded data with theoretical frameworks, such as the dual process theory of system 1 (automatic) and system 2 (reflective) thinking. These are identified by dotted lines (system 1, automatic) and lines (system 2, reflective). The final stage of coding involved thematic analysis, which helped identify patterns and draw insights into the. Ultimately, the coding assisted in identifying patterns and analyzing themes that emerged from the data. This analysis provided insights into the decision-making processes and motivational drivers of the REKO ring users.

4.1.6.2 Surveys

To gain insight into the motivation for farmers to participate in the REKO ring, surveys have been distributed out to them through the internal Facebook page and on-site through flyers and QR codes, to gather data on their experiences and perspectives. Quantitative surveys are structured data collection. Often they are close-ended questions with predefined response options, providing numerical or quantifiable information, allowing for generalization (Babbie, 2016). The surveys for this fieldwork, however, have been open-ended which allows participants to provide more detailed, qualitative responses in their own words. These open-ended questions can offer insights into participants' thoughts and experiences as to how farmers relate to the food system and their customers, and thus provide qualitative data, as their perspectives are needed for this research.

4.1.7 Addressing Demographic Variations

During the fieldwork, demographic variations were observed, particularly among the customer base at the REKO-ring pick-up points. During my fieldwork, I conducted 6 interviews which provided valuable insights into the relationship between some customers and the REKO ring. However, I noticed a predominantly older clientele at the pickup point, who were less willing to participate in interviews, except for one individual. This

demographic discrepancy could potentially skew the qualitative data findings, as the motivations of customers over 60 years old might differ from those under 60. This observation underscores the importance of considering demographic variations in qualitative research to ensure a comprehensive understanding of the phenomena in the study.

4.1.7.1 Quantitative Data Analysis

Quantitative data analysis was conducted using open-ended survey responses from farmers participating in the REKO-ring. Surveys were distributed both online via the internal Facebook page of the REKO-ring and on-site through flyers with QR codes. Despite only two responses, the data were systematically categorized and quantified using content analysis. Each response was coded to identify key themes, which were then grouped into broader categories. The frequency of these themes was tallied to provide a numerical representation of the data. Although the surveys included open-ended questions, which primarily yield qualitative data, they can be quantified by counting the frequency of specific themes or responses. This indirect quantification can help understand the prevalence and significance of a certain phenomenon (Babbie, 2016). For example, if a significant number of respondents express similar concerns or experiences, this indicates a trend. This would involve qualitative analysis to identify themes, followed by quantifying these themes to assess their prevalence. (Cresswell, 2014). While the small sample size limits the generalizability of the findings, the quantification of themes from open-ended responses offered insights that complemented the qualitative data from interviews and auto-ethnographic experiences.

4.1.7.2 Integration of Data

Integrating qualitative and quantitatively categorized data is essential for this pragmatic phenomenological study. The qualitative data have been coded through the AI program ATLAS.TI, to keep order in the number of frequent statements that refers to specific parameters. The mixed-methods approach allowed for a comprehensive analysis by combining the depth of qualitative insights with the quantification of open-ended survey responses and autoethnographic experiences. Despite the small sample size, the integration of these data sources provided a nuanced analysis that aligned with the study's pragmatic and phenomenological approach (David L. Morgan, 2014). The question of when there are

enough participants in a study concerns the concept of Saturation, according to Kvale & Brinkmann. Saturation is reached when the data collected begins to repeat and no new themes or information emerge from additional interviews. The number of participants can thus vary to achieve saturation in studies and to provide robust and methodologically sound research in a project (2009).

4.1.7.3 Triangulation

Triangulation was employed to enhance the validity and reliability of the research findings by comparing and cross-verifying data from interviews, surveys and observations through personal experiences. This process has ensured a more robust understanding of the REKO ring phenomenon in Tromsø (Creswell, 2014). An autoethnographic approach provides insights into the non-consumer experience, including the spatial experience, of ch is an interesting contrast to the loyal customer's experiences. Furthermore, it has helped me to relate and build rapport with the various participants, while not being biased enough to leave out curiosities that might seem like a priori knowledge to them. By comparing cross-verifying data from interviews and surveys, the study ensured a more robust understanding of the REKO-ring phenomenon in Tromsø. The survey only entails two respondents in total despite promotion in person and target segments Facebook Group. No response is also a response and can reveal a sense of the farmer's lack of inclination to respond, whether it be by being not motivated, lack of free time or various other reasons. This result is in itself an observation, however as the reasons can vary endlessly from a scientific perspective, it could therefore incline more towards speculation.

This combination allowed for a more nuanced analysis that aligned with the study's pragmatic and phenomenological approach ensuring practical and actionable outcomes for urban planning and design strategies in Tromsø.

5 Results

This chapter presents the findings from qualitative interviews with REKO customers. A comprehensive coding process categorised the data into themes relevant to the six parameters of the Behavioural Design Space (BDS) Framework and their subcategories. The four interviewed REKO customers provided statements concerning each parameter. The interviews, lasting between 10 and 20 minutes each, generated a total of 468 statements. These statements were categorised into:

Cognition (system 1 and system 2), *Ability* (Mental and Physical), *Timing* (Before, During, After), *Motivation* (Intrinsic, Extrinsic), *Social Context* (Individual, Interpersonal, Community) and *Physical Context* (Parts, Products and Systems). Additionally, a new sub-category, *Place*, was added to the Physical Context to address geographical locations. To ensure an accurate representation of data, coding connections were carefully marked to account for overlapping statements and avoid skewing the findings. Statements will be presented from the highest number about their subcategory, and down. In the following chapter of Analysis, all findings will be collected under their parameters. Coding output can be found in Appendix one.

5.1 Qualitative Data

5.1.1 Cognition

Cognition refers to the cognitive routes. **System 1** cognitive processing leads to behaviours driven by low mental resources, often habitual and automatic. In the interviews, 19 statements reflected decision-making processes occurring without much thought. Under this category, the subcategory *Place* emerged referring to a Physical Context. Three statements highlighted the ease of integrating REKO pick-ups into daily routines. **System 2** Cognition involves slow, reflective responses, often relying on System 1 for immediate reactions. Here, 31 statements revealed reflective behaviours related to REKO interactions. Most reflections in the decision-making process concerned planning as a prerequisite for engaging with REKO. They were expressed by participants as an acknowledged part of the process, as something that had to be done.

While showcasing how it wasn't an issue at most times, it was still mentionable because of the logistics it involves for the customers, before, during and after the ordering process and pick-up activity. Three expressed ease in planning while one mentioned forgetfulness in picking up orders. The Physical Context was reflected concerning Products. Nutrition was considered while most focused on cost. Reflections on Systems also appeared and showed an evaluation and comparison of REKO to Farmer's market. One participant mentioned the convenience of Facebook, another farmers market is touristy and expensive, one described REKO as a good middle solution, and one raised concerns about environmental costs from a major dairy producer. Fewer reflections concerned Ability, highlighting lack of knowledge and need for education Place, and few expressed reflections on locations for pick-up.

5.1.2 Ability

Ability could categorise 23 statements in total. On the **Mental Ability** aspect, 14 statements focus on knowledge and education. Most of the participants demonstrated insights on REKO. Other statements involved: One participant consistently chose the same box each time, which illustrates a System 1 habitual behaviour. One participant described using a trial-and-error approach to purchase products. Lastly, five statements reported engaging in grocery shopping despite experiencing mental fatigue and the demands of parenthood, which is an Extrinsic Motivational factor. **The Physical Ability** aspect had 8 statements which referred to two subcategories: Four statements related to *Place*, expressing a desire for pick-up locations to be closer, indicating a need for increased accessibility. Four statements referred to *Mobility*, describing different modes of transportation used to access REKO, including cars, bicycles, and walking.

5.1.3 Motivation

Motivation could categorise 37 in total. **Intrinsic motivation** is driven by internal satisfaction, personal standards and values. 27 statements indicated intrinsic motivation, especially concerning *Systems* which had 13 most statements. These referred mostly to the local food system, including nostalgic desires for physical

markets from childhood or ideas for starting a local food store in the city centre. Five statements express the Ability to act on knowledge by supporting local food production. Four statements highlighted the motivation to support local food production, emphasising the importance of proximity, categorised into *Place*. One statement referred to Social Context, expressing motivation to spread knowledge on REKO. **Extrinsic Motivation** is driven by external rewards or the avoidance of negative outcomes. 10 statements indicated extrinsic motivations, identified in the subcategories of *System*, with four statements implicitly mentioning the lack of REKO availability, as a motivational factor *to make it fit in*. Two statements referred to the subcategory. *Place*, concerning shopping in supermarkets of convenience and lack of availability. One statement on *Products* involved acquiring as many products as possible, to avoid the negative consequence of everything being sold out.

5.1.4 Timing

Timing can be before, during or after interventions, and involves 50 statements. **Before** his 28 statements, 17 of them were related to beforehand planning, and sub-categorised *Mental Ability*. Five of those referred to the short time slot causing and lack of availability. In the Physical Context, five referred to mobility and not being available themselves to pick up. Timing of *before* also intervened in relation to Products being sold out, according to two statements. *Place* was related to two statements on proximity. **During** had 17 statements allocated, on *Product*, *Place* and *Physical Ability*. Two statements, one on purchasing food at a discount through the Facebook REKO-ring group. One expressed a need for flexibility in *Product* variations, Two statements were not able to pick up (Physical Ability) and, One statement attempted spontaneity to purchase groceries (Place). **After** having 5 statements. The majority was concerned with *Mental Ability*, expressing a future scenario of being able to support REKO if given more time and mental resources.

5.1.5 Social Context

Social Context was given 77 statements in total. **Individuals** had 21 statements in relation to personal standards on diet, preferences, taste, beliefs and values. Most of them concerned *Products*, with 11 statements, concerning: Utilisation (5), Taste (4) and Quality (2). *Intrinsic motivation* included: Supporting farmers and REKO (4), Dietary ideology, and being a vegan (2). Lastly, *Parts* were mentioned in two statements, referring to the significance of no plastic through REKO and the environment.

Interpersonal has 23 statements on person-to-person intervention in interactions and dynamics between friends, families, co-workers or in groups. 10 statements concerned *Ability* - teaching others about REKO, teaching their children and learning of it from families, friends and colleagues. Next, *Place* referred to contact with farmers and visiting the market with 4 statements. *The product* got three statements, on getting reindeer meat and berries from a social network. Two statements related to *Mental Ability* on planning together with families. **The community** had 33 statements, relating to the impacts and dynamics of social agents, including institutions and networks. Most statements refer to *Red Systems*, with a total of 22 statements: 14 of them were about supporting REKO and the farmers, (4) feeling like a part of the community in a broad sense, (3) farmers welfare 1 distrusting supermarkets. Seven statements included *Products*: knowing where the food is from and that animals are treated well.

5.1.6 Physical Context

90 statements referred to the Physical Context in total. **Parts** involve pieces that interact or influence food-related decisions. 7 statements referring to this, expressing distrust of labels in conventional stores (*Systems*) and implicitly trust issues when expressing difficulties in decoding the labels (*Ability*). **Products** were referred to in 53 statements, most of them (11) on Quality which belong in the subcategory of *Social Context - individual*. Followed were five remarks on taste and two on Utilization, meaning nutrition. *Extrinsic Motivation* has three statements on cost and *Future* has one statement on the desire for a proper cheese collection. **Systems** have 70 statements and concerns about food networks, spatial design and the communication system on

Facebook. Statements that referred only to *Systems* involved the urban space of Tromsø only having Supermarkets, fast food and then REKO. Expressions on the scarcity of the municipality of Tromsø in aiding REKO, Being of the opinion that REKO is the good option and supermarkets are bad, and a speculative statement on Facebook being an easy system but probably not for farmers. Other statements concerned *Future* aspects, hoping local food would be implemented in cities through supporting local food, wishing for REKO to be on a larger scale and in more future fairness for consumers and farmers. *The place* had statements on Proximity, supporting the climate, understanding why farmers meet at Breivika, and REKO being hidden from people and should be closer to the centre. *Ability* involved statements expressing missing the spontaneity aspect and to bike to location. Lastly, *Motivational intrinsic* stating REKO being an importance. **The place** has 20 statements. Some of them were about going directly to the farmer because of sold-out products, and another about the regional climate not being fit to grow vegetables. Of *Proximity*, most were about the proximity of farms, as 15 minutes were ok but one hour would be too long. Lastly, the Ability to describe logistics (mental) and transport usages such as cars or bicycles.

5.2 Social Media Assessment

This section provides the findings of assessing the Social Media of the REKO ring.

5.2.1 Instagram

With two posts from 210 weeks ago with 88 followers, the Instagram account of the REKO ring in Tromsø does not seem active. There is also a main profile administered by the *Norsk Bonde- og Småbrukarlag*, an organization advocating for local food distribution in Norway. They have 44 posts, and 3.155 followers and had their latest post the 23 March 2023. However, another profile covers all the REKO rings in Norway. It is driven by a girl and has over 15.200 followers and 945 posts with pictures of gatherings and happy people.

5.2.2 Facebook

The REKO organization consists of over 140 rings in Norway and even more throughout Scandinavia and across borders to Australia. Each 'ring' is within an area, of which this case

concerns Tromsø. All communication between customers and food producers that is a part of the REKO movement, takes place here.

Assessing the Tromsø REKO Facebook Group

Before assessing the Facebook group I had to become a member first. My friend ‘invited’ me through Facebook, and I approved. It is a private group, so it's not possible to access it without being approved. The group of Tromsø consist of 17.700 members, out of the 88.000 habitants of the municipality of Troms, which can be considered a decent amount that underpins a seriousness and perhaps even an integration into the society.

Initial Impression

Firstly a purple ‘Facebook Banner’ appears, it has a few unedited pictures of farm-like elements, such as sheep, a salmon, a carrot field and a dairy product in a bowl with a red texture on it. Beneath the pictures, a text in Norweigan, in black letters says the date of the next time to pick up, and where: *“Delivery Thursday the 23rd Mai at 1800-1900 hours on the parking lot by Brevikahallen”* Translated from Norweigan by Author: *“Utlevering Torsdag 23 Mai kl 1800-1900. På parkeringsplassen ved Brevikahallen”*)

Activity in the Group

Scrolling down, I observed that members can post in the group, a feature that administrators can choose to disable. Farmers post pictures with descriptions of their products, such as free-range hens, meats and vegetables. Details are provided on the animal's welfare and product quality: how they have grassed and heritage, ‘purenness’ of it such as 100 per cent meat, 14 per cent fat, no sugar no salt, moreover package information of products and what is sold out already.

Member interaction and Order Placement

For example, one post about eggs, priced at approximately 100 Norwegian kroner for 30-90 eggs, had 37 likes and 274 comments, all orders placed during a week. Farmers post in their names and respond to each comment, accommodating requests for alternative pick-up arrangements, for example, one customer ‘commented’ to her order, that she won’t have time to pick it up on the date, and instead pick up it on the farm next week. The farmer replies

friendly, and everything seems in order. The next post sells greenery such as salad and cilantro with 42 comments, followed by the next one with 50 comments, and the next one again with 53. All comments are friendly and simple, there are no discussions or signs of dissatisfaction – the tone is very mannerly and polite.

Customer Requests

The following post is a thread where people can ask questions to the producers directly, there are mostly requests for food products: lactose-free Gomme', bacon, liver paté, Cale, honey, vegetables, organ meats and more. The next post sells old-fashioned food, presenting all the ingredients. The traditional food is blood sausages, blood pancakes, whale meat kakes and more. In the text the female food producer informs the story of their food production, how they became established as they wanted to preserve the old food traditions and recipes.

The next post is from the 18th of April 2022 from the administrator. He has uploaded a picture in two colours, green on one half and red on the other, with text. On the green half, it informs how to get notifications every time anyone creates a post in the group on your phone, and on the red one it guides likewise but on the computer.

6 Analysis

This chapter presents the analysis of the case study REKO. The frame of the urban foodscape of Tromsø has been presented through empirical research, providing context for the movement of REKO. Moreover, the previous chapter has presented the results of factors influencing (non-) users' decision-making processes. This chapter will discuss each parameter in context with the user's urban foodscape of Tromsø, followed by methodological evaluation based on results. Each parameter will summarize key findings, in the main pursuit of exploring How the case of the REKO ring can provide insights to actualizing the BDS parameters in an urban context. The result revealed a frequency of statements referred to each parameter. The rank of parameters was as follows: Physical Context (90), Social Context (77), Cognition (50), Timing (50), Ability (37) and Motivation (27)..

6.1 Cognition

System 1 statements that referred to activities, revealed decision-making processes occurring without much thought. An example of this could involve the integration of REKO pick-ups into daily routines. Another example involved customers knowing exactly what to purchase each time. Some statements referred to the ease of the ordering procedure taking place on a social media platform. Under this sub-parameter, a frequency of referral to *Place* emerged, when stating the ease of picking up food at REKO by car. *Place* referring to Physical Context, seemed to appear often and to be of significance, either as a positive or a negative factor. Some participants expressed throughout the interview a very clear set of values, that would not be up for negotiation, such as being a vegetarian. With this lifestyle in mind, combined with statements on purchasing vegetables from REKO because of the better quality, this participant has strong motivation and base of personal standards. In this case, a few System 2 reflections were made when purchasing from REKO, and more System 1 habitual behaviour could relate to the decision-making processes, in the purchasing process. In contrast to this, 31 system 2 (reflective) statements had an overweight of statements referring to the planning and logistics in picking the same. Same participant also expressed being from a farm herself, in her home country. Upbringings and cultural influences are significant factors in shaping how we prioritize foods (Rozin,1996), which increases autopilot decisions in this participant's case. Another participant expressed less time and mental resources on her hand, as a parent,

making her prioritise food only on certain occasions. To this parent, System 2 thinking was present and frequently limited her from getting close to the purchasing process. A prioritisation of cost and affordability frequently emerged in the reflection processes. This stands in contrast to the other participant, who never mentioned price or cost, except for a few statements on how it wasn't that expensive, or that it's not like they must sell out. Intuitively (system 1), the parent also declined without a doubt, how the one-hour timeslot of picking up groceries would be impossible to work with. Despite having a car, this time slot makes this concept unavailable to her, due to her life status. The same participant expressed System 1 behaviour implicitly, through expressions on a need for food conveniences in her daily life, which leads to more processed food purchases automatically. When energy runs low in a hectic daily life, biological factors have a significant influence on people's food behaviours in their environments (Cohen & Babey, 2012). Considering the speed of decision-making processes on food preferences (Milosavljevic, 2011), autopilot behaviour is very likely to impact dietary choices. The same participant expressed intrinsic motivation, a will and knowing of it being a positive action for her, to support local food and buy quality food. She further expressed not knowing enough about the subject, which could correlate with her intrinsic behaviour not being 'as strong' as the customers of customers ever in this case, most statements concerning why she didn't purchase at REKO concerned mostly extrinsic motivational factors – not being or feeling able to do it, as factors such as children, time and money, had to make her prioritise otherwise, to avoid negative consequences of not acting accordingly.

There are strong indicators of the interventions that are happening before the purchasing process point at a) cost and affordability, b) planning on the possibility to pick up, referring to the availability of REKO, c) at the intrinsic motivational factors, of own personal standards on product quality and supporting farmers, being inherited part of the customer's food culture and d) extrinsic motivational drivers for customers to prioritise adjusting their day to the specific timeslot, through planning, and reversely for the one non-costumer, external factors made her less likely to support REKO, despite her standards and values. Being fond of the Farmers Market and having worked there herself, she could be more inclined, which could indicate an attractiveness to the activity of a local market in the centre, and not picking up food as another practical chore.

This enlightens the dynamic of local food accessibility. Despite being available in conventional supermarket stores and to REKO, factors such as cost, affordability and availability of REKO, have a significant effect, and indicate that local food at this point, isn't necessarily accessible for all, regarding cost and affordability.

6.1.1. Methodological Perspective

System 1 revealed only 19 statements through interviews, this sub-parameter scored low on frequency. The reason for this could be that when conducting interviews, participants are in a state of mind to reflect on their answers, with a focus on conscious thought rather than their actual behaviours. Another reason could be, that daily autopilot behaviours don't seem significant unless being aware of it. Daily autopilot behaviours might be overlooked unless specifically prompted. In this case, future methodological considerations could involve close observation of system 1 and system 2 behaviours concerning REKO. However, a few statements have been mentioned on the strong system 1 behaviour prominent in supermarkets, causing them to purchase more products than intended. This indicates a higher possibility of impulsive purchasing behaviour in supermarkets in contrast to REKO, of which most cognitive resources are identified as being in the pick-up process.

Another factor regarding the low frequency of System1 statements could also be that participant mentions what they don't think of them. For example, not mentioning the ease of choosing not to go or bike, if not being used to this choice mobility. As this has not been the focus directly throughout interviews, the System 1 statements of, for example, specifically mobility aspects have not been explored.

According to Kvale & Brinkmann, several factors might impact the interview. Throughout the semi-structured interview, I wanted to explore their train of thought, but that might have encouraged one focus over another. It is also valuable to mention, that an interview is an interaction between two people. This could have influenced the answers in several ways. For example, both questions and reactions of the interviewer can influence the direction and content of the response. The social desirability bias can also appear in interview settings, making interviewees provide answers they think are expected or acceptable rather than true thoughts or feelings. Moreover, encouraging reflective thinking can lead participants to over-

mentalize their responses, focusing more on rationalization than on spontaneous behaviour (2009).

Most statements on System 1 behaviour, were implicitly expressed, and therefore up to interpretation to identify. While picking up seemed to be the most mentioned part of the physical process, the implications of seasons were never mentioned. This fieldwork was also not conducted during winter, in which the participants only had one statement dedicated to this, concerning the farmers standing outside for about an hour. Most owned a car or didn't mention it, in which case it could not be an important factor. Although, as we don't mention what we are not thinking about, mobility issues experiences could have been asked into specifically. Patterns revealed a strong motivation for supporting REKO and using mental and physical planning sources to pick up food products. These were driven in higher regard on being a habitual part of the process, in contrast to the parent who had the will, but not the mental resources or time to prioritise it. The strongest factor on this parameter appears to be through this research to be the Individual factor (Social Context), entailing values and personal standards, combined with less effort and cultural predisposal to this kind of food culture – inclining toward system1 behaviour, and therefore easing the reflective 2 planning aspect. However, interpersonal social influencing factors are not taken into context, considering the possibility of social pressure, which has not been expressed through any statements.

6.1.1. Actualization of Parameter

- System 1 thinking strongly influences behaviours and should be combined with urban design interventions.
- The most prominent parameters of interacting with REKO, appear to be the Individual (Social Context) combined with a level of ease (Ability) and a Facebook notification on when to buy (Trigger). Heritage of food culture is likely in correspondence with REKO's products and values. This reflects on the Foggs Behaviour Model (2009) describing how Motivation (The intrinsic values of the Individual) when combined with ease (Ability) is more likely to happen when triggered.
- Availability is not the same for everyone. Even the ones who would like to act aligned with their values. This aspect could be rethought into inclusion.

- Cost and affordability have a significant influence. Likely if the Individual-Social-Context are not combined with the level of ease (Ability), however, this dynamic is a research gap and needs to be explored further.
- Both Place and Mobility seemed significant, in both system 1 and system 2 inclined behaviours. Both factors appear to be relevant when discussing interaction with urban foodscapes.

6.2 Ability

Mental Abilities showed 14 out of 23 statements in total. A significant emphasis on knowledge and education appeared, which indicates that the participants generally possess a good understanding of the REKO system and related processes. Considering a highly motivated group with strong opinions, even they were sceptical about how to decode labels and expressed a lack of knowledge. Dedicated intrinsic motivations appear in a statement, concerning a patient trial and error approach to the products through REKO. This reflects a learning process where decisions are made based on previous experiences and outcomes, while not losing motivation. It indicates a dynamic interaction with the products, that involve and is adjusting over time, indicating flexibility.

Participants were also highly motivated to share their knowledge with peers and learn more themselves. A couple of statements directly express getting emotionally affected when reading the subject and use words such as discontent and unfairness.

All participants referred to the mental aspect, concerning planning. This illustrates the benefit of having mental resources enough to go through with this factor in the process. This frequency of mentions also revealed that both mental and physical factors play crucial roles in participants' engagement with REKO.

Convenience and accessibility were also referred to as **Physical Ability**. Here, proximity to the pick-up location and availability of transportation options significantly influenced participants' ability to access REKO. Ensuring that pick-up points are conveniently located and considering diverse transportation needs can enhance accessibility.

6.1.2. Methodological Perspective

When speaking of planning, mental resources weren't brought up directly, except for the non-users who are also parents. However, users expressed it as too subtle and implicit to interpret as such. In this case, a qualitative interview with the chosen question would not be sufficient to explore this factor. Having already paid for their orders, it is likely a mental motivational factor as well. Only a few statements referred to being prevented from picking up groceries. This dynamic could also be looked more into, by implementing observations or targeted in-depth interviews.

Most statements referred to the mental aspect, concerning planning. However, this also became a focus, delineating from the aspects that are found easy in the process, which could be useful insights, into actualizing the parameter. In this case, future studies should consider researching the easy parts.

6.1.3. Actualization of Parameter

- Proximity indicates a significance concerning physical abilities, referring to accessibility.
- Even a group of people who are highly motivated to learn, still find decoding labels and transparency of the conventional food networks challenging.

6.3 Motivation

Intrinsic motivation stems from internal satisfaction and personal values. When individuals are intrinsically motivated, they engage in behaviour because it is interesting, enjoyable, or satisfying. This can include internal satisfaction and self-fulfilment, such as engagement in an activity that leads to a sense of achievement or personal growth. For example, when a person does not need external rewards or recognition to continue their activity, such as one participant who informs how she is a vegetarian and is strongly opinionated about that.

Intrinsic motivation is a significant driver for participants' engagement with REKO. 27 statements referred to this, in a total of 37 statements. Many users expressed proximity as significant in supporting local food production. The majority of expressions concerned visions of the local food system reflected in desires and associations. For example, ideas for starting a local food store to enhance availability. Another example is a nostalgic vision of physical markets as experienced in childhood. This nostalgia could indicate a longing for a

certain atmosphere, or values on the traditional way of purchasing food, which is perceived as more authentic and community-oriented, in context with other statements that express distrust of supermarkets and unfair demands towards farmers.

All users expressed sympathy towards the farmers, and a motivation to support local producers and purchase good quality products. A limited number of statements referred to the environment on a greater scale and the planet's health. However, referrals to contributing to the bigger picture were expressed. One expressed being a drop in the ocean, which indicated a sense of accountability and responsibility. When discussing the future or present situations on the unfairness of the system, Accountability was mostly referred to the user's self through implicit statements, such as mentioned before. While most statements referred to their agency, only a few statements referred to the municipality, requesting them to contribute to giving REKO a location in the city. No comment was given on the government, which doesn't take accountability for the food security aspect in urban spaces, despite ranking as one of the highest in the world in the Global Food Security Index (2022). Conversely, the users of REKO not mentioning the government in this, could also indicate a high sense of accountability and a recognition of it being one's responsibility.

A few expressed an understanding for them to go on the parking lot, as it is easy and for free. One participant who used to sell berries on the farmers market in the city before construction began, a lot of customers started to not show up, as soon as the municipality introduced parking. She informs how the customers were usually tourists, purchasing Norwegian specialities, such as berries and reindeer meat. She never purchased from the market herself. Despite the nostalgic visions of the market and its possibilities, a few statements also refer to the physical farmers market being too touristy and expensive, indicating a sense of inauthenticity and detachment to it. In a few statements, the looks are referred to with a slight discontent, indicating that it doesn't have a charming atmosphere.

Users feel a high sense of accountability in purchasing local food, good quality products and living healthy lifestyles. This is interestingly seen in correlation with the ability factor, of which several expressed difficulties in decoding labels or deciphering where a product comes from and how it is made. Furthermore, it is also interesting that the human body's health

depends on factors like diet diversity and food preparation, yet Norwegian supermarkets accounted for most ultra-processed food sales(Solberg et al., 2016). Research shows that the influences of biological drivers affect food choices, yet supermarkets are not regulated.

6.1.4. Methodological Perspective

The excitement of the idea of starting a local food store shows a proactive approach, where participants are not just passive consumers but can also envision ways to enhance local food availability and accessibility. In this case, to further actualize the parameter methodologically, Future Action Works shops with users and non-users could bring interesting results.

By not asking directly about efforts made by the municipality or government, the method of the questions provided a picture of how users relate to one's responsibility. All user participants showed intrinsic motivation and knowledge on the subject, which could emphasise that the government are not on the mind of people when speaking of fairness and food systems. Surely, if asked directly, opinion might appear. Through these interviews, they did not, despite talking about food systems for 10-20 minutes. However, the conducted semi-structured interview questions could also have skewed these results.

6.1.5. Actualization of Parameter

- A charming atmosphere through a nicer look, would make it more enjoyable to visit. As now, it is very practical.
- Implementing workshops with users could bring several aspects to life if deciding to design for a specific purpose concerning local food and REKO. As shown, proximity and accessibility are an important factor influencing users, however not essential for them to stop using REKO. Through interviews, it appears that the users support the concept, yet also have ideas on how they would enjoy the market.
- Users also feel a high sense of accountability for their health and as a part of a greater responsibility toward the environment and local food producers.
- Extrinsic motivational factors, such as the short timeslot, motivated users to prioritise it.
- Proximity is of significance.

6.4 Timing

Timing is crucial in interventions, as already illustrated before. In Foggs Behaviour Model (2009) timing of the trigger activates the motivation by the level of ability equals the behaviour. For example, one participant expresses that she gets notifications on Facebook on posts from REKO with offers (Trigger), she wants farmed products instead of the supermarket (Motivation) and she can order and pick it up (Ability). According to Foggs Behaviour Model, that is when these three factors meet that behaviour happens (2009). Timing happens before, during or after. **Before** the intervention, can refer to participants already knowing of REKO before moving to an area where REKO were available. The majority of the 50 findings, a total of 28 statements on timing happened before the intervention. The majority of those referred to planning to pick up the food, which as a main theme seemed to be taking up most mental resources. Logistics and mobility were a big part of the planning, adding Mobility again as an emerging reference.

Timing had the next frequency with 17 statements, whereas some referred to impulsive purchases of products, spontaneity on going to the place and some were prevented, not able to pick up. An example of the importance of timing is that when a farmers' market was in the centre of Tromsø, the municipality introduced payment for parking, as one participant informs. In temporal urban spaces, careful considerations should be considered if desiring to support such setups. When realizing they had to pay for parking, the number of visitors declined. **After** having 5 statements referring to after reflection, as would do more often if having more time.

6.1.6. Methodological Perspective

I did not investigate in depth on statement during the interview, on the expression of having enough time was perceived or based in reality. By looking into this in future studies, the parameter might be actualised in where and how to intervene.

Exploring Timing can also be a challenge, as timing can be relative to people, especially when reflected upon afterwards. Just like identifying when system 1, thinking took place in hindsight, such can timing be too abstract to discuss, unless something made it significant

enough for interviewees to remember. Future studies could with advantage consider observations or assess other parameters, such as sales reports if context is seen as fitting.

6.1.7. Actualization of Parameter

- Mobility has appeared as a significant factor, in the urban context.
- It is well to remind, that timing should be put into the specific context interventions to account for the specific target behaviours.
- Temporal urban spaces need to be taken into consideration from an urban planning perspective, for example in terms of parking issues.

6.5 Social Context

Social Context had 77 findings and presents how social factors can influence behaviour. This includes the Individual, Interpersonal and Community factors.

Individual has 21 findings, almost equal to the interpersonal. The individual aspect of Social Context entails standards on diet, preferences, taste, beliefs and values. It differs from Intrinsic motivation which is driven to perform activities for inherent satisfaction, rather than for a separable consequence. Individual concerns how you influence yourself, through self-monitoring and personal standards. These often change in correlation with knowledge (Ability), as the individual judges their behaviour concerning their standards. Most statements were concerned with Products, according to their standards, whereas Utilisation, Quality and Taste were important. Utilisation is further a determined dimension of food security, including stability over time. It also showed that users value high-standard products – which is in consideration of the products of conventional supermarkets. While how the participants defined Quality wasn't explored directly, taste was mentioned as being a part of it in several comments. What utilisation meant for users, was also mentioned by a few, to be good sleep and good food and be active. This could have been asked in depth, to get more thorough definitions of what that meant to them.

A few statements referred to the importance of reducing plastic use and environmental impact, reflecting a commitment to sustainability and the food supply chain. More focus was on supporting farmers and REKO, indicating a key motivator and a value-driven approach to purchasing decisions.

Interpersonal relations are the interactions between friends, families, colleagues and others. Out of 23 statements, most of them were about teaching others about REKO learning from peers, and educating children about its importance, showing a strong interpersonal influence and behaviour. Culture is reproduced within social settings and passed down within societies (Dwyer, 2023). It can also refer to tastes, textures and smells. Taste criteria and value attached to food also speak of specific food cultures. Of Norway's various food cultures, REKO represents traditional food cultures. An expert interview with a farmer revealed, that besides local Norwegian customers, many foreigners ordered certain food products from him, that reminded them of home and that they could not get in the conventional supermarkets. Upholding traditional food is not necessarily a conscious choice compared to for example the Slow Food movement supporter whose principles are aligned with the Farm-to-Table concept (Chrzan, 2004) as REKO. It might also indicate the food cultural heritage, including the users of REKO in Norther Norway and Troms.

The community has the most statements of 33, where a significant number showed support for REKO, in correlation with distrust in traditional supermarkets and statements indicating community involvement. A bottom-up approach to social change is further characteristic of grassroots movements (Brecher, Costello, Smith, 2000). Grounded in a local context, the strategies and solutions are aligned with what the community serve, addressing needs and challenges (Alinsky, 1971). Interestingly, farmers being local wherever they are, to their geographical location, has spread throughout Scandinavia and across borders to the UK, addressing the same issue – *fair consumerism*. As mentioned by the farmer, the supermarkets make it even more challenging for farmers to run a business, with their unfair demands. Examples of this are not only a big cut of the sales price, but also requiring the farmers to buy back the food products that didn't get sold. This makes the farmers stand with all risks and likely to lose money due to sanitary food regulations. Furthermore, it creates high amounts of food waste, as food regulations prescribe it cannot be sold, and therefore it has to be disposed

of. A strong pattern of a local concept applied in several countries is being supported as a challenge to a traditional food system in the hope of change.

6.1.8. Methodological Perspective

How good food quality is perceived and defined, was not asked, which could have provided useful information, however, the participant did bring up associations on their own, referring to animal welfare, and fresh and good taste.

In hindsight, questions of their experiences and social connections to farmers would have given an interesting perspective, of the level of social impact on their sympathies for REKO. Perhaps even compared to other values. A few statements referred to growing up on a farm too, while a few others referred to avoiding the transportation of food at an environmental cost.

Asking into the specific food culture, such as upbringing, consciousness to achieve an in-depth picture of the user's cultural heritage on food. Investigating value systems of people on food would benefit research regarding priorities.

6.1.9. Actualization of Parameter

- Utilisation, Quality and Taste were significant, according to participants' standard values on dietary patterns.
- Utilisation is also a part of Food Security dimensions
- People order food, as they cannot get in conventional food stores, indicating less availability of traditional food cultural elements, and in lieu, not preservation of part of traditional cuisine.
- A somewhat equal distribution of statements was made throughout the social context, underpinning its significance in food cultures and REKO. Not only are knowledge and education rooted very much in interpersonal interactions, but they also spread through a word-to-mouth method, as underpinned by the interview of the farmer. This indicates a strong sense of community in Troms, at least within REKO.
- On a macro scale, the popularity of REKO reveals a pattern, of farmers and consumers in several countries questioning the trust of supermarkets and their products.

6.6 Physical Context

Physical Context was referred to through 90 parameters by participants, distributed through the parameters of Parts, Products and Systems – and added along the way, Place.

Parts were mentioned in 7 statements in total, mostly concerned with the mentioned distrust towards labels. It is likely to stem from past experiences or a perceived lack of transparency. When addressing accountability in food environments, the safety of food should never be difficult to decode or feel unsafe to decode. As one participant expressed, she wouldn't know if it were from Norway, even if it said so. With Norway being ranked one of the most food-secure countries in the world, the aspect of trust in urban food spaces should further be taken into consideration. For example, food in stores is distributed through the global supply chain. Working conditions behind certain products likely differentiate from Norway's standard of value, such as forced child labour (Carlile, 2022). This leans towards the discussion of personal responsibility versus social responsibility. At a baseline, people need to be free to make decisions. But if it's not possible to make decisions based on free will, due to lack of transparency, how much free will do we then have? If taking a personal risk you could also suffer the consequences. However, if you can't control the risks or the consequences, how can consumers be held full accountability for exercising personal responsibility? As participants have expressed implicitly, they put no direct responsibility of the government over the municipality or most of all, themselves. However, they still navigate food environments where they must keep on their toes. In this aspect, the discussion could concern the balance of responsibilities distributed.

Products had 53 statements referred, whereas the most referred to the significance of quality to them. Frequent mentions in correlation to taste and utilisation indicate a reference to lifestyles.

Systems had 70 general findings. One of the participants explicitly described how a lot of products in the supermarket are bad for people. Explained in correlation to this, that REKO offered fresh quality products, indicating supermarket products of not being fresh or taste as well. Most rated REKO as being the good option. One comment described the foodscape of Tromsø as having supermarkets, Fast Food, and then REKO. Statements were on hopes: for local food initiatives to be implemented in cities, more fairness for consumers and farmers

and a few on wishing REKO to be larger scale. This indicates the consumers desire a change in their foodscape, which they support as is a characteristic of grassroots movements. The ways REKO could become a larger scale could require bottom-down initiatives, in terms of increasing local food production. The self-sufficiency rate for agricultural products depends on weather and varies each year (Regjeringen, 2015) Yet, the Norwegian government has recently taken an interest in increasing local food production, as a self-sufficiency strategy (Regjeringen, 2024). As mentioned, the more a country is self-sufficient, the higher the score of food security, increasing the availability and stability of food in case of crisis.

If local food is to be found attractive and profitable for farmers to sell to conventional supermarkets, initiatives a very likely needed. At the present point, this strategy would clash with farmers, as expressed by one, who had to rethink his whole local food business concept to survive.

6.1.10. Methodological Perspective

Customers' interaction with labels could be asked in more depth. Furthermore, observation through following customers could provide more insights. Through the interview, the participants were in a state of mind to reflect on REKO, and not specifically on the label-reading process. Implicitly, the decoding of labels indicated a barrier to informed decision-making.

Research or study on mapping gaps between expert and public understandings of conventional supermarket products could benefit the overall foodscape research. Furthermore, it would map out the landscape of public thinking and convictions.

6.1.11. Actualization of Parameter

The safest choice for REKO user's, seem to be local food, concerning trust in quality and fairness of profit distribution.

6.7 Conclusion

The Behavioural Design (BDS) Framework (2021) offers a structured approach to understanding and influencing human behaviour. Being applied to the urban context and dissecting the abstract parameters of Cognition, Ability, Motivation, Timing, Social Context, and Physical Context, and using them as starting point for interview questions, paramount parameters significant to urban settings emerged. Through this method, the sub-parameters of: *Proximity*, *Place* and *Mobility*, were identified, suggesting that urban planner should integrate these factors into their designs to support foodscapes cultures effectively. Highlighted factors of further importance were in particular: Availability, Accessibility and Utilisation, of which is three dimensions out of four in Food Security. The fourth dimension, Stability, weren't referred to, indicating not being a concern in relation to Food Networks, as the three mentioned. No new dimensions appeared, however Trust and Transparency were significant themes, when navigating the foodscape.

All parameters were important for in the (non)users and highlighted the intervention points of the decision-making processes. The biggest drivers for using REKO, were supporting the local farmers due to discontent with the conventional supermarkets, their products and distrust toward the supply chain aligning with their values. Product Utilisation and Quality were of significant value as well. These findings suggests that urban planners must address issues of Accessibility, Availability, Utilisation and Quality of food in foodscapes, while also considering cultural identities and social dynamics. To create change through design, you need to know where to intervene. Ultimately, this thesis proposes that the BDS Framework (2021), when applied thoughtfully in an urban context, has great potential in helping designers recognize and respond to current cultural direction. It offers a pathway to creating urban spaces that meet the needs of residents in temporal spaces and that promote long-term sustainability and well-being. People and movements can create more sustainable effects if collaborating. Through this thesis, parameters have been actualized to be more tangible. Through urban planning - and design initiatives, supportive environments of healthier and more sustainable behaviours, can integrate in cultures, benefitting both individual, societies and the planet.

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Appendix

1. Results

1.1. Cognition – System 1:

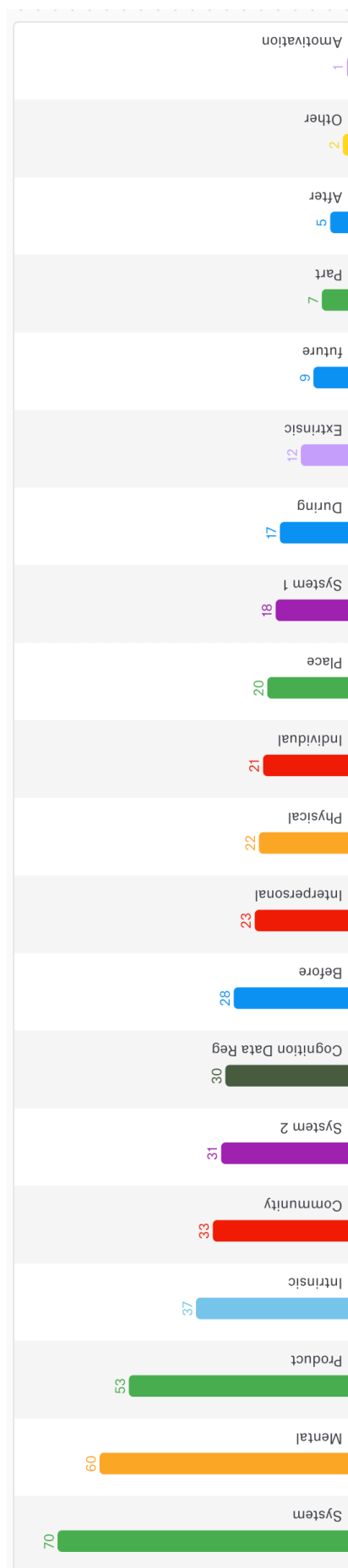
System 1 cognition refers to behaviours driven by low mental resources, often habitual and automatic.

- **General Findings:** 18 statements expressed a decision-making process happening without further thought of effort.
- **Subcategory: Place:**
 - o Three statements highlightet a perceived ease of integrating REKO pick-ups into daily routines.

1.2. Cognition – System 2:

System 2 cognition involves slow, and reflective responses that often relies on system 1 immediate reactions.

- **General Findings:** 31 statements involved reflected behaviours relation to REKO interactions.
- **Subcategories:**
 - o Systems: Four reflections on evaluation and comparing REKO to Farmers markets.
 - one of the statements mentioned the convenience of the Facebook communication platform, while another found farmers markets touristy and expensive compared to childhood memories.
 - one statement described the REKO ring as a good middle solution and the final one



expression concerned a major dairy producer, distributor and exporter, in Norway, and environmental cost.

Tabel:

- Products: Six statements, one nutrition and five emphasized cost.
- Mental: 14 statements about planning as a prerequisite, with three expressing ease and one mentioning forgetfulness in picking up others.
- Ability: Two statements highlighted lack of knowledge, indicating a need for education.
- Place: Two statements, one desiring more locations and another commenting on current pick-up locations.

1.3. Ability

A total of 23 statements were categorized under Ability, with 14 focusing on knowledge and education. The majority expressed knowledge on the subject.

1.3.1. Mental

- System 1:
 - One person has a deal each time to pick up the same box.
- Product
 - One participant described a trial-and-error approach to purchases.
- Social Context – Interpersonal
 - One express spreading knowledge to peers
- Motivation Extrinsic:
 - Five participants performed activities despite of mental fatigue and busyness of being a parent.

1.3.2 Physical

Eight statements related to the physical Ability aspect.

- Place: Four statements expressed a desire for proximity

- Mobility: Four statements described different modes of transportation, such as using cars, bicycles, or walking.

1.4. Motivation

1.4.1. Intrinsic

Intrinsic motivation is driven by internal satisfaction and personal value.

- General Findings: 27 statements indicated intrinsic motivation.
 - Ability: Five statements referred to acting on knowledge and desire to support production.
 - Place: Four statements highlighted the motivation to support local food production, emphasizing the importance of proximity.
 - System: 13 statements concerned reflected on nostalgic desire for physical markets or ideas for starting a local food store to enhance availability.
 - Social Context: One statement expressed motivation to spread knowledge.

1.4.2. Extrinsic

Extrinsic motivation is driven by external rewards or the avoidance of negative outcomes.

- General Findings: 10 statements indicated extrinsic motivations.
 - Place: Two statements referred to shopping in supermarkets, for convenience.
 - Products: One participant aimed to acquire as many products as possible, while other focused on convenience.
 - System: Four statements mentioned the lack of REKO availability as a motivating factor.

1.5. Timing

Timing can be before, during or after interventions.

- General Findings: 50

1.5.1. Before: 28 statements.

- **Product:** Two statements referred to sold out.
- **Place:** Two statements referred to proximity.
- **Mental:** 12 statements expressed planning beforehand and 5 statements referred to the short timeslot causing lack of availability.
- **Physical:** Five statements referred to mobility and two were not available.

1.5.2. During:

- General Findings: 17 statements
 - **Produkt:**

- Two statement buys offers in the moment on Facebook.
- One statement expresses needed flexibility
- **Place:** One statement on spontaneity
- **Physical:** Two statements on not being able to pick up.

1.5.3. After:

- General Findings: 5 statements
 - Mental: majority statements expressed a future scenario, being able to support if more time and mental resources

1.6. Social Context:

- General Findings: 77

1.6.1 Individual

Personal standards on diet, preferences, taste, beliefs and values.

- General Findings: 21
 - Parts: Two statements referred to significance of no plastic and the environment.
 - Product: 11 statements on products. For example:
 - Utilization was expressed five times.
 - Quality was expressed two times.
 - Taste was mentioned four times.
 - Intrinsic motivation:
 - Two statements on dietary ideology, being a vegetarian.
 - Four statements on supporting the farmer and REKO.

1.6.2. Interpersonal

Person-person intervention in Interactions and dynamics between friends, families, co-workers or in groups.

- General Findings: 23
 - Ability: 10 statements. For example:
 - Teaching others about REKO
 - Learning about it from families, friends and colleagues
 - Teaching children on importance.
 - Mental: Two statements involved planning together with family
 - Place: Four statements referred to contact with farmers and visiting the market.
 - Products: Three statements referred to getting reindeer meat or berries form social network.

1.6.3. Community

Roles, impacts and dynamics of different social agents, including institutions and networks.

- General Findings: 33
 - Place: One statements concerned the lack of visibility and two that they felt a community feeling on the market.
 - System:
 - Four statements on feeling like being a part of the community.
 - One expresses distrust to supermarkets.
 - 14 statements referred to supporting REKO.
 - Three on farmers welfare.
 - Products: Seven statements, included:
 - Two on knowing where the food is from.
 - Two on animal welfare.

1.7. Physical Context

- General Findings:

1.7.1. Parts

Individual pieces that interact or influence food related decisions.

- General Findings: 7
 - System: One expresses distrust on labels in conventional stores.
 - Ability: One expresses that labels are difficult to decode.

1.7.2. Products

- General Findings: 53
 - Future: One statement desire a proper cheese selection.
 - System:
 - Three refers so supermarkets not having a great variety.
 - One for not having the same taste as REKO products.
 - One statement on Supermarket should be regulated, due to bad products.
 - One on supermarkets having both good and bad products.
 - Individual
 - Taste: Five remarks on taste
 - Utilization: Two on nutrition
 - Quality: 11 on Quality
 - Extrinsic
 - Cost: Three statements on cost.

1.7.3. Systems

Foodnetworks such as REKO, conventional supermarkets or Facebook.

- General Findings: 70
 - Motivation Intrinsic: Two statements on belief of importance
 - Ability:
 - One statements on lack on more knowledge of REKO
 - Two statements on missing spontaneity and to bike
 - Place
 - One statement on understanding farmers point of view, for location.
 - One statement on supporting Climate by buying local
 - One statement on Proximity
 - One statement on REKO being hidden and Four statements on it should be closer to the centre.
 - Future
 - One statement on hope for local food being implemented in cities, through supporting local food.
 - Two statements wishing REKO to be larger scale.
 - One statement in more fairness for consumers and farmers.
 - Systems:
 - Two statements on the urban space, for example that Tromsø has Supermarket, Fast Food and then REKO.
 - Four statements on thinking the Municipality should support REKO.
 - Five statements on REKO being the good option.
 - Three statements on Supermarkets being bad.
 - One remark on Facebook being an easy system but not for farmers.

1.7.4. Place

- General Findings: 20
 - Ability Mental: One statement on logistics
 - Ability Physical: Two statements on transport being car or bicycle
 - Place: Two statements going directly to the farm because of products are sold out otherwise and Vegetable don't grow here.
 - Proximity: 5 statements on to far and would only go if 15 min. one hour would be too long.

2. Auto-Ethnographic Research

My Introduction to The REKO-ring

I am visiting my friend Sara, she is Italian so there is always food at her place. She is serving me the most delicious dish, which she tells me is 'sau' (sheep) from the REKO ring. My taste buds goes crazy, it is uttermost delicious food and something that she has casually just put together for me. She tells me about the concept, of which I have never heard of or used before myself. I am intrigued, this meat is so good, that a big part of me wants to imitate this meal. Her explanation of the process gets me thinking. Automatically I google it, while she explains.

I know the pick-up place is in Tromsø. Still somewhat new in city – I've lived here since august, so for nine months until the beginning of my fieldwork – I know the pick-up place is by bleivik Hall, because Sara just told me. I'm positive that I will be able to get there and walk there. If it's in Tromsø, I'm fine. I don't need a car or a bicycle; I can walk or take the bus. Either way, I know that it will work out. This leaves me with the process of ordering food. I like food. I like food to the point where I enjoy cooking for others and being recognized for the food I create for them. I also enjoy casual dinners. Overall, I just enjoy when we gather around food, and it contributes to a nice social experience. However, being in Tromsø as a Danish student, I face a few challenges in relation to this: a) I have a low income, so my resources are often prioritized on other things than quality food. B) I don't know enough people who would enjoy a meal with quality food enough for me to prioritize it. C) I have never cooked reindeer meat before, for example. Although I'm curious, it is also a lot of meat to acquire concerning my personal consumption. As a single person in a household, I wouldn't even know how much I would need to order. I also don't have the Norwegian payment method of VIPPS (yet) which is commonly used. I would have to get money from the bank and be charged a fee because I haven't gotten an account with an international bank that usually serves people who travel, so they avoid high fees. I could also purchase local food in the conventional supermarkets. But how much do I want to eat meat? For which

recipes? I do have some in mind, but I could also just eat what I'm used to, simpler foods. Afterall, I am just me. The road itself is not a problem for me, because I like to walk. Sometimes I walk to supermarkets that are farther away because my walk to the closer food outlets is too short. I check out the Facebook page on my phone again; I need to browse my opportunities of food products. I need something affordable, something I can carry – because I don't have a car – and something that intrigues me to cook, for myself and others. I am the type that wants to share quality food with others, as I fear I won't fully enjoy it fully if not in a shared experience.

First visit to the REKO-ring Pick-Up Point

It's 5:35 PM, and I am packing up my things at the university to go to the pick-up point at Bleivikahallen in Tromsø. It will be my first time going to the market, and I am picking up some products for my friend Sara because she won't make it in time. From UiT, my university, I begin by searching for the place on Google Maps. Although it's my first time going there, I have lived in Tromsø for nine months and walk quite a lot. The path looks simple on Google Maps: straight ahead, a bit to the left, then right again, and follow the way to the point on the map – approximately six minutes in total. So, I follow the road, which leads me quite quickly through an industrial area. Soon after, I encounter a construction site, requiring me to freestyle a bit with my navigation. I walk around the site and check Google Maps again; the pick-up point should be right in front of me. I step over puddles in the muddy area and navigate through a passage between construction zones. I see a parking lot, and upon closer inspection, I notice a few cars with their trunks open. It's getting close to 6:00 PM. There are eight local farmers with their cars and products. Three of the local farmers have tables, with one displaying her homemade bread. There are no other visual pointers or signs indicating a market. If I didn't know about the small market here, I would have assumed people were just organizing the backs of their trucks in a parking lot. The sun is shining, which is nice. I stand around and linger a bit to get a full view of my surroundings and to open my jacket. I notice a few people arriving by car or on foot. Some of them are in-and-out,

while a few recognize each other and greet from a distance or stop for a few words. A few linger as well, looking at their phones and then up as if searching for which ‘private car’ might be from the farm where they placed their orders. Some walk back and forth. While I’m here, I walk around and greet the food producers. I want to hand out a QR code to a survey for them. Some are interested; others are not. Most aren’t very interested in small talk, and it’s not like they are busy with customers either. I show my respect for their private spaces and draw back. A few are very open, such as a Norwegian farmer originally from Scotland and a local food producer who used to be a cook but now has a farm – she is the one with the homemade bread. After 20 minutes, I notice the bread maker looking around. Our eyes meet, and she calls my name, which I gave earlier. She is about to leave but has a bread to spare and gives it to me! It looks delicious, and her energy is infectious! I thank her, and we say our goodbyes. My friend Sara has texted me with details about from whom I should pick up products and mentioned she will ‘VIPPS’ him when he tells me the price. I approach the car, and the small talk between the two farmers parked next to each other stops. I greet them and mention my friend’s order. I get the order, and we engage in a bit of small talk. The farmers next to him own a farm that I plan to visit, and I let them know I am going there this weekend. The conversations aren’t really flowing; quite the contrary, they are quite awkward – friendly, but awkward. It feels very much like a pick-up point for quick but friendly transactions, except for the former chef and the Scottish Norwegian. At 6:25 PM, I notice several cars are packed up or about to leave, so I decide to head out as well. I walk through the large and empty parking lot towards the road, where I assume a bus stop will appear at some point.

Planning a Visit to a Circular Farm

I called my Italian friend Sara, who had told me about the REKO-ring, to see if she wanted to visit a farm with me. I had only heard a bit of it, and the description on the Municipality’s homepage was sparse. Excitedly, she agreed, as she wanted to get some quality meat. Since neither of us has a car, we decided to gather a group and look for transportation options, such as rentals. Google Maps showed that the farm would be 1.5 hours away from us, so I started looking for a rental. Browsing through the different prices, it struck me how easy it is to do road trips when you have a car and the time. I wondered if people in Copenhagen would take

the time for such trips. I have a hunch that I know people who would fit into the segment of those willing to drive 1.5 hours to experience a farm-to-fork café in the countryside.

Growing up in Copenhagen, fresh farm products haven't been a part of my daily life. I have tried hunted meat, such as pheasant, a few times, and purchased pâté from a Danish farm once because I was on my way. The ultimate farm food experience for me, to date, was when Sara served me a dish with lamb from a Norwegian farm. Having never grown up with meat from anywhere other than supermarkets - or the butchers in the supermarkets – I am now intrigued. It took us two weeks to settle on a date. In the back of my mind, I started to doubt if we would ever get to visit because of the demand for logistics. Before I booked a car, Sara's Italian friend appeared wanting to join us. Francesca works in tourism in Tromsø and, like Sara, has lived here for more than a decade. Both speak fluent Norwegian and identify as Italians-Norwegians. They are very familiar with and up-to-date on hidden gems of Troms. Finally, we got a car!

The Farm to Fork Experience

I arrived at Sara's place on Sunday before noon. While we waited for Francesca, Sara served me a full plate of homemade brownies and espresso. They looked delicious, and even though I usually skip breakfast, I couldn't resist eating some. Delicious. Francesca arrived in her car, and we set off on our road trip to Hansnes on Karlsøy. During the 1.5-hour drive from Tromsø to our destination, we talked and shared all sorts of stories and experiences. Time flew by as we drove through the Norwegian landscape on a slightly grey day, which was still beautiful.

Suddenly, we saw a little white house down the road in an open field with a view of the fjords. The white house had a small sign swaying in the wind that read "Vanggården." We were here. The scenography of the little white wooden house and a reindeer passing by in the quiet landscape gave me the vibe of being in a Northern Norwegian Western scene, stopping by a local Norwegian diner. We went inside, and we were the only ones there. Even though it was a tiny café, it was clear that there was room for a fair number of people and an intimate atmosphere.

While we figured out which table to sit at, I went to the counter and greeted the staff. I asked for the owners of Bull Slakteri – the butchery of whom they cooperate with, and that I had met at REKO-ringen while recruiting participants for my survey. They were not there, but the owner of Vanggården appeared and greeted me. He told me that his two sons had just officially taken over the business from him and explained how the farm is run by the family in cooperation with Slakteri Bull. Sara and Francesca joined the conversation. With their experience in the tourism industry, they pointed out how often they had been in this area, as this is where they drive tourists out on Aurora tours. The family nodded agreeingly and explained, while pointing toward an area through the window, how the tourist buses often parked at the corner by the road. The young girl behind the counter, the daughter-in-law, added that sometimes tourists even stand on the road without wearing reflective gear. She looked concerned and baffled at the same time. We assumed that it must be good for their business to have all the tourists around, but the family members hesitated before explaining further. Apparently, the tourist buses don't guide the tourists toward the farm, even though they stand for hours in the cold climate, scouting for the Aurora Borealis. They had been in contact with a few organizers before, but the deals proposed just wouldn't profit the farm.

As a small business owner myself, running a coffee moped in Copenhagen, I recognized these kinds of collaboration propositions. Quite often, the idea of profit gain is completely skewed by the counterparts simply because they don't understand how the business works. I can't count the number of times my business partner and I have faced potential business partners who underestimate our economic costs in their proposals. Hearing this story from the family resonated with me. It's a silly situation and a shame that both the family and the tourists don't benefit from each other. However, I have never been on an Aurora tour and don't know how to run such a business. Furthermore, I wasn't there during their conversations, and in my experience, the best collaborations are built on having a positive relationship while gaining profit. Good relations can go a long way, even without immediate profit gain but perhaps with a benefit in service, which usually leads to better experiences and is another parameter to success. Back to the conversation, I noticed Sara and Francesca shaking their heads when speaking of the tourism industry. They both have extensive experience in this field, with

Francesca being an independent tourist guide in Italy and Norway and Sara having plenty of work experience, including writing her Ph.D. about tourism.

We were getting hungry and started to talk about the food options. The menu was a laminated A4 paper we could bring with us; it was also written on chalkboards above the counter. Being the one with the least experience in farm food, I asked about the different options. We got a thorough explanation of each dish, and their most popular item was their kebab plate. Coming from Copenhagen, an area with plenty of kebab restaurants, I felt a slight bit of arrogance towards spending money on that plate. However, I reminded myself that I was here to learn, including about Northern Norwegian kebab. The owner explained the different food options in a very genuine and warm way. He paused and continued, explaining that here the food is about the taste. It is not like in fancy restaurants where portions are small and detailed. Here, you get a full plate, and everything is made with love. His explanation felt sincere and not like a sales trick. We spoke of the fresh products that people could purchase and bring home when I noticed some pastries behind her. They looked like a mix between a pancake and a waffle. I had never tried one of those ‘svele’ before, so we got one to share. We chose toppings on the side, including “gumma” – a mix between goat milk and cheese. Despite living in Norway for 10 months, I had never encountered these dishes in Tromsø. I had seen meats in supermarkets and passed fast-food chains and visited a few restaurants. I had my share of waffles and heard tales about ‘pinnekjøtt,’ but that was about it. The daughter-in-law pointed to some meat produced by her mother in Nordfjord. She had grown up on a farm herself and was now married into this farm. Here, she baked cakes and pastries for the café. All family members had their domains of responsibility on the full-circle farm. We picked three dishes to share: the salted goat, the beef with sauce, and the kebab plate. Sara and Francesca purchased their food products to bring home. We found our way to our table again and awaited our orders. While waiting, I asked my companions if they noticed any cheese in their counters. This sparked a whole conversation about the cheese situation in Norway. Bringing this up with two Italians, I think I hit a soft spot. Foreign cheese could be found in supermarkets, but local cheese was scarcer in their experience. Norway did, however, win the world championship in cheese recently. This led us to talk about how the food culture had changed in their experience; food in Norway is becoming better and more gourmet. Our dishes arrived,

looking good and down-to-earth. What you see is what you get. Excited about this, we dug in, sharing and tasting each other's dishes. The kebab looked intriguing, I'll admit. I tasted it and was put to shame. The Norwegian kebab was amazing—dare I say it, better than the one I know from Copenhagen. I felt unfaithful for a moment. I admitted my initial arrogance and was humbled. I felt grateful to be there with two Italian foodies who appreciated all food for what it is, not comparing other cultures' food to their Italian food culture. This was the first true traditional Norwegian food experience I had since moving here, despite having Norwegian roommates for the first few months. While eating my salted goat, I thought of the irony between the long queue at the reindeer hotdog stand in the center of Tromsø and how the tourism is not united with the local farm café. What tourists wouldn't give for 'an authentic experience.' We started to debate the tourism of Tromsø and how it gives back to Troms Municipality. We talked about taxes and how locals could be supported. Food can be a great tourist attraction and a bite of culture, as we witness every day in the local centre of Tromsø, at the reindeer hotdog stand. When I travel, I always strive to get to know the local places and steer clear of tourist traps. Now, 10 months into living in a country, I can only count on one hand my experiences with consuming food from other places than supermarkets. It's starting to dawn on me that I can probably count on two or three hands the number of times I have eaten fresh fish or meat throughout my adult life. My food has mostly come from supermarkets, which I know today, usually contains trace of antibiotics, pesticides and more. Right now, I am questioning everything I thought I knew about being an aware consumer. How do I prioritize quality food and a healthy lifestyle over convenience and habits? How uneducated am I about what to eat, how to be critical of food products, how they affect my body, and how I make my own food choices on autopilot? It makes me think of how easy it is to cook and purchase the same things. I used to be a vegetarian for several years and during that time, my go to dishes would of course be vegetarian. Today I cook differently from back then, but I still make some of the same dishes out of habit. The way I heard about the circular farm café, was through word-to-mouth. Sara and Franscesca, who always know what is happening in the area, heard about this place from me. Full and content after endless conversations and delicious meals, we go for a walk in the area. With my two Italian friends being from the tourism industry, the conversation steers to the subject of food tourism. Sara proposes, where else could circularity be thought into things, such as tourism taxes, that could

go towards supporting local initiatives of the city? I agree to the potential of food tourism being steered into more sustainable directions and how more collaboration is needed. However, that same might be said about the food system network. We get into the car, the moment we all have found our seats and put on our belts, there is a silence for a few moments. In those moments, it's clear that we're all very relaxed and I'm so thankful that we came by car. We arrive to Sara's place after a calm road trip of low-key conversations on life and jokes. Sara is telling a story while she carries in her food products from the farm, trying to make space in her fridge through a Tetris method. I thought she needed the meat, but it turns out she is just an Italian who never wants to run out of food. Having met several Italians in Troms, I realize more and more how important food is in their culture. God forbid you would leave an Italian on a stomach that is not full of food. Or a Norwegian farm.

