

## **Consumption | Individual communication**

### **IC - (20855) - GROWING TOGETHER - TOWARDS A BETTER UNDERSTANDING OF AGRICULTURAL PROSUMPTION IN SWITZERLAND**

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#### **Background and objectives**

Prosumption, i.e. the interrelatedness and conjunction of production and consumption, can be seen as a way to change food sovereignty and the agricultural landscape as a whole, especially in urban areas. Regardless of its potential benefits for society and ecology, it has been a neglected research topic for agricultural sociologists. With our work, we establish a broader understanding of different forms of agricultural prosumption for urbanized European countries using a data and theory driven approach. Thereby, we look into the possibility of widespread change in consumption behaviour towards a sustainable, green way of generating food, whilst rebuilding local, urban communities.

#### **Process and methods (for empirical research)**

Through qualitative and ethnographic fieldwork, we established a theoretical structure to differentiate and characterise varying types of prosumption activities, such as community supported agriculture, allotment gardens or private gardening. This structure consists of three main concepts: barriers, activity and effects. The framework illustrates the heterogenic specifications for various socio-demographic groups, concerning the accessibility and the consequences of the group's corresponding ecological and social surroundings.

#### **Main results (or main arguments in the case of critical reviews)**

Using Bourdieu's theory of capital, we further expand our proposed structure. We show how specific community-based forms of prosumption transform different forms of capital and use their social network to form a circular amplification of these capitals. This amplification of symbolic capital is the reason for the popularity of prosumption. It also shows why prosumption is hardly ever established in low-education, low-income households or neighbourhoods.

#### **Implications for research and practice/policy | Importance and originality of the contribution**

Our broad, theory and data driven analysis of the potential of agricultural prosumption shows the importance and the obstacles of shifting to a more sustainable way of feeding large populations in urban areas. Our work aims to improve the situation of prosumption organisations, and provides a guideline to politics on a local and national level. Further research can use our structural framework to ground their work in an underlying theory.

**Palavras-chave : Switzerland, prosumption, commons, capital, urban food sovereignty, Bourdieu**