



A look at regenerative
gardening and foraging



Contents

I. Introduction	5
II. Design Approach	10
III. Service Offerings	42
IV. Brand Identity and Values	50
V. User Experience Journey	58
VI. Service Blueprint	60
VII. Challenges and Opportunities	64
VIII. Conclusion	68
IVIII. References	70

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Service Design Masters diploma
Regenerative Gardening and Foraging
The Oslo School of Architecture and Design

Introduction

The concept of sustainability has gained increasing attention in recent years due to the pressing environmental challenges faced by the world, such as climate change, loss of biodiversity, and food insecurity (Kates et al., 2005; Willett et al., 2019). In response to these challenges, regenerative gardening and foraging have emerged as innovative approaches prioritizing ecological and social sustainability. These practices involve cultivating food to restore soil health, promote biodiversity, and minimize waste (Lal, 2018; Smith, 2020). Regenerative gardening and foraging are essential in urban areas, where access to fresh and healthy food can be limited (Dubbeling et al., 2010).

This master's diploma aims to explore how service design can be used to support regenerative gardening and foraging in Oslo, Norway. Oslo has made significant efforts to become a more sustainable city, including setting ambitious targets for carbon neutrality, promoting urban agriculture, and creating green spaces (Oslo Kommune, 2019). However, there is still much work to accomplish to ensure that all residents have access to healthy and sustainable produced food.

The following research questions guided the research:

What challenges and opportunities are associated with regenerative gardening and foraging in Oslo, Norway?

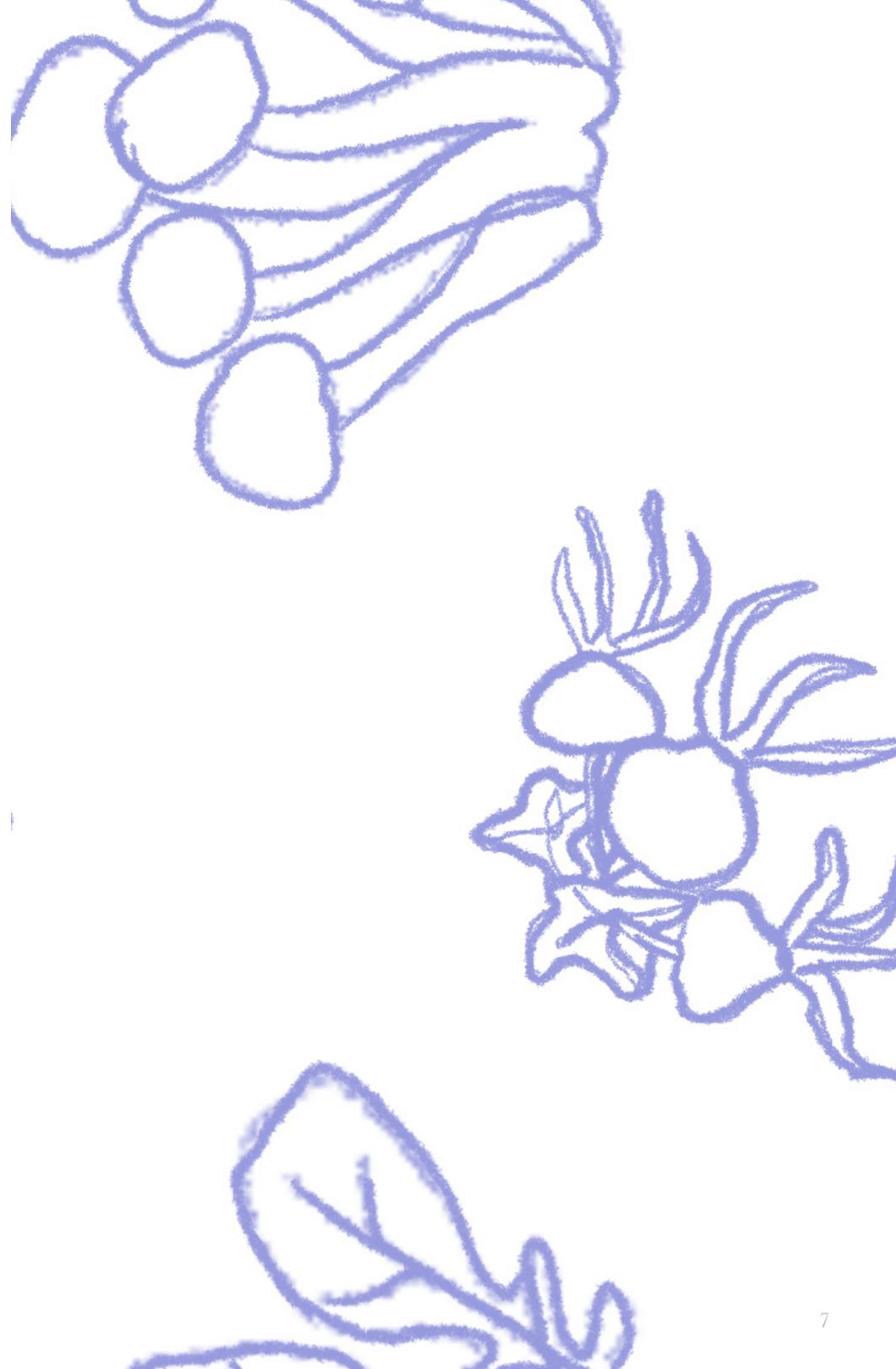
How can service design be used to support regenerative gardening and foraging in Oslo, Norway?

What services or products could be developed to support regenerative gardening and foraging in Oslo, Norway?

The research will involve user research with urban gardeners and foragers in Oslo and with relevant stakeholders such as urban planners, homeowners, people who eat, and environmental organizations.

The ultimate goal of this diploma was to get people involved in regenerative gardening and foraging and offer insights and strategies that can be applied to other cities facing similar challenges.

By employing a design-driven research approach, this diploma seeks to create practical and innovative solutions that support the regeneration of urban ecosystems and promote social and ecological sustainability.



Since moving to Norway, I haven't had a yard, and just missed it. I missed growing my own food, having trees that fruited, and just missed being in my garden. I made up for this loss by asking others if I could pick some of their fruits, and in exchange I would bake them a pie. This quickly became the heart of my project.



I am also a new mom, and with that comes the desire to pass down knowledge to my son. While thinking of a topic I wanted to focus on for this project, I wanted to make sure he could be involved every step of the way. In the first few weeks after having my son, I noticed his love for the outdoors.

This was my solution to be able to spend precious time with him, while working on a topic I love, growing life. So a special thanks goes to him, doing this work with a six month old has been more of a challenge than I had expected. However, it has been a labor of love.

Design in a state of play

By setting these principles I can check to ensure that my design solutions are true to the type of designer I am, and the designer I want to continue being.

Everyone can play:

This is my term for universal design. If it this work is exclusionary, it isn't any fun nor does it build anything positive for the future.

It can always be better:

There isn't an end all be all solution, there are opportunities to expand and improve. What works now may not work in the future.

Listen hard, change fast:

I picked this term up while at a company I use to work for, people will tell you exactly what they need you just need to be ready to listen and be okay with having to change.

It must be enjoyed:

Design is fun. Humans do not tend to use things, services, etc if it isn't enjoyable. Some discomfort is always needed for growth but if something is not easily accessible, hard to understand, or too difficult find it isn't going to work.

1. Everyone can play
2. It can always be better
3. Listen hard, change fast
4. Must be enjoyed



Process



Ideology

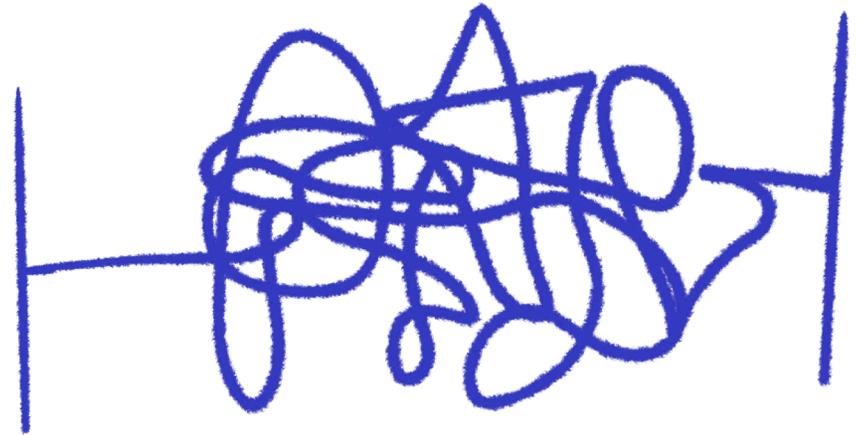


Exploration

Conceptual Framework

As a designer, I tend use a Bricological approach towards solving problems. The designer know as the bricoleur uses an approach which the actor solves problems using only available resources.

Because of this, I acted as designer, anthropologist, user, adventurer and something in-between.



In this process, I went back and forth a lot during the journey. I am sure it appeared as chaotic to anyone not working through it with me, or living in my head.

Field Work

In my initial days of research, I chose to do field work. I broke it down into three various aspects. Grow my own, find my own, and make my own.

By doing this it gave me the unique opportunity to hold continuous feedback sessions with those around me doing the same. It also gave me the freedom to do informal interviews simultaneously.



To engage others in the conversation, I initiated dinners where I prepared food from foraged finds and gardens for friends, family, and neighbors.

Pickled Califlower

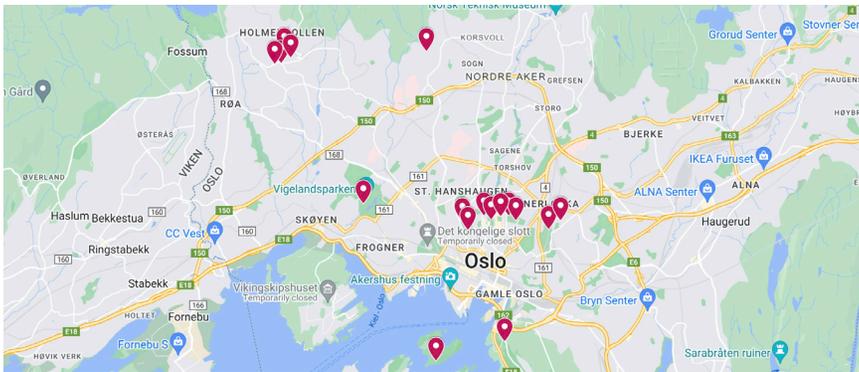
1 teaspoon coriander seeds
1 teaspoon mustard seeds
1/2 teaspoon cumin seeds
2 cups cider vinegar
5 medium garlic cloves, peeled &
1/2 cup granulated white sugar
2 tablespoons Kosher salt
1 teaspoon black peppercorns
1 small head of cauliflower, cut i

Beach Cabbage Stew

750 grams beach cabbage
2 large onions
4 radishes
2 large tomatoes
1 sweet paprika

In doing so, many people became interested in my discoveries as well as my recipes. Which I created shareable recipe cards to give to those who asked.

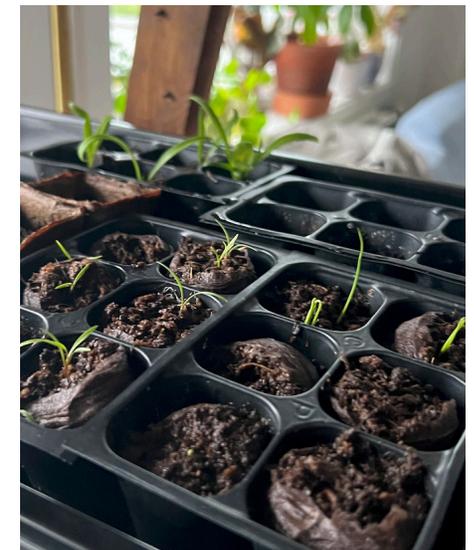
“Let me know when you can give me cooking lessons”



I've been cultivating my own food since childhood. For this project, I created a balcony garden to test my ability to grow a variety of produce from seeds for my family. I grew tomato, paprika, rosemary, radish, lettuce, carrots, catnip, and cucumbers from seeds. I also experimented with composting to improve soil health.



To extend my field work, I began foraging for food. Over the fall season, I've explored forests, parks, and the Oslo area in search of "free food." I documented where I found each food source on google maps.





Questions of why there weren't more access to fruited trees through out the city led to desk research on the history of city fruited trees as well as a deep dive into what was acceptable in terms of foraging.

Community gardens, like at various Barnehage and hageby, are often rich places that people will "slång" or take from in city spaces. This leads to question why not have fruited trees in green spaces.



While Norway is better than most in terms of providing spaces for fruiting trees in the city, most Urban planners view this concept as a nuisance.

Traditional urban planning may prioritize ornamental trees and landscaping over fruit-bearing trees. The selection of trees in public spaces is often based on aesthetics, ease of maintenance, and resistance to pests, rather than fruit production.

Fruit trees require proper care, including pruning, pest control, and harvesting. Municipalities and property owners may be hesitant to plant fruit trees due to concerns about maintenance costs and potential litter from fallen fruits. (Colinas, Juliette & Bush, Paula & Manaugh, Kevin. 2018)

Despite this gardens throughout the city are planned and well loved/sought after.



"I'd give them seeds, well
I'd ask for their experience
then give them seeds "

"it was not like stealing... more
like taking but in a good way"

"it's extra fun when
you find it yourself... It
becomes your own little
treasure map of where
you find different plants"

"We can't grasp the idea
that this only exists now,
and not after a certain
period"

"I did this as a child, so I wanted
to share with my children"

"we can't share that, you
might come back and pluck
them all"

"I'm out in the forest anyways"

"Det finnes nok ingen større
portvoktere enn Soppfolk, så
lykke til"

"because in Norway we can,
there are laws in place"

After much search of finding my own mushroom spot, I quickly began developing a cultural probe to see if I could buy a spot. Using Finn, I posted an ad to go on a mushroom trip. Quickly the ad was reported and taken down.

I committed a major faux pas. Mushrooms are secret and sacred. Once you find a spot people do not share lightly for fear of running out.

What was culturally acceptable had to be a part of this equation, and I needed to learn the unspoken rules.



soppognyttekster.no

Min FINN / Mine annonser / Sopp tur/plasser rundt Sognsvann eller Fr...



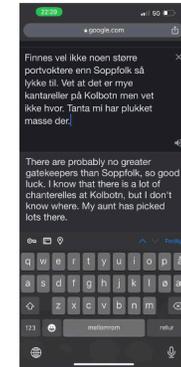
Til kontroll 60 dager igjen Endret 23. august 2023

Sopp tur/plasser rundt Sognsvann eller Frognerseteren

Target ønskes kjøpt

ad got taken down within two days

but not before it was saved by 46 people and liked by 10



Visitor

21

unique people have seen the ad

Once: 18 people

Two to five times: 3 people

More than five times: 0 people

Stats on the ad after the first day

I needed to visit the open Hageby dagen to meet people who were growing, and exchanging goods.

I attended many but my favorite was the visit to Solvang. I used to live at the Sogn Studentby and frequented the Hageby often, and spoke to people previously about "slång" apples.

Here I found more people who showed interest in selling, exchanging or giving away their goods. As well as many tips on gardening.



Solvang Kolonihager

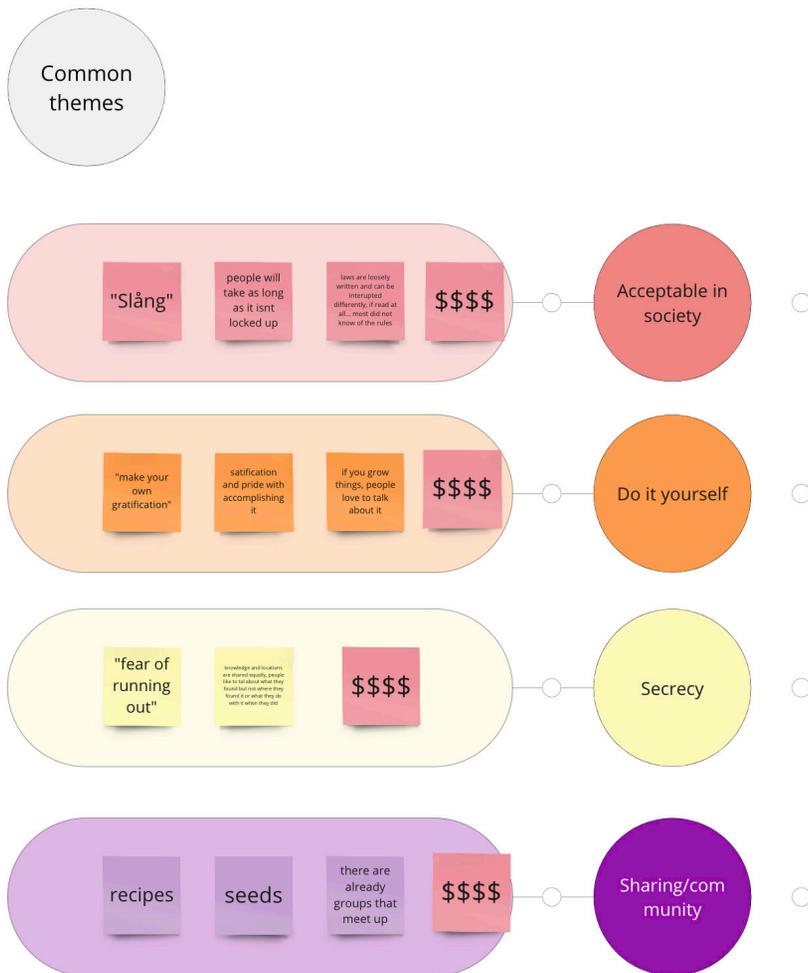
Store prices per kg	Meny	Oda	Spar		Average cost store	Average per person per year (kg)		Price per year
Potato	23	15.24	25		21.08	18		379.44
Carrots	47.25	30	39.87		39.04	7		273.28
Radishes	179.33	230	179.33		196.22	1 guess		196.22
Kale	184.5	127.5	-		156.00	3 guess		468
Brokkoli	27.9	24.9	29.9		27.57	4 guess		110.2666667
Sellerirot	74.9	46.2	74.9		65.33	2 guess		130.6666667
Beter	79.8	52.83	75		69.21	4 guess		276.84
								1834.713333

Seed prices	Price	Yield per seed/plant	# of plants/seeds	# of yield from one harvest With 100% success rate	kilo amount	price per kilo	Price per year	# of years seeds would last for 1 person
Potato (based on 1 kilo)	21.08	7.5	11	82.5	7.5	2.81	50.59	0.42
Carrots (1 seed per carrot)	39	1	2000	2000	286	0.14	0.96	40.82
Radishes	39	1	250	250	6.25	6.24	6.24	6.25
Kale	39	1	40	40	18	2.17	6.50	6.00
Brokkoli	39	1	40	40	16	2.44	9.75	4.00
Sellerirot	39	1	200	200	135	0.29	0.58	67.50
Beter	39	1	250	250	27.5	1.42	5.67	6.88

Combined Analysis for what 1 person eats a year			
	Store	Garden	% cheaper
Potato	379.44	50.59	86.67%
Carrots	273.28	0.96	99.65%
Radishes	196.22	6.24	96.82%
Kale	468.00	6.50	98.61%
Brokkoli	110.27	9.75	91.16%
Sellerirot	130.67	0.58	99.56%
Beter	276.84	5.67	97.95%
	1834.71	80.29	95.62%

I needed to know if it was possible to grow your own food at a low cost or if it would be cheaper to shop at the grocery store. I compared the cost of common produce in grocery stores with seed costs.

I leveraged the internet to see how many kilograms (kg) a year a person consumed of each item, and then extrapolated these to get the total cost for both seeds and bought produce. The analysis only contains produce that can be naturally grown in Norway, assumes a 100% seed success rate and does not take into account other growing supplies such as dirt, fertilizer, pots, etc.



Common themes started to occur. However an overarching theme of money appeared within each theme. Some foragers were not just sharing their "treasure" with friends or family but for profit. An issue arises when doing it this way, because typically these groups will overharvest to make more capital.

We can use the example of biodiversity when looking at Lion's Mane mushrooms. These fungi were once bountiful in Norway, whereas now they are a protected species. (Linnaeus, (Schenck, (Linnaeus, (Ascanius, (Camerano, Lév., Flatberg, and (Hue) P.M. Jørg)

1. Plant Identification

Only harvest plants and mushrooms that you can positively identify and are certain are safe to eat.

2. Harvest Responsibly

Harvest plants in a sustainable manner, leaving enough behind for the ecosystem and future growth. Take only what you need, avoid overharvesting, and follow ethical foraging practices to maintain biodiversity.

3. Respect for the Environment

Practice low-impact foraging and honor the natural environment.

(soppognyttevekster, Edible Food in Norway)

Friluftsliv Folk

While conducting intensive field work research, I came to know the term Friluftsliv. Everyone that I spoke too while doing gorilla style interviews mentioned this philosophy in some way.

I used this philosophy to my advantage, in conducting my interviews. I met people in the forest, and many were very excited to speak openly.

I soon realized this was who I was solving for, and wanted to connect even more to nature but didn't know where to start.



NIBIO bildearkiv



Tranmæl og Gerhardsen påsken 1947
Arbeiderbevegelsens arkiv og bibliotek.

Friluftsliv principles

Outdoor Education:

Friluftsliv is often integrated into the education system in Norway. Children are exposed to outdoor activities from a young age, fostering a lifelong appreciation for nature and outdoor pursuits.

Solo and Social Activities:

While friluftsliv can be a solitary experience, it also emphasizes the joy of shared outdoor activities. Group hikes, camping trips, and communal gatherings in nature are common expressions of this philosophy.

Cultural Significance:

Friluftsliv is deeply ingrained in the Norwegian cultural identity. It's not just a hobby but a way of life that influences how people approach their leisure time, vacations, and even work-life balance.

Legal Right of Access:

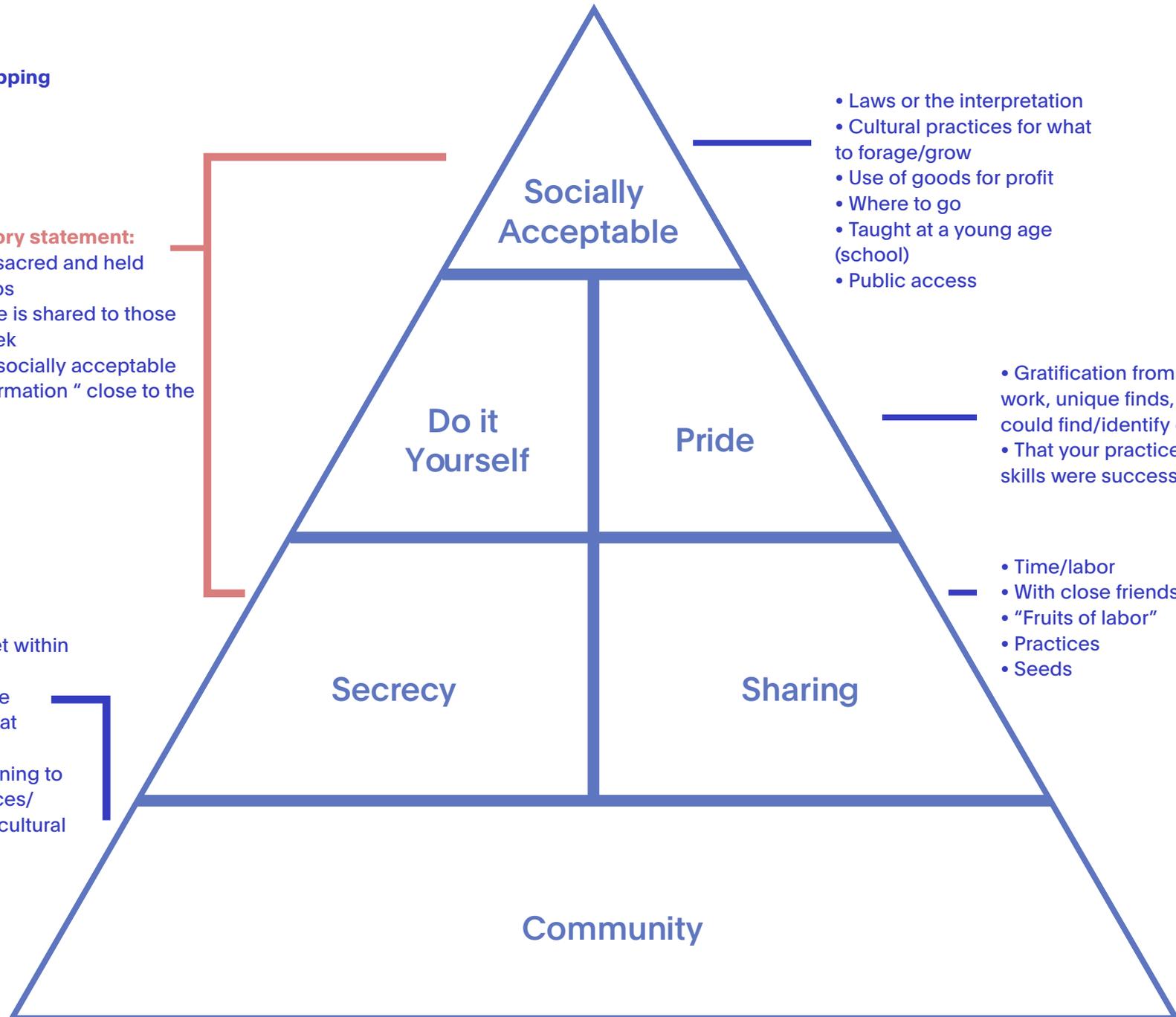
Norway has a unique legal concept called "allemannsretten," which translates to the "right to roam." This legal right allows people to access and enjoy uncultivated land, promoting the idea that nature is for everyone to explore and appreciate. (Gurholt, Kirsti & Haukeland, Per. (2019))

Priority Mapping

Contradictory statement:

- Spots are sacred and held within groups
- Knowledge is shared to those who first seek
- Becomes socially acceptable to keep information "close to the chest"

- People met within the forest
- Emergence of groups that specialize
- People wanting to keep practices/ techniques cultural relevance

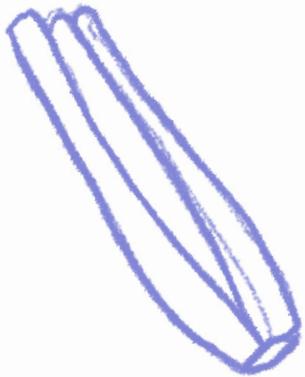


- Laws or the interpretation
- Cultural practices for what to forage/grow
- Use of goods for profit
- Where to go
- Taught at a young age (school)
- Public access

- Gratification from hard work, unique finds, that you could find/identify correctly
- That your practices/ skills were successful

- Time/labor
- With close friends and family
- "Fruits of labor"
- Practices
- Seeds

Key Insights



Do it Yourself

Individuals engaged in the practices of foraging or personal food cultivation exhibited a pronounced inclination towards discussing their discoveries and achievements.

It was readily observable that such topics fostered open and enthusiastic dialogue among enthusiasts. Evidently, there existed a palpable sense of pride in recounting one's accomplishments and experiences in this domain.

What's Acceptable

Within discussions on foraging and food cultivation, a dual theme emerges. People generally grasp the existence of governing regulations, yet nuances elude them, fostering uncertainty.

Many assert a legal right to harvest from private gardens, often hinging on specific conditions. Ambiguity extends to considering unfenced gardens and publicly accessible produce, suspended from street-side enclosures, as legally accessible.

Simultaneously, when broaching the 'how,' 'why,' or 'where' aspects of these pursuits, a notable reluctance surfaces. Enthusiasts openly share discoveries and achievements, but conversations involving methodologies, rationales, or locales frequently pivot swiftly, suggesting unspoken boundaries in this discourse.



Fungi are a gateway

When discussing the topic of pride and accomplishment of foraging, it seemed there was a common denominator.

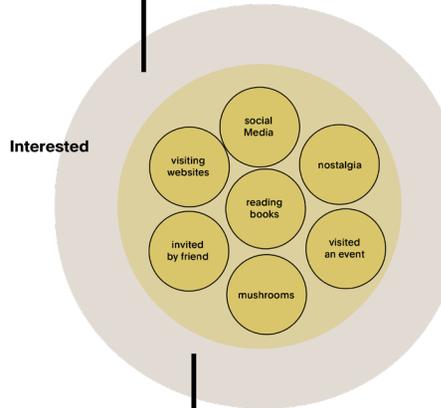
Mushrooms led to discussions of sustainable growth, foraging adventures, the number of plants and wild life in Norway, health of soil and many other topics of similar nature. The instant gratification of finding, growing and procuring ones own food.



Lifetime Landscape Mapping

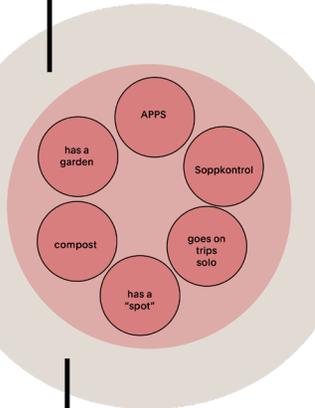
Actors & Goals

Person is interested in getting into foraging.
Friends who like to go hiking, and picking mushrooms.



Getting started

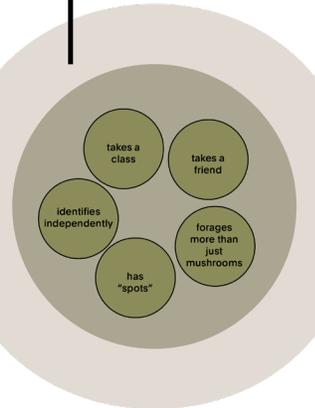
Soppcontrol



norges sopp og nyttevesktforbund
Miljodirektoratet

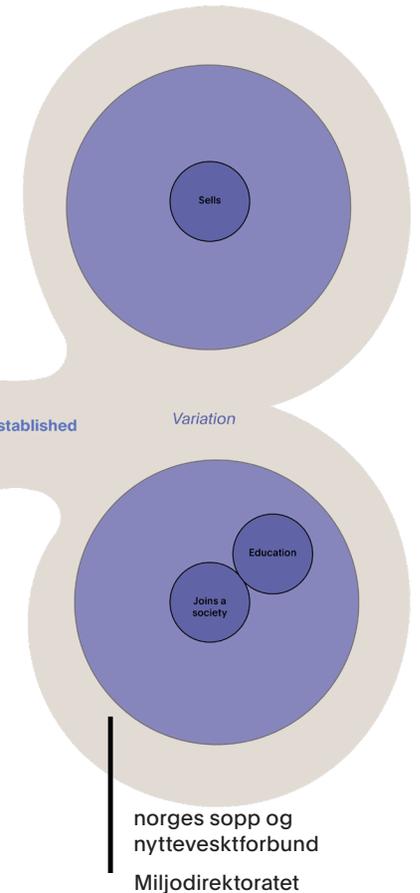
Share knowledge with close friends.

Becoming confident



Established

Variation



norges sopp og nyttevesktforbund
Miljodirektoratet

Supporting Organizations

norges sopp og nyttevesktforbund
Miljodirektoratet
Education System

Exercise of mapping out the lifetime landscape of foraging to gain better understanding of the evolution over time. Here I discovered that once people became experts, they veered off into two groups I call them the Educators and the Marketeers.

The Marketeer groups tend to sell their finds, and pass down the tradition to their children and so forth. This group was quoted of saying, "I'm in the woods already, might as well make money off of it"

The Educator group however tends join various societies, and start educating others in mycology, regenerative gardening, etc.

I wanted to focus on the sweet spot of getting started to help guide people towards deeper connections within a community.

Service Offering

The &gathers box is designed for those who enjoy being in nature, but are unsure how to taste it fully. The contents are designed to take ones experience and appreciation to the next level by expanding upon the possibilities that nature has to offer.



Curated Dinner Party Boxes

&gathers provides curated dinner party boxes featuring locally sourced and where to find foraged ingredients. Each box is designed in collaboration with local chefs to offer innovative and hyper-local menus.

Benefits:

Explorers can enjoy a dining experience that combines the thrill of foraging with the pleasure of outdoor dining, fostering a deeper connection with nature and local cuisine.

Foraging Adventures

The box includes foraging guides and maps, encouraging explorers to venture nearby locations for seasonal ingredients.

Benefits:

Explorers gain hands-on knowledge of foraging, connect with nature, and appreciate the art of finding their own food.

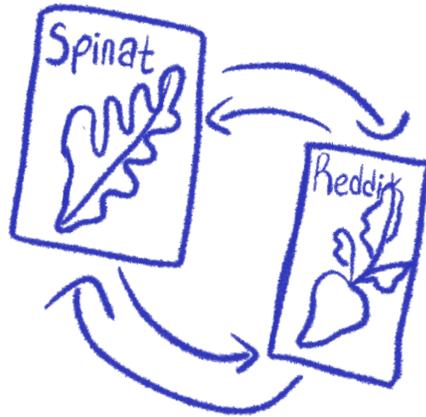


Seed Exchange Program

&gathers promotes sustainability through a seed exchange program. Each box has different seeds and gardeners are encouraged to contribute to the community by sharing seeds through annual meetups.

Benefits:

Supports biodiversity, sustainable agriculture, and community engagement, reinforcing the brand's commitment to environmental stewardship.

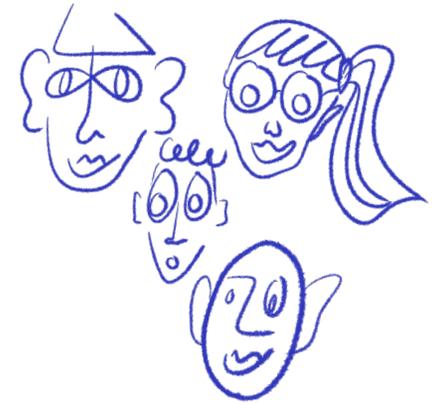


Community Engagement

&gathers encourages community engagement through social events, such as foraging meet-ups. These events foster connections among Explorers who share a passion for nature, food, and sustainable living.

Benefits:

Explorers can build a community of like-minded individuals, share experiences, and contribute to a collective effort to embrace the friluftsliv lifestyle.

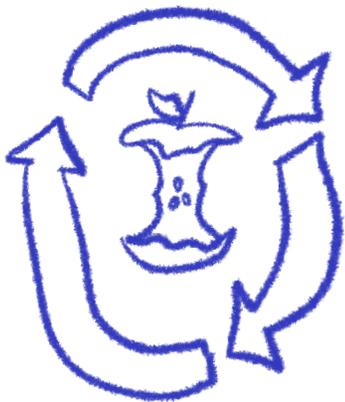


Sustainable Living Tips

The website features a section dedicated to sustainable living tips, offering guidance on reducing environmental impact, choosing sustainable products, and supporting local initiatives. An example would be how to use conkers to make laundry detergent.

Benefits:

Explorers can integrate eco-friendly practices into their lifestyle, aligning with the friluftsliv philosophy of responsible and mindful living.



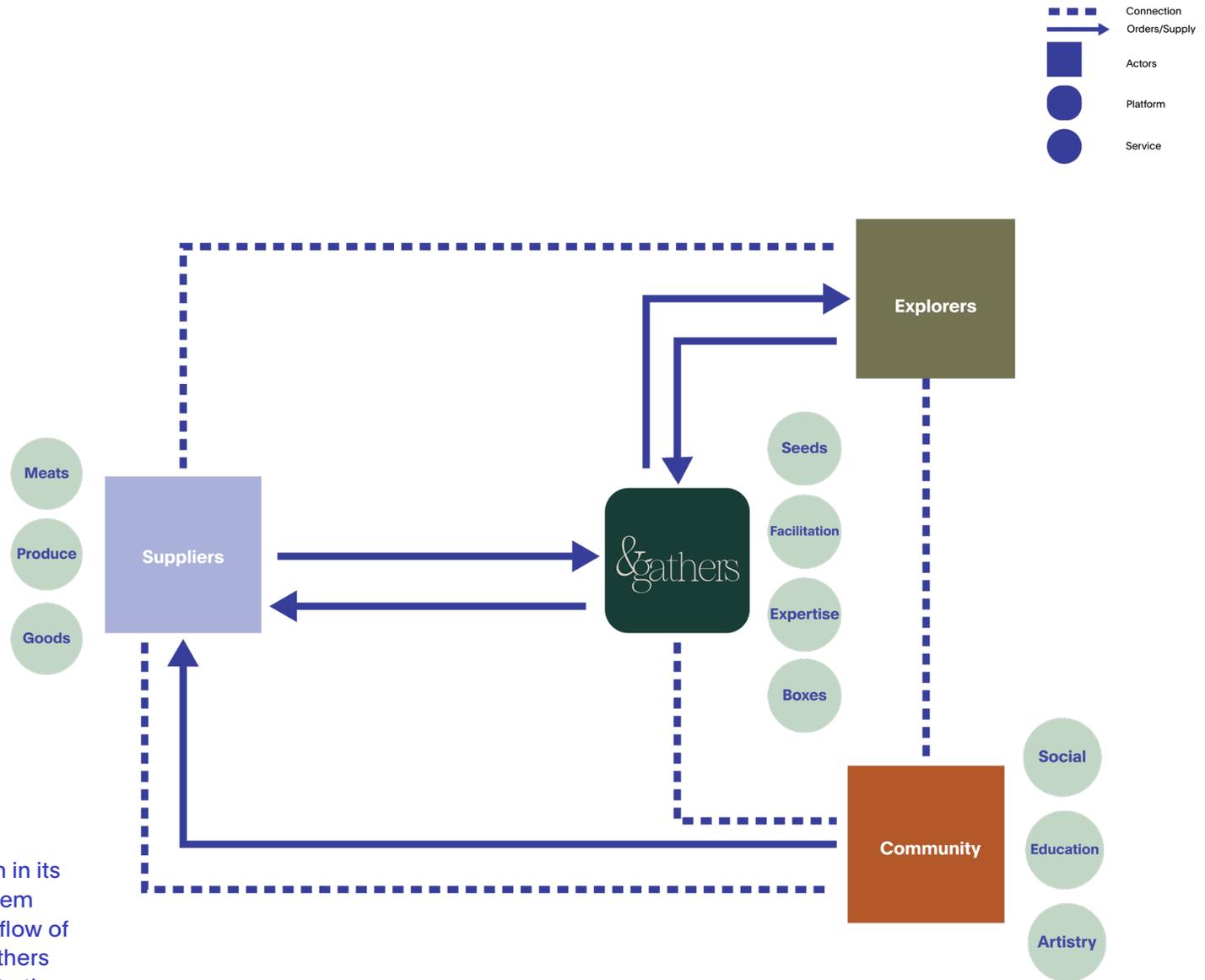
Educational Content

The platform provides educational content, including foraging guides, seasonal planting guides, and information about local edible plants. This content enhances Explorers' knowledge of the natural environment.

Benefits:

Explorers can expand their understanding of local ecosystems, edible plants, and sustainable practices, empowering them to make informed choices.

Service Ecosystem Map



To understand the system in its entirety, I conducted system mapping to highlight the flow of information from the &gathers service, to the suppliers, to the explorers and back into the community.

Continuous Interaction

For continuity, the service will facilitate community meet ups throughout the year for foraging, social mixers, and opportunities to meet suppliers directly. These elements bring people out of their comfort zone and tie them back into the community.

For this to be successful a “great first impression” is needed. Without that initial introduction people are liable to fall out of the service without seeing the full benefits. See brand understanding and values.

Once fed into the community, members should feel connected and confident to bring in others.



Social Calendar

Winter

Season to gather
Meet the Suppliers,
Ski trips

Spring

Planting season
Seed exchange

Fall

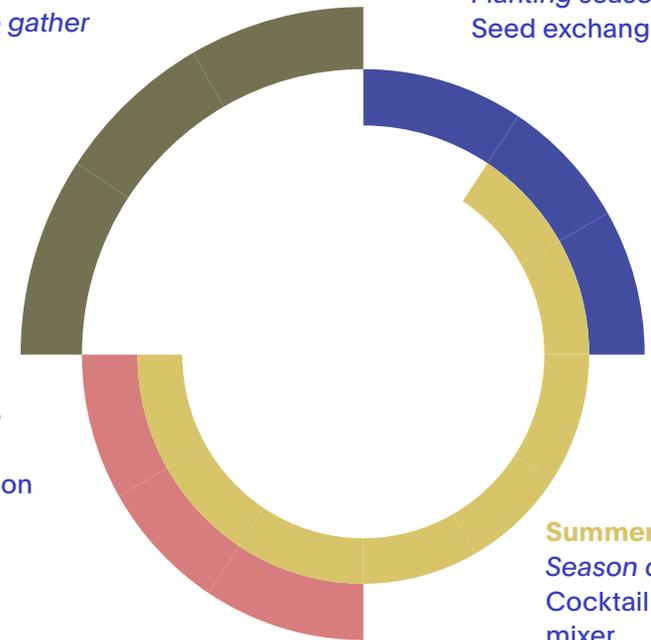
Season to harvest
Preservation

Summer

Season of fun
Cocktail mixer

Late Spring-Late Fall

Seasons of abundance
Foraging meet ups



Brand Identity & Values

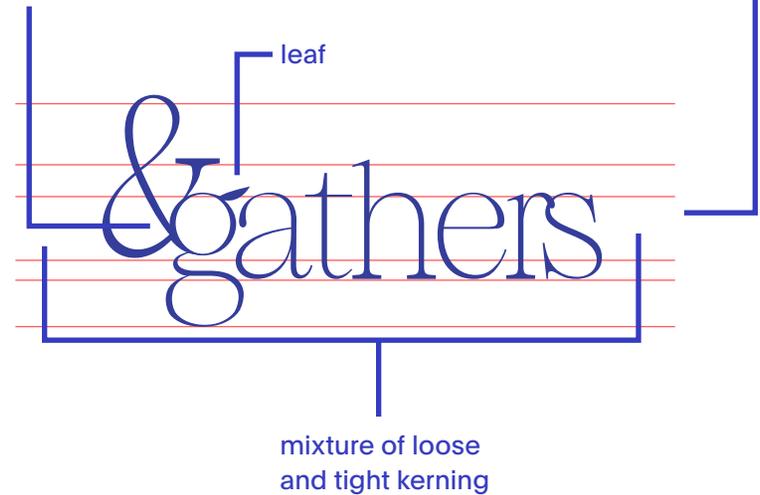
In initial testing of concept, I got feedback from a survey posted on social media that the service had the feeling of "how to: survival guide", when the concept was tested with imagery, it became more clear that it was not a doomsday preppers guide.

This informed my decision of the use of nostalgia. While the service and experience is new, the act of foraging and growing ones own food is an old concept.

By using imagery from the National Photo Archive, I can ground the experience back to those roots.

merging of the ampersand and "g" to create evoking circle motif of continuous movement

serif typeface inspired by individualistic old-style serifs and mid 90's culture.



grow, share,
&gather

Seeds of connection, in gardens they sow

Where culinary art meets the wild. Immerse yourself in a unique dining experience that blends curated dinner party plans with the thrill of foraging hyper-local ingredients. Explore nature's bounty, savor unforgettable flavors, and embark on a journey of taste and adventure with &gathers.



Demographic

Age Group: 25-40 years old

Location: City dwellers

Psychographic Analysis

Lifestyle: Embraces the friluftsliv philosophy, seeks outdoor experiences, values sustainability.

Interests: Nature exploration, outdoor activities, culinary adventures, sustainable living.

Values: Connection to nature, community engagement, authentic experiences.

Friluftsliv Folk Lifestyle:

Friluftsliv enthusiasts share a deep appreciation for nature, aligning with the core philosophy of this service. This group often seeks a balance between urban living and a connection to nature.

Call to Nostalgia:

Growing up, many people in Norway went foraging with the Barnehage and their parents. This reconnection by use of user created content, mixed with imagery from the Nationale Photo Archive, carries the message of returning to nature.

Primary



#f2efe9



#a9b0d9



#6064a6



#2d33a6

Secondary



#e5cda9



#bfb2a4



#9e856a



#b25728

Tertiary



#d9c668



#a9b0d9



#737151



#1d3c34



Nationale Photo Archive



Events

Meal kit, maps, recipes



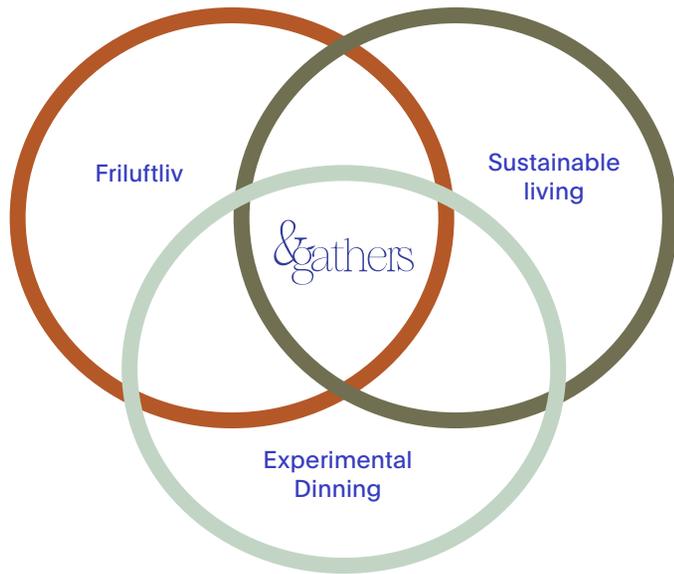
Education

Articles, seasonal planting guides, foraging safety, gardening tips



Community

Seed exchange, foraging meet ups, Seed Library, Community message boards



Market Trends

Rise of Friluftsliv:

Growing interest in the friluftsliv lifestyle, especially among the target age group.

Sustainable Living:

Increasing demand for sustainable and locally sourced products.

Experiential Dining:

Trend towards unique culinary experiences and foraged ingredients.

Unique Selling Proposition (USP)

- Offers a distinctive blend of unique dining, foraging experiences, and community engagement, aligning with the friluftsliv lifestyle.
- Emphasis on sustainable living, contributing to a local seed exchange program, and promoting biodiversity.

Recipes through the year

Spring:

Zuppa Toscana
Birch Syrup
Samosa Chaat

Summer:

Cucumber
Radish Salad

Fall:

Bacalao
Mushroom
Soup

Winter:

Julenisse
Glogg

Goods through the year

Spring:

Onions
Potatoes
Kale
Cauliflower

Summer:

Berries
Tomatoes
Cucumber
Honey

Fall:

Squash
Pears
Radish
Pumpkin
Berries

Winter:

Canned Goods
Meat
Beets
Nuts
Spices

Foraging through the year

Spring:

Nettles
Dandelion
Mushrooms
Rhubarb

Summer:

Berries
(blueberries, raspberries, strawberries)
Elderflowers
Wild roses
Mushrooms

Autumn:

Chestnuts
Acorns
Apples
Mushrooms
Rose hips

Winter:

Wintergreen
Rose hips
Pine needles
Wild leeks

soppognyttevekster, Free Food:
Wild Edible Plants of Norway

What's in the box?

Monthly recipes, local produce, foraging map.

Small: Serving 1-2

1 Main & 1 Complimentary

Medium: Serving 4-5

1 Main & 2 Complimentary

Large: Serving 7+

2 Main & 2 Complimentary

Main Examples

Ramslok Cream Cheese

Leg of Lamb

Complimentary Examples

Spices

Canned goods

Cheeses

Each box tells where the produce is grown and by whom.



Boxes are personalised to deepen the connection between &gathers and the explorers.

But it is more than just a box, the box is the ephemeral vehicle to welcome explorers into a more nature sound lifestyle.

User Experience Journey



finds a mushroom wants to know what it is, searches for it online and finds &gathers

decides to place an order and plan a small gathering

receives the box and goes out for foraging adventure

event goes great and remembers the seeds

seeds are planted and they grow their food, "what do I do with all these radishes?"

signs up for the subscription to get more recipes and hears about the seed exchange, goes and exchanges radish seeds for kale seeds



Approached at a garden day by &gathers team, "would you like to sell your pickled califlower through us? "



Checks out social media and likes the concept. Get paid to sell my extra goods each season.

&gathers comes and picks up the extra at the end of the season, and pays for the goods.



sees their califlower featured on tiktok, "wow thats cool"



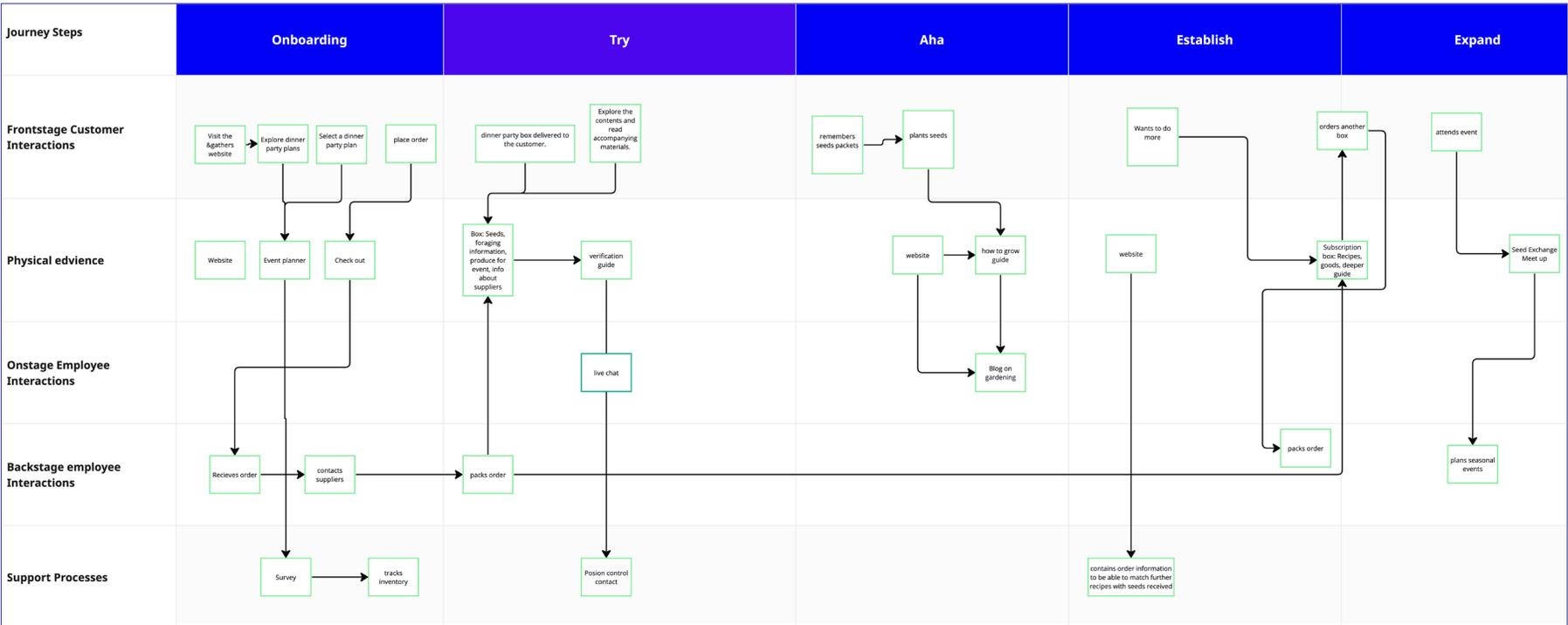
starts to bring in extra cash for something I was doing already



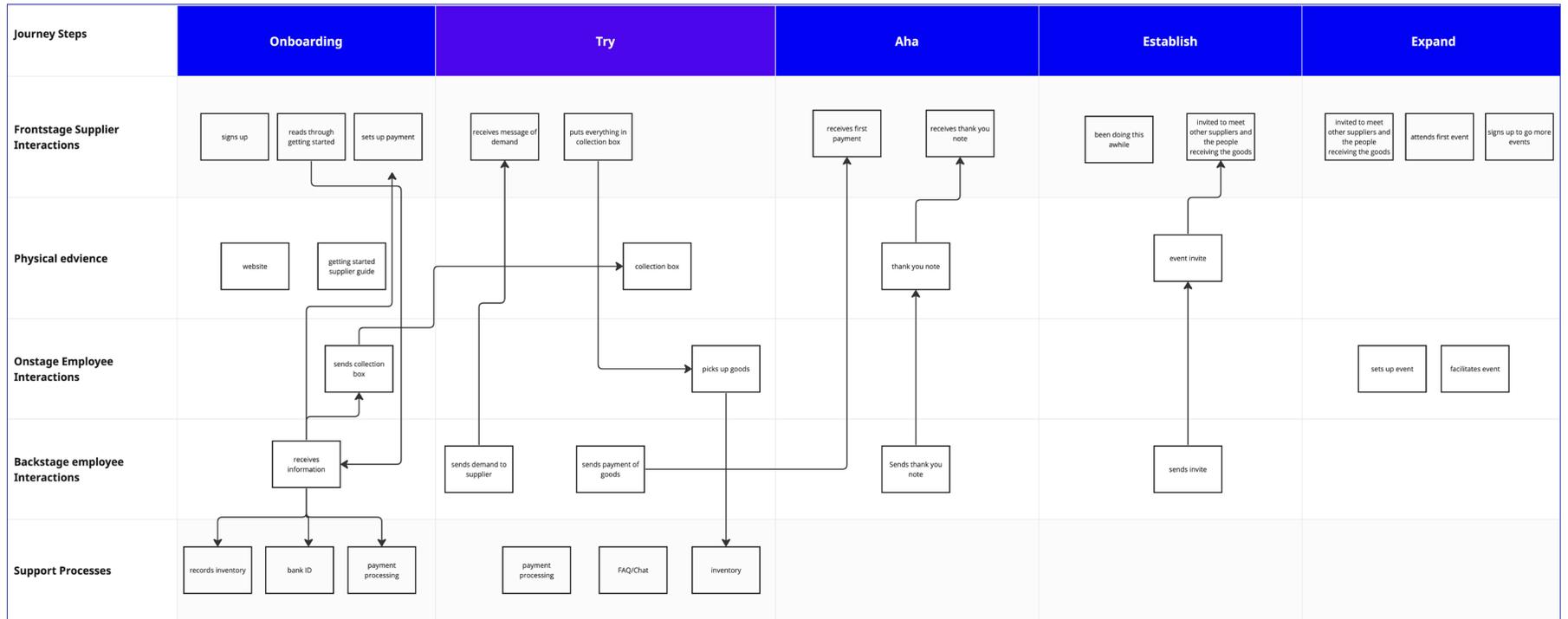
attends supplier market, meets others and meets some of the people buying the boxes.

Service Blueprint

Explorer Facing



Supplier Facing



Potential Suppliers

Kvann
 McMillion Farms
 Kolonialhage
 Oslo Kooperativ
 Home Owners

Challenges & opportunities

Supply Chain Logistics

Challenge:
Ensuring a consistent supply of local ingredients, especially during periods of high demand.

Mitigation:
Develop strong relationships with local suppliers, implement efficient logistics, and maintain a flexible supply chain.

Plant Identification Risks

Challenge:
The risk of misidentification leading to the consumption of toxic plants or mushrooms.

Mitigation:
Provide robust educational resources, partner with experts, and implement user-friendly guides for safe foraging.

Regulatory Compliance

Challenge:
Navigating and complying with local regulations related to foraging, food handling, and sustainability practices.

Mitigation:
Collaborate with local authorities, stay informed about relevant laws, and implement transparent practices.

Seasonal Constraints

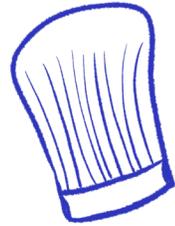
Challenge:
Limited availability of certain wild edibles during specific seasons, impacting the variety of offerings.

Mitigation:
Educate users on seasonal changes, diversify offerings, and introduce preserved or stored ingredients during off-seasons.

Educational Initiatives

Opportunity:
Providing educational resources on foraging, sustainable living, and the benefits of locally sourced ingredients.

Implementation:
Develop guides, tutorials, and interactive content to empower users with knowledge.



Collaborations with Chefs

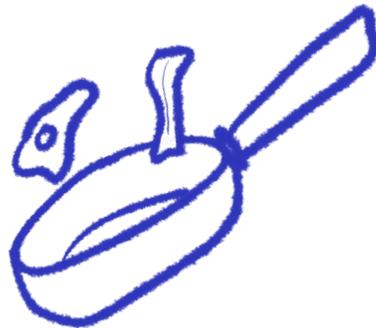
Opportunity:
Partnering with local chefs for curated dining experiences and unique recipes.

Implementation:
Establish collaborations to create exclusive foraged dishes and enhance the culinary offerings.

Culinary Events and Workshops

Opportunity:
Hosting live and virtual events, workshops, and cooking classes to enhance user experiences.

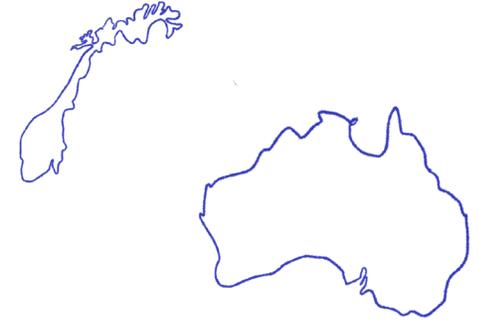
Implementation:
Collaborate with chefs, experts, and influencers to conduct engaging events that align with the brand's values.



Expansion to New Regions

Opportunity:
Scaling the concept to other regions with similar ecosystems and community interests.

Implementation:
Conduct market research, adapt the model to local contexts, and establish partnerships in new locations.



Seed Exchange Community

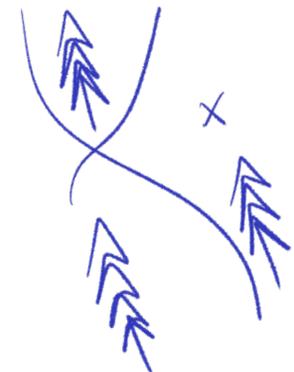
Opportunity:
Building a robust community around the seed exchange program, fostering sustainability.

Implementation:
Encourage users to actively participate in seed sharing, organize workshops, and highlight success stories.

Technology Integration

Opportunity:
Utilizing technology for interactive foraging maps, online community forums, and educational platforms.

Implementation:
Develop a user-friendly app, integrate mapping tools, and create an online hub for community engagement.



Conclusion

The &gathers project aspires to be as a testament to the intersection of gastronomy, nature, and community, epitomizing the friluftsliv philosophy. Through meticulous research, design thinking, and a commitment to sustainability, this project strives to reconnect urban dwellers, particularly in Oslo, Norway, with their natural surroundings, fostering a holistic approach to well-being.

Reflection

This journey has been one my life's biggest challenges with having/raising my first child while also juggling the mass of this project. While working on my diploma with him by my side, I continuously thought of the different aspects of this project I could teach him in the future. As I dug in deeper, it became clear that I wanted to inspire him to seek the bounty of nature in as many ways as he could dream.

Coming away from this, I look back happy with what I have accomplished. Initially I was not certain I could complete this venture while tackling motherhood, and caring for an infant. I was nervous I would neglect the work on either or both.

Despite feeling incredibly lucky to be able to do as much as I did, I wish I had more time to do more testing, and gotten more validation. Not included in this report are several design tests completed but did not lead me in a direction that would lead to a successful diploma project. Guerilla gardening that ended up being cut down by lawn mowers, failed interview attempts where I attempted to write in Norwegian that went unanswered, plants that ended up neglected and forgotten in early snow, all of which are insights gained but not needed for this report. If I had more time, I would spend it looking at urban planning to see if there are ways to enact change there.

A special thank you to all of the people that supported me and believed in me during this project.

To Ted Matthews, my advisor, thank you for letting me sit in your floor and talk about Appalachia folk tales. For allowing Finley to slobber and scream during our meetings.

To Drake, my #1 fan, thank you for the time you gave me to focus, the many many cups of coffee and walking around Oslo plucking random plants with me. For helping me water the 75 plants in the house, and being a willing participant in all my culinary endeavors.

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