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Pro-sumers on the move: overcoming the line between labour and consumption

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Abstract Proposal:

Social Change for Sustainable Localized Food Sovereignty. Prosumers, Ethical Entrepreneurs and Circular Economy.

Recently, some resourceful community-driven initiatives for local food production and retail have arisen in Luxembourg, where low organic agricultural rates are paradoxically paired with high consumer demands. This niche of social innovators is combining agro-ecology with circular economy practices.

Five cases of alternative food networks are of interest – studied with qualitative interviews and participant observation. One has been established since the 1980s with over 150 employees, partly in social insertion measures. The more recent and smaller initiatives are characterized by a cooperative governance, a community-supported agricultural outlook, hands-on workshops and time-banks, all enabled by social media. These initiatives are more radical in their agro-ecological or permaculture practices, focusing on regenerative land use without relying on imports and fostering the integration of consumers, as a politicized step further than mere (possibly industrialized) organic production.

Key words