

Panel discussion: Change of Ethics in Future Food Industry

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INSTITUT

Cologne · Berlin · Los Angeles · Shanghai



Sustainability (per se) is an “abstraction”

Must become “concrete and vivid”

Too abstract - every culture fills it differently

**Different forms of behavior: moral category vs guild;
high pragmatism; delegation to the state and the industry**

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A simultaneous of 2 "CULTURES" in our time

MAXIMIZATION CULTURE

- Self-dramatization of the facets of the "Me"
- Defying boundaries: "Forever Young"
- Increasing life opportunities: "Lifestyle Switching" / "Anything goes"
- Dissolution of firmly established orders: Increase of freedoms

70s 80s 90s 00s 10s 20s



CULTURE OF REFLECTION

- Search for meaning and identity: Turning away from "appearance" - towards "being"
- Glorification of the simple life: "Sharing instead of owning" / "Consistency instead of arbitrariness"
- Morals and ethics are gaining in importance: sustainability
- A return to originality and authenticity: nature
- Opening up to Eastern philosophies of life (e.g. Buddhism)

20s 10s 00s 90s 80s 70s

Consequences:

Identity fragmentation
Disorientation

Loss of control & stability

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The "greedy consumer" of the "maximization culture"



ME



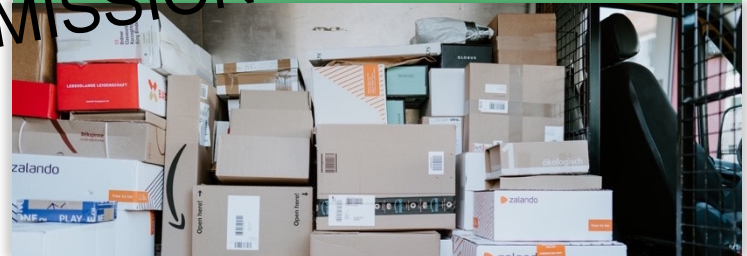
EVERYTHING



EVERYWHERE



IMMEDIATELY



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The consequences of „greedy“ consumption

**On the one hand:
Decoupling & emptying**

**On the other hand:
The downsides and costs of
our lifestyle and consumer
culture**

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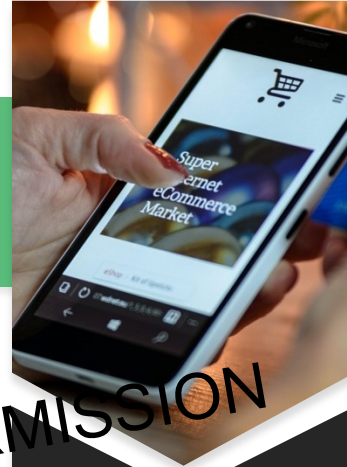
Deeply rooted, new desires (for conscious consumers!)



Sustainability



Moral



New consumer images



Purpose

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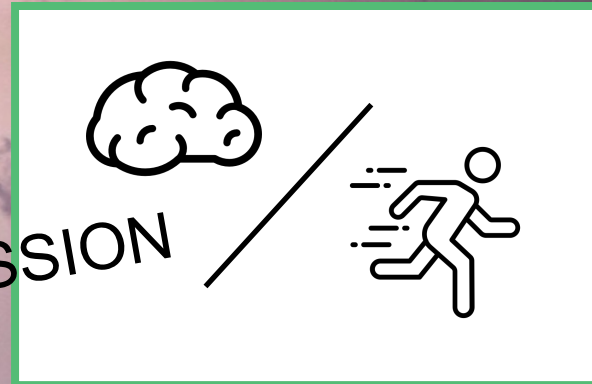
Consumption is under high voltage today

Paradoxical wish:

Radical change without drastic changes

Growing moral standards

"Mind-do-gap"



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Diagnosis: The paradoxical consumer



Awareness of contradictions

Mind Do-gap

What About?

No Future

Longing to Forgiveness

Woke acts and virtual Signaling

Relativize and Shifting responsibility

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New desires – there must be another way

1

Direction:

**Take up the traditional and
make it (ethically) better**

2

Direction:

**Away from
unreasonableness.
"Rethink" – "novel food"**

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What are success factors?

- **Create images that are closer to the consumer**
- **Images that can be integrated into everyday life**
- **Creating "new traditions"**
- **New connection to generally emerging trends (fusion kitchen; international kitchen)**
- **Using existing trends as "Trojan horse" for the new: Vegan trend!**

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**Thank you for your
attention!**

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