

The role of facilities in supporting the sustainable street food scene in Finland

Attitudes and Perceptions of Street Food experts

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Abstract The study investigated the understanding of sustainable street food; related sustainable activities; and the impact of facilities on the street food scene in Finland. The goal was to define the roles of facilities in the street food movement and its potential for utilizing available resources to support the movement towards the sustainable development. Facilities were examined in both foodservice and events management context while the resources were considered in terms of economic, natural, human and social perspectives. The theoretical background consisted of a literature review from three perspectives: street food, sustainable development and facilities. The approach of three parts was from a general understanding to a more specific approach to the context of street food scene in Finland. A framework for evaluating "sustainable street food" scene was suggested by using the capital approach with a set of 24 thematic indicators of United Nations Economic Commission for Europe and other institutions. The qualitative explorative research was implemented through six interviews. There were four in-depth interviews from different stakeholders to generate the picture of sustainable street food scene in Finland. Two expert interviews, from street food and events management field; and sustainability and facility management field, were conducted to provide insights and understanding about the phenomenon. Content analysis was used to interpret the collected data. The results identified two main roles of facilities in supporting the sustainable street food scene. The first role is functional as providing space for products and experiences for a food event, which is the key feature of street food scene in Finland. The second is the promotional role of sustainable development, for street food and Finland also. For future research, a more detailed and thorough study for facilities of a specific location or event could be conducted to achieve the implementations.		
Keywords Facilities, street food, sustainable development, capital, resources, sustainability, Finland		
Miscellaneous		

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1 Introduction

“Street food and its makers are a part of the city food chain, a part of livelihood and a part of a lively, interesting city” is the confirmation of Jussi Pajunen, Mayor of Helsinki (cited by Streat Helsinki 2015). The statement does not only capture the character of Streat Helsinki Event 2015, but also the movement of street food in the Helsinki Food Culture Strategy as well as in Finland. Furthermore, coming from a nation that is labeled as “kitchen of the world” by Philip Kotler (Thanhniennews 2007; Tuong-Vi 2011), the father of modern marketing, the author has a considerable interest in the street food culture, which is the profound motivation for this thesis work.

Sustainability, which means the goal of the process of sustainable development, is now a vital focus of different stakeholders in society, from governments, corporations to normal “people’s daily lives” (Schaltegger, Burritt & Petersen 2003, 22; Pernecky & Lück 2013, 1). And it is regarded as “a wise orientation for humanity to follow” (Pernecky & Lück 2013, 1). Therefore, as the emergent development of the street food scene in Finland from Restaurant Day to Streat Helsinki Event in the last few years, the author aims at evaluating the scene towards that “wise orientation”, sustainable development direction. And the final aspect affecting the thesis topic is the academic background of the author. As a facility management student in Jyväskylä, the author wanted to examine its impact on that movement of the sustainable street food scene in Finland.

Combining all the above elements, the thesis investigates the roles of facilities in supporting the sustainable street food scene in Finland. The research question is:

“From the perspective of street food experts, how can facilities support the sustainable street food scene in Finland by utilizing available resources?”

It is examined from two aspects: promoting the local food produced in Finland and developing street food events in Finland towards sustainable events. The facilities in this thesis work are considered foodservice facilities and site facilities of events

management. In order to address the research question, the following objectives are set:

1. How is “sustainable street food” understood? Why and by whom?
2. What are the roles involved with street food (local food/ dishes and street food events) in Finland?
3. What are the current trends of sustainable development related to food and events in Finland?
4. Which kinds of resources are used to support sustainable street food from the perspective of stakeholders?
5. How do facilities (as in the context of events and foodservice) impact on the current street food scene in Finland? And how can they improve the Finnish street food scene towards the sustainable direction from the perspective of stakeholders?

The evolution of the street food culture in many capital cities of Europe has grown highly dynamic recently (The European 2013; QuickBite magazine n.d.). The involvement of younger people in a new food culture with an affordable price and a sense of fun is one reason, while the welcoming new ideas and experiences and the easier accessibility to international dishes are two other key factors that foster the development of street food in Europe according to Johnson, the founder of the British Street Food Awards (cited by UPB Products 2014). The street food movement in Europe varies from British Street Food Awards having handed out last five years to a series of street food events in Berlin, which was confirm “the food truck trend changed Berlin’s culinary scene forever” (British Street Food 2015; Food Festivals Europe 2013). And according to Ruotsalainen (2015), project manager of Street Helsinki Events, these changes have had a certain impact on the street food scene in Finland, particularly Helsinki.

Due to the context of street food scene in Finland, there appears to be little academic literature or theories about the street food culture for European or developed, high-regulated countries. However, there is an abundance of relevant information and data about street food and sustainable development separately, and they will be used as the profound academic foundation for the author to approach

the topic critically. The approach starts with the concept street food and critically explores its meaning, and moves on to the current trends of sustainable development. These two perspectives are then shown to support the definition and resources of “sustainable street food” in this thesis work. Finally, facilities and their impacts on the sustainable street food scene as foodservice facilities and event facilities are evaluated based on the framework developed in this thesis.

Based on the academic literature approach mentioned above, a qualitative exploration research method is applied. Due to the new and emerging information about the concept, in-depth, semi-structured interviews together with expert interview methods were utilized as the research method to capture ideas and insights about the topic from the perspective of elites and stakeholders. The sampling technique is quota sampling, with “control characteristics” such as age group, gender, nationality for in-depth interviewees and expertise (street food and events management expertise; and sustainability and facility management expertise) to provide diverse viewpoints and perspectives on the topic. Conventional, directed and summative content analyses are implemented to categorize themes, classify codes and interpret the meanings of all the six interviews. The result is presented in three parts parallel to the literature and theoretical basis: street food, sustainable street food, and facilities and sustainable street food. However, in each part, there is a distinction drawn between in-depth interviews and expert interviews due to the nature of each type.

2 Street food moving from Territories to Scenes

In order to approach the topic better, the first section examines “street food” starting with definitions from different sources. Then, its characteristics and roles in the Finnish food culture are presented in the scope of the thesis work. Next, the term “street food” is divided in the next two parts. The first one is about how “food” in the street is different from other “informal food distributions” in Finland from the past to the current famous Restaurant Day. And the last part concentrates on the “street”, and how “streets” with food becomes social places or now even a reason for tourist destinations, because it may well perfectly present a culture or a country, in this case is Finland.

2.1 Street food: Locations and Processes

According to Oxford University Press in Oxford Dictionaries (2015a), definition of street food in English is “Prepared or cooked food sold by vendors in a street or other public location for immediate consumption”. In Encyclopedia of Food Safety, Motarjemi, Moy, and Todd (2014, 271) add “beverages” and “fresh fruits and vegetable that are sold outside authorized market areas for immediate consumption” to the definition. Moreover, the consumption can be later, but the importance is “without any further processing or preparation”.

Taking one step further, during the Food and Agriculture Organization of the United Nations Workshop on Street Foods in Asia, which was held in Indonesia in 1986, ‘street food’ definition was agreed as a broad collection of “ready-to-eat foods and beverages” that are sold and perhaps occasionally even prepared in public places, especially streets and the meal “can be consumed where it is purchased or taken away” (Winarno 1986 cited by Winarno & Allain 1991). Two other significant characters of street food in this definition are “low in cost compared with restaurant meals” and “offer an attractive alternative to home-cooked food” (ibid.). Almost 20 years later, in a new Food and Agriculture Organization of the United Nations legislative study for Law development Office conducted by Jessica Vapnek and Melvin Spreij (2005, 76) expand the definition with “a wide variety of foods, drinks, ingredients and methods of retail and processing” and the accessibility “will depend on local eating habits and the socioeconomic environment”.

When the world is flatter due to globalization, the popularity of street food increases coming along with various definitions (Friedman 2007, 5). It can include the food served from “movable trucks”; “rooted loncheras”; or at “back alleys of markets, school premises, bus and railway stations, beaches, and parks” and its containers’ materials are noticed as “disposable plastic, paper and Styrofoam plates, bowls, cups and utensils” (Consumers International - Street Food 2015a; Gold 2012; Frazier 2011; Thomas 2012, 212). Figure 1 demonstrates layers of street food definitions becoming bigger and more general when combining all the definitions presented over time. There appears to be a lot of confusion and misunderstanding between street food, fast food and other similarities, which are distinguished more clearly in the following

part. In the scope of this thesis about street food in Finland, the street food is considered as food dishes and are served from kiosks, stalls and street food events; and partly local products, especially fruits like strawberries or blueberries at farmers markets.

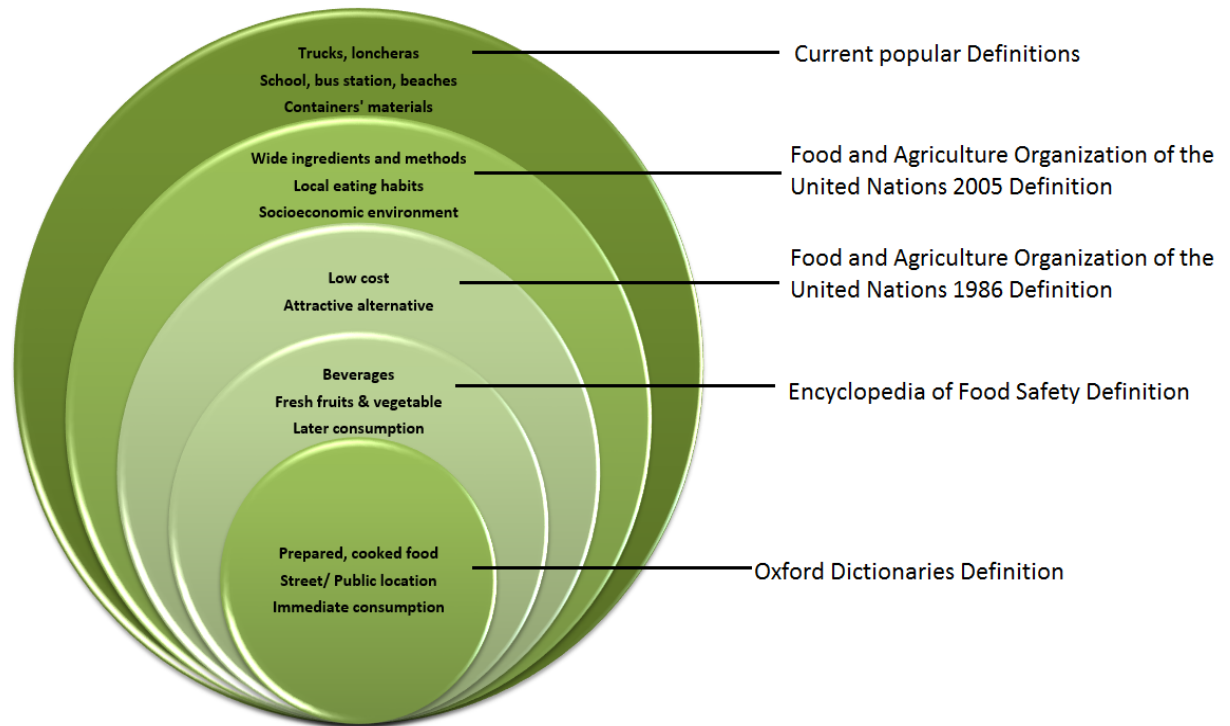


Figure 1. The layers of street food definitions from different perspectives (The author of the thesis)

The circle retains the core understanding of the food-making process and location of street food that are the same in all definitions: cooked food in public space for immediate consumption. Gradually, the definitions have changed that enlarge the sphere of influence into other ethical and social factors such as local ingredients, or eating habits. And the most current definitions involve in the marketability and 'scene' of the food. These changes of street food definition have reflected the shift from the limited and abstract "street and public place", without any particular ideas about facilities; to a bigger and more specific 'scene', in which the cultural awareness of places is clearly highlighted with facilities.

2.2 Street food in comparison with fast food, junk food and fast casual restaurant

Table 1 presents basic features of street food and the comparison between street food, fast food, junk food and a recently new stream, fast casual restaurant for the purpose of distinguishing their differences. The information is minimized and analyzed from Winarno and Allain (1991), Resnick (2010), Steyn and Labadarios (2011), Bayer (2014), Moskin (2014), The Economist (2015), Fredman (2015), Consumers International - Street Food (2015b), Oxford Dictionary (2015). Despite the same basic street food characteristics, the analyzed data in the table are mostly applied to street food from developing countries. However, street food in Finland has its own components that are discussed in the next section. The bold highlights in the table emphasize the outstanding features of street food.

Table 1. Characteristics of street food, fast food, junk food, fast casual restaurant (The author of the thesis)

	Street Food	Fast food	Junk Food	Fast casual restaurant
Definition In English Language Of Oxford Dictionary (2015)	“Prepared or cooked food sold by <i>vendors</i> in a street or other public location for immediate consumption ” (Oxford University Press 2015a).	“Easily prepared processed food served in <i>snack bars and restaurants</i> as a <i>quick</i> meal or to be <i>taken away</i> ” (Oxford University Press 2015b).	“Pre-prepared or <i>packaged food</i> that has <i>low nutritional value</i> ” (Oxford University Press 2015c).	“A subset of fast food offering <i>fewer frozen</i> and <i>highly processed</i> ingredients, more- <i>comfortable seats</i> , better coffee and (sometimes) <i>healthier food</i> ” (Moskin 2014).
Traits	“Serving one thing and serving it well” Authentic taste “Quite often, there are strong cultural ties”	Specialized menu with fewer types of options	Empty calories Poor content	High customization compared with fast food restaurants Distinctiveness in decoration, comfortable seats’

	Street Food	Fast food	Junk Food	Fast casual restaurant
Accessi-Bility & Pace	Generally fast, convenient (rarely line/queue) Immediate consumption	Quick, convenient Easily accessible	Quick, convenient, accessible	Fast service
Price	Low-cost	Inexpensive	Cheap	A little higher price compared with fast food
Order And Location	Outdoor A cart, kiosk A truck Temporary stands Fairs, marketplaces Transportation hubs Street, public places	Indoor Restaurants At a counter or drive-through	Almost anywhere they are sold Super-markets 24- shops Vending machines	Indoor Restaurants At a counter Some can order at table
Ingredient	Raw materials Fresh and local ingredients Diverse options Variety of preparation ways: e.g. frying, stewing, boiling, or baking.	Deep-frying Fat, cholesterol, sodium, refined sugars, other carbohydrate Some have salads, or vegetables.	Flavor enhancement Preservatives and artificial ingredients	Promise more “fresh” food Fewer frozen Highly selected ingredients (Compared with fast food)

It is quite popular to find hamburgers and pizzas in a Finnish grill kiosk, which easily causes confusion (Euromonitor International 2014a). The author wants to emphasize on the “strong cultural ties” quality of street food in comparison with other concepts (Bayer 2014; Winarno & Allain 1991). Furthermore, the ingredients, which are raw, fresh and local materials with variety of cooking method, make street food different from others (Winarno & Allain 1991; Resnick 2010, Steyn & Labadarios 2011, Bayer 2014, Moskin 2014, The Economist 2015, Fredman 2015, Consumers International - Street Food 2015b). These features highlight the exceptional traits of street food, which is able to represent a culture and support the local food production.

2.3 Street food in Finnish food culture

After presenting the definitions and features of street food in general, the author restricts the street food scene to Finland and Finnish food culture. Firstly, as regards the Finnish food culture, “food safety and purity” is seen as an asset, according to the Director General of the Finnish Food Safety Authority, Evira, (Aho cited by Tallberg 2013, 118). On the one hand, Finland has an internationally famous reputation for their food safety systems (Confederation of Finnish Industries 2015; Food from Finland 2012a; Helsinki Tourist Information 2015a; Ministry of Agriculture and Forestry 2009, 2). The Finnish Food Safety Authority Evira (2015a) strives to “ensure food safety, promote animal health and welfare, and develop the prerequisites for plant and animal production, and plant health.” On the other hand, Finnish people highly value the “purity, safety, full aroma and genuine flavor” of the food, for which they are willing to “pay a little extra for quality” (The 50 Best Restaurants in Finland 2006-2007 2006, 15; Tallberg 2013, 6; Food from Finland 2012b).

The environment of Finnish food culture mentioned above significantly impacts on the street food scene. However, street food also reflects the contexts of “regulation, politics, commerce, national identity and culture” of a place (Boyer & Hill 2012, 2; Coleman 2011, 1; Guptill, Copelton & Lucal 2013, 4). For instances, in Helsinki, in the eighteenth century, street food was served from mobile stalls and carts in an uncontrolled, tough living environments (Boyer & Hill 2012, 19). More than 200 years later from that day, through events like the Olympic 1952 in Helsinki, Café Ursula (Kaivopuisto), an early model of a ‘pop-up’ street food vendor, was designed for tourists. Then, World Design Capital 2012 Event concentrated on the Finnish food culture with Finnish design. They have proven the fact that street food now has gone beyond the food culture. Street food has learned to blend with the evolving and dynamic changes of Helsinki (ibid., 24, 47). Street food in Finland, particularly Helsinki, firmly confirms its role as “the arena that most clearly reflects the broader changes, and acts as a signpost as to future food cultures” (Boyer & Hill 2012, 35; Helsinki Tourist Information 2015b).

In the Finnish context, streets, or actually kiosks, stalls and marketplaces, where street food ‘survives’, serves two key purposes. Firstly, as the ‘food provider’

function, the food can be ice cream of a big food chain or fast food like hamburgers, pizzas and some Finnish local dishes of grill kiosks. And marketplaces, in Finland, are actually the gate to local, seasonal and fresh products from Finnish farmers, such as berries or game. This indicates the Nordic food movement, “authentic, natural food and wild ingredients” (Tallberg 2013, 6, 9, 35, 106; Maija & Tanttu 1988, 21; Boyer & Hill 2012, 43; Natural Nordic Nutrition 2014; Eat&Joy Maatilatori 2014).

Secondly, these street food locations are the place for people to interact socially with each other in the same culture and also with new cultures. Food plays its role as a tool in social life (Coleman 2011, 7; Guptill et al. 2013, 4; Gold 2012). Furthermore, tourists can ‘touch’ “iconic Finnish food over time”, such as karjalanpiirakka, kalakukko, ruisleipä, korvapuusti, mustikkapiiraka (Visit Finland 2015). The social role of street food and its journey is not only creating “a more positive image both locally and internationally” for Helsinki, but also Finland (Ville Relander cited by Boyer & Hill 2012, 39).

2.4 Street food as ‘informal food distributions’ in Finland

As mentioned in the previous part, Finland is famous over the world for its food safety. One specific example is the study of the European Food Safety Agency confirming, “The food in Finland is cleaner than anywhere else in the EU” (Yle 2013). This element strongly distinguishes the differences of Finnish street food in comparison with other Asian or African street food cultures. Street food in developing countries is focused on the most popular and dominant topics of food safety, like cholera control in Ghana 2014, food security, and regulations and controls, for instances in India, Zimbabwe or Thailand (Dring 2014; Winarno & Allain 1991; Vapnek & Spreij 2005, 76; Yatmo 2008, 391-392; Kraig & Sen 2013, xxxi; Njaya 2014, 19-20; Motarjemi, Moy & Todd 2014, 271). In contrast, food vendors in Finland must legally register for a license due to the highly regulated environment (Euromonitor International 2014a). One example mentioned in Helsinki Street Eats (Boyer & Hill 2012, 52) is the application process of a tender for 9 food trucks in Helsinki Spring 2012 involving more than 60 pages document. Some of the requirements for new food business are (ibid., 51)

- *A notification for setting up a new business from the National Board of Permits and Registration,*
- *Permits for using the space as a restaurant from the Building and Construction Control Agency,*
- *Hygiene license and a hygiene plan for the Food Safety Authority,*
- *Inspection and a possible emergency plan for the City Rescue Department,*
- *Possible terrace permit from the Public Works Department,*
- *Notification for the Police,*
- *Alcohol and liquor license from the National Supervisory Authority for Welfare and Health,*
- *And permits for playing music outdoors from the Environmental Administration.*

According to the categorizations, the author presents two ‘informal food distributions’ in the context of Finnish street food:

- kiosks/ stalls;
- farmers markets/ marketplaces.

Firstly, about kiosks and stalls, their sales value was in the order of €100 million in 2013. Besides ‘grill kiosks’ types with sausages, burgers and some local specialties, there are ice cream stalls/ kiosks of two main chains, Suomen Nestlé and Ingman Ice Cream. Ice cream stalls were dominated the sales in summer 2013 due to the weather. Seasonal ice cream stalls mostly serve during the daytime, in contrast, grill kiosks typically open during night time. While the most popular format is stand-alone kiosks with 74% of outlets, the most common kiosk operator type is independent. Comparing with chained stalls/ kiosks, the concentration on marketing of independent businesses is less. However, they compete on location and to some extent of price. (Euromonitor International 2014a.)

Secondly, at farmers markets or marketplaces in Finland, street food supports Finnish local food production and consumption, whereas, in developing cities, street food is the solution to food security (Tallberg 2013, 6, 9, 35, 106; Maija & Tanttu 1988, 21; Boyer & Hill 2012, 43; Natural Nordic Nutrition 2014; Eat&Joy Maatilatori 2014; Njaya 2014, 21; Dring 2014). It is estimated approximately 400 weekly marketplaces and about 800 annual market events in Finland, in addition to 700 festivals and fairs activities (Markkinanetti n.d.). The activities of street food in marketplace partly reflect and indicate Finnish food consumer. When it comes to food, Finns are willing

to “pay a little extra for quality” (Santander Trade 2015; The 50 Best Restaurants in Finland 2006-2007 2006, 15). By quality, Finnish people enjoy the natural taste and seasonal food, which proves by twenty million kilos of wild lingonberry and bilberry are sold every year in Finland (Tallberg 2013, 35). Finnish people truly care about the seasonal, natural ingredients; and want to know where the food comes from; and continuously search for domestic food products (The 50 Best Restaurants in Finland 2006-2007 2006, 15; Tallberg 2013, 6, 81; Mauja and Tantt 1995, 21; Euromonitor International 2014b; Helsinki Tourist Information 2015b; Santander Trade 2015).

One of the new business movements of street food as ‘informal food provider’ that has created a new idea about street food in Finland is Camionette Crepes food truck of Tio Tikka (Boyer & Hill 2012, 41). In 2012, with the support of social media community via Facebook, the owner gained the rights over the regulatory requirements to locate at one point of Helsinki and operate 24/7 (ibid., 42). The owner was excited in developing “a choice for people to eat well also late in the night”, and moreover, the truck kept the area of Lasipalatsi safe during the night (ibid.). This initial concept was not only impacted on the roles of street food with “food distribution”, but also significantly with public space. This simple example indicates how a concept of street food can influence on space, regulations, living environments and lifestyles of an area.

Street food can go beyond space. Restaurant Day or Ravintolapäivä, which is discussed in more detail in the next part. It proves how street food can connect people and go beyond national boundaries to become an international event, and also a tourist attraction. Thus, the definition of street food is not only minimized as an alternative food network linked to specific local cultural scenes, but also part of a broader network of cultural ideal that provide positive opportunities for tourist destinations.

2.5 Street food as tourist destinations in Finland

When starting the journey of exploring, learning and ‘feeling’ other cultures to understand how different they are from one’s own, one of the first important things that comes to mind is food. People learn about “identity, history, and social context cementing everyone together” of a culture by encountering “how they communicate with each other by tasting, sharing, haggling over, or rejecting food” (Kime 2007, 14; Coleman 2011, 1). And tasting street food is one of the best ways to experience a community, because it reflects, “traditional local cultures and exist in an endless variety” (Winarno and Allain 1991). More recently, tourists want to experience more local food, which results in the fact that ‘street’ food is evolving into a significant tourist attraction all over the world (Food and Agriculture Organization of the United Nations 2007, 2; Kraig and Sen 2013, xxx; Vapnek & Spreij 2005, 76; Stanley & Stanley 2015, 147; Santala cited by Helsinki Foodism 2015).

According to Stanley and Stanley (2015, 147), food tourism is one of the most rapid developing tourist sections. In Finland, food tourism activities can vary from mushroom-picking trips of Italians to wild lingonberries and blueberries-picking with tourists from Japan and China (Korpela 2007; Stenger 2013). However, one of the most internationally well-known food festivals of Finland is Ravintolapäivä, Restaurant Day. Due to highly regulated environment explained previously, it is not easy to have ‘pop up’ restaurants in Finland. Restaurant Day against this restriction gives everybody the opportunity to ‘pop up’ a foodservice to the public (Stanley & Stanley 2015, 147; Helsinki Tourist Information 2015b). Starting May 2011 with 45 restaurants, and in February 2015, it had 1375 restaurants over 34 countries (Restaurant Day 2015). It is a significant case of “how novel ideas are spreading the message of local food as well as becoming a major tourist attraction” (Stanley & Stanley 2015, 147).

The reason behind its worldwide success is social experiences in places of encounter. Restaurant Day highly emphasizes the social role of food and its encounter in a specific place. It concentrates on the relationship-building and socio-cultural involvement around food. As Helsinki Street Eats puts it (Boyer & Hill 2012, 44-45):

The event genuinely changes peoples' social relationships—if only for a short period of time—as people don't just do business and transactions with each other, but often engage in richer social encounter because of the authenticity and personality of the situation where food is sold and consumed.

Four times a year, Ravintolapäivä dominates the time dimension of street food events. About the place dimension for social experiences of food, it is markets. “The Helsinki market squares and food markets should be places to meet people and socialize, not only to buy groceries and consume food” according to Relander, Project Manager of Culinary Culture Strategy of the City of Helsinki (Boyer & Hill 2012, 45), and also to exchange cultures. City of Helsinki (n.d.) has promoted different wholesale markets in their website with visual and updated information as can be seen in figure 2 as the Food Strategy of the City.

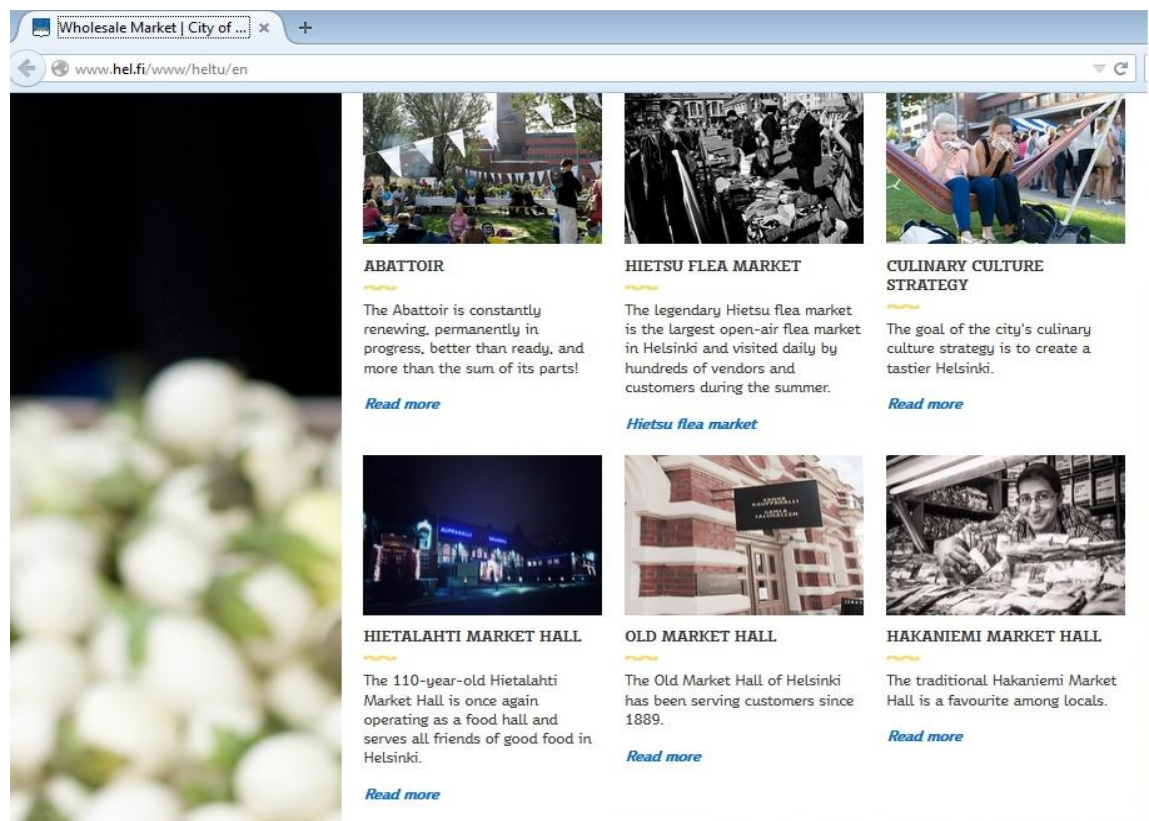


Figure 2. Promotion marketplaces on the website of City of Helsinki government (adapted from City of Helsinki n.d.)

Marketplaces in Helsinki serve approximately three millions tourists every year who want to experience a typical Finnish “coffee with a doughnut (or cinnamon bun), enjoyed at a market square” (Guardian Readers 2011; Boyer & Hill 2012, 43; Tallberg 2013, 93; Helsinki Tourist Information 2015b). Kauppatori ranks as top 10 food markets in Europe with Finnish specialties like herring, salmon and reindeer (Beanland 2014). Within top #50 ‘things to do in Helsinki’ in Trip Advisor (2015a; 2015b; 2015c), there are three market places: Hakaniemi Market Square, Old Market Hall (Vanha Kauppahalli) and Kauppatori. Some of the positive comments from Trip Advisor (2015a; 2015b; 2015c) are, “a great place to try something you haven’t eaten before” of Jolyon67 (2014); “a unique and unforgettable feast for all the senses” of staghornflat (2014); or “Traditional architecture with a local market” of Man Fai L (2015). Marketplaces with Finnish berries (according to some definitions presented, fruits are still considered as street food) and local specialties, strongly reflect Finnish culture to visitors from all over the world.

In summary, as cooked food in a public place for immediate consumption, street food has evolved itself in different forms in order to be suitable to a specific social and local context. The feature of “raw, fresh and local ingredients” of street food entwists with the great appreciation of purity, and genuine flavor of Finnish culture. However, in Finland, a high-regulated developed country, the regulations of food safety have a strong impact on the street food scene. Generally, street food plays two key roles in the Finnish food scene, as an ‘informal food provider’ and a base for social interactions. As the consequence of the economic, legal and social environment of Finland, street food scene in Finland highly concentrates on the social gathering events like Restaurant Day or Street Helsinki. The events emphasize on the feature “strong cultural ties” of street food. In addition to social gathering goals, these events are becoming the promotion for Finnish culture and also the occasion to unite different cultures. They allow street food to function its social role and moreover, also as tourist attractions of Finland.

3 Sustainable street food scene

3.1 Definition of sustainable development

When writing his book, Sunil Shah (2007, 12) estimated approximately over 500 definitions of sustainable development and sustainability from different institutions and organizations and they still keep emerging. However, the approach to sustainable development in this thesis is kept as simple as possible in order to be a tool to measure and support sustainable street food scene in Finland. One of the most solid and worldwide well-known definitions of sustainable development is “to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs” and it “requires meeting the basic needs of all and extending to all the opportunity to fulfil their aspirations for a better life” in Our Common Future Report of, so-called Brundtland Report of the United Nations World Commission on Environment and Development (1987, 40).

Developing from that profound beginning, since the Conference on Environment and Development in Rio de Janeiro 1992 of the United Nations, there has been a crucial change in the understanding of sustainable development. Due to the needs of developing countries, and greatly impacted by the Millennium Development Goals, the new sustainable development concept of United Nations emphasizes three elements; “economic development, social equity, and environmental protection” presented in figure 3, which was reaffirmed in World Summit 2005 (United Nations 2002, 1-2; United Nations 2005, 2, 12; Drexhage and Murphy 2010, 2, 8-9). Even though the model of three pillars, known as the “triple bottom line” has been developed and widely accepted, sustainable development is still mostly concentrated and considered as an environmental concern (Shah 2007, 12).



Figure 3. The sustainable development model of three pillars (adapted from United Nations 2002, 1-2; United Nations 2005, 2, 12; Drexhage and Murphy 2010, 2, 8-9)

Recently, in the latest publication, Conference of European Statisticians Recommendations on Measuring Sustainable Development, the perception of 'sustainable development' in the second decade of twenty first century concentrates on human well-being. Human well-being does not only focus on "consumption of goods and services", but also "people's functioning and capabilities" (United Nations Economic Commission for Europe, Organisation for Economic Co-operation and Development, & the Statistical Office of the European Union 2014, xiii, 5). The Recommendation suggests three new aspects of sustainable development based on Brundtland Report. They are "here and now", "later", "elsewhere", which means human well-being of the existing generation in one specific nation, the well-being of the coming generations, and the well-being of the other countries respectively (ibid., xiii, xvii-xix). And from that base, they define 'sustainable development' as "making choices between using resources to maximize current human well-being or preserving resources for future use; or between maximizing the human well-being of one country at the expense of others" (ibid., xiii). This current approach accompanies with the meticulous attention for sustainable development measurement.

3.2 Measurement of sustainable development

The debate of sustainable development has now shifted to measurement and assessment currently that different governmental institutions, professional associations and environmental organizations have tackled and developed diverse measurement tools, frameworks and indicators for sustainable development (Drexhage & Murphy 2010, 11; Magee, Scerri, James, Thom, Padgham, Hickmott, Deng, & Cahill 2013, 226; United Nations Economic Commission for Europe et al. 2014, xiii). However, there are two significant issues concerned with the measurement of sustainable development at the moment. First, the apparent similarities are widespread, which leads to a considerable need for the harmonization of frameworks (ibid.). Consequently, there are successive and continuous revised publications Measuring Sustainable Development of United Nations with other institutions.

The second aspect was introduced by Joy Hetch (2007, 12) in his report to the US Environmental Protection Agency about the clarity and feasibility of the indicators or frameworks in the solving process with sustainable development.

While much discussion and effort has gone into sustainability indicators, none of the resulting systems clearly tells us whether our society is sustainable. At best, they can tell us that we are heading in the wrong direction, or that our current activities are not sustainable. More often, they simply draw our attention to the existence of problems, doing little to tell us the origin of those problems and nothing to tell us how to solve them.

To suggest a solution to two issues mentioned above, in the latest publication 2014, Conference of European Statisticians Recommendations on Measuring Sustainable Development introduces a framework with a substantial number of indicators. Table 2 categorizes the differences among three sets of indicators. The publication has extensive different sets of indicators with the purpose of providing a flexible guideline for different countries but also a general standard for international comparison (United Nations Economic Commission for Europe et al. 2014, xiv, xv). In the circumstances of the thesis work, to evaluate sustainable development of the street food scene in Finland, the author utilized the themes that are used to evaluate

the capital of human well-being. More details are discussed and justified further in the part “Sustainable street food”.

Table 2. Three sets of sustainable development indicators introducing in Conference of European Statisticians Recommendations on Measuring Sustainable Development (2014, xiv, xvii).

SET OF 60 INDICATORS	SET OF 90 INDICATORS	SET OF 24 POTENTIAL INDICATORS (used for Sustainable street food scene in Finland)
Based on conceptual base	Selected on a thematic base	Thematic categorization
Information concentrating on the well-being in accordance with three dimensions “here and now”, “later”, “elsewhere”	Encompassing more detailed policy valid indicators	Communicating the key messages and ideas to public and governance more efficiently Using for international comparison

3.3 Sustainable development in Finland

Since 1990, sustainable development has been considered carefully and importantly in the policy and program of Finnish authorities (Ministry for Foreign Affairs of Finland 2015; Finnish National Commission on Sustainable Development 2008, 2; Ministry of the Environment, Ympäristötiedon foorumi, Rio +20 United Nations Conference on Sustainable Development, & Finnish National Commission on Sustainable Development n.d., 25; Finnish Tourist Board 2011). Finnish National Commission on Sustainable Development that is accountable for sustainable development strategies for Finland was established in 1993, (Finnish National Commission on Sustainable Development 2008, 2, 8; Finnish Tourist Board 2011; Ministry of the Environment et al n.d., 25). Then, in 1998, Finnish Government officially published “The Government Programme for Sustainable Development”, one

specific guideline is 'From Here to Sustainability' (European Sustainable Development Network 2015; Finnish Tourist Board 2011; Ministry of the Environment 2009, 28).

Few concrete facts from history just prove the strong commitment and intense involvement of Finland in sustainable development. The latest national strategy of Finnish National Commission on Sustainable Development was officially approved in 2013 'The Finland we want by 2050 – society's commitment to sustainability' (Ministry of the Environment 2015; The Global Network of National Councils for Sustainable Development 2015). The vision of the proposal is "a prosperous Finland within the limits of the carrying capacity of nature" aiming at four main themes (Ministry of the Environment 2015; The Global Network of National Councils for Sustainable Development 2015; Ministry of the Environment 2009, 15). Four themes are "the use and protection of natural resources", "communities and regional structure", "well-being of citizens", and "Finland as a global actor and bearer of responsibility" (Ministry of Environment 2009, 15). In addition to the strategy, in 2010, the national website about Finnish sustainable development indicators with eight categories was launched, indicator.fi (Prime Minister's Office and Statistics Finland 2015; Ministry of the Environment 2015; The Global Network of National Councils for Sustainable Development 2015; European Sustainable Development Network 2015).

According to Ministry of the Environment (2009, 45) and Fischer (2007, 95), in Finnish community, environmental awareness and attitude towards sustainable development is highly spreading. With the approach known as 'Finnish model', which means "broad-based, multi-stakeholder participation is combined with high-level political leadership", the operating and monitoring system is well developed (Ministry of the Environment et al n.d., 25; Fischer 2007, 95). While the innovation like Finnish cleantech program is growing and planning to expand "into a cornerstone industry", there was little changes in the consumption placing sustainable development context (Ministry of the Environment et al n.d., 6; Ministry of the Environment 2009, 45).

3.4 Sustainable food

Before approaching the idea “sustainable street food”, sustainable food is presented. There is no legal or official definition of “sustainable food”; however it is generally considered and understood as a sustainable food system (Sustain 2013). According to official institution like European Commission (2015) or British Sustainable Development Commission (2003, 3), define “sustainable food” through “a ‘sustainable’ food system” that meets the extent of sustainability. Sustainability in the context means the using of resources level that “do not exceed the capacity of the Earth to replace them” (European Commission 2015). They cover a wide range of issues: from food security, food availability, health, safety to renewable energy, biodiversity, water quality, climate change (European Commission 2015; Sustainable Development Commission 2003, 3; Clutterbuck & Thompson n.d.). Informally, Charlie Clutterbuck and Nancy Thompson (n.d.) identify on their website “sustainable” food as the balance of food matters about diverse health, environmental and social issues. Local and organic food are one of the aspects belong to the debate of “sustainable food”, besides animal welfare, carbon labeling, etc. (ibid.).

Food as a system draws in core concerns of sustainability and carbon, health and well-being, ethical consumerism, logistics and transport, retail, cultural consumption and production, regional and national identity, as well as increasingly focusing on the social and cultural aspects of food and eating.

As Bryan Boyer and Dan Hill (2013, 34) state the extension of food and sustainability in the above citation, Guptill and her colleagues (2013, 162) explain three major reasons why a food system can have that intense involvement. They indicate that food is “emotionally resonant”, “accessible to ordinary people”, and “the intimate commodity” (Guptill et al. 2013, 162; Winson 1993 cited by Guptill et al. 2013, 162). These features support why food should be a key element to sustainable development. “We all have to eat to survive, but how do we eat in a way that the Earth, the source of all our food, survive too?” as Rachel Corn puts it. Moreover, in Brundtland Report (United Nations World Commission on Environment and Development 1987, 19) states “global agriculture has the potential to grow enough food for all, but food is often not available where it is needed”. They are two significant reasons why food system needs to be more sustainable.

Andrews (2008, 19) states “that there is no future for gastronomy without awareness of the environmental context”, or actually the awareness towards the sustainable development directions. While the world is enquired a better model for more healthy and sustainable food (Dring 2014), at the heart of Finnish food production chain is “responsibility and sustainable development” (Tallberg 2013, 81). It requires the food production “to be sustainable from a socio-political, economic and environmental point of view”, which is the base for which future food chains are to be developed from available natural resources (ibid.). Sami Tallberg (2013, 81) mentions seven categories of sustainability that the Finnish food production contains, “environment, animal welfare, product safety, nutrition, welfare at work, local welfare, economic responsibility”. Just as mentioned above in ‘sustainable food’ definition, “organic, local food is becoming an integral part of the Finnish food culture” (ibid, 106.). In addition to the whole market and food industry in Finland are now impacted by small, customer-oriented businesses who concentrate on sustainable and rural development aiming at adding new value to consumers (ibid.). Due to the limit of the thesis work, sustainable food in street food is only evaluated from the locality, Finnish produced food.

3.5 Sustainable events

Events related to street food are, generally, community events, which are “themed public occasions designed to celebrate valued aspects of a community’s way of life” (Douglas & Doughlas 2001, 358 cited by Presbury & Edwards 2010, 164). They are significant to civilizations all around the world because they reflect “community values, visions, and hopes, and speak of the environments in which they take place” (Pernecky & Lück 2013, 1; Pernecky 2013, 15; Gibson & Connell, 2011 cited by Pernecky & Lück 2013, 1). Like street food, events are a microcosm of time and space of a place, in which “social, political, cultural, economic, historical, and psychological dimensions” are well revealed (Pernecky 2013, 15; Harre 2013, 259). Restaurant Day, and Street Helsinki are two typical examples of street food events in Finland.

Sustainable events have two meanings. One is about the events that promote sustainability and the other broader meaning is about industry macro-perspective, which undertakes events in managerial level (Pernecky 2013, 20-21). “Sustainable

events” term in this thesis demonstrates the second aspect, which puts events in sustainable development context. It means “events need to be managed so that possible negative impacts are minimized” and positive impacts are enhanced (Pernecky 2013, 21; Cave, Robinson & Locke 2013, 154; Presbury & Edwards 2010, 161). Sustainable events should guarantee economic income for the event organisers; preserve local tradition and heritage; protect environment and provide a valuable and pleasant experience for local citizens and tourists (Heitmann & Lorant, 2010 cited by Cave et al. 2013, 154).

According to Backer (2012); Wheeler (1994), cited by Pernecky and Lück (2013, 5), there is an increasing need for sustainable events development. However what it actually involves remains relatively ambiguous. While the environmental and economic aspects of events have been examined a lot in the past, the social sustainability has not been well addressed in social science (Dillard, Dujon & King 2009 cited by Pernecky and Lück 2013, 6). Despite these facts, there are certain impacts of events on the “triple bottom line” of sustainable development, which are presented in table 3 (Presbury & Edwards 2010, 166). In addition, some international systems and also guidelines specifically targeting the events industry have been prepared and published for more “sustainable events”. Some examples are International Organisation for Standardisation 20121:2012; APEX standard of the US Convention Industry Council; the British Standard BS 8901; Copenhagen Sustainable Meeting Protocol, or Green Seal guidelines (Budeanu & Støle 2013, 163; Pernecky 2013, 21).

About sustainable events in Finland, Greening Events Project, a cooperative venture of Helsinki, Espoo and Vantaa cities, was launched from 2012 to 2014 (Greening Events n.d.). This project aimed at the ways to “develop the environmental management in events in the metropolitan area” (Greening Events n.d.). The outcome of the project, “an environmental guide giving event organizers practical guidelines on sustainable events”, was published on the City of Helsinki website (City of Helsinki Environment Centre 2014, 3; City of Helsinki 2014). This guide addresses all environmentally-related issues of organizing an event. There are feasible guidelines for “site selection, logistics, procurement; energy consumption; noise; sustainable catering; food safety and waste management” (City of Helsinki 2014). It

suggests the sustainable direction of events management in Helsinki particularly, and also in Finland.

Table 3. Potential socio-cultural, environmental and economic impacts of events
(Adapted from Allen et al. 2008 cited by Presbury & Edwards 2010, 166)

	POSITIVE IMPACTS	NEGATIVE IMPACTS
SOCIAL AND CULTURAL	<ul style="list-style-type: none"> – Shared experiences – Revitalisation of culture and traditions – Increased community participation and pride – Introduction of new and innovative ideas – Respect for other cultures 	<ul style="list-style-type: none"> – Community alienation – Manipulation of community values and traditions – Poor social behavior – Substance abuse – Social dislocation – Loss of amenities – Increased crime
ENVIRONMENTAL	<ul style="list-style-type: none"> – Showcasing the environment – Renewal of urban and natural environments – Providing models of best practice – Increased environmental awareness – Extend local infrastructure – Improved transport and communication 	<ul style="list-style-type: none"> – Environmental damage – Pollution – Destruction of heritage – Noise disturbance – Traffic congestion – Overuse of sensitive sites and natural resources
ECONOMIC	<ul style="list-style-type: none"> – Destination promotion and increased tourist visits – Extended length of stay – Higher yield – Increased revenue – Job creation – Source local products 	<ul style="list-style-type: none"> – Loss of authenticity – Damage to reputation – Exploitation – Inflated prices – Opportunity cost – Community resistance – Community burdened with the cost of the event

3.6 Sustainable street food

Features of street food and sustainable development are illustrated during two preceding sections. They reflect the role of street food and sustainability in Finnish food culture movement. In addition, the current trends and directions of food and events are demonstrated. These facts result in a substantial requirement for Finnish

street food to develop in a sustainable way. There appear to be scarce academic theories for sustainable street food, especially for a well-developed and high-regulated country like Finland. In the extent of this thesis work, sustainable street food scene will be emphasized and analyzed from two significant aspects: to promote local food produced by Finnish farmers and enhance street food events to be more sustainable.

From the perspective of sustainable development, the thesis concentrates on how the current capital resources can be used in a sustainable way to support the sustainable street food scene in Finland, from the perspective of experts. Because the human well-being at the moment and in the future “crucially depends on how society uses its resources” (United Nations Economic Commission for Europe et al. 2014, 6). United Nations Economic Commission for Europe and the other joint institutions (2014, 6) define capital as “A stock or resource from which revenue or yield can be extracted”. It is not just material or physical resources, but also includes “knowledge, the quality of the natural environment, the quality of social and institutional structures” (ibid.).

This method is called “capital approach”, which “comprises economic, human, natural and social capital” (Arrow et al., 2010 & United Nations Economic Commission for Europe 2009 cited by United Nations Economic Commission for Europe et al. 2014, 6). Figure 4 indicate four capitals in relation to human well-being more precisely (United Nations Economic Commission for Europe et al. 2014, 7). Evaluating the four capitals addresses sustainable street food scene in Finland as an orientation. It refers to “sustainability as orientation”, which means the approach is “in a normative and evaluative sense, as something positive – a norm towards which we (‘we’ being society, industry, organisations, and governments) should strive” (Backers 2012 cited by Pernecky & Lück 2013, 22).

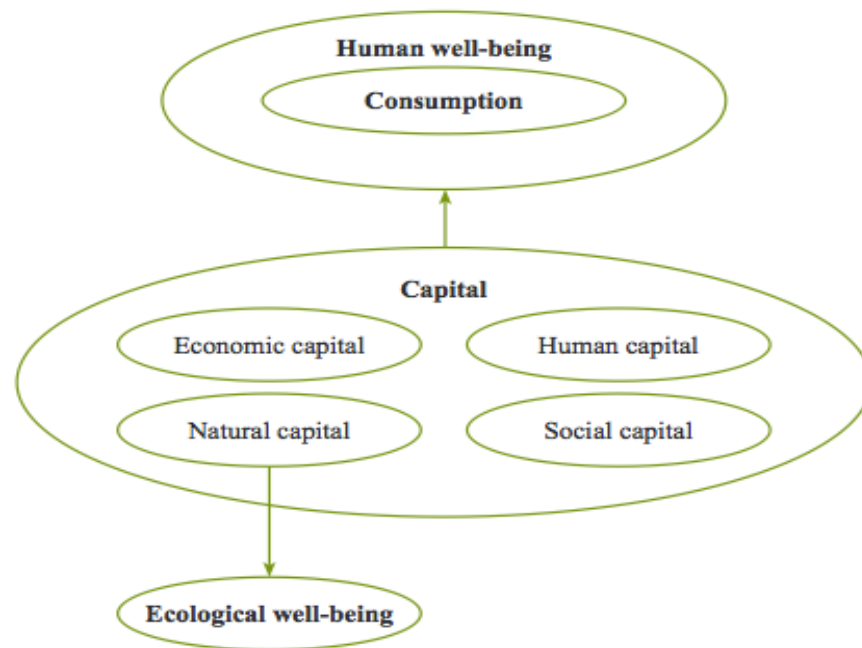


Figure 4. Capital and human well-being (adapted from United Nations Economic Commission for Europe et al. 2014, 7)

The thesis work adapts some suitable indicators of 24 thematic sustainable development suggested in the measuring capital of the United Nations Economic Commission for Europe and other institutions recommendation (2014, 124-133) as the main guide. In addition, the background information about sustainable events in “Sustainable event management: A Practical Guide” of Meegan Jone (2010); and “Understanding the Sustainable Development of Tourism” edited by Janne J. Liburd and Deborah Edwards (2010) are utilized as guidelines to create the following framework. The framework (Table 4) is implemented for both food and event aspects of sustainable street food scene. The framework identifies the relevant elements of street food scene in Finland to evaluate and orient it towards a sustainable development direction. Instead of using all indicators, which is impossible in this scope of work, justifications are presented for the suitable ones. The statistic is not applicable to explore the topic so themes and subcategories of qualitative data are applied.

Table 4. Framework of relevant factors of sustainable street food in Finland with the justification adapted from United Nations Economic Commission for Europe et al. (2014, 124-133), referred as UNECE in the table (The author of the thesis)

JUSTIFICATION AND EXPLANATION		RELEVANT FACTORS OF SUSTAINABLE STREET FOOD
ECONOMIC CAPITAL		
Physical Capital	Physical capital generally relates to machinery, equipment, buildings and infrastructure (UNECE 2014, 133).	<ul style="list-style-type: none"> – Foodservice facilities – Event facilities
Knowledge capital	Knowledge capital can include intellectual property product, research and development, computer software and database; and entertainment, literary or artistic originals (UNECE 2014, 123). It focuses on the expertise of professionals and specialists.	<ul style="list-style-type: none"> – Knowledge and expertise of street food, events management, sustainability, facility management – Entertainment, literary or artistic originals
Financial Capital	Financial capital is the financial assets that can be accessed and used (UNECE 2014, 133).	<ul style="list-style-type: none"> – Financial assets – Funds – Investment
NATURAL CAPITAL		
Energy resources (Input)	Energy resources means about the total stock that can be used (UNECE 2014, 132). In 'street food scene', they are considered as the energy input for events. However, the thesis only focuses on electricity, water and heating system.	<ul style="list-style-type: none"> – Electricity supply and management – Water supply and management – Heating system of the events
Waste (Output)	How waste is managed have an impact on the overall sustainability of the big picture (Jones 2010, 299). The overall perspective is the waste management system while biodegradable waste focuses on small cutlery or other facilities.	<ul style="list-style-type: none"> – Waste management system – Biodegradable waste

HUMAN CAPITAL		
Labour	The thesis uses “the participation rate” as the key indicator for sustainable street food scene in Finland.	<ul style="list-style-type: none"> – Farmers – Owners of the stalls/ Kiosks – Staff of the events
Education	In terms of sustainable street food, the education capital is about knowledge and the accessibility to knowledge of the public. Knowledge can be cultures, sustainable development; nutrition, healthy eating, local food production, etc.)	<ul style="list-style-type: none"> – Source of the knowledge (e.g. participations, expertise of the speakers, length of the events, etc. – Accessibility to the knowledge (e.g. free-entry workshops, conferences, leaflets, flyers, free publication, etc.)
Health	Health is generally not a main aspect of human capital. Human capital typically is considered “people’s skills and competencies” (UNECE 2014, 41). Consequently, the thesis work eliminates health from the human capital of sustainable street food scene.	
SOCIAL CAPITAL		
Trust	Two forms of trust: within the subsections like neighbourhood; and between groups (UNECE 2014, 132). It supports develop a network that benefits to whom are part of it (UNECE 2014, 43). In sustainable street food scene, it is considered as association of farmers or street vendors to support their activities.	<ul style="list-style-type: none"> – Associations – Projects/Events gathering street food workshops like Street Helsinki or Restaurant Day
Institutions	Quality of the institutions is considered (UNECE 2014, 132). In Finland, particularly Finnish Food Safety Authority Evira is responsible for food safety. However, in this section, the capital is considered as all the regulations, laws and licenses of all Finnish authorities applying for food business and events management.	<ul style="list-style-type: none"> – Start up business notification – Hygiene license – Emergency plan – Terrace permit – Police Notification – Alcohol and liquor license <p>(some of the examples from Boyer & Hill 2012, 51)</p>

4 Facilities and the sustainable street food scene

Street food has the power to reclaim the public space and proves that “good food doesn't need to be eaten in a Michelin-starred restaurant” (The Independent 2011). Particularly with Helsinki, Boyer and Hill (2012, 43-44) have one comment on their Helsinki Street Eats publication on how the facilities of street food create impacts. Instead of presenting official, formal definitions of facilities, the thesis work uses these two following viewpoints to examine the roles of facilities in approaching sustainable street food. First, facilities as food service facilities in Finland, as a micro level, are investigated. Then, facilities in the context of events management, which is considered as a macro level, the patterns of an area. Even though the limit of the facilities definition is set in the thesis work, there is still a wide range of issues related to facility management, from safety and security, fire to crowd management. While the foodservice facilities are broken into three subcategories: construction; food facilities: and design and decoration, facilities in event organizing context concentrates on two relevant elements, location; and waste facilities. These relevant focusing subcategories support a specific approach and evaluation for the sustainable street food scene in Finland.

The format of food retail and consumption can have direct effects on urban experience and space, at both the micro level—the kiosk in the square—and the macro level—the patterns of housing location and transit. In that sense, perhaps a richer set of street food concepts in Helsinki would be able to expand the way the city's space is used, opening up a wider range of possibilities for urban culture, for entrepreneurs, for policymakers, and for citizens. (Boyer & Hill 2012, 43-44.)

4.1 Foodservice facilities for street food

Street food can be served from kiosks, stalls, booths, public place to moveable truck or loncheras. They can be temporary for an event or permanent foodservice facilities. In this section, three parts of foodservice facilities are briefly presented: construction, food facilities, and design & decoration. Firstly, about construction of a temporary or permanent kiosk, general requirements are adequate space and site selection that prevent food contamination; floors, walls, and ceilings for food protection and cleaning purpose; ventilation; then, water supply, electricity supply

and foul drainage, etc. (Department of Health and Human Services State of Tasmania 2012, 3; Seabrook 2000, 117; Birchfield 2008, 253). However, the construction is not applied for food trucks. Next, food facilities, considering as cooking equipment and machinery, are important and vital to both food stands and food trucks. The equipment and machinery must be well-equipped to ensure the process from cooking; food holding and storing; food handling; waste disposal (Temecula Valley Convention and Visitors Bureau n.d.a). The foodservice equipment significantly depends the menu that owners decide to serve (Fitzgerald 2006, 101). Particularly, Finland has developed in construction and food facilities by 1937, the internal design of kiosks in Helsinki had constructed “facilities for electricity, running water, drainage, a boiler to heat the water, alongside space for other essential equipment” (Boyer & Hill 2012, 26).

The strict Finnish regulation and requirement of foodservice business have been mentioned in the previous parts. However, food legislation is the most demanding and challenging product group of the European Union, and particularly the Finnish legal framework (Finnpartnership n.d.). All outdoor food sales in Finland must comply with the “national outdoor food sales instructions” that are issued by the Finnish Food Safety Authority Evira (City of Helsinki 2013). Although foods sold at low-risk operations like “school bazaars, church coffee parties, sports society sausage grilling at local sporting events” do not need to make a report to city of Helsinki, Evira still ensures “the consistency of the food controls” to small scale activities (City of Helsinki 2013; Finnish Food Safety Authority Evira 2015b). The reasons of all the instructions are to keep food hazards from happening and to “control foodstuffs-related health conditions” (City of Helsinki 2013).

The legislation of food hygiene proficiency in Finland is regulated by two official documents: General food hygiene regulation (852/2004/EU) and National Food Act (23/2006) (Finnish Food Safety Authority Evira 2012). Due to the language barrier, the author just presents the requirements for movable and/or temporary premises of (REGULATION (EC) No 852/2004 L. 226/17) in the following italics paragraph. Finnish foodservice facilities are required to comply with these requirements:

1. *Premises and vending machines are, so far as is reasonably practicable, to be so sited, designed, constructed and kept clean and maintained in good repair and condition as to avoid the risk of contamination, in particular by animals and pests.*
2. *In particular, where necessary:*
 - a. *appropriate facilities are to be available to maintain adequate personal hygiene (including facilities for the hygienic washing and drying of hands, hygienic sanitary arrangements and changing facilities);*
 - b. *surfaces in contact with food are to be in a sound condition and be easy to*
 - c. *clean and, where necessary, to disinfect. This will require the use of smooth, washable, corrosion-resistant and non-toxic materials, unless food business operators can satisfy the competent authority that other materials used are appropriate;*
 - d. *adequate provision is to be made for the cleaning and, where necessary, disinfecting of working utensils and equipment;*
 - e. *where foodstuffs are cleaned as part of the food business' operations, adequate provision is to be made for this to be undertaken hygienically;*
 - f. *an adequate supply of hot and/or cold potable water is to be available;*
 - g. *adequate arrangements and/or facilities for the hygienic storage and disposal of hazardous and/or inedible substances and waste (whether liquid or solid) are to be available;*
 - h. *adequate facilities and/or arrangements for maintaining and monitoring suitable food temperature conditions are to be available;*
 - i. *foodstuffs are to be so placed as to avoid the risk of contamination so far as is reasonably practicable.*

Finally, design and decoration are significant to foodservice facilities. The special feature of food and beverage facilities in the relation with customer satisfaction is more subjective, which relies more on intangible factors like environment “to enjoy a meal experience” (Ransley & Ingram 2000, 12, 16). As a social place mentioned earlier, street food facilities design and decoration constructing for social relation have to be “underpinned by lots of real conversation and human contact” (Gray 2004, 22). The conversations between sellers and guests, guests and guests do not need to be long, but they increase the engagement and involvement. Although “our mood for food is accommodated by instinct”, uncomfortable environment does have the power to intercept our moods (ibid., 14, 16).

4.2 Facilities and events

Facilities, in the context of events, a social place, are derived from human contact. However, social life in each culture is different, which depends on the weather, custom, and traditions and the built environment (Gray 2004, 22). In Finland, Johanna Mäkelä (cited by Boyer & Hill 2012, 42) states, “the squares seem to be very influential and meaningful places in Helsinki”. As an organized pattern, stalls and kiosks in the squares can suggest “the way for other businesses and initiatives to further engage dwellers and reinvigorate the area” (ibid.). Finnish culture is the same as other traditional European cultures, where public squares are places of “socialization and congregation” (ibid.). Particularly regarding Finnish squares in Helsinki, “the image of the city is being constructed by these simple stalls” (ibid., 43). Millions of tourists visit these kiosks every year with the expectation to experience traditional Finnish coffee and cinnamon rolls or doughnuts, or berries and other local dishes (ibid.).

In the normal daily life, the patterns of kiosks and stalls facilities influence on the social engagement and experience of a place to a certain extent as mentioned above. However, when it comes to managing facilities to organize an event, the consideration for operation is more substantial. In the language of event management, the term ‘site’ is used for outdoor spaces while ‘facility’ is adopted extensively, especially in North America with the meaning, ‘sport facility’ or ‘convention facility’ (Wagen & White 2010, 40). The suitability of a site for an event depends on two aspects: the functionality and the suitability for creative purposes (ibid.). In addition, from the perspective of facilities, certain key areas must be addressed and taken into consideration in terms of events, facilities and risks, which is summarized based on different sources in table 5. Besides the event manager, who “must remain at the event and be contactable at all times”, a space has to operate as “the event management centre or operations centre”, which must be staffed and able to communicate with the all departments and responsible people in the course of the event in case of an emergency (ibid., 267).

Table 5. The aspects of events, facilities and risks should be taken into consideration in events management (Adapted from Wagen & White 2010, 42, 256; Health and Safety Executive 1993, 3 cite by Bladen, Kennel, Abson, & Wilde 2012, 195).

EVENT	FACILITIES	RISK/ HAZARD
Creative theme or image required	Venue and site design and management	Fire safety
Estimated number of attendees	Facilities for people with special needs	Plant and equipment
Audience composition	Food & beverage facilities	Hazardous substances
Staging	Transport management	Electrical equipment
Budget parameters	Accessibility	Spills
Competition requirements	Medical, ambulance and first-aid management	Stacking of unbalanced heavy items
Timing (including availability and access for set-up and breakdown)	Electrical installations and lighting, including special effects and pyrotechnics	Moving vehicles
Communication procedures	Performers, TV and media, staging facilities	Hold-ups
Crowd management	Waste facilities	Threats to visitor/ spectator/ staff safety
	Sanitary facilities	
	Structures and barriers	
	Noise and vibration	
	Capacity of site or venue	
	Location	

4.3 Facilities and sustainable street food

With the purpose to examine the role of facilities in supporting sustainable street food, table 6 is generated. Depending on the features of each capital, suitable aspects of foodservice facilities and event facilities are classified based on the judgement of the author from a critical standpoint of the theoretical basis. The data is proposed from relevant factors of sustainable street food and the aspects of facilities mentioned in the previous parts. Facilities are examined in both

foods services (construction, food facilities, and design & decoration) and from events management context.

Due to the limited resources of the thesis work, event facilities concentrate only on these two aspects: location; and waste facilities. Firstly, location is significant to street food as in the event context because it is a key factor in most event businesses (Wagen & White 2010, 434; Bladen, Kennel, Abson, & Wilde 2012, 94). Location in events management includes “easy parking, good seating, excellent visibility, cleanliness and provision of suitable facilities” (Wagen & White 2010, 442). Then, waste facilities tend to be emphasized when thinking about the environmental impact of events management (Wagen & White 2010, 304). Furthermore, the environmental aspect is importantly addressed when considering about sustainable development (Shah 2007, 12). The increase of biodegradable plates and cutlery in sustainable food events at the moment partly influences on waste facilities (Wagen & White 2010, 71). Waste in an event includes rubbish, wastewater and sewerage (The Department of Health in South Australia n.d. cited by Wagen & White 2010, 306). While the system for wastewater and sewage must comply with requirements of the authorities, waste facilities for solid waste must ensure the storage, collection and disposal activities required the following features (ibid., 307, 310):

- *Contain the waste;*
- *Prevent animal, pest or vermin access;*
- *Are easily identifiable and accessed by patrons, food vendors and waste collectors;*
- *Are able to be easily and effectively cleaned/ ensure that materials such as glass, cardboard, plastic, etc. are recycled through provision of clearly designated and labelled containers.*

Table 6. Facilities and sustainable street food (The author of the thesis)

	SUSTAINABLE STREET FOOD	FOODSERVICE FACILITIES	EVENT FACILITIES
ECONOMIC CAPITAL			
Physical Capital	- Foodservice facilities - Event facilities	All the facilities themselves are physical capital of the sustainable street food scene.	
Knowledge capital	- Knowledge and expertise of street food, events management, sustainability, facility management - Entertainment, literary or artistic originals	- Design and decoration Knowledge capital expresses through this aspect, which can be exchanged and benefit the public	- Location It is important to the public to be able to access the capital knowledge, which is influenced by the location of the events
Financial Capital	- Financial assets - Funds - Investment	- Investment for food, foodservice facilities (e.g. renewable energy for food truck) and event facilities (e.g. new and green waste facilities)	
NATURAL CAPITAL			
Energy resources (Input)	- Electricity supply and management - Water supply and management - Heating system of the events	- Construction - Food facilities These two elements define how a food stand or a food truck accesses or creates its energy resources in order to function.	- Location The location of the event decides the resources of energy can be used. On the other hand, the logistics and transportation of local products are also impacted by location.
Waste (Output)	- Waste management system - Biodegradable waste	- Construction - Food facilities - Location - Waste facilities Except from design and decoration, the other aspects of facilities are all important to the waste management system of the event.	
HUMAN CAPITAL			
Labour	- Farmers - Owners of the stalls/ Kiosks	Foodservice facilities design and management for the safety	- Location The same as knowledge capital, location decides the participation rate of an

			event; and if it's beneficial for farmers to go to a place and sell their local products.
Education	<ul style="list-style-type: none"> – Source of the knowledge – Accessibility to the knowledge 	- Same as knowledge capital in the “street food” context	
SOCIAL CAPITAL			
Trust	<ul style="list-style-type: none"> - Association - Projects/Events 	- Same as knowledge capital in the “street food” context	
Institutions	All the regulations, laws and restrictions of Finnish government applied for events management and food safety	Both must follow all the regulations and restrictions of Finnish government.	

5 Research implementation

The key research question is “from the perspective of street food experts, how can facilities support the sustainable street food scene in Finland by utilizing available resources?” in two aspects. The two aspects are to promote the local food and to develop street food events in Finland towards sustainable events. The term “facilities” in this work is considered from two perspective: foodservice facilities and facilities in events management. The approach will be illustrated in figure 5. The following objectives are set to answer the research question:

1. How is “sustainable street food” understood? Why and by whom?
2. What are the roles involved with street food (local food/ dishes and street food events) in Finland?
3. What are the current trends of sustainable development related to food and events in Finland?
4. Which kinds of resources are used to support sustainable street food from the perspective of stakeholders?

5. How do facilities (as in the context of events and foodservice) impact on the current street food scene in Finland? And how can they improve the Finnish street food scene towards the sustainable direction from the perspective of stakeholders?

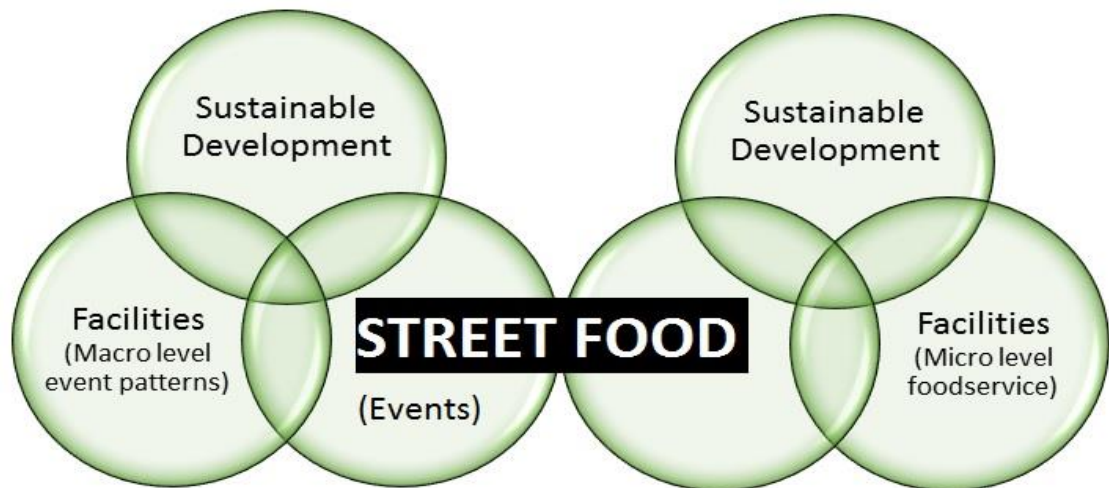


Figure 5. The approach of the thesis work (The author of the thesis)

5.1 Research design

A qualitative exploration is implemented to allow the topic to be approached in a flexible and emergent way. As mentioned in the sustainable street food section previously, there is scarce theoretical background fully concentrating on “Sustainable street food”, particularly, in Finland, a developed country. It leads to three issues during designing research approach. Firstly, it is not possible to access any secondary data sources, which means data that have already been obtained for other reasons than the research problem of this thesis (Malhotra, Birks & Wills 2012, 115). Besides, lacking of literature review, language barrier of the author also prevents the accessibility to Finnish sources. Consequently, there is a must to acquire primary data, which means “data originated by a researcher for the specific purpose of addressing the problem at hand” (ibid.).

Secondly, a conclusive design is generally used to test hypotheses, which cannot be generated and formed to provide good insights about the topic of this thesis due to the limitation of the former understanding about the issue (Malhotra, Birks & Wills 2012, 87). Therefore, using exploratory research helps to define the “unavailable phenomena” more accurately, gain further insights and meanings to identify the idea and investigate its development (Malhotra & Birks 2003, 63; Malhotra, Birks & Wills 2012, 87; Silverman 2006, 43). In addition, the process requires to be unstructured (or semi-unstructured), in a versatile, loosely and flexible way for creativity and innovation, which are the characteristics of the exploratory method (Malhotra & Birks 2003, 64; Malhotra, Birks & Wills 2012, 88).

While quantitative research is the technique that aims at quantifying collected data with some form of statistical measurement and analysis, qualitative research enables the participants “to reflect upon and express their views” (Malhotra & Birks 2003, 64, 133; Malhotra, Birks & Wills 2012, 87-89). In the exploration circumstances of this thesis work, it is not possible to present description of the topic in a quantifiable form. Implementing qualitative research design assists in identifying “relevant and salient behavior patterns, beliefs, opinions, attitudes, motivations, etc. and to develop structures of these constructs” (Malhotra & Birks 2003, 64, 133; Malhotra, Birks & Wills 2012, 89). Furthermore, with the qualities of being naturalistic, respect humanity of participants in the study, focuses on context, emergent and evolving, and interpretive, qualitative research generally accompanies with exploratory design (Rossman & Rallis 2003 cited by Marshall & Rossman 2006, 2; Marshall & Rossman 2011, 3).

Even though only interview is used as the research method, the author implemented data triangulation and analysis triangulation to ensure the validity of the findings, from which solid discussion and conclusion can be established (Silverman 2012, 291). Triangulation is defined as the use of multiple methods or data sources of data in the research of a social phenomenon so that finding may be corroborated and cross-checked (Ely, Anzul, Friedman, Garner, Steinmetz, 1991; Erlandson, Harris, Skipper & Allen 1993, Glesne & Peshkin 1992; Lincoln & Guba 1985; Merriam 1988, Miles & Huberman 1994; Patton, 1980, 1990 cited by Creswell 2007, 208; Bryman 2012, 717). Data triangulation refers to the use of different data sources for validation purposes.

Despite the fact that there is only collected primary data, the data triangulation emphasizes on the involved “people” type by quota sampling technique (Denzin, 1978; Begley, 1996 cited by Hussein 2009, 3). Accompany with data triangulation, three different types of content analyses are used to validate the data and also generate detailed discussion and conclusion (Hussein 2009, 4). More details about interview, sampling and content analysis are discussed in the ensuing sections.

5.2 Research method

Due to the occasionality of street food events in Finland, it is not practical to apply observation, another explorative design, and ensure the consistency. The author chose interview as the research method in order to uncover “the underlying motivations, beliefs, attitudes and feelings” of people on the topic by asking and probing them to reflect on their own experiences, knowledge and reveal their own perspectives and contexts (Malhotra & Birks 2003, 64, 179-180; Schostak 2006, 10). Due to the purpose for exploring and gaining more insights about the phenomenon from different perspectives, two types of interviewing were implemented; in-depth interview with participants and expert interview. More detailed information about conducted interviews is in appendix 1.

Kahn and Cannel (1957, 149), Marshall and Rossman (2006, 101) call interview as “a conversation with a purpose”. And John Schostak (2006, 1) specifies the purpose in his word “to uncover ‘truth’, reveal ‘realities’, provide ‘information’.” Academically, a depth interview of qualitative research is “an unstructured, direct, personal”, “open-ended” questions to a single person (Malhotra & Birks 2003, 179; Silverman 2006, 19; Silverman 2013, 124). Specifically, “semi-structured” type is used. It means the interviewer establishes an overview structure by thinking and deciding beforehand what base will be covered and “what main questions are to be asked” (Drever 2003, 1). The rest of the work, detailed questions and structures, are figured out gradually through the interview (ibid.). Three lists of prepared questions are attached in appendix 2, 3, and 4.

The advantage of interview is the concentration and development of the topic with just an individual, which enables a “free exchange of information” (Malhotra & Birks

2003, 182-183). However, the characteristics of interview are deprived from qualitative exploration research design with the sample size. In order to utilize and optimize the approach, the researcher needs to understand that “there are essential (or necessary) discrepancies, differences between views, a continual postponement of certitude and comprehensibility”, which strongly requires cooperation (Schostak 2006, 15; Marshall & Rossman 2006, 102). And John Schostak (2006, 15) confirms that it will enhance and increase more understanding through differences, “where new things to see, feel, think about multiply”.

Expert interview is a specific type of qualitative in-depth interview, which utilizes the practical and feasible perspective of industry to the topic. Humans are impacted by trends and patterns; however, some certain people have more influence that lead others (Guptill et al. 2013, 2; The 50 Best Restaurants in Finland 2006-2007 2006, 15; Maija & Tantt 1988, 64). Despite the fact “small and non-representative sample”, this approach highlights the ‘quality’ respondents who are eager to express their imagination, “be creative and reveal perhaps sensitive thoughts and behavior” through their expertise (Malhotra & Birks 2003, 63-64). From their viewpoints, ideas and concepts are generated and connected, which perhaps shapes new perspectives for the research problem (ibid., 40). The requirement of expert interview still remains the same as in-depth interview, being flexible, loosely and evolutionary “to gain their confidence and get them to express what they really feel” (ibid., 64).

5.3 Sampling

As the effect of the research design and method, the sample size in qualitative exploration is typically small (Malhotra & Birks 2003, 361). There are two expert interviews and four in-depth interviews. To achieve the representative samples and “good estimates of the population characteristics”, four interviewees were chosen in accordance to specific criteria of age, gender, and nationality (ibid., 362). This sampling technique is called non-probability or purposive sampling, particularly quota sampling, because there is “control characteristics”, however, interviewees chosen totally depend “on the personal judgement” with a particular purpose in mind (ibid., 362-365). Four interviewees were chosen to ensure two from each age group, 18-39 and over 40; gender, male and female; and nationality, Finnish and non-

Finnish. Four in-depth interviewees represent the perspectives of different stakeholders into street food scene in Finland and help to generate the picture of “sustainable street food scene” at the moment. Table 7 shows more demographic information of 4 interviewees.

Table 7. Demographic information of 4 interviewees

Name	Age Group	Country of Birth	Country of Residence	Education background	Children	Occupation	Gender
P	Over 40	Finland	Finland	Psychology	Yes	Psychologist	Female
S	Over 40	America	Finland (15 years)	Intercultural Communication	Yes	Lecturer	Male
A	18-39	Finland	Finland	International Business	No	Office	Female
H	18-39	Vietnam	Finland (3 years)	Logistics	No	Student	Male

Two expert interviews were selected based on the expertise. One is project manager of Street Helsinki Event, currently organized on 16-22 March 2015 (brochure of the event in Appendix 6). She is considered as street food and event industry expert in the scope of the thesis. The other has involved in sustainability and facility management, from researching to teaching. Table 8 presents basic information of the interviewees. Aim at investigating how street food and events management consider facilities in its scene, and how facilities management and sustainability expertise can be applied and optimized in the street food scene. These two perspectives were examined through these expert interviews. Furthermore, expert interviews provide the ideas and concepts that shape the street food scene in Finland toward a more sustainable direction. The sampling technique for expert interview is still quota sampling with the control characteristic is expertise of the interviewees.

Table 8. Brief information of 2 expert interviewees

Name	Expertise	Profession
Nina Ruotsalainen	Street food and events	Producer // Teurastamo / Helsinki Night Market Project Manager // Street Helsinki
Juha Lindroos	Sustainability and facility management	Participating in promotion of natural activities in Finland

5.4 Content analysis

One of the most typical features of qualitative research design is interpretive. With the purpose providing “knowledge and understanding of the phenomenon under study”, content analysis is implemented for the subjective interpretation (Downe-Wamboldt 1992, 314 cited by Hsieh & Shannon 2005, 1278; Hsieh & Shannon 2005, 1278). Qualitative content analysis concentrates on “the characteristics of language as communication with attention to the content or contextual meaning of the text” (Budd, Thorp, & Donohew, 1967; Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990 cited by Hsieh & Shannon 2005, 1278). The method means that text data collected from in-depth interviews is coded into a systematic categorisation, which results in patterns of themes (Hsieh & Shannon 2005, 1278).

Specifically, the key method is directed content analysis. Despite there is little theoretical background related to “sustainable street food” in developed countries, researching and combining the literature of street food and sustainable development result in a framework for sustainable street food scene in Finland. With this method, key concepts or variables as initial coding categories are identified and determined by prior theories (Potter & Levine-Donnerstein, 1999 cited by Hsieh & Shannon 2005, 1281). Then, the data is collected through interview with open-ended and targeted questions (Hsieh & Shannon 2005, 1281). From that profound base, the theoretical framework is extended. This approach is seen as a deductive application (Potter & Levine-Donnerstein 1999; Mayring, 2000 cited by Hsieh & Shannon 2005, 1281). If

there are “newly identified categories”, they can be contrast or “further refine, extend, and enrich” the framework (Hsieh & Shannon 2005, 1283).

In addition to directed content analysis, the researcher also implemented summative and conventional content analysis. Firstly, summative content analysis is used to set general ideas. This method means “identifying and quantifying certain words or content in text”, aiming at exploring usage of the words to provide an initial idea (Hsieh & Shannon 2005, 1283). And then, the lack of the specific literature on “sustainable street food” leads to different ideas and dynamic categories evolving from in-depth interviews to expert interviews. Conventional content analysis allows creation and innovation through identifying “the relationship between categories and subcategories further based on their concurrence, antecedents, or consequences” (Morse & Field, 1995 cited by Hsieh & Shannon 2005, 1279). It is also known as inductive category development (Mayring 2000 cited by Hsieh & Shannon 2005, 1279). These content analyses are applied due to the nature of the thesis topic. Nvivo software was used in support to identify, classify themes and categories, subcategories while wordle.net is applied for words cloud. Example of Nvivo coding can be found in appendix 5.

6 Research results

The outcome of the data collection is divided in three parts: general street food in Finland; sustainable street food in Finland; and facilities and sustainable street food in Finland. In addition, other findings section presents the evolving information through the interviews, which does not belong to any categories or themes. Each part aims at specific objectives to answer the research question. Depending on the data, the author selected the most suitable content analysis, which can be conventional, directed or summary content analysis, to present the results. Consequently, the results can be in the form of quotes of the interviewees in classified themes from theoretical background or evolving during the analysis, words cloud, frameworks, or charts. The semi-structured in-depth interviews with four participants are separate from the two interviews of experts in each part. Due to the main focus of the thesis work, the author decided to present the result from the

street food expert interview throughout the results section. The results of sustainability and facilities are only demonstrated when they are applicable.

6.1 General street food in Finland

6.1.1 In-depth interviews

The first part aims at the objective “What are the roles of street food (local dishes/ food and street food events) in Finland?” Figure 6 uses a words cloud presenting the most common relevant words of four respondents related to Finnish street food. The answers reflect the most significant and unique characteristic of Finnish street food, event association. It considerably emphasizes food as a “social object”. Besides the most popular word “Restaurant Day”, other similarities associating with it are “event”, “festival”, “pop-up” and “happenings”. Some other features are presented in the forthcoming paragraphs in this section. The dishes and food that come to the respondents’ mind when thinking about Finnish street food in both context of street vendors and farmer markets will be demonstrated in the words cloud figure 7. The most common word is “potato”, which refers to both raw potatoes at farmers markets and also mash/ boiled potatoes served with fish like *muikku* (also one of the top 5 most common words) or salmon at street vendors. Moreover, “berries”, “strawberries” are mentioned among the top five most popular food stuff.



Figure 6. The most common relevant words of respondents describing Finnish street food (The author of the thesis with support from wordle.net)



Figure 7. The most common relevant words of respondents describing dishes and food of Finnish street food in terms of farmers markets and street vendors (The author of the thesis with support from wordle.net)

Two figures and verbal quotes of the interviews draw a clear picture of the nature of Finnish street food. Firstly, all the participants acknowledge the popularity of Finnish street food events, the Restaurant Day.

First thing that comes like a Food Day when people have like their own booths outside and they sell their homemade food or invite people to their houses (A Finnish, 18-39 age group).

It's been warming lately, maybe or growing up a lots lately [...] it's much richer than it used to be 10 years ago, I would say. (P Finnish, over 40 age group.)

I think it's a main part of the culture here because I have observed different Restaurant Days on the last three years (H Vietnamese, 18-39 age group).

Well mostly what comes to my mind is this annual pop up restaurant phenomenon occurs here (S American, over 40 age group).

Finnish participants observe the growth of their own street food movement and the decline of farmers markets as a food provider in some specific locations. On the contrary, two foreign interviewees expect that the markets can grow in the future with radical changes.

I think at least the Restaurant Day's getting quite popular nowadays (A Finnish, 18-39 age group).

[Farmer market] has kind of decreased last 10 years or something (P Finnish, over 40 age group).

A relatively small part of the market is actually going to these small farmers. That's probably room for growth there. (S American, over 40 age group.)

People to come to visit the farmer market here. But if it could have improved a bit on the economic side, then it would be much better. (H Vietnamese, 18-39 age group.)

The events associated feature like the Restaurant Day leads to the occasional character of street food from two foreigners' perspective. Events can be general like Christmas, concerts or sports, or specifically focusing on street food like Restaurant Day.

Enjoy the summertime, or of course in the sport events [...] it's very important part of all the summer concerts. And they are all events. (P Finnish, over 40 age group.)

And then some festivals or some summer happenings in Finland that they usually sell those like fried fish and pancakes or crêpe, Finnish crêpe (A Finnish, 18-39 age group).

We don't have that really, occasionally... In the Europe, I associate street food mostly with festivals, you know, like Christmas, Christmas markets and this kind of thing where you can purchase all kinds of street food. (S American, over 40 age group.)

But in Finland, [street food] only, it's very occasional (H Vietnamese, 18-39 age group).

Street food in Finland is considered both ready-to-eat food at vendors and fruits in farmers markets. Two non-Finnish interviewees with different backgrounds said about meal-offering feature of Finnish street food, which is not noticed by Finns, street food in Finland is typically served as a meal rather than a light snack.

I think [street food] will not be a main meal (H Vietnamese, 18-39 age group).

I think basically in Finland street food is typically offered as a meal... you can get salmon and vegetable, and potato or rice or muikku. They're sorted on the plate and it's sort of like a main meal. (S American, over 40 age group.)

Most of the interviewees take Finnish climate and weather into consideration when they think about Finnish street food. The most expected time of street food is summer. However, one foreigner said that the weather does not matter that much to him, which indicates a possibly different direction for Finnish street food to expand.

And then some festivals or some summer happenings in Finland that they usually sell those like fried fish and pancakes or crêpe, Finnish crêpe (A Finnish, 18-39 age group).

So I think we just have to accept this climate and then, enjoy the summertime, or of course in the sport events [...] So it's quite hard business, travel to the market place and stay there, and keep yourself warm. (P Finnish, over 40 age group.)

But there again you also have the weather here. In February street food, I don't know. When it's -25, people typically don't want street food, they want to be somewhere warm. (S American, over 40 age group.)

The weather does not really matter that much when it comes to food (H Vietnamese, 18-39 age group).

The world's cloud includes national names like Thai, Vietnamese, French, or Russian. Due to the event feature mentioned above, all the interviewees agreed the “international and rich” quality of Finnish street food. Two Finnish respondents accept the fact that other cultures are evolving, blending and becoming a part of the Finnish street food culture.

The street food culture here is very rich and important... Actually the food I tasted during the Restaurant Day, mainly is not from Finland. (H Vietnamese, 18-39 age group.)

Based on what I have following on Facebook for example, streets are bringing Vietnamese food, French food, Thai food, Russian food and so it becomes more of a multi-cultural kind of event (S American, over 40 age group).

Like every happenings, you can buy Thai food or spring rolls or things like that, which are not so Finnish, but now coming, becoming a part of our culture as well (P Finnish, over 40 age group).

I think nowadays there are a lot of foreign food, like there're always a Chinese booth or somewhere, where they sell like, some, American burgers, or something like that (A Finnish, 18-39 age group).

All the respondents agreed on the importance of street food in reflecting Finnish culture. Two Finnish respondents and one foreigner living in Finland for about 15 years saw typical street food as “very Finnish”. With the background of intercultural communication, the American respondent emphasizes the culture aspect of food. However, the other foreigner did not agree on the specific value that street food can add to the Finnish culture both at street vendors and farmers markets. Despite the fact that the Vietnamese respondent agreed on the special and unique Finnish dishes and food, he still preferred the school meal or restaurant as Finnish culture representation.

On a normal day I think that most of the street food that you find in Finland is quite Finnish [...] It can quite reflect the local culture but at the same time [...] you have the opportunity to have food from other parts of the world. (S American, over 40 age group).

Yes, I think especially the, kind of the traditional street food Finland would be sold in the market for example, in the outdoor summer market (P Finnish, over 40 age group).

I think that they are, at least, like the Finnish crepe there very traditional thing so I think that they do strawberries jam like that, I think it's very Finnish and also the fish, muikku (A Finnish, 18-39 age group).

I saw some kind of very special mushrooms [...] It's the only thing I've found the special, the blueberries [...] I have traditional Finnish meal at school. And I went to the restaurant sometimes as well [...] but those are the only places I can find the real Finnish traditional food. (H Vietnamese, 18-39 age group.)

6.1.2 Expert interview

This section presents the perspective of Nina Ruotsalainen, project manager of Street Helsinki Event. She is working at Teurastamo, Helsinki. The author of the thesis selected her as street food and event management expert. She has followed the street food scene in Finland about last two years, especially in Helsinki. She thinks there is a phenomenal growth of street food scene in Finland. "The trends of street food have started running from small pioneers and small trucks till like Big Bang stream businesses" (Ruotsalainen 2015).

According to Ruotsalainen (2015), there are a few main elements that support the dynamic development of street food scene in Finland. Firstly, "there has been a street food trend in Europe, the biggest capital like Berlin, Copenhagen, Stockholm." Secondly, at the same time, 2013, the movement of "the first food truck, started, like appeared in the spring of 2013. The guys were like Street Gastro, who have their own truck and they were the first pioneer of that." And finally, with the factor from event management like Teurastamo, "I have this yard and I host all the events in the yard. And I was like street food is something that I really want to do." In December 2013, first street food event was launched in Teurastamo. Table 9 captures the description about the changes of street food scene in Finland from the expert interview with Nina Ruotsalainen (2015).

Table 9. The changes of street food scene in Finland (The author of the thesis adapted from the expert interview with Nina Ruotsalainen (2015))

	BEFORE 2013	LAST 2 YEARS	FUTURE PREDICTION
TIME	Closed almost all daytime Middle of night 12 night to 4 morning for grill kiosks Morning for few hotdogs stands	Event time Lunch	Expand the open time outside the traditional concept (12pm-4am) of kiosks Open for lunch or afternoon coffee
PLACE	Grill kiosks	Street food events Visible from the several festival, events, part of the program. Street Helsinki activities: festivals/ conferences/ workshops/ parties/ nightbites staying./ suburbs tour Helsinki Night Bite Stockmani or big warehouses start doing street food Atria starts to make street version of their meat	Less centralised (now just take place more in the centre of Helsinki) Bring more street food to places where people were like "What is Kimchi? I've never seen this. What is street food truck? Why is their food on wheel?" A lot of request from various cities in Finland and abroad to bring the "Street Helsinki" concept there
FOOD	Snack food Low-quality Burgers Sausages Coffee, munkki, pulla	Diverse A whole lot Finnish ingredients Teaming up with chefs (Sami Tallberg, Meri-Tuuli Lindström, Teemu Aura) with people running a grill kiosks to create new dishes and then put it on sales in the grill kiosks.	More Finnish ingredients More vegetarian versions in grill kiosks More healthy dishes Less of the process prepackaged food More fresh ingredients, Homemade sausages

	BEFORE 2013	LAST 2 YEARS	FUTURE PREDICTION
CUSTOMER	On the way home from bar, and usually drunk	Pioneers from different backgrounds and professions	Maybe spark a passion or inspire them to feel more pride and take more pride on what they do.
OWNER	The owners do not have particular passion	Event participants	To more people (same as place)
TRUCKS	About 7-8	At least 20 active trucks	Food bikes

In table 9, there are some predictions about the general street food scene in Finland. The following verbal quotes from Ruotsalainen (2015) demonstrate specific trends, predictions and also expectation for both local food produced and street food events. However, overall, the interviewee hopes “street food is going to stop being such a big trend and just become normal. And not like being something that is cool for a year or two and then disappears. It's just a way of eating.”

- Producing street food dishes from local food ingredients

And the guys who sell mushrooms can also make a mushroom omelet. Or you know like someone berries could be make like Finnish superfood smoothies... taking it a step further... thinking out of the box a little it more.

- Using more Finnish local ingredients for international dishes

And I think that people started to appreciate that more and more. Like I think Finns like the idea of being, like everything clean and fresh and like simple flavors, you know, that pretty much of Finnish food culture is... But if you can like take that and then put in it something crazy like, a little crazy or innovative or something new. I think that something's gonna be a bigger trend.

And I think that might be the idea, cause we want to encourage them to eat smaller portions but from more places, so that you know. You can sample more than just a couple different food but they tend to go to the bigger ones.

- Increasing savory snack (one of the features of street food in Finland mentioned in in-depth interviews section above)

There is nothing sort of the snack type in terms of the savory things. That's true.

- Diversifying the dishes and new food, like insect (Figure 8 demonstrates the food vocabulary has been used by Ruotsalainen (2015). As one the influential pioneer of street food scene, her words are also a factor predicting the movement)

Helsinki Night Market has a logo that's a grasshopper and that figure for two years, we've been trying to sell insects as street food... For two years, we've been fighting them over this. Now, finally, it's gonna be a change. And I think from 2016 onwards, they're gonna release insect the group of generally accepted food stuff in the EU.

- Defining Finland, particularly Helsinki as food tourist destination

It's been also strange to see that because Finland's never been, or Helsinki has never been seen as a food destination or like a reason to travel for food. And now the feedback we're getting from Streat Helsinki, as people are actually booking their trips to Helsinki in time for Streat Helsinki.

- The movement of Sami food feature

[A food writer in Helsinki] thinks [...] the Sami feature. And he was saying that he thinks it's going to be one of the next bigger trend in food but also street food. So like a lot reindeer, a lot of cured meats, a lot of like pickled

- Increasing of food bikes

Food bikes for example, which is also an upcoming thing. I think we gather about 8 food bikes now, so there is like a coffee bike, a sandwich bike, and like a cupcake bike



Figure 8. The food words of street food and event management expert (The author of the thesis from the interview with Ruotsalainen (2015))

The expert also confirmed the event-associating feature of street food scene in Finland. This feature changes one of the most significant concept about street food, and its time concept. While in the literature review and also two experts agree on the "quick, convenient, easily accessible" characteristic of street food, the fact that people queued for one hour or more at Street Helsinki Event 2014 indicates a different angle.

But it's great. Cause it's easy, it's fast. It's something you can bring away, you know (Ruotsalainen 2015).

You can have street food quite easily like it's more or less time related...So it's present, it's now, it's here...you eat it now and you of course get rid of the stuff easily.(Lindroos 2015)

Last year when we did for the first time, we had 20,000 people come during one day. And we thought we probably gonna get like 10,000, so we had double the amount of people. And so at the worst hours, worst point, people were queuing for food for about one and a half hour. (Ruotsalainen 2015.)

6.2 Sustainable street food in Finland

6.2.1 In-depth interviews

Figure 9 introduces the words cloud of "sustainable street food". It does not cover all the answers and ideas, but just the first initial thoughts of four respondents. All respondents from Finland and America, so-called developed countries with Gross Domestic Product per capita US\$49,150.6 and US\$ 53,042.0 in 2014 respectively (The World Bank 2015) had substantial concerns with the environmental issues. In contrast, with the background from Vietnam food culture with Gross Domestic Product per capita US\$1,910.5 (The World Bank 2015), the Vietnamese respondent concentrated more on the hygiene of the food.

Something ecological I would say. I don't know how that... Cause a lot of time when they sell street food, they use like plastic cups and mugs and like for example, knives. I don't know how sustainable that is unless they are recyclable. (A Finnish, 18-39 age group.)

I think the locality would be, the food, part of it. So not long transportation, the local products. [...] Something that is, has been growing there or has been fishing there or has been kind of produced there. [...] Of course the way how you produce it, whether it's in a sustainable way. [...] the street with the garbage, but if you have a lot papers and plastic forks and knives and there are on the

street, [...] how to avoid that kiosks or street food that bring garbage to the environment. (P Finnish, over 40 age group).

I think when you're looking at fisheries you have to be careful to consider whether any particular species is presently considered to be sustainable that is to say the wild harvest can be continued to be captured in and still enough remain in the sea that they can reproduce and be available in the future. A lot fishes are on the list that indicate that they are under pressure where they are depleted in particular areas. [...] So if we were to try to organize a street food restaurant based on sustainability then it makes me wonder exactly what preserving, what are the things that would consider serving and what are the things we would specifically not want to serve. (S American, over 40 age group).

First of all, I think it has to be clean, yes, when it comes to sustainable food. And it has to follow a specific standard for different kinds of food. [...] Something that about the quality of the food and the hygiene. I think so. That's the most important factor what it comes to sustainable street food. (H Vietnamese, 18-39 age group.)



Figure 9. The most common relevant words of respondents describing “sustainable street food” (The author of the thesis with support from wordle.net)

Different activities have been stated during the interviews. While “street food” raises more attention to events area like Restaurant Day, people have equal concerns when thinking about “sustainable street food” related to both food and events. After the initial thoughts mostly focusing on environmental aspect, the other aspects, economic and social, of sustainable street food were also approached. This result firstly presents the activities, which are considered as sustainable movement from the interviewees’ perspective. The activities are categorized by applying “triple bottom line”, three pillars model; economic, social, and environmental perspectives. Then, table 10 classifies the activities and other mentioned resources, capitals during the interview according to table 4 in part 3.6. Further explanation and justification are presented at the end of each capital. Four main categories of the capitals: economic, natural, human and social with subcategories are used for the classification and interpretation. The results are the quotes of four interviewees.

Environment activities of sustainable street food:

▪ Producing locally

I would say sustainable food would be like ecological, local and organic. [...] I will go look for something that... something produced nearby or something that's, like I said organic, and clean and fresh. (A Finnish, 18-39 age group.)

I think the locality would be, the food, part of it. So not long transportation, the local products. [...] Something that is, has been growing there or has been fishing there or has been kind of produced there. (P Finnish, over 40 age group).

▪ Following food safety

It has to follow a specific standard [...] something that about the quality of the food and the hygiene (H Vietnamese, 18-39 age group).

▪ Reducing and managing food waste

How to avoid that kiosks or street food that bring garbage to the environment, [...] how you collect the garbage and how you reproduce the cups that are left over, things like that. (P Finnish, over 40 age group.)

Try to use the, just the amount that you need [...] have less waste like from making the food and selling the food (A Finnish, 18-39 age group).

▪ Preserving the resources

Any particular species is presently considered to be sustainable that is to say the wild harvest can be continued to be captured in and still enough remain in the sea that they can reproduce and be available in the future (S American, over 40 age group).

Ethically produced, where the meat of fish comes from or things like that (P Finnish, over 40 age group.)

Economic activities of sustainable street food:

- Raising income

You can raise some incomes from the street food as well. And by doing, by having that it can manage by getting people closer to the street food. (H Vietnamese, 18-39 age group.)

- Supporting local producers/ farmers

People are often willing to pay a bit more (S American, over 40 age group).

I think everybody understands the reason and principles, and ready to pay more for the producer than for the supermarket, but it can't work that way. [...] I think that it should go closer to the producers. He or she has done the work, and I would like to pay the most for people whom works. (P Finnish, over 40 age group.)

Shops use to have the restrictions that if you can't produce for the whole K-shop or whole Keskima shop, then they won't take it, because they want to have the same products everywhere. So a little farmer could never produce so much. Nowadays, they have changed that now. (P Finnish, over 40 age group.)

Social activities of sustainable street food:

- Providing new experiences

I like to try new things. Something that I haven't tried before. I think that would be an important factor. Then, I think that it would be more about the experience. (A Finnish, 18-39 age group.)

- Evolving and preserving the food culture

People need to think of new recipes. Yeah, different ingredients to make the food evolve itself to be more attractive to the customers. (H Vietnamese, 18-39 age group.)

I mean maybe there are some kinds of food that it's traditional, but it has been for such a long time that nowadays it's not that popular anymore. But... however, thanks to those Restaurant Day that this kind of food might be brought back to the people in the city, so that they have some kind of memory about it. So it lasts over the time. (H Vietnamese, 18-39 age group.)

Somebody is operating based on social awareness, he's going to have to think harder about their menu and they're going to be prepared to, go through the effort to sort the products. (S American, over 40 age group.)

- Creating community

For elderly people or for actually anyone, I think that maybe, that's nice place. For example, farmer market that sells every Saturday, maybe, like a community thing where you go every Saturday meet you friends, go for a coffee. (A Finnish, 18-39 age group.)

I think we could have it in a smaller town as well like gathering together, and kind of, anything that is social and kind of things that the community does and shares together. I think it's always nice, especially with it around food, it's so good idea. (P Finnish, over 40 age group.)

If you could create a culture that one includes farmers and vendors and whatever into the community of like-minded people were they share the same values, these capitals kind of values (S American, over 40 age group).

- Educating people about healthy eating

I think that you can educate, for example children, enough more at school (A Finnish, 18-39 age group).

It's more important that you eat in a healthy way and you get enough vitamins, proteins (P Finnish, over 40 age group).

Capitals of sustainable street food in Finland

Table 10. The summary of four capitals of sustainable street food from the interviewees' responses with the explanation for each section (The author of the thesis)

SUSTAINABLE STREET FOOD	
ECONOMIC CAPITAL	
Physical Capital	<p><i>They operate in a way that different food stores stay at different location and, in and around the city center (H Vietnamese, 18-39 age group).</i></p> <p><i>For examples in Jyväskylä, you can easily see that there is a strong orientation towards the Kauppatori that main street and this is why real estate on that main street is so expensive. But the street vendor doesn't necessarily have to pay those high prices. Cause they can come in and pop up. (S American, over 40 age group.)</i></p>

As in the literature review, physical capital related to “machinery, equipment, buildings and infrastructure”, during the interviews, one mentioned physical capital was the accessibility, location and organization of food points of Restaurant Day in Jyväskylä.

Knowledge Capital

People need to think of new recipes. Yeah, different ingredients to make the food evolve itself to be more attractive to the customers. (H Vietnamese, 18-39 age group.)

The only knowledge capital is directly noticed is recipes. However, as mentioned in the characteristics of street food in Finland, the rich and international feature is also considered as knowledge capital of Finnish street food.

Financial Capital

Paying taxes, things like that, the pop up restaurant don't need to do that but we are very concerned about this grey economy area (P Finnish, over 40 age group).

By getting people closer to the street food, like Restaurant Day is a very good example [...] to sustain the economics performance for the street food in Finland (H Vietnamese, 18-39 age group).

But the farmer market is supposed to be a place that offers the most affordable food to the people. [...] However, what I have seen there is not in that way. (H Vietnamese, 18-39 age group.)

While the literature mentions “funds, investment and financial assets” from businesses viewpoints, the responses were from the viewpoints of customers and government. Tax paying was expected from a Finnish while a Vietnamese expected affordable food in terms of financial capital.

NATURAL CAPITAL

Energy resources

It's quite expensive to heat a separate cabin or place like that. So I understand it's not that easy to solve. (P Finnish, over 40 age group).

It's open, and the winter time, not many people who come around, and it's quite impossible, if you think here, the street cafe, you can't heat it (P Finnish, over 40 age group).

Even though environmental aspects were the first initials of most interviewees, little thoughts concentrated on energy sources of sustainable street food. Only a Finnish stated her concerns about the heating system of food stalls in Finnish winter. There was no mention about water or electricity supply of the street food scene.

Waste management

They have to be disposed and collected according to the standard just like how it is in the restaurant, a proper restaurant (H Vietnamese, 18-39 age group).

The material that they use that they have learned how to use less plastic, but much more wooden things or plates from leaves or things like that (P Finnish, over 40 age group).

The waste management of the natural capital was taken into consideration by all the interviewees. However, only one mentioned about food disposal system while the rest concentrates on material. The other mentioned capital was the usage of wooden or leaves instead of plastic, stated by a Finnish.

HUMAN CAPITAL

Labour

Quite strict laws in Finland regarding the wages so I think that in general I wouldn't have any concern about their wages and ideas about their wages. I wouldn't think that they get their underpaid or their working condition are bad or anything like that. (A Finnish, 18-39 age group.)

We don't have so many people to employ, and of course we can't afford to employ, somebody can sell it and the other sell that. The wages is so high, you can't employ. (P Finnish, over 40 age group).

In the literature review, the author used “the participation rate” of farmers markets and street food events. However, no interviewees considered street food as a solution to job employment. While the 18-39-age-group Finnish respondent did not concern about salaries and working condition, the other over-40-age-group Finnish concerned “it’s hard to employ people because of high wages”. No answer was from foreigners.

Education

I guess raising awareness of what healthy eating [...] I think that you can educate, for example children, enough more at school [...] I think that's interesting or like learning about food, nutrition, or something like that. (A Finnish, 18-39 age group.)

I think that it has the potential to reflect a culture but I think it also has the potential to bring different cultures into the environment.(S American, over 40 age group).

One Finnish had an increasing interest in healthy eating mentioning education and health awareness. She considered it as one way to promote local products. The American with his intercultural communication background considered street food as the opportunity to learn about different cultures as well.

SOCIAL CAPITAL

Trust

I think that Finns particularly have a preference for produce that is grown in Finland (S American, over 40 age group).

I'm not worried if I go to supermarket or farmer market or restaurant that I would get a food poisoning or something like that (A Finnish, 18-39 age group).

Oh yes, I'm more afraid of that there is too safe, because it has so many restrictions that it would been make almost impossible to do it I think. (P Finnish, over 40 age group.)

In fact that, [uncontrolled food] would not happen here. Our meat is well packed and it's all covered and it's in cold and other things. (P Finnish, over 40 age group.)

The framework in part 3.6 states trust from the perspective of food vendor businesses with associations or project/ workshops to support each other whereas four respondents mentioned trust in a different form. Trust in the interviews indicated the belief from the Finnish citizens to the implementation and control of Finnish government with food regulation and safety. It is a part of institution.

Institution

Maybe in our society, we kind of want things to well-organised and controlled (P Finnish, over 40 age group).

Finland seems to be a place where there are rules and some kinds of controls you can see. You know you can see things seem to be well organised, even in terms of the street food. (S American, over 40 age group.)

There are quite strict regulations when it comes to how they handle and where, how long they can last or how much like the markets throw out the good stuff or that (A Finnish, 18-39 age group).

And I think it's... we have so many regulations that it's really too difficult, that's almost too difficult (P Finnish, over 40 age group).

But I think it's very hard to kind of put up a restaurant because all of this regulations. And you need so many permissions to allow to do this. Now the Restaurant Day is now breaking it's down a little bit. But otherwise you need so many licenses and you have to go so many offices to get permissions to open or to deal with food. And it very strictly controls. Yes, the point is good but I mean it's almost a little bit too... too much. (P Finnish, over 40 age group.)

So this kind of restrict and you have quite a lot that makes it too hard for farmers (P Finnish, over 40 age group).

Oh I think any foodservice here has to operate according to Finnish law. And Finland is a kind of place that people expect to be secure. So from what I have talked to some restaurant tourists here and they say that the Finland is very very strict that what you can... (S American, over 40 age group.)

You have to know what the rules are here and you have the right licenses and, or certificates (S American, over 40 age group).

I do know they set up, they have set up, a lot of standards for the hygiene and they have the system that frequently check the hygiene of the food at different places (H Vietnamese, 18-39 age group).

The most popular and significant aspect mentioned by all interviewees both Finnish and non-Finnish is institution. All participants agreed on the thick, heavy institutions capital. They said there were many regulations, restrictions and laws. To a Finnish respondent, "it is too much for a business".

6.2.2 Expert interviews

The presentation of the result from the expert interviews starts with the viewpoint of a sustainability expert, Juha Lindroos (2015), about the current sustainable development trends in Finland. After that, sustainable food, sustainable event and the capitals of sustainable street food sections are presented mostly based on the street food and events management expert interview with Nina Ruotsalainen (2015). The format of the result is parallel to the literature review section about sustainable street food for comparison.

Sustainable development trends

Juha Lindroos (2015) regards that last few years, sustainability, as defining in the introduction, the goal of the process of sustainable development (Schaltegger, Burritt & Petersen 2003, 22), is shifting. Lindroos (2015) confirmed that “in the future, sustainability would become even more important”, “it has to be done. It has to be included”. He predicts that the focus of sustainability would change from environment to economic, then social orientation. However, from his perspective, sustainability works “only as a secondary, or supportive feature”, not “function any more at the main point”. As for sustainable street food, he states:

An as the street food itself, the core topic is food, maybe secondary is the street food, so it's a different kind of accessibility, events maybe. And then the third one would be sustainability, sustainable street food.

Sustainable food

From the perspective of sustainability, Lindroos (2015) considers the sustainable aspect of food as usually organic or more natural, local, healthier, cheaper. He expects that “It has probably be made together with a group of people so a social event” (ibid.). More specifically, as mentioned previously, more local Finnish ingredients are used in the street food scene. At the moment, there are various combinations of international dishes and Finnish local products or vice versa. Ruotsalainen (2015) regards street food as one of “a new way for Nordic Finnish cuisine”. She expects to see more of them and also introduces an example as following.

The coupling of Finnish ingredients and then adding a twist to it, so it's like a dish that comes from somewhere else with Finnish ingredients. And then it's like a Finnish-ingredients dish with a twist from something else.

[Richard McCormick] does Moroccan food, but he uses most of Finnish ingredients so he uses Finnish fish or like berries, or like cheese or something like that, which is just really cool.

Sustainable event

When considering about sustainable event in street food concept, Lindroos (2015) mentions about Restaurant Day. According to him it is the event with main function as “a social gathering where people can taste different food make by normal people” (ibid.). And to him, “it's socially sustainable in many ways.” (ibid.). While with Nina Ruotsalainen (2015), as her job is the events manager and producers of Teurastamo and Streat Helsinki, she highlights the managerial perspective of sustainable event:

Most of them pretty much have street food as well as the... like the focuses of the event. [...] And so we try to put a lot of thought into how we can take it further. And so we think about like how can they do what they do in the most sustainable way possible and then also at the same time provide like the best service social experience around food.

Table 11 presents the four capitals from the viewpoints of sustainable street food. There are relevant and significant examples how street food in Finland utilizes the capitals and also how the capitals support the development of street food towards a sustainable direction. All the examples are from expert interviewee Ruotsalainen. There are further explanations after each capital in the table.

Table 11. Selecting examples of four capitals of sustainable street food from street food and event management expert interview (The author of the thesis adapted from Ruotsalainen 2015)

SUSTAINABLE STREET FOOD	
ECONOMIC CAPITAL	
Physical Capital	<i>And luckily because we have a big yard The food trucks thing have been a big thing for street food.</i>

The physical capital is the yard of Teurastamo. Ruotsalainen states the “luckily”, because the yard helps her to avoid some unnecessary regulations (a clear example is provided in this table, social capital section). Moreover, the yard supports street food event to be organized outside. From foodservice physical capital, she considers food trucks as a solution for street food business. These aspects are explained more detailed in the following part, facilities and sustainable street food.

**Know-
ledge
Capital**

In Denmark, the festival has its own food strategy... So it's like a Music Festival with such a heavy focus on food that they actually need a strategy for it, which is just super awesome. We have the guy that is the food strategy of that festival came over last year to give a talk in a conference.

There flying over three chefs from Shanghai to cook traditional Chinese street food made from bugs.

These are clear examples of street food knowledge capital, where expertise from different fields can be utilized in street food, from strategic management to cooking expertise, even cultural exchanges.

**Financial
Capital**

Instead of all of the food truckers applying separately, they united, and they are like "Ok. So if you want all of us, then you need to take the price down this much, and give us a better deal and then we all come, you know. Or we don't want to then, none of them will come"

That has an idea it's to have every vendors have same prices for things. So like you have a 5 euro smaller things, which is probably gonna be like a snack...And then a ten euro portion, which is obviously bigger, and kind of like a meal; and like a two euro drink.

In literature review, the mentions about “fund, investment, or financial assets” from street food business operators. There was no thought mentioned in in-depths interviews. Two above examples of the expert interview are clear example of financial capital. The street food business operators create financial capital by utilizing social capital, trust. They create an association and require events producers or managers to think about it when they need food trucks for event programs. On the other hand, event managers use “unifying” prices at events to manage the financial capital aspect.

NATURAL CAPITAL

**Energy
resources**

So it would be really awesome to maybe see solar panels on tops of you know food trucks or maybe like just food trucks.

One of the expectations of Ruotsalainen for the facilities energy is more renewable energy. It is a relevant point of energy resources. Furthermore, as in the feature of street food, it is strongly impacted by the weather. This aspect can take advantage of summer weather in Finland. Further discussion is presented in the facilities section.

**Waste
manage-
ment**

And we have in terms of sustainable eating we have a requirement for all of the vendors to have biodegradable, you know, like forks, and plates, and you know and all of that. And then you know, we can just throw all of that trash into the biogradable bio waste, which is pretty awesome.

More biodegradable cutlery and plates are used in events at Teurastamo. Even though there is still a control, Ruotsalainen expects to move the events towards a sustainable direction from small actions. This aspect also connects with most concerns of in-depth interviewees when thinking about sustainable street food..

HUMAN CAPITAL

Labour

We have about, maybe like 60 volunteers each year.

I know what kind of people I'm dealing with, which is just really good because I know that they will pay their bills. And I know that they will be there on time. And I know that they make it through and all of that stuff.

Because they prepare the food, and then, they drive here, and they sell for two nights street. And then they go home, they clean it all. And you know, prepare for the next thing and also they have to employ quite a few people, especially because most of the events are on weekends and then Sunday is double pay you know. So it's not a cheap business running it and no one becomes really rich from being a food trucker. But if it's something that you love doing, then you know... Any job you love doing, you do it because you love doing it, not because it's gonna make you rich.

In the literature review, the author of the thesis uses “the participation rate”. Ruotsalainen (2015) states the fact the sustainable street food scene can utilize the labour capital of Finland. There were 60 event volunteers, and now 20 active trucks in Helsinki. Moreover, they are qualified, hardworking, and passionate entrepreneurs. They just do it “because you love doing it, not because it’s gonna make you rich”.

Education

We've done the festivals now. We've done the conference. We've done the workshops. We've done the parties. We've done the night bites staying. And we've done a suburbs tour because often also street food is very you know centralised, that like more in the centre of Helsinki than anywhere else. So we took all the street food trucks in one one tour of the suburbs to bring like street food to places where people were like "What is Kimchi? I've never seen this. What is street food truck? Why is their food on wheel?"

The street food event brings more ideas, knowledge to people. And mobile food trucks reduce the burden of location and accessibility. As Nina Ruotsalainen (2015) states in her example about suburbs tour. It makes street food less centralized.

SOCIAL CAPITAL

Trust

To know all of the people who involves in scene because there are really like a thick network. And I think everyone is like very supportive of each other rather than like, you now in competition. So more is more in this case. And I think everyone benefits from, you know, taking that whole scene, whole field forward.

And they came up with the actual Association so that have been founded now. And I think they're now coming up with plan on what to do and like how to like how to go about doing it.

This is the aspect mentioned in literature review “a network that benefits to whom are part of it”. An association of street food vendors in Helsinki has been established last April 2015. As in the physical capital section, the association supports street food entrepreneurs in different aspects, particularly, reducing price for a street food place in events. Furthermore, the expert interviewee mentions about the street food network in Helsinki itself. Evolving from the labour capital, the network is a healthy cooperation, where “more is more”.

Institutions

And there is a problem that if you got a burger and a beer from the burger place you can't sit in a chair that's closer to the fish restaurant because in Finnish alcohol license saying you're not allowed to take beer out of one restaurant alcohol area into the others, even if it's in the same area.

Starting the table with physical capital about “the lucky yard”, this is the example connected institutions. As the explanation of Nina Ruotsalainen (2015), in Teurastamo they have a separate terrace where people can buy alcoholic products and consumer them there while the yard is used for other activities. It avoid the Finnish alcohol license.

6.3 Facilities and sustainable street food in Finland

6.3.1 In-depth interviews

As the consequence of qualitative exploration method and semi-structured interview method, the answers to the research question, “how facilities can support sustainable street food by utilizing capitals”, were emergent and dynamic. However, the responses of four interviews did not cover all capital aspects mentioned “Facilities and sustainable street food” section. In order to present and approach the result in a comprehensive and coherent perspective, the author analyses data based on facilities categories and subcategories. Construction, food facilities, and design and decoration subcategories are for foodservices facilities, while location; and waste facilities are from events management context. The verbal quotes and summaries of two categories are presented in table 12 and 13.

However, before approaching the facilities, two significant outcomes are presented. Firstly, as mentioned in the feature of Finnish street food, Finnish weather significantly impacts on the facilities and the development of street food. Even though one interviewee did not really care about weather, other respondents strongly took it into consideration in terms of street food. They agreed facilities

hardly can support street food when thinking about the winter weather makes people hesitate.

Climate is a big thing that it's not so easy to do it most of the year, anything like outside the walls because of the coldness and the rain, and things like that. I think that makes the big challenge for developing the street food culture in this climate. (P Finnish, over 40 age group.)

But there again you also have the weather here. In February street food, I don't know. When it's -25, people typically don't want street food, they want to be somewhere warm. (S American, over 40 age group.)

The second outcome is about social capital, particularly institutions. From the literature review to responses of four interviewees, this social capital monitors and controls all the aspects of facilities. When it comes to construction, food facilities like machinery, equipment of foodservice facilities, all interviewees do not concern about safety requirements. As present in table 10, they all have strong opinions about the regulations, laws and requirements of Finnish authorities.

Table 12. Foodservice facilities and sustainable street food – data from four semi-structured in-depth interviews (the author of the thesis)

FOODSERVICE FACILITIES	
Construction	<p>Natural capital – energy resource:</p> <p><i>Perhaps it's quite expensive to heat a separate cabin or place like that. [...] It's open, and the wintertime, [...] it's quite impossible, if you think here, the street cafe, you can't heat it. It's extremely expensive. (P Finnish, over 40 age group.)</i></p>
<p>As mentioned previously, there was no concern about construction of foodservice facilities generally. However, one Finnish respondent expressed her understanding about the heating system when it came to construction of separate food stalls facilities in Finnish winter.</p>	
Food facilities	<p>Economic capital – Physical capital:</p> <p><i>If you make food, like outside where people can see like all the spatulas, and all the pots, and everything. They should look clean. (A Finnish, 18-39 age group.)</i></p> <p>Human capital - Labor</p> <p><i>The sale person's clothes are very dirty. [...] If someone's hands are very dirty, like you have some dirt under the nails and all that, and not wear some gloves or anything that I something that I don't know. It's not sanitary when you serving food. (A Finnish, 18-39 age group.)</i></p>

Same as construction, there were not many answers about food facilities. Only one Finnish expressed her expectation, but from the interview, she was quite confident with food safety in Finland.

Design and decoration

Economic capital – Physical capital and Knowledge capital and Human capital - Labor

I am very visual person that I do appreciate if they have set up the products. [...] If I'm just looking around try to find something nice then, if the place where they sell, if it looks good then, I am attracted to it a lot more. (A Finnish, 18-39 age group.)

The decoration plays a very essential part to bring the people to come to the stand. [...] It has to be changed over time. That's how it works. [...] The decoration, the setups of the stands do not affect the quality of the food. But to some certain extent, like attract me more, maybe colorful stands, and or, if they have some more pictures that attract me more. (H Vietnamese, 18-39 age group.)

Now news and advertising for example, the big company that sells for example chickens, now, they advertise that the story [...] I think it's a good one, that kind of... makes it more, become a deeper experience. (P Finnish, over 40 age group.)

Well, I think that the fancier your food, the fancier your stand needs to be. If you're going to be something Vietnamese food, people are walking up to your stand they should see that "Oh, this could be different." There is a sign or something indicates that this is a Vietnamese food stand. [...] You know, you can be creative the appearance of it. You can have good nice sign and pictures, messages, banners. You know, all kinds of things you can do to attract attention and to convey your message. (S American, over 40 age group.)

To all the respondents, they thought the most important and influential element of foodservice facilities to support the street food scene was design and decoration. To them, more attractive, fancier with signs, pictures that informed the food, the origins, the stories, would significantly impact on their purchasing experiences. Facilities themselves are physical capital, however, one participant suggested that knowledge capital and labour of human capital, which means the ability to create and design could be used in this aspect of foodservice facilities.

Table 13. Event facilities and sustainable street food – data from four semi-structured in-depth interviews (the author of the thesis)

EVENT FACILITIES	
Location	<p>Economic capital – Physical capital</p> <p><i>Well, the accessibility is a big thing. I think that as a student, and not many have a car or possibility to go anywhere else. I think that it's more difficult to go to a farmer market then it's less popular cause then it's way easier to go to the nearest supermarket (A Finnish, 18-39 age group.)</i></p> <p><i>But to me, the location is not that important. It's can be anywhere but as long as I like the food. [...] But to a certain extent, it does matter like maybe during the wintertime, people don't want to travel for so long. So if the food stand is close by, definitely they will come with ease, [...] the best way to place it in the city center, where it is closest to every part of the city. (H Vietnamese, 18-39 age group.)</i></p> <p><i>The whole idea of street food is really like fishing. You always want to find a place on the lake where the fish are, and that where you go fishing. For street vendors, the idea that somewhere out there in the community. And so I think that the consideration needs to be that you have to identify where the traffic is, and where you can locate yourself. Or the sidewalk, on the shopping walkway or something. You have to find somewhere people are walking by.[...] But I would want to be where the action is, where the fish are. (S American, over 40 age group.)</i></p> <p><i>I think it has to be quite close to something. I wouldn't travel a lot just to go to eat something somewhere, so if it is an event, it has to be kind of easily reachable to go and kind of on the way. [...] I think it's one of the problem for farmers who have, for example, make their local products and they sell it in their farm house. But I think what we have such a huge long distances, that when we drive we won't stop for a special ice cream. Usually we keep on driving, so it has to be somewhere kind of, normally, there has to be something else to have the reason to stop there. [...] It has to be quite easy to reach, somewhere close to something interesting. Now you go anyway, and then you find, oh, there's something interesting to eat. (P Finnish, over 40 age group.)</i></p>
<p>Except one Vietnamese respondent did not focus on the place (He is also the one did not consider weather as a problem) when it came to food. However, generally, all the interviewees agreed on the important of location. And to two Finnish, it was also about the accessibility of car and driving. One Finnish pointed out the problem of location having impact on the food transportation of local farmers.</p>	

Waste facilities	<p>Natural capital – Waste management:</p> <p><i>Not to have so much waste [...] just the amount that you need. I think a lot of restaurant, for example, they throw a lot of food away for markets. (A Finnish, 18-39 age group.)</i></p> <p><i>How you collect the garbage and how you reproduce the cups that are left over, things like that (P Finnish, over 40 age group.)</i></p> <p><i>They have to be disposed and collected according to the standard (H Vietnamese, 18-39 age group).</i></p>
<p>Waste facilities and management of event facilities, especially food waste, were demanded and thought by most of the participants.</p>	

6.3.2 Expert interviews

In this section, the expert interview result is presented into two main parts. The first part is about the perspective of sustainability and facility management expert interviewee while the second one is the table 14 about facilities and its impact on street food event from the interview with street food expert, Nina Ruotsalainen (2015). Firstly, Juha Lindroos (2015), from the viewpoint of facility management expertise mentioned the limitations in terms of regulation of facilities in Finland. Consequently, “people cannot make very quick decision or they can't make fast agreement” (ibid.). Then in the relation between facilities and street food, he considered the role of facilities is “very small at the moment”, which can bigger in the future. Furthermore, the starting focus now is more environmental orientation, and he expects it might towards social dimension in the future (ibid.). The present role of facilities in the street food scene is “promotional, or marketing oriented” but the consideration of comprehension and coherence in communication is a must as his verb quote below.

And the promotional would be the first one that comes to me if you ask the roles of facilities, no matter of what kinds of facilities. But it promotes it, somehow, if they can utilize, they can communicate, they can advertise through the facilities. So the facilities itself is a tool, promotional tool, let's say. And as we said, it should be somehow hand in hand with sustainability, if the facility, very very unsustainable, then it cannot promote sustainability to the consumers.

Table 14. Facilities and sustainable street food – data from expert interview Nina Ruotsalainen (2015) (the author of the thesis)

FOODSERVICE FACILITIES	
Construction	<p>Economic capital – physical capital:</p> <p><i>The food trucks thing have been a big thing for street food. Just because it's easy to get through for the officials, like the hygiene and sanitary things, and all of the inspectors. If you sell food at a tent, then you have to have, you know... there are so many regulations like, And so basically very hard just because it's a tent and not an actual structure where a street food truck is like you know, a kitchen on wheel. So that's why the truck things have been very big. It's easier.</i></p> <p>Natural capital – energy resource:</p> <p><i>On the bigger scale, I would love to see a more sustainable way for cooking the food. Because the problem now is this food truck uses quite a lot of electricity. So... then if they don't, like if they don't have electrical sockets to plug on their trucks into, then they have to use the generators, which run on oil, which uses a lot of... It makes a whole lot of noise out, and unpleasant smell... kind of not very sustainable, or actually not sustainable at all. So it would be really awesome to maybe see solar panels on tops of you know food trucks or maybe like just food trucks.</i></p> <p><i>Or like food bikes for example, which is also an upcoming thing. I think we gather about 8 food bikes now, you're selling stuff from the cupcake bike then you're like getting a workout and it's completely environmental involve, and it's still delicious. So I like to see more of those.</i></p>
<p>These quotes explain and predict the movement of facilities in the street food scene in Finland. Instead of stalls, kiosks, Finnish street food scene is striving for more environmental-friendly 'construction'. And the 'construction' can be mobile. The perspective of industry is practical and feasible, which widens and opens the understanding and defining facilities in the street food scene in Finland.</p>	
Food facilities	<p>Economic capital – Physical capital and Human capital - Labor</p> <p><i>I try to get them like maybe collaborate so the one who sells the mushroom and the woman who brings the cheese and the guy who brings the fresh onion could like team up. And we can get a small kitchen as the farmer market, which people can make dishes out of all the ingredients they produce</i></p>

This food facilities apply to farmer market. While there is the “mobile” aspect of street food, in farmer market, in order to promote local products, there is a need to create street food dishes from fresh Finnish local ingredients. Cooking facilities should be considered in the farmers markets for further promotion.

Design and decoration	<p>Economic capital – Physical capital</p> <p><i>Yes, it is. Actually for the Helsinki Night Market this year, I was trying to make a deal so that we can get the plastic furniture like the small chairs and the tables</i></p>
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Plastic furniture is a feature of Asian night markets. They function at facilities, but not construction or machinery, equipment of food facilities, the author categorizes them as design and decoration, because they aim at providing an environment “to enjoy a meal experience” (Ransley & Ingram 2000, 12, 16). This was mentioned in the theoretical background above.

EVENT FACILITIES

General event facilities	<p><i>We have the food trucks and the we have the grass, and we have the hammocks, and then we have a DJ and then we have tables to sit at, trash cans to throw your trash in, terraces where you can buy beer, like cold beer and sit inside. And like a big sand box for kids if you want to bring your kids on. [...] It's really important to provide a service to the people who come there in the sense of you take care of the facilities and the infrastructure so that's more than just a food experience, more than just what you put into your mouth.</i></p>
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As an event manager, Ruotsalainen considered all the aspects of the whole experience of customers. To her, “it like 360 experience”. This example she gave in the comparison with empty market square, which still can have food trucks. However, the experience is not the same as well-equipped facility places like Teurastamo yard.

6.4 Other findings

6.4.1 In-depth interviews

The researcher asks four participants “What do you concern most when buying street food in Finland” to understand more about the phenomenon. Figure 10 presents the most relevant frequent words in their answer. Despite “price” is the most frequent word, it only comes from one interviewee. When it comes to street food in Finland, the most concerned thing of all the respondents is the quality of the food. Then, besides quality like taste or freshness, the second expectation is

experience of buying and consuming food. Some of the verbal quotes are presented below.

I worry that it's bad. That's it. I just like, spend 15 Euro and it tastes like poop. I don't know. Maybe if I try something new and it's bad. I think if I will be most worried that I'm disappointed of the food. The quality. (A Finnish, 18-39 age group).

Only the quality, the tastefulness of the food (H Vietnamese, 18-39 age group).

If I go out and pay for food, then, I of course, would like to have an experience, I would like to enjoy it. (P Finnish, over 40 age group.)

And in the market it's always, kind of, there are never similar. There are always the local. If you go to the market place in Kuopio or in Jyväskylä, or in Vaasa, they are definitely different. That's delicious. Something's nice. (P Finnish, over 40 age group.)

Everytime you buy some thing from some body, it's an experience. And the higher up the value chain, the more emphasizes on the experience. But going up the value chain does not necessarily mean higher prices. (S American, over 40 age group).



Figure 10. Most relevant frequent words “What do you concern most when buying street food in Finland” (The author of the thesis with the support of Nvivo)

Another finding is about the social role of the street food in Finland. It is the most popular motivation and expectation among Finnish respondents when thinking about street food in farmers markets.

I guess the farmer market, like, at least, for maybe, for elderly people or for actually anyone, I think that maybe, that's nice place. For example, farmer market that sells every Saturday, maybe, like a community thing where you go every Saturday meet you friends, go for a coffee. I would think that, that's a good thing. (A Finnish, 18-39 age group).

Think we could have it in a smaller town as well like gathering together, and kind of, anything that is social and kind of things that the community does and shares together. I think it's always nice, especially with it around food, it's so good idea. Like the local producers. (P Finnish, over 40 age group.)

6.4.2 Expert interviews

And the same findings about food experience in street food scene in Finland is also emphasized by Nina Ruotsalainen (2015), the project manager of Street Helsinki Event:

And so we think about like how can they do what they do in the most sustainable way possible and then also at the same time provide like the best service social experience around food.

It's just the idea that food is always the main thing. I think that's like the thing that you should keep in my mind when doing about...I think it's important for thinking of it like 360 experience and not just to say, focusing on one particular things. One thing can always be the main thing, but then everything else has to work as well.

7 Discussion and conclusion

The research question of the thesis was “from the perspective of Street food experts, how can facilities support the sustainable street food scene in Finland?” by utilizing the available resources in two aspects. The two aspects are promoting local food produced in Finland and developing street food events in Finland towards sustainable events. The available resources or capitals from the United Nations framework include economic, natural, human and social capitals. An extensive framework was generated through different fields in the theoretical background section. Four in-depth interviews and two expert interviews with the quota sampling technique were conducted. The author used conventional, directed and summative

content analysis with the support of Nvivo to categorize and classify the themes and code the collected data.

The results show that there has been a dynamic and emergent movement of Finnish street food during last few years. Unlike other street food cultures in developing countries, Finnish street food development is influenced by the high-regulated environment. The most dominant feature of street food in Finland is that it is associated with events. However, the street food scene is also shaped by dynamic and creative pioneers involved in it. All the participants agreed that sustainable orientation is necessary for the development of the street food scene in Finland.

The results confirm that the street food scene in Finland at the moment is heavily associated with public food events. The definition of a public food event is “one-time or recurring events of limited duration, developed primarily to enhance awareness, sales, appeal and profitability of food and beverage products in the short and/ or long term” (Ritchie 1984; Hall 1992 cited by Hall & Sharples 2008, 13). A food event has a profound base in “a complex set of infrastructure and physical resources” (Hall & Sharples 2008, 8). These infrastructures or facilities can be yards, squares as events spaces or market buildings. According to Hall & Sharples (2008, 8), food events have a considerable relationship to “the places in which they are situated.” Nevertheless, as presented in the other findings section, consumers also look for experiences when buying food. It is “the experiences that this infrastructure” that is being bought or consumed by the event participants, not the facilities themselves (ibid.). Figure 11 presents the connection of a food event experience and a product in the time context of consumption and production. However, the author only aimed at emphasizing two important aspects of a food event: experience and product.

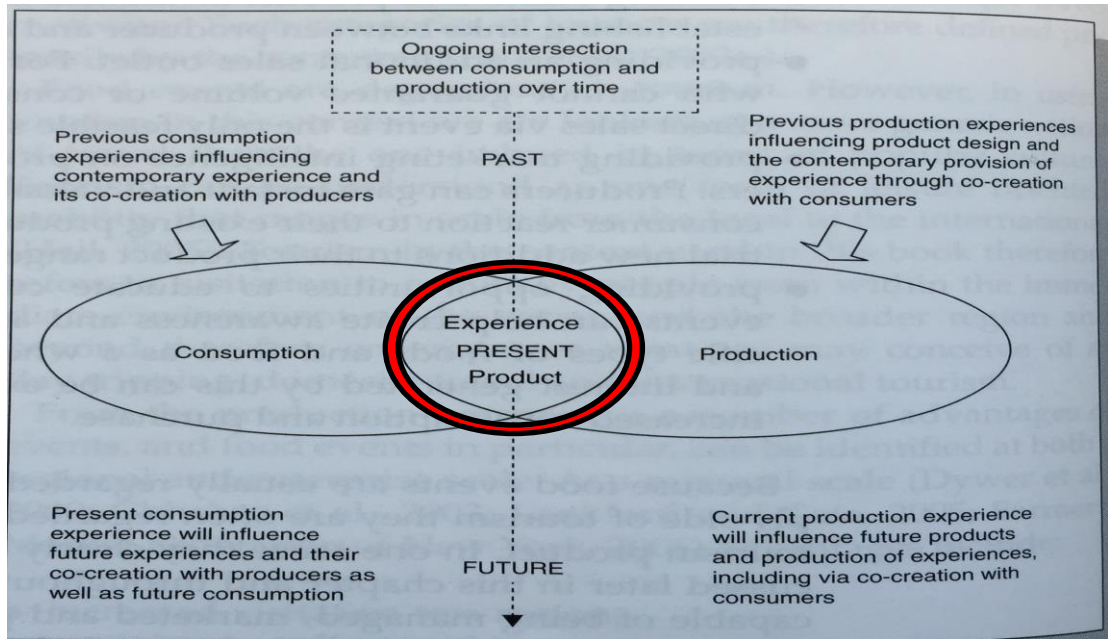


Figure 11. Locating the food event experience and product (adapted from Hall & Sharples 2008, 8)

The role of facilities in supporting the sustainable street food scene in Finland begins with supporting street food in Finland as a food event. The facilities must ensure two aspects of a food event: product and experience. In Finland, with strict and tight regulation and restriction, the foodservice facilities and product must follow a required standard to ensure the hygiene, which was confirmed by all the interviews. From the event facilities, Table 15 presents the important factors including in visiting a food event from the perspective of both production and consumers. The bold elements were discussed in the thesis. During the research work, four in-depth interviews were conducted from the viewpoint of consumers while expert interview with street food project manager; Nina Ruotsalainen is from the perspective of events producers and food truck entrepreneurs. The results strongly highlight the importance of event facilities in providing spaces, and experiences for a food event.

Table 15. Important factors of the visitation to a food event from the perspective of production and consumers (adapted from Taylor and Shanka (2002); Hall, Sharples and Smith (2003); Tasslopoulos and Haydam (2006); Hall and Mitchell (2008); Hall, Sharples and Smith (2003); Brown and Getz (2005); Che, Veeck and Veeck (2005); Hall (2005); Hall and Mitchell (2008) cited by Hall & Sharples 2008, 16-17)

CRITICAL FACTORS OF PRODUCTION PERSPECTIVE	CRITICAL FACTORS OF CONSUMERS PERSPECTIVE
Location	Travel time
Timing	Economic budget
Accessibility	Accessibility
Seasonality of produce	Motivations, particularly social motivations
Event facilities, infrastructure, space and activities	Prior experience and positive recommendations via world of mouth
Appropriate mix of vendors and activities	Programming
Event planning and programming	Perceptions of quality and value
Promotion and marketing	The development of trust between consumers and producers

After ensuring the primary function of street food as a provider of food product and experience, facilities can start to utilize the current capitals to support the street food scene toward a sustainable direction with the predicting trends, mentioned previously. The research results show that the influence and ability of facilities to utilize capitals is not equally divided between capitals. However, at the moment, in Finland, the social capital of institutions is too rich which becomes a burden. It does not allow facilities to access and utilize other capitals in order to support the sustainable street food scene. If the institution of social capital, which means regulations, laws and restrictions, can be modified and directed to reduce the burden on the facilities of street food, it can give more room for other capitals to utilize. When the social capital reduces its weight on facilities, other capitals can be utilized, as Ruotsalainen (2015) states:

I think this sort of the forces like Street Helsinki or Teurastamo or like the food vendors, the food truckers itself do much as they can do and now it's just the matter of like officials, you know, stepping up their game on the laws, making it easier so that the barriers entry for the market are not as high. Because it's so pretty expensive for people to buy a truck and then to modify it so that it feels like complies with all the regulation set by all of the various government officials. And so if there would be... if it would be as simple as possible for you know, aspiring entrepreneurs to get into the game then I feel like it's easier. Uhm... And I think we have like more people, like, jump in on the sort of street food wagon and that I think that it's also quite that it's not just a Helsinki centre phenomenon.

When the institutions of social capital are reduced, facilities can start supporting the sustainable street food scene in Finland. Firstly, about foodservice facilities, the most relevant capital that they can utilize is the economic capital, which includes physical capital, knowledge capital and financial capital. Foodservice facilities themselves represent the physical capital of the street food scene. There are three significant contributions that foodservice facilities can offer to street food scene in Finland. The first contribution is provide cooking space or equipment in farmers markets to promote the local food products, supporting the trend “producing street food dishes from local food ingredients” of street food scene. The knowledge and financial capital must be used following a thorough and careful procedure of researching and implementing. However, this is the first initial step to develop the street food scene in Finland further. The second role is promotional sustainable development when changing the facilities like food truck towards the direction of renewable energy (e.g. solar panel) or using bikes as foodservice facilities, towards the trend “Increasing of food bikes.” Furthermore, when there are more food trucks, the accessibility to the street food becomes more flexible and easier. And finally, the design and decoration of foodservice facilities can create an environment for the street food experience of customers.

Next, event facilities, there are two aspects of how they can support sustainable street food scene in Finland. The first aspect is the trend “increasing savory snack”, where the economical capital and human capital should be utilized. Increasing savory snack means instead of serving street food as a whole meal, street food vendors just sell small portions of food as a light snack. This will encourage people eat less in a portion but more samples from different sellers. Consequently, queuing in a street

food event would have to be reduced. As in the research result, when people have to queue for one and a half hour, they tend to take a bigger portion and regard that as a whole meal, rather than a snack. The location of an event, event arrangement, or staff allocation should take into consideration the number of participants to avoid lines and queues. The second aspect is exemplified by the other findings, Finnish people expects more social activities and gatherings in the community. As the expert interviewee Nina Ruosalainen presents an example comparing an empty market square to the yard of Teurastamo with terrace, sand box for kids, waste facilities, restrooms, etc. In order to promote more sustainable street food in terms of social sustainability such as community events; there is a need to increase the physical capital in a strategic way to support the sustainable street food scene.

In summary, facilities have two roles in supporting the sustainable street food scene in Finland. The first one is functional role, which means supporting the scene as a food event to ensure tangible food products but also promotional role for intangible experiences. The second role is promotional both sustainable development and street food. Using solar panel to generate energy and increasing the popularity of food bike are the promotion for sustainable development whereas increasing physical capital such as kitchens in market places to cook street food dishes from local ingredients or more facilities for community gathering events promotes street food scene in Finland towards environmental, economic and also social sustainability. The mind map in Figure 12 summarizes the promotional role of facilities in supporting sustainable street food scene in Finland.



Figure 12. Facilities and its promotional role in supporting sustainable street food scene in Finland (the author of the thesis)

With the supporting of the facilities in an efficient way, the street food scene can go beyond the promotion of sustainable development or street food. It can also establish Finland, particularly Helsinki as a food tourist destination. Furthermore, as Sustainable Event Alliance (n.d.), an association inspiring events to be “as sustainable as possible”, suggests Finland as a sustainable event destination. The dynamic development of the street food scene in Finland promises many gold opportunities for the different sectors as Ruotsalainen (2015) saying. The future research presents the possible future direction for further studies and following by the reliability, validity and generalizability of the research.

A whole new waves of street food happenings... like combining the traditional with sort of new way thinking about it. So there are a lot of interesting possibilities to explore street food. And because it's still pretty new in Finland, there are a lot things that haven't been done, and could be done. (Ruotsalainen 2015.)

7.1 Future research

The expert interviews conducted in this thesis have identified the key areas of facilities that are able to promote sustainable street food. They are functional and promotional roles. With the functional role from events management perspective, City of Helsinki Environment Centre (2014) has published “Neat event! An environmental guide for event organizers”, which mentions some facilities factors for a sustainable event. However, in the future, more detailed studies for promotional role of facilities in the street food scene might be conducted to ensure the implementation.

From the perspective of facilities as promotional role in street food scene, future research from different fields such as renewable energy, environmental management, or architecture, product design can investigate the potential and examine closely and thoroughly each case, such as building a kitchen in a market place, adding more facilities to a market square or setting up a solar panel for a food truck that is particularly suitable to Finnish weather. The research might provide a specialized insights and understanding for practical and feasible application according to street food trends in Finland.

Another direction for future research is to examine the facilities in a time and space context with a specific location or event in order to achieve a desirable outcome. The details and features of different locations or events significantly impact on the facilities of the street food scene. For instances, despite the same need of more facilities for community events, the metropolitan characteristics of Helsinki with more than three millions tourists every year are different from Lapland, where the primary tourist activities are related to nature and outside environment (Boyer & Hill 2012, 43; Lapland n.d.). The queuing of a Restaurant Day also is different from a Street Helsinki Events. In general, it would be advisable for future research to be conducted for possibly and gradually effective and practical implementation process as TOURISMLink, an initiative of European Commission, predicts local, fresh street food and sustainable food travel are two of the most current trends of food tourism in Europe (Laiton 2013).

7.2 Reliability, validity and generalizability of the research

According to Seale (1999, 471), Braun and Clarke (2013, 278), “‘quality’ is a somewhat elusive phenomenon’ in qualitative research. However, one of the most popular formal criteria for appraising a research is “good research is reliable and valid, and the purpose to generalize beyond the sample to the wider population” (Braun & Clarke, 2013, 278). There are three parallel aspects of this research that impacts on the reliability, validity and generalizability. They are research method, framework and sample size respectively.

Firstly, reliability means the probability to generate the same outcomes and results when the same measures and methods are implemented by different investigators to a different sample group (Yardley 2008 cited by Braun & Clarke 2013, 279; Hammersley 1992, 67 cited by Silverman 2006, 282). However, due to the nature of qualitative exploration research design, particularly in-depth interviews and expert interviews, the results are versatile, loosely and flexible (Malhotra & Birks 2003, 64; Malhotra, Birks & Wills 2012, 88). Furthermore the nature of qualitative research is mentioned above as “emergent and evolving, and interpretive” (Rossman & Rallis 2003 cited by Marshall & Rossman 2006, 2; Marshall & Rossman 2011, 3). However, if reliability is considered as “trustworthiness” (McLeod 2001 cited by Braun and Clarke 2013, 279), then appendix 7, the checklist at the end of section provided by Braun & Clarke (2006 cited adapted by Braun & Clarke 2013, 287) aims at ensuring the “trustworthiness” or reliability of the research work.

Secondly, validity refers to a study indicting and showing “what it claims to show” (Goodman 2008 cited by Braun & Clarke 2013, 280). Braun & Clarke (2013, 280) considers validity as the ability to capture ‘reality’. In this research work, due to the lack of theories on the topic, the author takes advantage of United Nations thematic indicators and other fields as the guideline. However, the indicators “primarily aimed at statisticians” result in a gap when transferring the quantitative indicators for usage of qualitative data (United Nations Economic Commission for Europe et al. 2014, xiii). Moreover, the general feature of these indicators and themes aims at the availability of indicators to “a large number of countries” (United Nations Economic Commission for Europe et al. 2014, xiv). It leads to the difficulty when applying and evaluating in a

specific context like “street food scene in Finland.” But as mentioned in “Sustainable street food” section, the evaluation of sustainable street food scene in Finland in the thesis work refers to “sustainability as orientation”, which is defined as a norm towards which should be strived (Backers 2012 cited by Pernecky & Lück 2013, 22).

Finally, the generalizability of the researcher to a bigger population, the qualitative exploration results in the small sample size with the aim “uncovers the underlying motivations, beliefs, attitudes and feelings” of people (Malhotra & Birks 2003, 64, 179-180; Schostak 2006, 10). With the purpose of understanding the phenomenon street food scene particularly in Finland, the results identify its own unique features rather than generalizability. There are different “control characteristics” like age group, gender and nationality has been used to ensure diverse insights and viewpoints about the scene. However, the study can work as a reference to other related fields as mentioned in the future research section.

In addition to the generalizability, the street food movement in Finland is new and dynamic, as Ruotsalainen (2015) puts “it is happening right now.” Consequently, it is not possible for the researcher to capture the whole scene as it is evolving. The scope of the thesis work concentrates only on the local products and street food events. And due to the event-associating feature of street food scene in Finland at the moment, the collected data of interviewees have more insights towards sustainable event rather sustainable food in terms of facilities. However, the final findings and results provide good insights and ideas for the street food scene in Finland towards a more sustainable development direction.

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Appendices

Appendix 1. Interview information

INTERVIEWEE	DATE	PLACE	LENGTH OF THE RECORDINGS (Some is not as same as the length of the interviews due to discussion, greetings, introduction, etc.)	NOTE
A Finnish	14 April 2015	Jyväskylä	43 minutes 12 seconds	Semi-structured in-depth interview
P Finnish	14 April 2015	Jyväskylä	40 minutes 14 seconds	Semi-structured in-depth interview
S American	14 April 2015	Jyväskylä	36 minutes 42 seconds	Semi-structured in-depth interview
H Vietnamese	16 April 2015	Jyväskylä	31 minutes 46 seconds	Semi-structured in-depth interview
Nina Ruotsalainen	21 April 2015	Helsinki	58 minutes 55 seconds	Expert interview
Juha Lindroos	24 April 2015	Jyväskylä	1 hour 9 minutes 43 seconds	Discussion Expert interview

Appendix 2. List of questions for semi-structured in-depth interviews

All the prepared questions serve as a guideline to the semi-structured interviews to cover all the aspects of the topic. However, the researcher uses prompts and probes for the interviews to evolve itself, which allows the participants comfortably provide ideas, insights and new concepts.

1. What do foods come to your mind when you think about Finnish street food?
2. What Finnish street food have you eaten? Or consider as Finnish street food?
3. How do you think the street dishes reflect the Finnish culture? Do you consider it as a gate to the culture? Why?
4. (How is the street food culture in your country?)
5. How do you perceive “sustainable street food”? Why do you think so?
6. What do you expect when you hear “sustainable street food”? Why do expect these aspects?
7. What activities do you consider as “sustainable street food”? Why do you consider these activities?
8. What do you think that motivate those activities? Why?
9. Have you been participated in those (sustainable) street food activities? Please tell more about experiences
10. Why did you participate? or why not?
11. What do you think about the location and access to the location impact on your participation? Why?
12. How about the patterns/ organisations of the kiosks? Facilities as in event organisations
13. How do you think about the food facilities of street food in Finland? What do you consider the most important aspects?
14. What do you concern most when thinking about street food facilities in Finland?
15. What do you think about the kiosks/ farmer market with the space in the city?
16. What about space and location of street food will encourage you to involve more with street food?
17. How facilities encourage you to involve more with street food?

18. How facilities as an event parts promote sustainable street food? Terms, economic, environmental, social and legal?

19. How facilities as foodservices facilities promote sustainable street food? Terms, economic, environmental, social and legal?

Appendix 3. List of questions for events management/ street food expert interview

All the prepared questions serve as a guideline to the semi-structured interviews to cover all the aspects of the topic. However, the researcher uses prompts and probes for the interviews to evolve itself, which allows the participants comfortably provide ideas, insights and new concepts.

1. Would you tell me more about Street Helsinki Event?
2. Why do you involve in street food?
3. How do you feel about street food and its connection with Finnish (food) culture?
4. How was the experience?
5. What do you like most from the events and street food? Why?
6. What are the most challenging aspects when organising a street food event in Finland?
7. How do you think about “sustainable street food”?
8. What kinds of movement or activities of street food events are considered as sustainable?
9. How facilities impact on your events in terms of foodservice facilities and event facilities?
10. What do you think about spread the Street Helsinki to the other parts of Finland?
11. What do you think about the street food movement in Finland? What trends or expectation will come?
12. How do you think sustainable development will shape the street food movement in Finland?
13. How are the following up activities after the workshops and events?

Appendix 4. List of questions for sustainability/ facilities management expert interview

All the prepared questions serve as a guideline to the semi-structured interviews to cover all the aspects of the topic. However, the researcher uses prompts and probes for the interviews to evolve itself, which allows the participants comfortably provide ideas, insights and new concepts.

1. What come to your mind when you think about street food in Finland? Why?
2. What do you think about the sustainable development in Finland at the moment?
3. How is sustainable development related with food and events?
4. What do you think about the idea “sustainable street food”?
5. What aspects or elements do you consider as “sustainable street food”?
6. What activities do you consider as supporting “sustainable street food”? Why do you think so?
7. What kind of resources that can be utilised for “sustainable street food”? Why do you think so?
8. What is the most relevant resource? Why? How can it be accessed and taken into advantage?
9. What do you think about facilities and its connection with “sustainable street food”?
10. What do you think about facilities and its supporting to promote local products? Any advantages and challenges?
11. What do you think about facilities and its supporting to a sustainable street food event? Any advantages and challenges?
12. How can foodservice facilities support the sustainable street food scene in Finland? Which is the best way? How can foodservice facilities utilise the resources at the moment to promote the sustainable street food scene?
13. How can event facilities support the sustainable street food scene in Finland? Which is the best way? How can event facilities utilise the resources at the moment to promote the sustainable street food scene?

Appendix 5. Example of Nvivo coding Finnish street food themes and categories

(Only 4 semi-structured in-depths interviews)

Finnish street Food

Internals\\Anu_Transcript - § 22 references coded [3.00% Coverage]

Reference 1 - 0.03% Coverage

Food Day

Reference 2 - 0.03% Coverage

booths

Reference 3 - 0.03% Coverage

outside

Reference 4 - 0.06% Coverage

homemade food

Reference 5 - 0.12% Coverage

invite people to their houses

Reference 6 - 0.06% Coverage

Restaurant Day

Reference 7 - 0.06% Coverage

Restaurant Day

Reference 8 - 0.04% Coverage

festivals

Reference 9 - 0.08% Coverage

summer happenings

Reference 10 - 0.05% Coverage

foreign food

Reference 11 - 0.06% Coverage

Chinese booth

Reference 12 - 0.06% Coverage

entrepreneurs

Reference 13 - 0.17% Coverage

I haven't really thought about it that way

Reference 14 - 0.49% Coverage

I haven't put those two together like the already finished food or like the dish, and then the ingredients or that thing

Reference 15 - 0.03% Coverage

fruits

Reference 16 - 0.09% Coverage

vegetable or potatoes

Reference 17 - 0.04% Coverage

weekends

Reference 18 - 0.03% Coverage

summer

Reference 19 - 0.06% Coverage

farmer market

Reference 20 - 0.06% Coverage

Restaurant Day

Reference 21 - 0.45% Coverage

it has become more popular and people are more aware or then it's more trendy and popular, and it gets people.

Reference 22 - 0.85% Coverage

I think at least the Restaurant Day's getting quite popular nowadays or they have a lot Restaurant Days and they are all the time Restaurant Days somewhere, so I guess people are getting more and more aware.

Internals\\Huy_Transcript - § 11 references coded [8.19% Coverage]

Reference 1 - 0.09% Coverage

Restaurant Days

Reference 2 - 0.30% Coverage

the street food culture here is very rich and important.

Reference 3 - 0.46% Coverage

Actually the food I tasted during the Restaurant Day very, mainly is not from Finland.

Reference 4 - 0.05% Coverage

Thai food

Reference 5 - 0.03% Coverage

India

Reference 6 - 2.26% Coverage

the street food in Finland is not that cheap as compare to what I have in my country, for sure. However, the food here, the street food here in Finland, is not expensive. Yes, something like when I have the student meal. Something like that. It's very different from what I had in the restaurant. It's totally different story. So I think the street food here in Finland is still considered cheap food. I think so. That's my opinion.

Reference 7 - 1.49% Coverage

you can raise some incomes from the street food as well. And by doing, by having that it can manage by getting people closer to the street food, like Restaurant Day is a very good example, very good event to, in order to sustain the economics performance for the street food in Finland.

Reference 8 - 1.39% Coverage

it will not be a main meal. Sometimes, it just needs to be something people can have during their break for something or after work, before their main meal like dinner. They just want to have something before the dinner. It's very light meal, something like that.

Reference 9 - 0.78% Coverage

I saw some kind of very special mushrooms that I have not seen in supermarket. I don't know what is that. They were in Finnish letters so I don't know.

Reference 10 - 0.33% Coverage

it's the only thing I've found the special, the blueberries.

Reference 11 - 1.02% Coverage

Firstly, it is defined by Finnish people that this is my traditional food. The other way can be you cannot find else where except Finland, so it's very traditional, very typical Finnish food.

Internals\\Pirjo_Transcript - § 9 references coded [3.82% Coverage]

Reference 1 - 0.72% Coverage

It's been warming lately, maybe or growing up a lots lately. Because of this farmer market and Restaurant Days, and then, it's much richer than it used to be 10 years

ago, I would say.

Reference 2 - 0.56% Coverage

Yes, I think especially the, kind of the traditional street food Finland would be sold in the market for example, in the outdoor summer market

Reference 3 - 0.26% Coverage

are very traditional Finnish snacks or street food, I would say.

Reference 4 - 0.67% Coverage

it includes much more and both the farmers develop much more products and as well the international culture like we can buy sushi or..., not so traditional Finnish food.

Reference 5 - 0.15% Coverage

It's now much richer than it used to be.

Reference 6 - 0.63% Coverage

Like every happenings, you can buy Thai food or spring rolls or things like that, which are not so Finnish, but now coming, becoming a part of our culture as well.

Reference 7 - 0.40% Coverage

like sausages in sport events or things like that. I think it's part of the street food culture here,

Reference 8 - 0.23% Coverage

the Restaurant Day is now breaking it's down a little bit.

Reference 9 - 0.20% Coverage

t has kind of decreased last 10 years or something.

Internals\\Steve_Transcript - § 15 references coded [6.84% Coverage]

Reference 1 - 0.26% Coverage

this annual pop up restaurant phenomenon occurs here.

Reference 2 - 0.69% Coverage

street food in a community context where you have different vendors of street food operating like in the city square or park or something like that.

Reference 3 - 0.23% Coverage

here in Finland, you typically don't find that.

Reference 4 - 0.90% Coverage

There are some exceptions, like for example the harbor in Helsinki has a market there, then it opens most of the day of the year. But here, in Jyväskylä, we don't have that really, occasionally

Reference 5 - 0.15% Coverage

a vendor of pop up late at night.

Reference 6 - 0.15% Coverage

annual pop up restaurant thing

Reference 7 - 0.84% Coverage

in the Europe, I associate street food mostly with festivals, you know, like Christmas, Christmas markets and this kinds of thing where you can purchase all kinds of street food.

Reference 8 - 0.30% Coverage

basically in Finland street food is typically offered as a meal.

Reference 9 - 0.26% Coverage

Vietnamese food, French food, Thai food, Russian food

Reference 10 - 0.23% Coverage

it becomes more of a multi-cultural kind of event.

Reference 11 - 0.42% Coverage

a normal day I think that most of the street food that you find in Finland is quite Finnish.

Reference 12 - 0.54% Coverage

if you go a festival and you encounter someone selling street food instead of going to be typical food from Finland.

Reference 13 - 0.72% Coverage

in the spring, summer and fall you can go to markets here around downtown and find produce vegetables and fruits that are produced by small scale farmers.

Reference 14 - 1.12% Coverage

what has emerged a lot now are these greenhouse vendors. People who grow vegetables in greenhouses because they can be operated year around and the... I think that Finns particularly have a preference for produce that is grown in Finland.

Reference 15 - 0.04% Coverage

hotdogs

Appendix 6. Brochure of Street Helsinki Event 2015

STREET
HELSINKI

EATS



**KATURUOKAFESTIVAALI
STREET FOOD FESTIVAL**



**STREET HELSINKI
- LEMPEÄ, MUTTA
PÄÄTTÄVÄINEN
KATURUOKA-
VALLANKUMOUS**

Street Helsinki on katuruokakonsepti, jonka tarkoituksena on ylistää ja edistää katuruokan lukemattomia mahdollisuuksia ja ulottuvuuksia niin Helsingissä, kuin kansainvälisen yhteistyön myötä laajemminkin.

Street Helsinki EATS on kaikkien aikojen katuruokafestivaali, jossa on mukana lähes 40 kotimaista ja kansainvälistä katuruokakeittäjä hittiherkkuihin.





TORIKU
ARTERS

TORIKORTTELIT

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VAPAA
PÄÄSY

FREE
ENTRY

22.3.

11-19



**STREET HELSINKI
- GENTLE, YET PURPOSEFUL STREET
FOOD REVOLUTION**

Street Helsinki is all about street food. It's an idea of what it should and could be. It's a concept with a mission of praising and pioneering the countless opportunities and potential of street food in Helsinki, as well as spreading the word abroad through our partners.

Street Helsinki EATS is the street food festival of the century, showcasing almost 40 vendors from Finland and abroad.

TORI
KORT
TELIT

 JOIN THE STREET #STRERHELsINKI
FOOD REVOLUTION! #STREETFOOD

Appendix 7. A 15-point checklist of criteria for good thematic analysis

(adapted from Braun & Clarke 2006 cited by Braun & Clarke 2013, 287)

NO.	PROCESS	CRITERIA	REFERRED SECTION
1	Transcription	The data have been transcribed to an appropriate level of detail, and the transcript have been checked against the taps for 'accuracy'	Stored transcriptions
2	Coding	Each data item has been given equal attention in the coding process	Appendix 5
3		Themes have not been generated from a vivid examples, but instead the coding process has been thorough, inclusive and comprehensive	Appendix 5
4		All relevant extracts for all each theme have been collated	Appendix 5
5		Themes have been checked against each other and back to the original data set	Appendix 5
6		Themes are internally coherent, consistent, and distinctive	Appendix 5
7	Analysis	Data have been analysed – interpreted, made sense of – rather than just described	Research results
8		Analysis and data match each other – the extracts illustrate the analytic claims	Research results
9		Analysis tells a convincing and well-organised story about the data and topic	Research results
10		A good balance between analytic narrative and illustrative extracts is provided	Research results
11	Overall	Enough time has been allocated to complete all phases of the analysis adequately, without rushing a phase or giving it a once-over-lightly	The whole thesis
12	Written report	The assumptions about, and specific approach to, thematic analysis are clearly explicated	Discussion, conclusion
13		There is a good fit between what you claim you do, and what you show you have done – i.e. described method and reported analysis are consistent	The whole thesis
14		The language and concepts used in the report are consistent with the epistemological position of the analysis	Literature review and results
15		The researcher is positioned as active in the research process; themes do not just 'emerge'	The whole thesis