

NEWSLETTER

“Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategical Implications”

Project goals

SUSCHOICE project investigates the determinants of sustainable food and drink choices among European young adults. It seeks to understand how young consumers' attitude, and willingness to pay, towards sustainable food and drink can be translated into an actual choice in their everyday life. SUSCHOICE intends to provide policy makers and companies with insights for promoting sustainable food and drink production practices and consumption choices in Europe.

Participants

SUSCHOICE is a transnational project that includes four research teams from different European countries: Germany, Italy, Norway and Romania. The research activities started on September 1st, 2018 and will end on August 31st, 2021.

Project coordinator

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Università di Verona
Western Norway University of Applied Sciences
Lund University
Geisenheim University
The Bucharest University of Economic Studies



Leader: The Bucharest Academy of Economic Studies

BUILDING THE RESEARCH FRAMEWORK

Analysis of the concept of sustainability in the academic literature

We found several perspectives: individual, structural, cultural, legislative, political, social ...

DOCUMENT SOURCES

Identification of information

Two types of documents: regulatory documents (laws and programmes) and mass media communication (newspapers)

IN-DEPTH INTERVIEWS

Discussion with institutional representative actors

Individual interviews with policy makers and institutional stakeholders.

TOWARDS A DEFINITION

What is a sustainable consumption choice?

Eating and drinking patterns that respect the nature, the human being and the society

DOCUMENT ANALYSIS

Analysis of information

Qualitative analysis: critical frame analysis, supertext analysis, text coding and metaframes identification



Project outputs

- The German team presented the project at BZfE Forum, Bonn, Germany, 05/09/2019
- Project poster presentation at "AMA Summer Academic Conference", Chicago, USA, 9-11/08/2019 (see the picture above)
- The Romanian team prepared a set of four conference papers for the SGEM Conference on Social Sciences and Arts, Albena, Bulgaria, August 2019
- The German team presented the SUSCHOICE project and some primary results from WP2 to 12 pupils of the Internat Schloss Hansenberg. They also moderated a workshop on "Consumer behaviour of young adults regarding sustainable food", Germany, July 2019
- The Norwegian team participated in Fit4Food2030 Policy Lab, Oslo, Norway, 22/03/2019.
- All the partners are preparing chapters on sustainable brewing practices for an edited book "Case Studies in the Beer Sector" published by Elsevier.

Current activities

As the leader of Work Package 2, the Romanian partner works to ensure a permanent support to all the partners regarding the implementing of the research framework, to answer all the partner questions and to consider all their suggestions for improving the research framework.

Regarding the research progress, project partners have finished the regulatory document analysis based on the critical frame analysis method (40 of the most important laws and regulations on sustainable food), have collected the newspaper articles for the media analysis (more than 1,000 documents) and conducted ten interviews in each country for the stakeholder opinion analysis.

Currently, all teams are working on analysing the collected data and are very excited about the first results. At the end of WP2 activities, we will produce report detailing the results of our analysis, aimed at policy makers, and a research paper.

The Norwegian and Italian partners will present the first outcomes of WP2 work in their countries at the 174 EAAE Seminar "Economics of culture and food in evolving agri-food systems and rural areas" on October 10-12, 2019 in Matera (Italy).

In October, all partners will start focus group interviews as the first stage of the forthcoming WP3 "Food and drink choice analysis".

You can learn more about the SUSCHOICE project on our website, <http://sites.les.univr.it/suschoice/> and by following our Twitter account @SUSCHOICE.

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