

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
 Geisenheim University
 The Bucharest University of Economic Studies



WORK PACKAGE 3

SUSTAINABLE CONSUMPTION: FOOD AND DRINK CHOICES

Leader: University of Verona

FOCUS GROUPS

Young adult consumers

Identifying young adults food and drink habits and routines; their awareness, motivations and barriers towards sustainable food consumption.

SURVEY

Choice experiment

Consumers’ choices of four designed products (fruit, cheese, beer and soft drinks).

METHODOLOGY

Identifying inter-correlation between young consumers views

Exploring young adults views and subjectivity on sustainable foods consumption.

DATA ANALYSIS

Young adults food choices

Cross-country analysis (Italy, Norway, Romania and Germany) using qualitative and quantitative methods.





Project outputs

- Italian and Norwegian teams presented WP2 outcomes 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)
- Romanian team presented the first outcomes from WP2 during a Workshop with stakeholders at Competitiveness of Agro-Food and Environmental Economy Conference on 8th of November, 2019 in Bucharest (Romania)
- Romanian team presented WP2 their outcomes at IBIMA Conference in November 13-14, 2019 in Madrid (Spain)
- Project coordinator presented project outcomes and future activities to the SUSFOOD2 Mid-term meeting in November 28-29, 2019 in Ghent (Belgium)

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

Current activities

Current Work Package activities consist in conducting focus groups with young adults, applying a survey that involves choice experiment and data analysis.

University of Verona, as leader of Work Package 3, was in charge of developing research framework and methodologies for the ongoing activities.

Q methodology was applied in Work Package 3 to gather young adults views in regards to sustainable food consumption. The methodology is considered a way to measure human subjectivity in order to find inter-correlation between people. It was applied because its ability to approach complex issues such as sustainability in a holistic way. The methodology was applied after each focus group conducted by the partners. In total, 120 young European adults (30 participants per country) participated during focus group and Q methodology sessions.

Currently, University of Verona is working on designing the large survey that is the next step of Work Package 3.

At the end of the work package, the outcome will be analysed and cross-country comparisons will be disseminated in journal articles and conferences.

In March 2020, all partners will meet in Bergen at the forthcoming Mid-term meeting where main results will be presented to Norwegian stakeholders activities, we will produce report detailing the results of our analysis, aimed at policy makers, and a research paper.

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