

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

Bucharest University

Academy of Economic Studies

8-9 November 2018



Università di Verona
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The Bucharest University of Economic Studies



Project partners

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Project duration

- Three years
- September 2018 – August 2021



Theoretical background

- The food and drink value chain in the EU causes 17% of direct greenhouse gas emissions (EC, 2011).
- The composition of the individual diet, the increasing demand for highly processed meals, the growing food waste, the unsustainable agricultural practices and the development of the relationships along the food supply chains are some of the issues that need to be addressed to secure the sustainable future (Reisch et al., 2013).
- Encouraging consumers to adopt more sustainable consumption behaviours in their everyday life proves to be crucial in this regard (Vermeir & Verbeke, 2006).



Aims of the project

- To study the determinants of the sustainable food and drink choices among European consumers, i.e. choices reflecting “a decision-making process that takes the consumer’s social responsibility into account in addition to individual needs and wants” (Vermeir & Verbeke, 2006, p. 170).
- To understand how consumers’ attitude and willingness to pay towards sustainable food can be translated into an actual choice in their everyday life.
- As a result, to provide recommendations on public policy and marketing strategies that can be effective for policy makers and food industry for promoting sustainable food consumption.



Main objectives

- To identify the effects of different factors (macro, structural and individual) influencing consumers' sustainable food choices;
- To evaluate the possible strategies for promoting sustainable food consumption based on the different macro and structural conditions and individual life contexts.



Work packages

- WP1 – Project management
- WP2 – Analysis of Macro and Structural Factors (through analysis of public policy documents and media discourse and in-depth individual interviews with policy makers and stakeholders to discuss the effects of macro and structural factors)
- WP3 – Food and Drink Choice Analysis (through focus group interviews with young adult consumers, pilot tests to validate the questionnaire and online survey among young adult consumers)
- WP4 – Future Trends (through evaluations of future trends based on data collected in WP2 and WP3 and focus group interviews with young adult consumers)
- WP5 – Identifying Strategies (through in-depth interviews with businesses and policy makers and a series of online experiments with young adult consumers testing various strategies aimed to promote sustainable food and drink consumption)
- WP6 – Communication and Dissemination



Contribution

- We provide a more comprehensive understanding of sustainable food and drink consumption that can be used to develop effective public policy and marketing strategies for promoting sustainable food and drink choices.



We are online at:



<http://sites.les.univr.it/suschoice/>



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This presentation is part of the research project “Towards Sustainable Food and Drink Choices among European Young Adults: Drivers, Barriers and Strategical Implications” (SUSCHOICE) (ID 66). SUSCHOICE is a transnational project and part of the ERA-Net SUSFOOD2 with funding provided by national sources (MIUR-Italy, RCN-Norway, FORMAS-Sweden, PM-BLE-Germany and UEFISCDI-Romania) and co-funding by the European Union's Horizon 2020 research and innovation programme.





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