



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

Project goals

This 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 food and drink companies with recommendations for promoting sustainable food and drink production practices and consumption choices in Europe.

Participants

SUSCHOICE is a transnational project that includes 5 research teams from 5 different European countries: Germany, Italy, Norway, Romania and Sweden. The research activities started on September 1st, 2018 and will end on August 31st, 2021.

Current activities

The partners are now working on Work Package 2 (WP2), led by the Western University of Applied Sciences and The Bucharest University of Economic Studies. The aim of the Work Package is to analyze the macro and structural factors that work as barriers or drivers of sustainable food and drink consumption among young Europeans.

The WP is composed of two main parts. The teams are right now working on the first, an **analysis of public policy documents (laws, regulations, political plans) and media discourse (newspapers, social media)**. This task will allow us to understand the legislative and social framework in each of the countries. Each group will then follow up by **in-depth individual interviews with policy makers and stakeholders**, in which we will discuss the effects of macro and structural factors. The experts will provide us with a broad overview of the framework in each country, from different perspectives.

At the end of the Work Package (on July, the 31st) we will produce a report detailing the results of our analysis, aimed at policy makers, and a research paper. We will also present our work in international conferences.

The next step will be to investigate consumers' behavior, which is the topic tackled by the Work Package 3.

PROJECT GOALS:



TO INVESTIGATE DETERMINANTS (I.E. DRIVERS AND BARRIERS) INFLUENCING CONSUMERS' DEMAND FOR SUSTAINABLE FOOD AND DRINKS IN EUROPE

How to translate consumer attitude toward sustainable food and drink into an actual choice of young consumers' everyday life?



5 Research teams from 5 European Universities: Italy, Germany, Norway, Romania and Sweden

PROJECT ACTIVITIES:

STUDY OF MACRO-STRUCTURAL FACTORS

DOES THE LIFE CONTEXT ENGAGE YOUNG ADULT CONSUMERS IN SUSTAINABLE CHOICES?

Analyse public policy documents and media discourses
In-depth interviews with policy makers and stakeholders



ANALYSIS OF CONSUMER FOOD AND DRINK CHOICES

WHICH FACTORS MOTIVATE YOUNG PEOPLE TOWARD MORE SUSTAINABLE CHOICES?

Online survey by young consumers
Evaluation of future trends and scenarios

EVALUATION OF PUBLIC POLICY AND BUSINESS STRATEGIES

HOW TO PROMOTE SUSTAINABLE FOOD AND DRINK CONSUMPTION IN THE FUTURE?

Test and experiments with young consumers evaluating new strategies and policies



SUSCHOICE is a three-year project. The research work is divided in the following Work Packages:

WP2: Macro and structural factors

WP3: Food and drink choices

WP4: Future trends

WP5: Identifying strategies

For more details visit the project website at the following page: <http://sites.les.univr.it/suschoice/index.php/activities/>



Partners

Project Leader:
University of Verona

Roberta Capitello

Diego Begalli

Riccardo Scarpa

Luca Zarri

Nicola Cerutti

Cooperating Partners:

Western Norway University
of Applied Sciences

The Bucharest University of
Economic Studies

Geisenheim University

University of Lund

Researchers hired for the SUSCHOICE project

Nicola Cerutti – University of
Verona

Alina Zaharia – The
Bucharest University of
Economic Studies

Maria Claudia Diaconeasa –
The Bucharest University of
Economic Studies

Signe Nelgen – Geisenheim
University



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

Part of the
SUSCHOICE team
at the kick-off
meeting in
Palermo.
Left to right:
Roberta Capitello,
Signe Nelgen,
Alina Zaharia,
Maria Claudia
Diaconeasa, Sofia
Ulver, Natalia,
Maehle, Nicola
Cerutti.



Latest events

- Presentation of two articles: Popescu, G., Istudor, N., Zaharia, A. "Sustainable food research trends in EU during 2009 and 2018: Bibliometric analysis and abstract mapping" and Boboc, D., Constantin, F., Diaconeasa, M. "The use of sustainability concept regarding dairy and fruits in the web of science papers", at PEEC 2019, Bucharest, March 7-8, 2019
- Project presentation at the International Scientific Conference "Sustainable agriculture and rural development in terms of the Republic of Serbia - strategic goals realization within the Danube region", Belgrade, December 13-14, 2018
- "What hides under the Sustainable Agriculture Umbrella? A Bibliometric Analysis", 32nd International Business Information Management Association Conference, Seville, November, 15-16, 2018
- Project presentation at Fruit and Veg Industrial Forum MeBiForum, Palermo, November 22, 2018
- Project presentation at the conference CAFEE 2018, ASE Bucharest, November 8-9, 2018
- Poster at the international conference EUROSENSE 2018 "A Sense of Taste", Verona, September 4, 2018

Next events

- August 9-11, 2019: 2019 AMA Summer Academic Conference, Chicago, USA
- October 10-12, 2019: 174 EAAE Seminar "Economics of culture and food in evolving agri-food systems and rural areas", Matera, Italy
- October 17-20, 2019: The Association for Consumer Research (ACR) Conference, Atlanta, USA
- October 2019: Workshop and public event at the University of Geisenheim
- November 2019: International Conference Competitiveness in Agrifood and Environmental Economy (CAFEE 2019), Bucharest, ASE