

The future of male chicks in the food industry

In this project, students will develop an understanding of agricultural systems, its complexities, dilemmas and potential pathways for sustainability transitions on the example of egg and chicken production systems. Students will develop a joint problem understanding and conduct own research on potential futures or questions on how to get there. They will also have the opportunity to visit a chicken farm. The results will be presented in formats suitable to reach out to relevant stakeholder groups.

Problem statement: Communicating sustainability transitions

Many organizations have communicated their sustainable behavior and are increasingly under public and legal pressure to take action. However, sustainability is complex, and its use in the public discourse has been criticized as superficial and insincere, for example in corporate reporting. Different concepts and measurements, such as the Stockholm Resilience Centre's Planetary Boundaries, exist to describe aspects of sustainability. Also, science is more and more asked to communicate with society. Yet, how to communicate sustainability well? In this project, we aim to develop a nuanced understanding of sustainability concepts and measurements and derive a scientifically grounded communication product.

We will:

- Learn how to develop concrete research questions and project goals in the context of social sciences and management studies in the food sector.
- Engage critically with sustainability concepts and their use in reports issued by companies, universities or other organizations.
- Develop communication and research tools and skills to make informed judgements about complex sustainability issues.
- Apply our learning to the development of a communication product, such as a video clip, social media campaign or science slam.

A collaboration with practitioners or researchers of other university departments with a focus on sustainable food and agriculture is possible, depending on the students' preferences and project direction.

Supervisors:

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