

Master thesis

WG Transdisciplinary Systems Research (20.11.2018)

Topic	Visions, expectations and perspectives of consumers on the Viennese Urban Agro-Food System (VUAFS)
Aim	To understand the VUAFS from the perspective of consumers and analyze the societal acceptance of different future scenarios about the Viennese UAFS, in order to discuss possible future transitions towards a more sustainable UAFS of Vienna.
Description	This Master Thesis will be part of a larger project called “The Future of Urban Food (FOOD) – Scenarios of urban agro-food systems and their eco-economic impacts for the case of Vienna”. This project develops scenarios to improve the ecological quality of urban agro-food systems (UAFS). Based on the example of Vienna, these scenarios serve as an experimental and learning tool to initiate a societal discourse on UAFS and to delineate transition pathways for more sustainable UAFS. In this context, the Master Thesis will be focused on one of the main questions of the project: What are the societal expectations, assessments and preferences of VUAFS scenarios?
Methods	Qualitative semi-structured interviews with key informants; quantitative survey
Region	Europe (Vienna)
Focus	Social Science
Timeframe	Immediate (2018)
Supervisors	Bernhard Freyer, Marta López Cifuentes
Requirements	Basic knowledge: qualitative and quantitative social research Advanced language skills: German and English
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