

Invitation – AFO Institute seminar

Theresa's PhD project: Sustainable transition in agriculture, forestry and fisheries: a mixed method approach to analyze the design and acceptance of innovative solutions

- ❖ **When:** Thursday, 30 March, 2023 from 13:15-14:15
- ❖ **Where:** ILWA-SR 23 (ILWA- U1/06)
- ❖ Or join online via Zoom:
<https://bokuvienna.zoom.us/j/64010627449>

Abstract

The degradation and impairment of biodiversity, water, and soil quality resulting from food production remain a pressing governance challenge in Europe. The Green Deal, its "Farm to Fork" strategy, and the Biodiversity Strategy are overarching policies that provide direction and goals for environmental and climate improvement. There is a shared consensus that novel and more innovative approaches are necessary to shift food production towards enhanced environmental sustainability. Promising new approaches are seen in novel Agri-Environmental-Climate Measures (AECM) such as result-based payments and collective implementation, in private and market-based mechanisms, as well as in more sustainable circulation food production systems. My PhD project consists of four studies: exploring the design of existing novel approaches, investigating socio-psychological factors influencing farmers' acceptance of result-based schemes, identifying adoption factors for result-based and collective schemes, and determining consumers' willingness to pay for products from sustainable circulation food production systems, specifically aquaponic products. This seminar provides an overview of the studies and their connection to each other.