



New opportunities for a sustainable food industry through transformative economic systems

Social relevance

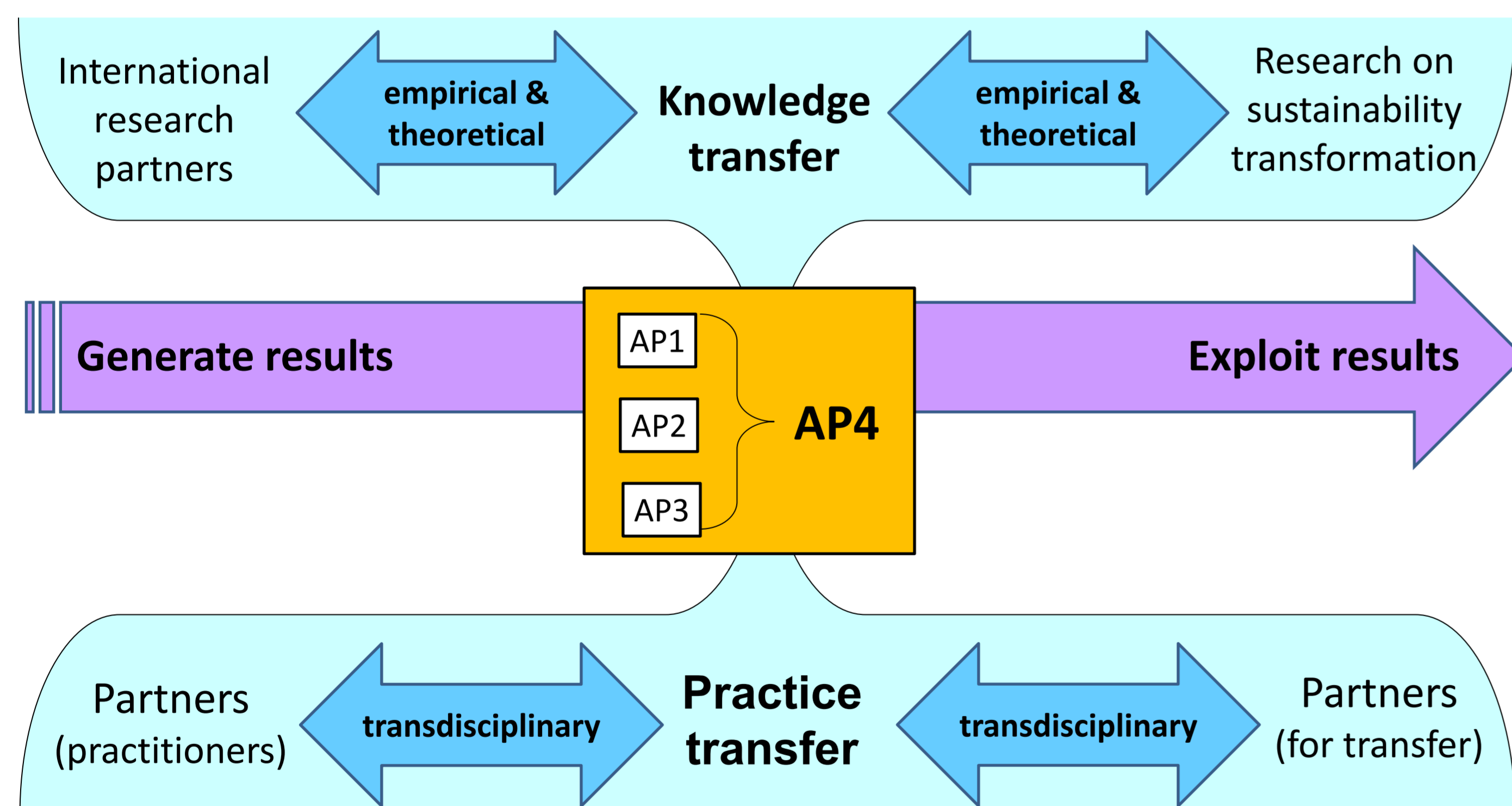
Developing a sustainable food industry that enables and supports food security and food sovereignty as well as resilient food production requires placing much greater emphasis on local food production initiatives. By adapting creatively to rapidly changing environmental conditions, these initiatives reduce the impacts of exogenous disruptions. At the same time, they often no longer fit the traditional classificatory concepts of production and consumption, urban and rural, or economic and ecological success.

Aims and research issues

The project examines the transformative potential of initiatives working towards a sustainable food supply, taking into account the following questions:

- How can transformative business models, rather than just being niche players, provide leverage for innovation processes?
- How important is their contribution as pioneers of transformation?
- Can these initiatives change the established food system from the bottom up?

Project structure



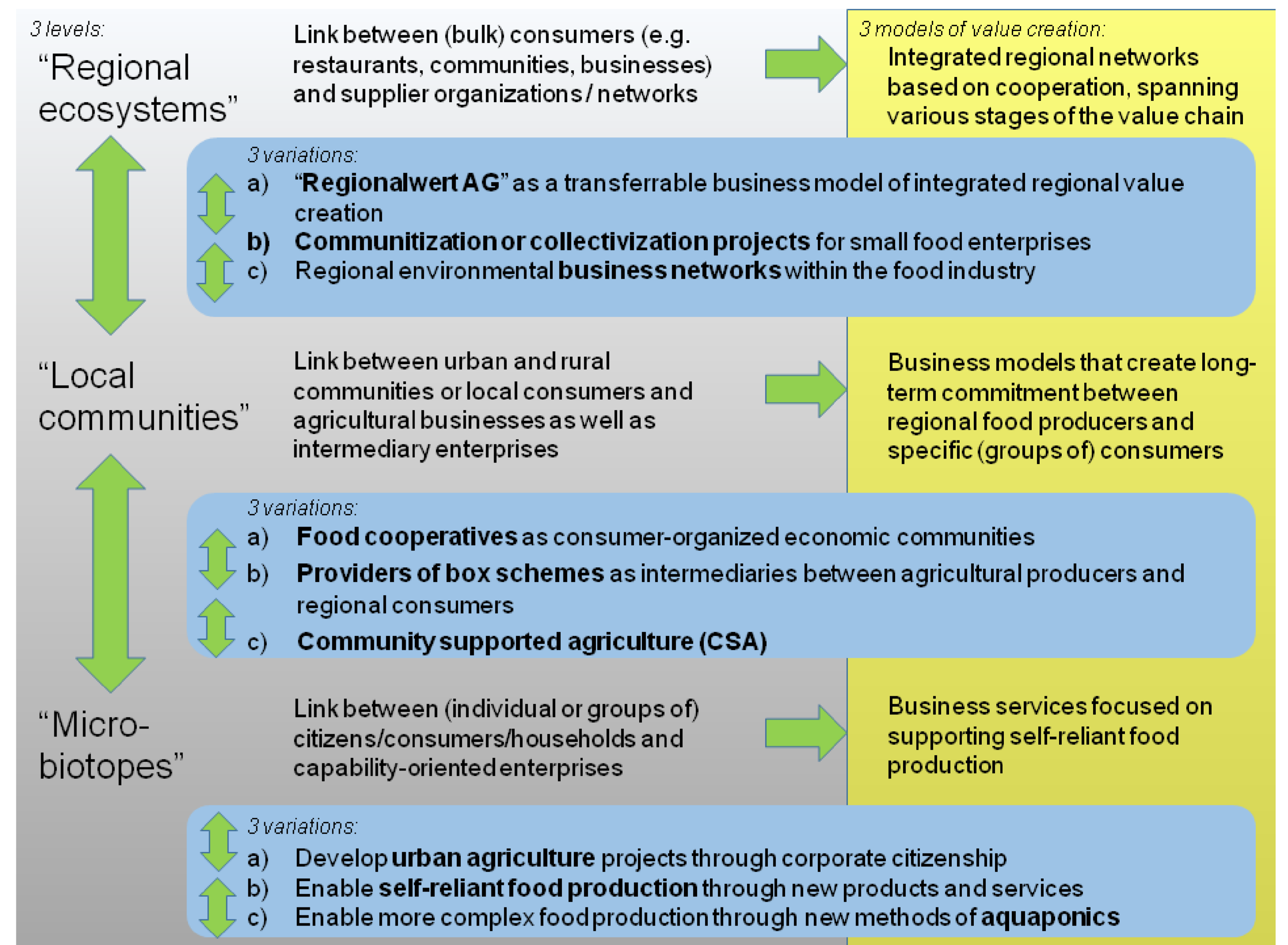
Work packages

- Corporate and organizational theory approach
- Production and consumer theory approach
- Sociological and transformation theory approach
- Scholarly and practice-based knowledge transfer

Methods

Transdisciplinary workshops, quantitative and qualitative research

Project conception



The empirical field comprises three levels of transformative kinds of food enterprises (microbiotopes, local communities, regional ecosystems). These will be examined in transdisciplinary cooperation with 26 partners who are practitioners. In addition, knowledge transfer (both academic and practical) will be ensured through numerous links to diverse partners in research and practice.



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Further Research Topics

- Strategic management
- Sustainability management, business ethics
- Culturalist theories of enterprises

Regular Courses

- Introduction to business management (Bachelors)
- Business strategy (Bachelors/Masters)
- Corporate social responsibility (Masters)
- Enterprises and cultural change (Masters)
- Research workshop on sustainability (Masters)

Publications

Pfried, R.; Antoni-Komar, I.; Lautermann, C. (2015): Transformative Unternehmen, in: Ökologisches Wirtschaften, Schwerpunkt: Unternehmen in der sozial-ökologischen Transformation, 3/2015, p. 18-20