

Suggestion for a master thesis project during 2019/2020

## **Indicators for sustainable food sales**

As a part of the research programme Mistra sustainable consumption (<https://www.sustainableconsumption.se/en/start-eng/>) there is a collaboration between researchers and the food retail chain ICA. We have a strong joint interest in a project on innovative indicators for sustainable food sales and we are now searching for a student for this interesting thesis work.

The background is that one part of the transition to a sustainable food sector is that consumers buy more sustainable food items. Food retail stores have good possibilities to influence this transition by e.g. which products that are chosen for the campaigns, how products are exposed in the stores and how the products are priced.

Whether or not the sustainability of the sold products is increasing or not could be measured through indicators. However, such indicators do not yet exist and the aim with this thesis work is to develop such indicators.

Such indicators could consider one or more sustainability aspects. The focus is the climate impact from the total amount of sold food, but it can also cover sales of healthy food as well as ecological and Fairtrade labelled food items. Potential research questions could be:

- how can indicators for sustainable food sales be defined
- how can these indicators be measured and are there any obstacles regarding data collection?
- how are these indicators perceived by different groups
- could these indicators be used as a tool for change by companies and at the societal level (e.g. for setting company internal goals, for industry wide agreements or even as the basis for politically initiated instruments)?

The student that would do this master thesis will get very good support through supervisors and contact persons with a strong interest and competence in this field. ICA can e.g. support with providing knowledge and potentially also data on sales. The student could be at either SLU, Chalmers or KTH. If you are interested please contact one of us.

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