

Who we are



Cooperativas Agro-alimentarias de España U de Coop Sociedad Cooperativa (CAE), Spain



Copenhagen Business School (CBS), Denmark



Global Nature Fund (GNF), Germany



Highclere Consulting (HCC), Romania



Institute of Agricultural Economics (AKI), Hungary



Leibniz Centre for Agricultural Landscape Research (ZALF), Germany



Research Institute for Organic Agriculture (FiBL), Germany



Universitat Politècnica de València (UPV), Coordinator, Spain



University of Aberdeen (UNIABDN), UK



University of Copenhagen (UCPH), Denmark



University of Exeter (UNEXE), UK



University of Trento (UniTrento), Italy



University of Warsaw (UW/UNIWARSAW), Poland



The project

Project title: VISIONARY – Food Provision through Sustainable Farming Systems and Value Chains

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visionary

Towards more sustainable food provision



visionary-project.eu



What we do

- **We investigate Europe's food systems** by asking key questions: What is holding us back from transitioning towards more sustainable food systems? How can these lock-ins be overcome? What policy and business shifts are necessary to promote more sustainable agricultural practices?
- **We find answers** using a combination of experimental methods and a systems thinking approach, considering the whole agri-food chain from farmer to consumer.
- **We establish** science-policy interfaces that will enable **knowledge exchange** between policy makers, value chain actors and researchers. Through the use of case studies in comparable farming systems, insights about policy instruments and business strategies as drivers for transitioning to sustainable farming will be generated.
- **We connect all relevant stakeholders** in order to maximise the impact of our findings.

Value Chain initiatives & business models

(behavioural economics approach to consumers, systems thinking approach to different stakeholders)

Our Stakeholders

- Farmers and growers
- Suppliers
- Wholesalers
- Retailers
- Consumers
- Policy makers
- Scientists
- Advisors and consultants

Our work

VISIONARY focuses on a number of food system transitions towards sustainability in different partner countries, with a variety of different approaches and methods that involve several types of stakeholders.

Policy transition pathways

(behavioural economics approach to farmers)

Climate

Denmark, Italy

Bio-diversity

Spain, Germany, Poland, UK

Water

Spain, Denmark, Hungary

Value Chains

Spain, Denmark, Poland, Hungary, Germany, Romania, UK

Consumers

Denmark, Italy

Retailers

Denmark, UK

Plant-based protein

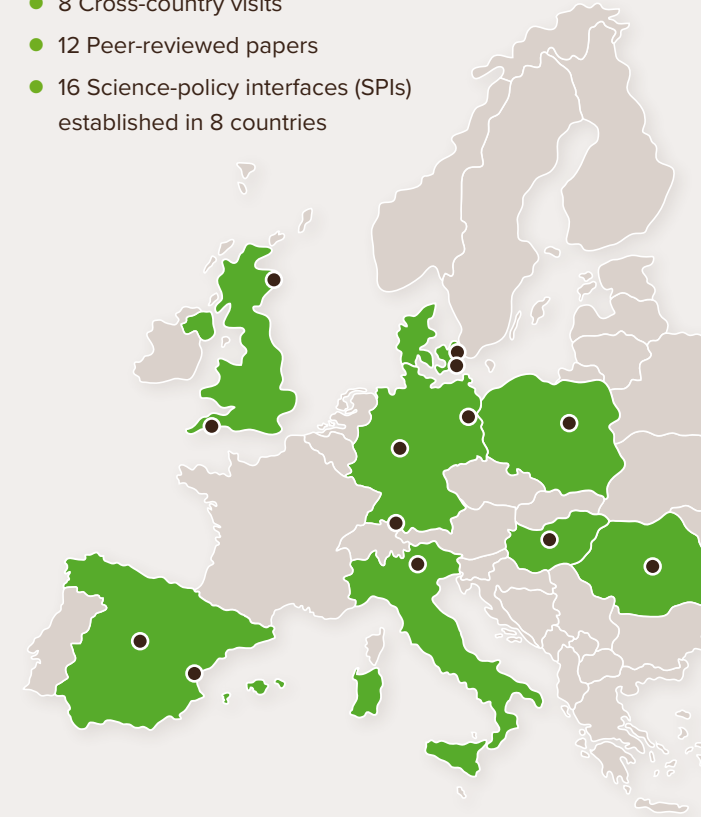
Spain, Germany, Denmark, Poland

Organic Farming

Poland, Hungary, Germany, UK

Our Output

- Quarterly Newsletter
- Factsheets and policy briefs
- 1 Handbook on key ingredients for a successful shift to sustainable food systems
- 3 Videos
- 8 Cross-country visits
- 12 Peer-reviewed papers
- 16 Science-policy interfaces (SPIs) established in 8 countries



Agri-Food System pathways

(systems thinking approach to different stakeholders)