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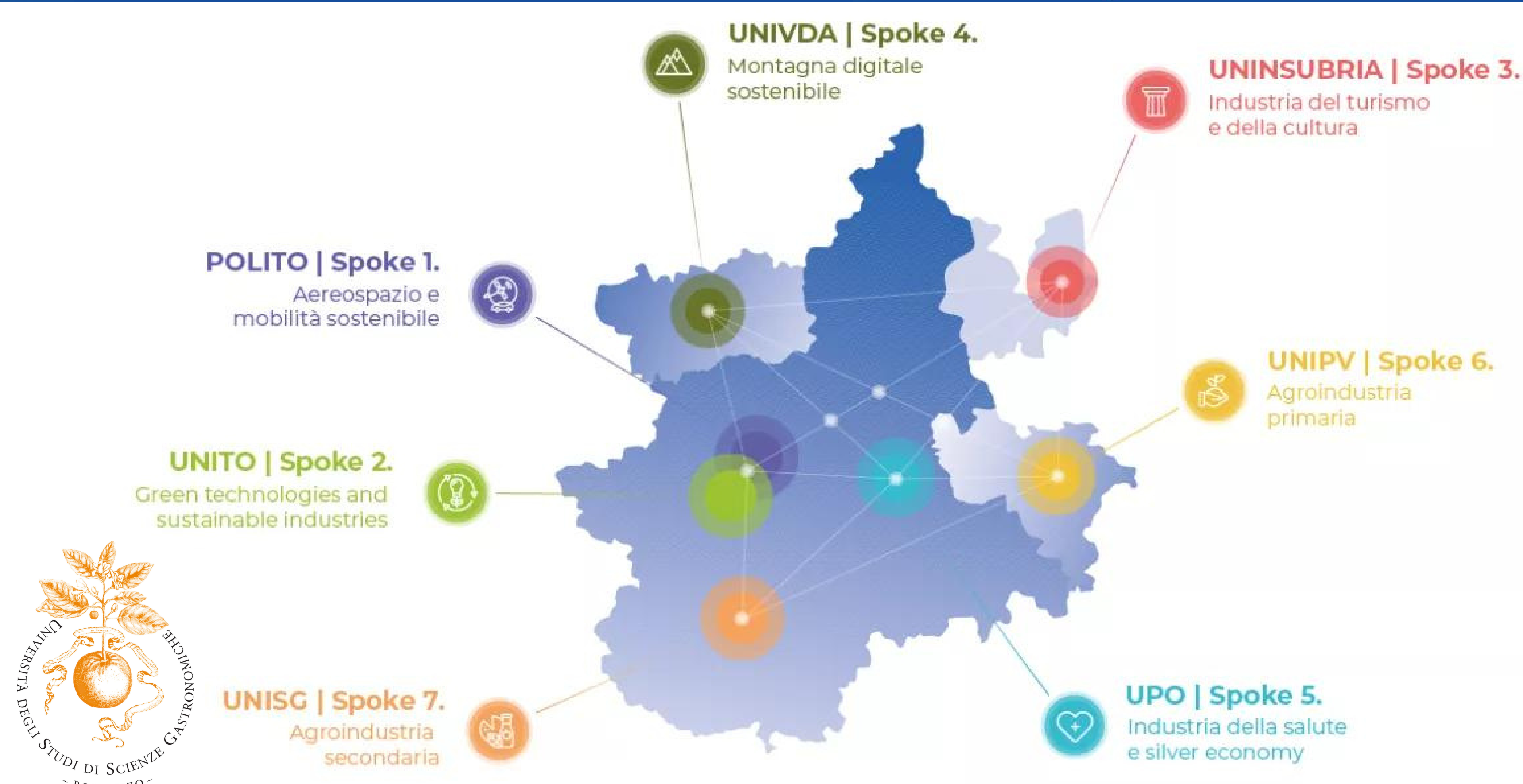
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**KEY RESEARCH
QUESTIONS**

**RESEARCH
GOALS**

METHODS

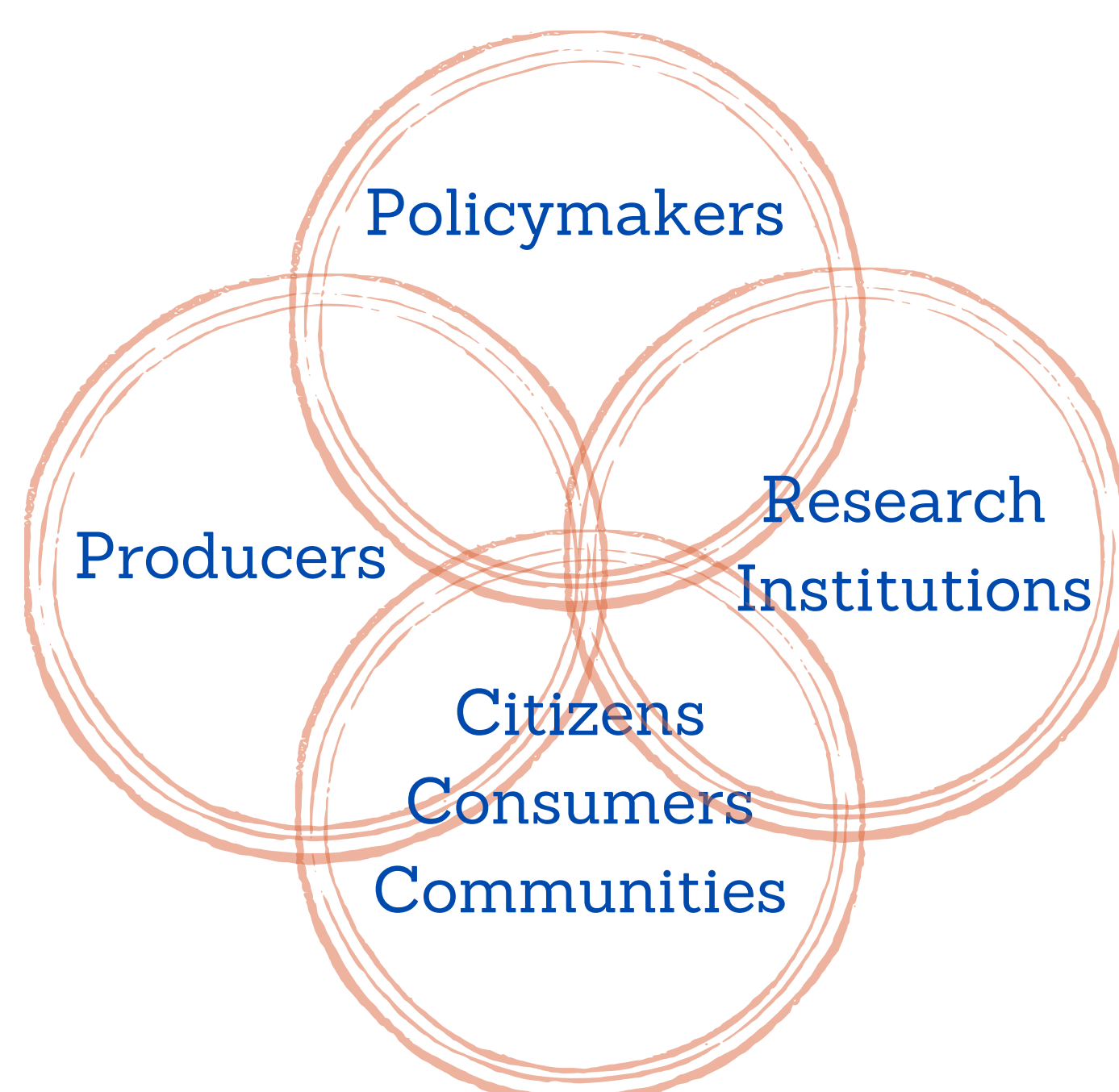


#6 - COMMUNICATION

Communication of sustainable food production and
promotion of sustainable consumption

Topic Leader: Prof. Nicola Perullo

Co-Leader: Luca Antoniazzi, PhD



- How do sustainable producers communicate with their customers and other organizations?
- To what extent public communication - including audiovisual productions - can raise awareness about local sustainable production?
- Is there something that can be done to straighten the sector in terms of new regulation or digital communication?

IDENTIFICATION & DEVELOPMENT OF EFFECTIVE COMMUNICATION:

- with producers, to support innovative and sustainable approaches in food production and synergy with the local communities
- with citizens, to inform and educate about sustainable food production and to develop a new culture of consumption
- with policymakers, to raise common awareness about food safety and improve customers critical capabilities to make nutritional choices
- with other research institutions, to build a better theory of communication for sustainability



Multidisciplinary
bibliography, cross-
universities
collaboration

Analysis of
Audiovisual content
(e.g. advertising, labels,
documentaries, etc)



Interviews with
local stakeholders,
artists, policymakers