FAI

Project Proposal

PROPOSED BY

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FOOD AWARENESS INITIATIVE

STEP 2 - PROJECT PROPOSAL

ABOUT US

The purpose of the Food Awareness Initiative is to through cutting edge research help stakeholders to become sustainable, whether it is whole sellers, suppliers, or consumers through transparency and open-data.

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THE PROJECT

The proposed project aims at developing algorithms to automate the calculations of sustainability scores, within the areas of environment, economy, people, and social. The idea is to research and explore if it is possible to create these algorithms and create a first prototype version that can be piloted and tested in a real world setting. The creation of said algorithms will explore the data available and through big-data and data-mining techniques identify indicators that can be used to create the sustainability scores and benchmark products. This project aims at giving the stakeholders in the food chain the ability to understand their own impact hopefully foster a sense of much needed cooperation between stakeholders.
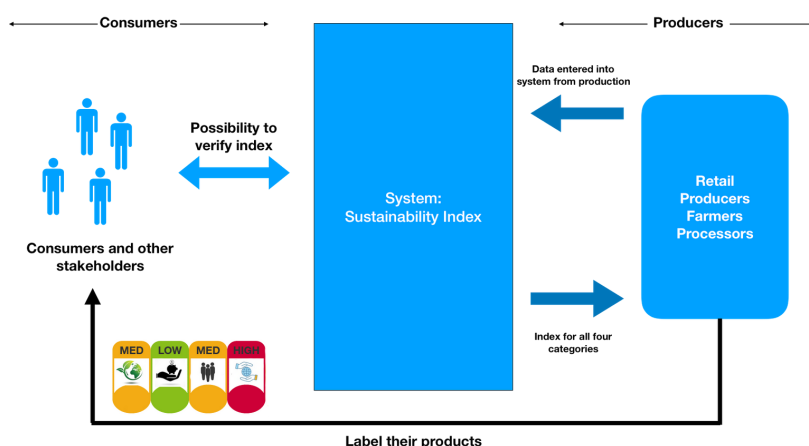
PROJECT PROCESS
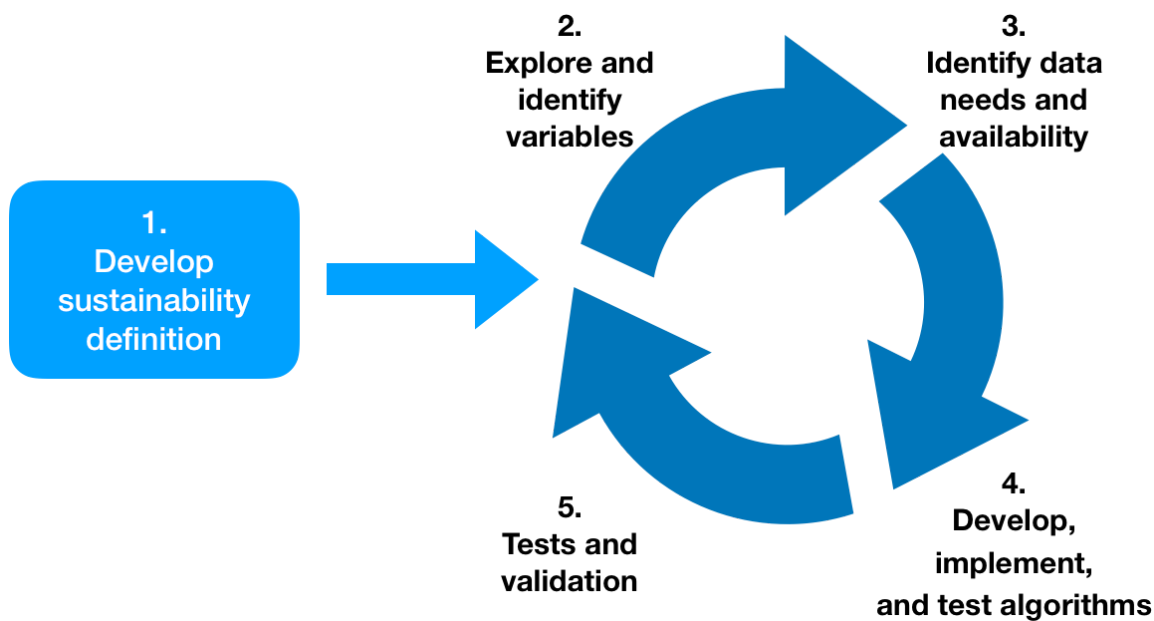
In order to accomplish the proposed prroject we will work in an iterative fashion (see picture above) and start by together as a project develop a sustainability definition that we can agree upon. This work will draw from the many different projects that have done similar definition in the past and if needed expand or aggregate those. This is a crucial step in a cooperation project like this and will set the stage or create a good foundation to move into to the algorithm work as a group with a consensus. Next, in step 2 the project will examine current and previous initiatives in the market with regards to sustainability scores or similarin order to build upon them and ensure we do not reinvent the wheel. What can be reused, where can we aggregate previous work and build upon previous investments in Sweden, EU etc. In step 3 the project will examine the avialable data in the market, what data would we need and how can it be obtained. This is both from an algorithm creation viewpoint viewpoint but also a way to understand how stakeholders view data and what data that is readily available. In the development step (4) we aim at using big-data and machines learning techniques as well as others in order to find indicators of sustainability, parameters from which we can infer or calculate the score with accuracy. This is the central step of the project and is where most time will be spent, this is then followed by testing and proof-of-concept activites as well as dissimination to the market and other researchers.

This project will take 2 years to complete and will be coordinated by Stockholm University, Sweden.