

MultiTrust



Multicriteria assessment and communication of effects of organic food systems

International Conference at Aarhus University, Denmark, 25th – 26th November, 2013

The goal of the interdisciplinary MultiTrust project (<http://multitrust.org/>) has been to analyze and test how new methods of multicriteria assessment can help document and communicate balanced overall assessments of effects of organic food systems on society and nature. The multifaceted research conducted within the framework of the project has been carried out with a view to support integrated development, open and credible communication, and long term growth of the organic production.

During the life-time of the project (2011-2013), MultiTrust project has carried out interdisciplinary analyses of existing methods for multicriteria assessment and communication; established a framework for how to develop such methods for organic food systems and related them to the organic principles. Furthermore it has tested prototypes in practice. All of which has helped sustain an integrated development of the organic production, contributing to an open and credible communication about the benefits of organics, and thereby supporting long term growth.

This conference's research agenda dedicated to two issues: First of all to present the wide variety of findings stemming from the project; secondly to open up an informed dialogue with interested scholars from around the world with regards to the possibilities and the pitfalls, the promises and the problems of multicriteria assessment of organic food systems.

Conference Topics

The conference wishes to address topics such as (but not limited to):

- The raison d'être behind multicriteria assessment of organic food systems
- Theories of multicriteria assessment of organic food systems
- Design of multicriteria assessments tools in organic food systems
- Evaluating multicriteria assessments in organic food systems
- Communicating multicriteria assessments in organic food systems
- Stakeholders and their influence on multicriteria assessments in organic food systems
- ...

Key Note Speakers

The scientific committee has the pleasure and the privilege to present the below four key note speakers:

Director of ICROFS, Niels Halberg, ICROFS, Denmark:

http://www.icrofs.org/Pages/About_ICROFS/niels_halberg.html

“Communication of the effects of organic agriculture; for propaganda or benchmarking efforts”

Senior Researcher, Unni Kjærnes, SIFO, Oslo, Norway:

<http://www.sifo.no/page/Staff//10443/48247-10600.html>

“The role of trust and distrust in the emergence and modernisation of the organic food sector in Europe. Theoretical issues and empirical observations”

Professor John Thøgersen, Aarhus University, Denmark:

[http://pure.au.dk/portal/en/persons/john-thoegersen\(b3e4b6af-e169-4e19-9a04-1b4baeb25cc6\).html](http://pure.au.dk/portal/en/persons/john-thoegersen(b3e4b6af-e169-4e19-9a04-1b4baeb25cc6).html)

“The organic consumer – loyal and/or elusive?”

Coordinator, Sustainability, FiBL, Christian Schader, FiBL, Switzerland:

<http://www.fibl.org/de/mitarbeiter/schader-christian.html>

“Sustainability assessment of agriculture and food systems – frameworks, tools and applications”

Abstract Submission

The organizers invite scholars interested in the conference to submit abstracts

- no later than August 1st 2013.

All abstracts will be peer-reviewed by the scientific committee, notification of acceptance (or rejection) will be sent out in early September of 2013.

Please download your abstract template here: XXX

Your abstract should be emailed to: XXX

Participation and Registration

Please visit the conference registration and payment website here: XXX

Accommodation

Special conference rates are available at Best Western Hotel Ritz Banegårdspladsen 12, DK-8000 Aarhus C (<http://www.hotelritz.dk/en/>) mail@hotelritz.dk. On a first come – first serve basis rooms are available to conference participants at DKK 995,- per night per single occupant in a single room. When booking, please state "reference no. 079312" to enquire whether rooms are available. Reservation must be made before 1 November 2013. Please note that the conference organizing team does not handle your accommodation.

Other hotels in Aarhus

Budget:

- [Hotel Cab-Inn](#)

Standard:

- [Hotel Scandic Plaza](#)
- [Hotel Scandic](#)
- [Hotel Scandic Aarhus City](#)
- [Comfort Hotel Atlantic](#)
- [Hotel Oasia](#)
- [Hotel Guldsmeden](#)
- [Hotel Villa Provence](#)

Highest Star Rating:

- [Hotel Royal](#)
- [Radisson Blu Scandinavia Hotel](#)
- [Hotel Helnan Marselis](#)

On behalf of the organizers and the scientific committee

Peter Kastberg, PhD

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