

SUSTAINABLE FOOD CONSUMPTION

BUSINESS OR BURDEN



GUESTS

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12TH **MIBAS** DEBATE ON **CSR**

In Germany, 313 kilograms of food are wasted per second. With this in mind we seek to explore the role of supply and demand in the production of food. Businesses face the tradeoff between satisfying their consumer's expectations and designing their business operations in a more sustainable way. Sustainability is often interpreted as a burden that demands financial as well as human resources. However, in more recent times, companies and consumers have realized their opportunities and responsibilities in sustainable food consumption. Under the leadership of Prof. Dr. Geiger students of the MA International Business & Sustainability together with leading experts aim to explore the topic from a consumer and an economic point of view.



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