

Mapping and empowering alternative farmers media

Interdisciplinary Project proposal – Master Agriculture, Ecology & Societies

1. What is an AGES project?

Part of the new master's programme *Agriculture, Ecology and Societies* (AGES) is an interdisciplinary project, carried out in groups of at least three students from different academic backgrounds. The project is supervised by two lecturers, one from the social sciences, one from the natural sciences. The goal of the inter- or transdisciplinary project is to solve real-world problems related to food system transformation, ideally in cooperation with external partners. At the same time, it should create academic knowledge and produce a report.

2. Project idea

Most farmers' media outlets in Europe are focussed on industrial, market-oriented farming. They are primarily funded by agro-industrial companies via advertisement. Meanwhile, alternative media formats exist but are poorly financed and not well connected.

In a first phase, this project will map out alternative farmers' media formats in European countries via a questionnaire distributed through farmer networks, with the goal to create a map similar to the one below. In a second phase, we will prepare and organise at least one online-workshops with members of these organisations to network and explore practical methods to support their work. The outcome will also be presented at the science-practice workshop *Food System Transitions*, held in Witzenhausen in late June 2024.

3. Inter- and transdisciplinary supervisors

First supervisor: Dr. Sören Köpke, International Agricultural Policy and Environmental Governance (FB11)

Second supervisor: Katharina Mludek, Sustainable Product Design and Development (Kunsthochschule)

External partners: Employees of the German newspaper *Unabhängige Bauernstimme* and *European Coordination of La Via Campesina* (Alisha Sesum, Communications and Press relations coordinator)

