



Service transparency for sustainability in the food sector

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Abstract

The transition towards more sustainable lifestyles and business practices demands a higher level of service transparency. Transparency can be defined as the ability of a service to communicate relevant and accurate information about safety, quality and integrity, as well as information on the social, environmental and economic dimensions of consumption and production. In this thematic workshop the attendees will be presented with the main concepts and heuristics to perform a diagnosis and create solutions to enhance service transparency, with a focus on the food sector. The theory will be illustrated with worldwide case studies gathered from digital services provided within the food sector. In order to support the competence on the theme, a practical exercise will be carried out using a novel model developed specifically for the workshop.

Keywords: sustainability, transparency, food sector, service design