

Data-Driven Food for Sustainability: A case study of One Planet Plate

WWF Sweden's One Planet Plate serves as a guide for sustainable dietary choices for cooking, taking into account of impact on both climate and biodiversity. One Planet Plate concept has been adopted more than 20 restaurants, catering firms and public institutions, showing a potential of future success.



However, less is known regarding how, and under which conditions, One Planet Plate initiative can diffuse to wider scale. What are the challenges and opportunities of adopting One Planet Plate in restaurants and catering firms? How do calculative practices of sustainability labelling, as well as consumer perceptions, affect the future of this initiative?

We are looking for ambitious students who are interested in developing a master thesis project to study the case of One Planet Plate. The master thesis project will be part of KTH Food Centre, where *Emrah Karakaya* is the theme leader for Value Chains & Consumption. At KTH Food Centre, we offer a vibrant research environment, and we provide master thesis students with access to stakeholders across various food value chains.

For this master thesis project, we are interested in students who have some of the below qualifications:

- Experience/interest in qualitative research methods such as interviews
- Basic understanding of data-driven methods and algorithmic decision-making
- Working experience in restaurants or more broadly in hospitality sector
- Basic knowledge in sustainability assessments methods such as life cycle assessment

This master project will be hosted by the Department of Industrial Economics and Management (INDEK) at KTH Royal Institute of Technology and, thus, is open to following KTH's study programs:

- Master's Programme, Industrial Management (TINEM)
- Master's Programme, Technology-based Entrepreneurship (TTBEM)
- Degree Programme in Industrial Engineering and Management (CINEK)

If you are interested in this master project or have questions in this regard, please contact *Emrah Karakaya* at emrahka@kth.se by latest 30 October, 2025.