

Comment Sheet **【FS】**

February 28, 2014

Title of the Project	Lifeworlds of Sustainable Food Consumption: Agrifood Systems in Transition		
Research Term	FS	Principal Investigator	MCGREEVY Steven Robert
<p>General advice and comments from the PEC:</p> <ol style="list-style-type: none">1. The strong bottom-up emphasis of the proposal was noted as an important strength.2. The final goal or outcome is not clear: what are you expecting to achieve concretely? Establishing this will allow backward planning and strengthen project organization and process.3. It is hard to discern how the project will be innovating. At the same time, the conceptual sharpness of the proposal needs to be improved. In order to address these points, the project should develop a literature review that places the ideas in context of existing work. Considerably more work is needed to examine and build on ongoing work by governments and the private sector.4. Similarly, there is a need for a historical perspective on Japan. The cultural side and gender aspects need to be addressed. Including anthropologists in the team will help moving in this direction.5. The project appears small in relation to the budget.6. Integration of RIHN results is weak.			