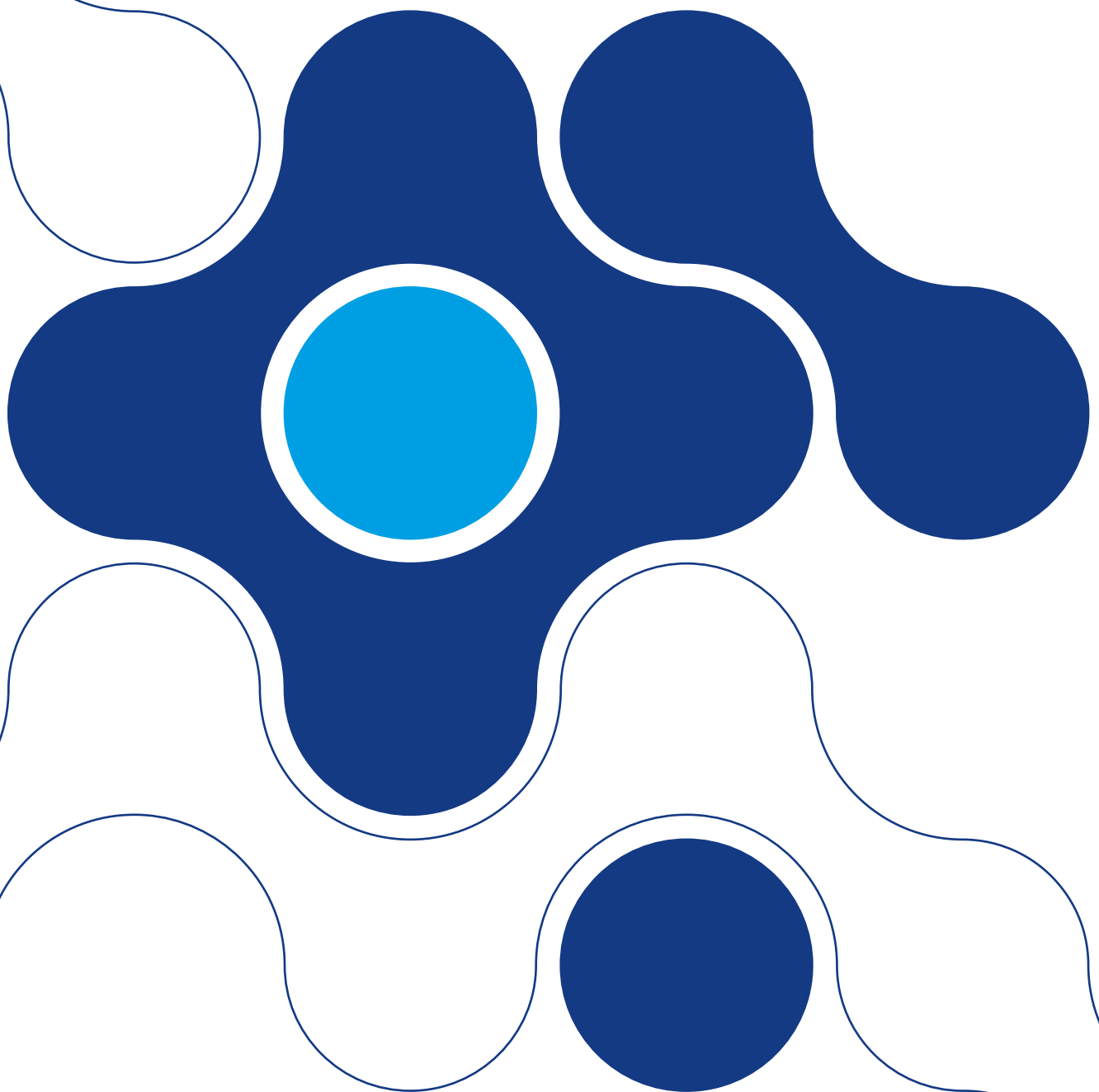


MAPP Centre

Report







Dear reader,

You are reading this because you are curious about the MAPP Centre.

This report summarizes what MAPP does, gives examples of projects and research insights, and shows key measures and outcomes of the past five years. You will also be able to read up on the long history of MAPP, which is a centre that has existed at Aarhus University for already 35 years – but whose work is crucially relevant now in addressing today's pressing challenges and transitions.

Even more important for us is that you can read who we are and why we do what we do. We believe that in research, internal motivation, passion and curiosity is key. MAPP is the people within, their ideas, determination and enthusiasm. Therefore, key behavioural indicators such as nurturing ideas, fostering knowledge exchange and mutual support, and not forgetting to have fun together are crucially relevant.

In this report, you can read a short self-description that summarizes what the Centre is about, followed by greater details on the current MAPP team, the types of research projects we engage in, our activities, collaborations and networks, and examples of publications. This is followed by KPI for the past years and a narration of how MAPP emerged and developed since it started back in 1991.

Jessica Aschemann-Witzel
Centre Director of MAPP

Who we are and why
we do what we do



Over the years, MAPP has established itself as a leading research environment, distinguished by both its strong disciplinary foundations and its ability to bridge disciplines in ways that address complex, real-world challenges.

At its core, the strength of MAPP lies in its rigorous disciplinary expertise across fields such as marketing, economics, nutrition and consumer behaviour to name a few. This depth ensures that its research is methodologically robust and theoretically grounded. At the same time, the centre is exemplary in portraying how interdisciplinary collaboration contributes to pushing boundaries. By integrating insights across domains and engaging closely with partners in the food sector, MAPP produces research that reflects the multifaceted nature of contemporary food systems where consumer expectations, sustainability concerns and market dynamics intersect.

In the past 35 years, MAPP has played a vital role in strengthening the connection between academia, consumers and the food industry, contributing directly to a better understanding of consumer needs and behaviour, while also offering useful insights for industry stakeholders seeking to innovate and remain competitive in a rapidly changing environment. Looking ahead, MAPP is well positioned to contribute even further to Aarhus University's ambitions under strategy 2030, committing itself to further enhancing the quality of its research output and fostering interdisciplinary collaboration in the quest to deliver new research breakthroughs and innovative solutions.

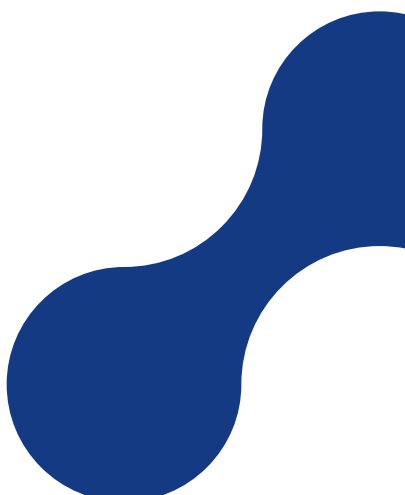
The centre's track record in attracting significant external funding, including competitive grants from the EU, demonstrates both its research quality and its international recognition. At the same time, there is clear potential to build on this success, further expanding the funding portfolio and deepening its international collaborations.

This report reflects not only the achievements of a strong and dynamic research centre, but also the opportunities that lie ahead: for MAPP, for Aarhus University and for the broader mission it serves.

I commend MAPP for its achievements and look forward to following its continued contributions in the years to come.

Kind regards,

Thomas Pallesen
Dean, School of Business and Social Sciences





"MAPP is a major player in the food field and a long-standing collaborator in applications and projects for Nofima, but the MAPP team is also always a great company to meet at conferences - and an inspiring place for a research stay abroad for me a few years ago."

Themistoklis Altintzoglou
Senior Scientist at Nofima, Tromsø



Brian Vinter
Vice-Dean for Research,
Faculty of Technical Sciences,
Aarhus University

"The MAPP centre is an invaluable asset for AU. It showcases how research can be excellently grounded in one discipline while

at the same time be leveraged in interdisciplinary collaborations across faculties and with the outside world. Such impact-oriented social science research is crucially important for helping to turn TECH's research into value for society."



Prof. Dr. Sophie Hieke,
Munich Business School, EUFIC

"MAPP for me is one of the key players in Europe when it comes to researching, understanding and fostering the science of behaviour change in the food sector. I have collaborated with many

at MAPP for more than a decade and there has never not been a moment that taught me something fundamental."



Merete Myrup
Director of Dairy
Nutrition, Danish
Dairy Board /
Danish Agriculture
& Food Council

"At the Danish Dairy Board, we greatly appreciate the research and results made by the MAPP Center in the areas of consumer science. This especially applies to consumer behavior, consumer choice, and the effects of different types of food labelling, which is of importance for companies, NGOs, and policy makers. Also the MAPP conferences are great opportunities for gaining new insights and networking."



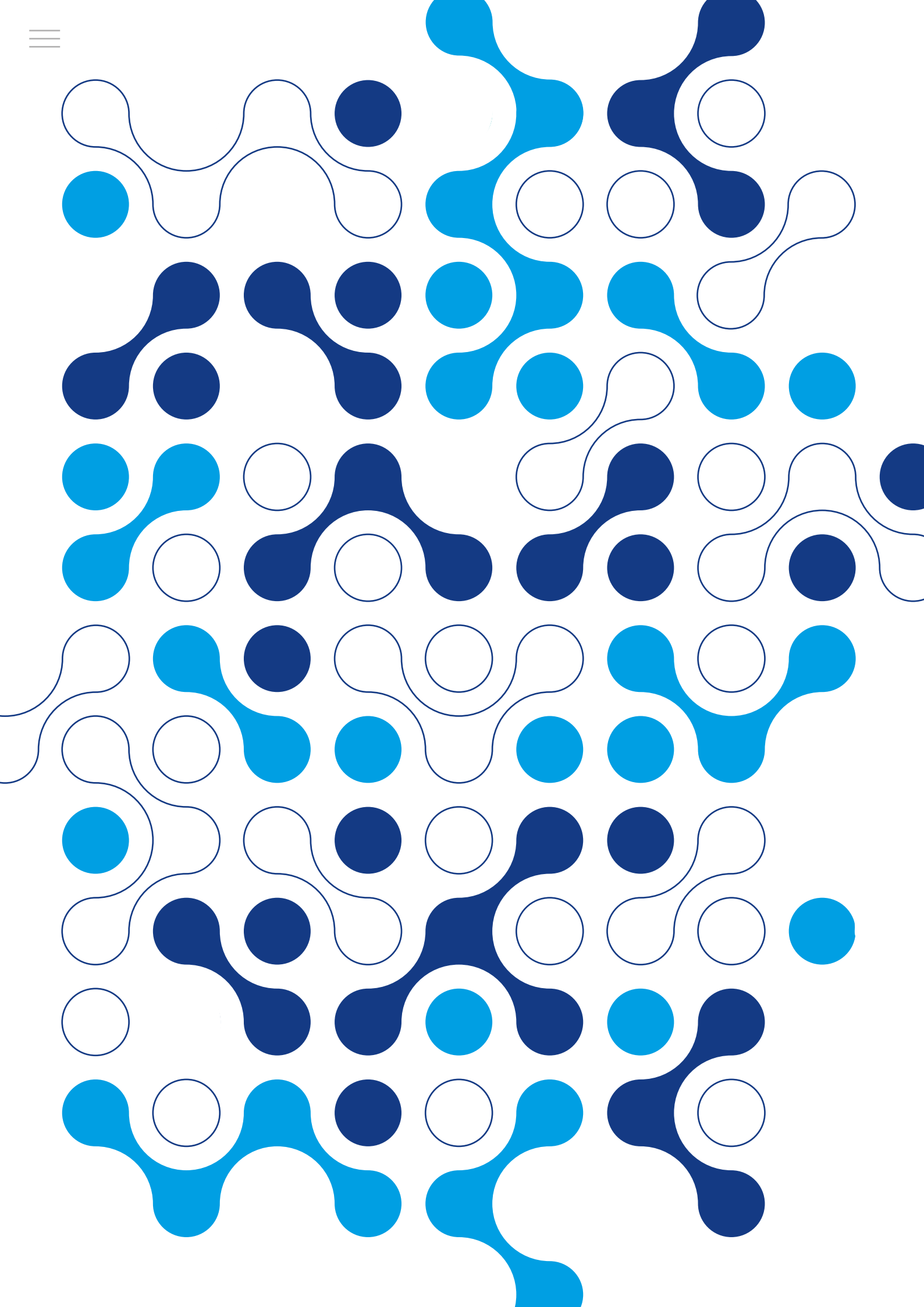
Line Ahm Mielby
Senior consultant in Food Technology &
Consumer-Driven Product Development
at Danish Technological Institute

"Collaborating with MAPP and participating in their events is always a pleasure, characterized by a warm, open, and constructive atmosphere that clearly reflects their strong internal cohesion. To me, this great team vibe is the very foundation for MAPP's high professional standards and their outstanding ability to collaborate with external partners."



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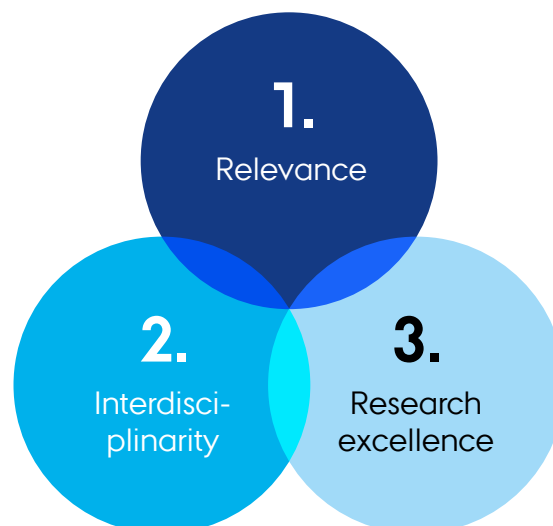
About MAPP

What we are doing

At the MAPP Centre, we conduct research that creates value in the agricultural and food system. We study perception and behaviour of stakeholders, customers, and people as consumers as well as citizens in the area of food, drink and related services and sectors and develop market-oriented implications for both industry and public policy.

Why we do this

MAPP's work is based on the belief that our research can contribute to food being pleasurable, healthy and sustainable and to connecting people, as well to ensure that food products are produced in a resilient, circular, fair and transparent food system. To that aim, we conduct research that improves market-orientation, innovativeness, and value creation in the food system. We contribute high quality and methodologically diverse social science research in interdisciplinary projects that provide relevance to society. Our three underlying values are 1) relevance, 2) interdisciplinarity, and 3) research excellence.





About MAPP

Research topics

For industry, insight into customer behaviour is a major input in market-oriented product development and business strategy, which all companies, producers and retailers alike, strive for to ensure future competitiveness and creation of value for customers.

For public policy, insight into the determinants of food choice and consumption habits is an important basis for the development of policies that aim to address health, nutrition, well-being, diversity and sustainability.

To this aim, central research topics at MAPP are amongst others motivation, perception and individual, group or society-level decision making, the development and effect of habits, practices and identity, processes of social influence, social norms and social change, nudging and choice architecture, and effective information provision. This research supports commercial as well as social marketing, new product development and co-creation, effective retailing, branding, labelling and communication, business case development and value chain design, stakeholder management and engagement, and furthers technology perception, and acceptance and sector transitions.

Research approaches

MAPP is rooted in the marketing and consumer behaviour disciplines but has an interdisciplinary approach. In our research we draw from amongst others psychology, sociology, agricul-

tural and behavioural economics, neuroscience, nutrition, sensory and food science, management and organisation, to name a few. Consequently, we apply a diversity of methods, where classical survey and interview techniques are supplemented by observational methods and non-verbal methods like eye-tracking and reaction time measures, experiments ranging from lab to field, scanner, panel and App-based market data analysis, or new methodological fields such as social media and virtual reality.

Relevance and impact need an interdisciplinary and holistic approach and cooperation across actors. That is why most of our research is done in collaboration with others. These are companies, retailers, trade associations, NGO's or policy makers, and researchers in diverse other disciplines across all faculties and nationally and internationally. We take a food systems approach and are bridging gaps between private-commercial and public-societal actors.

Most MAPP members are as involved in research as they are in teaching at all academic levels. The synergy created by the research-based teaching approach is an important strength: We constantly ground and update ourselves in both the basic and the newest theories and concepts for the teaching, apply and further develop these in relevant research, enrich teaching with state of art research methods and newest insights, and generate innovative ideas and new perspectives through the interaction with our students.

In short: MAPP is an internationally well-connected and renowned research centre located at the Department of Management, School of Business and Social Sciences, Aarhus University. It is an interdisciplinary centre with circa 25-40 researchers of diverse disciplinary backgrounds, focusing on relevant and impact-oriented research that generates insights into people's perception and behaviour in the agricultural and food system. It stands out by its ability to connect consumer and market insight with broader food-system innovation and societal challenges. With over 35 years of experience, MAPP has a long track record of participation in research consortia at EU level, in the Nordics, and in Denmark, and experience in research both in collaboration with commercial companies and NGO's or public actors.

Our history: The name 'MAPP' is our organisation and brand name. However, MAPP originally stands for 'Market-Based Process and Product Innovation in the Food Sector'. This was the abbreviation for the first project funding. MAPP started in 1991 as a 'framework programme' under the first Danish research and development program for the food sector (Føtek I). It was meant as a novel way of integrating the social sciences into food research. Until then, the two major streams of social science work with regard to food were agricultural economics, with an emphasis on volume and price setting of commodities and how they are affected by agricultural policy, and the branch of food science working with sensory analysis, with an emphasis on how aspects of the physical product affect sensory perception and consumer liking.

It quickly became obvious that MAPP, with its marketing-rooted approach, filled an important gap in analysing how people react to food, since neither the traditional approaches in agricultural economics nor in sensory science could adequately deal with food products that were highly differentiated and where sensory properties, and a host of other parameters, interact in determining overall perception and liking. MAPP's work has over the years had a tremendous impact on both fields, with researchers in both agricultural economics and sensory analysis adopting many of the methods and concepts that MAPP has been developing.

Making our work known

No impact without engagement and exchange with practice and communicating research insights. Therefore, engaging with practice and science communication is a high priority for MAPP.

We co-create research in collaborations and communicate our findings to practitioners and stakeholders in the agricultural and food system. MAPP participates in consortia aimed at knowledge transfer and research implemen-

tation, organises own conferences and workshops, and highlights key insights and engages in conversation on these through social media. MAPP members actively participate as speakers and discussants in events or in interviews with the media.

MAPP publishes to academia in renowned international refereed journals through a portfolio strategy that provides a balance between cross- and disciplinary journals. We seek out journals with high impact and that take into account MAPP's interdisciplinary orientation.

Interdisciplinarity as a value and opportunity

The MAPP team is diverse in terms of disciplinary education as well as cultural background, types of experiences and career stages. We engage in exchange with other research environments through visits and being open to guests. Junior researchers in MAPP play an important role for MAPP's research work – and MAPP senior researchers take responsibility in helping them build their career. Interdisciplinarity is a value, but also a strategic asset for MAPP: A diverse team allows flexibility, can foster creativity, builds future networks, and is the basis for research innovation and excellent research quality.



Participants at the Methods Workshop together with Wageningen University and Research.



Participants at the MAPP conference.

Governance and Members

MAPP is directed by Jessica Aschemann-Witzel as Centre Director and led by the MAPP coordination team consisting of the MAPP Director and coordinators for different areas: Industry cooperation (Polymeros Chrysochou), EU and EIT Food projects (Liisa Lähteenmäki and Marija Banovic), and Research for the Ministry (Tino Bech-Larsen, from 2026 onwards Alice Grønhøj).

Being a MAPP member means both dedicating research time to the field MAPP is working in as well as actively contributing to the Centre activities – which can vary over time. The team size and share of different career levels changes over time. For the most, the team counts around 35-45 members in all, with about 15 being academics at senior level.

The MAPP team consists of circa 12-14 ‘core members’ at Assistant, Associate Professor and full Professor level using most of their research time in MAPP-related research topics and projects, circa 12 Postdoctoral researchers as well as PhD students, and around ten research assistants. In addition, there are several colleagues that regard themselves as ‘affiliates’ (dedicating less than ¼ of their research time on MAPP-related research).

Most MAPP members are based at the Department of Management of Aarhus University, but some members are also (co-) affiliated with other faculties at the University or have second affiliations with other universities or research centres in Europe.

In terms of cultural background, circa half of the team is international, representing 13 different countries. MAPP researchers bring diverse disciplinary backgrounds to the joint research counting amongst others agricultural economics, nutrition, political science, psychology, management and business, anthropology, physics, and many more.

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Being a MAPPie means both dedicating research time to the field MAPP is working in as well as actively contributing to the Centre activities



Research Topics and Projects

MAPP conducts social science research that helps understanding people's perception and behaviour in the agricultural and food system. We study professional stakeholders in the sector, customers, and people as both citizens and consumers to arrive at insights for industry and public policy.



Maartje Wurzer-Mulders and Alejandro Cordoba Ruiz giving an internal knowledge exchange seminar on fermentation.

Health

A big research area is health. Research themes here include for example insights into consumer understanding and perception of health advice and information, and their attitude to healthy or new ingredients and technological innovations that improve health. This research can support the development of new products, services, and accompanying communication and education – including the role of apps, social media trends and influencers, benefit framing and storytelling, nudging healthier choices in retail, as well as the market introduction of innovations such as insects for food, precision fermentation and cultured meat, to name just a few.

Creating value by improving nutrition is a big research topic. MAPP has contributed with for example exploring the design, understanding and efficient communication of nutritional labels on the front and back of pack or nutrition and health claims. Another theme is for example nutrition and health behaviour among children and in families, and interventions to improve habits, practices, and family interactions around this, in particular towards greater fruit and vegetable consumption.



Polymeros Chrysoschou introducing to the topic 'sustainability at any cost?' at the MAPP conference.

Sustainability

Most projects in MAPP aim to improve sustainability. This can be research into more environmentally friendly practices and innovations in agriculture, new circular business models, or food production and products with a relatively lower impact. MAPP research studies for example stakeholder acceptance and practices, the pathways of sector transitions and upscaling in the market, and consumer and citizen behaviour. Topics of application range from dual land-use systems of agrivoltaics and agroecological practices in Africa, to circular bioeconomy scale-up and sustainability transitions towards reduction of food loss and waste and furthering more plant-rich diets, all the way to markets and acceptance of amongst others organic, upcycled food, hybrid meat, green nudges, and more sustainable packaging.

MAPP has worked a lot on for example food waste, exploring topics such as consumer behaviour and practices causing food waste, the role of date labels, the role of the consumer-retail interface, and the upcycling of side-streams into new food innovations. Another recent theme is the development of the market for plant-based and transition towards more plant-rich diets.



Participants at the Methods Workshop at MAPP and MGMT.

New methods and approaches

MAPP research often focuses on or includes development of new methods and approaches in research and practice. Research methods include for example the conceptualisation and update of the food-related lifestyle concept and its measure in consumer surveys, designing survey indicators of household food waste that correlate with actual food waste levels, collaborative refinement of consumer science methods, innovative methods to collect observational in-store behaviour data, and the use of virtual reality in studying realistic experience of new technologies or retail choice environment changes.

Approaches in practice include developing and testing product labelling approaches for nutrition information and eco-labels or testing true cost accounting as a new way of showing environmental costs to customers, new methods for co-creating targeted communicational content, transparency communication through digital product passports or apps, or agent-based modelling to understand change over time.



Katrine Duus Terkelsen at recordings for a video about the Centre for Circular Bioeconomy.

Towards a circular and holistic food system

Increasingly MAPP research addresses and connects multiple parts of the system. Research studies and engages multiple stakeholders and sees individuals in their various roles, including as citizen scientists or as active collaborators in living labs and experiments. This also includes exploring how to secure inclusion of vulnerable groups in the system. Research projects as well as conceptual research work at MAPP connect different sociotechnical systems such as energy and food or the green and the blue bioeconomy and links the often-technological green transition of the agriculture and food system to pathways of mindset and social norm and behaviour change. Research examples include several projects on new packaging materials and rethinking packaging business models, transitions towards circular business models and circular economy, and scaling up biobased materials in food and non-food applications. Research also looks towards furthering circularity through side-stream upcycling, understanding and furthering systems thinking among all stakeholders, and assessing policy and market impact on potential spill-over between different behaviours and social tipping points in society.



How we work

MAPP organises different internal and external activities that support **knowledge exchange** within the team and with practitioners or other research environments, triggers **development of new ideas** in research questions and approaches and supports **team building** and **identity**. These help to ensure quality, relevance, and cohesion.



Maria Ahmad during a cooking class in a MAPP social event.

We exchange knowledge through a nearly weekly, at maximum 45 min long knowledge exchange lunch seminar called ‘MIKE(S)’. **MIKES** stands for ‘MAPP, ideas, knowledge, exchange’ and an S is added for sandwich on days where there are sandwiches for everyone. This is an informal forum for sharing research results and getting feedback on research ideas, projects, papers, etc. – mostly internal, but we also invite guests to join the exchange or give a talk.

We organise a **MAPP conference** most years that aims to bring together academia and practice and trigger exchange and discussion, with a theme each time that is topical and allows for connecting newest MAPP research with what industry and policy makers currently find relevant.

At the beginning of most years, we take time for a get-away **new year lunch** or dinner combined with a workshop that allows reflection on what has been achieved and celebrated the past year, and what we wish and aim for in the upcoming years. Every few years, a **MAPP senior retreat** allows deepening the discussion on long-term future challenges and opportunities as well as taking of strategic decisions.

MAPP has organised several **theory- or methods-focused workshops** over the years centred around increasing awareness, application and further development of theories or exchanging on the ‘why and how’ of new methods. These have been both internal or together with the department, other faculties, or other research environments, as for example Wageningen University and Research.

MAPP members often organise **writing retreats** within subgroups such as the ministry service research team, together with other research groups such as the marketing and sustainability group, within individual projects, or in participating in AU research clusters or START research hubs. Such retreats help providing an undisturbed space for discussion, project development, and manuscript writing.

MAPP has an active **social media** presence on LinkedIn (MAPP centre), posting regularly ‘meet the researcher’ posts to introduce team members and posting insights from research, updates on activities and events done and contributed to, posts on achievements of MAPP members, or highlighting which knowledge and perspectives MAPP members have contributed to interviews in the general media.

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The MAPP conference brings together academia and practice on a topical theme relevant for industry and policy makers and thus helps turning research into societal impact.

How we work



Jessica Aschemann-Witzel, Marija Banovic and Tino Bech-Larsen at a writing retreat at Kaløvig Centre.



Polymeros Chrysochou and colleagues and participants of the Course in 'Sustainable Food Systems and Interdisciplinary Research Practices: A Mission-Driven Approach'.



Darius-Aurel Frank and John Thøgersen at the Methods Workshop together with Wageningen University and Research.



Ekatarina Salnikova and Klaus Grunert at the reception of the Dansk Marketingforsknings Talentpris.



MAPP colleagues at an internal knowledge exchange seminar.

Tino Bech-Larsen and
Morten Høst Haugaard visiting
the Aarhus Food Festival.

MAPP members at the New Years Dinner
– John Thøgersen, Darius Aurel Frank,
Gabriele Torma, and Lars Esbjerg.



MAPP members at the New Years lunch – Jorge Rincon, Alina Both,
Antonios Tiganis.



Alina Both and Mark
Bundgaard Henriksen at
the AgriFoodTure Roadmap
workshop.

Alina Both, Sigrid Østergaard,
and Gabriele Torma at the
Opening of the University City.

Collaborations and Networks

Interdisciplinarity, relevance for society, and striving for excellence research quality are MAPP's values and define how we work. Therefore, MAPP engages in collaboration within and outside of academia. We collaborate with industry, policy makers and other organisations and in mutual exchange with a diversity of disciplines. That makes MAPP both a strong academic environment as well as a crucial partner for industry and public actors.

MAPP members have been co-founding and are currently the hosts of the yearly **IFMRS conference**, the International Food Marketing Research Symposium. This yearly, global conference brings together academics across countries that are united in doing research on food marketing in a broad sense, thus both commercial and social marketing. It has been organised since 2012 and is co-hosted by a different university or research organisation every year. It has taken place at Aarhus University already twice.

MAPP team members have been and are active in **centres, clusters and networks within Aarhus University**, including the Centre for Integrative Business Psychology (BSS); SHAPE – Shaping Digital Citizenship and TEXT: Centre for Contemporary Cultures of Text (ARTS); Land-CRAFT: Centre for Landscape Research in Sustainable Agricultural Futures (TECH); and interdisciplinary centres such as IMC: Interacting Minds Centre and the formerly NAT-TECH centres now being cross-faculty clusters, including the cluster for Circular Bioeconomy research CBIO, the cluster for research on Digitalisation, Big Data and Data Analytics DIGIT, the cluster for Innovative Food research CiFOOD and iCLIMATE the Interdisciplinary Cluster for Climate Change.

Moreover, MAPP researchers are active in the **cross-university centre START** – Centre for Sustainable Agrifood Systems, with Hub leadership in the research Hub People and Practices, 2GETHER, and HEALTH.

Outside of Denmark, MAPP members have collaborations across many research projects with other **leading universities and research institutions**, as for example Wageningen University and Research in the Netherlands, the Norwegian food research institute Nofima, INRAE France's National Research Institute for Agriculture, Food and Environment, KU Leuven, the Munich Business School of Applied Sciences, The American College of Greece Research Centre, to name just a few examples.



Participants at the opening reception of the IFMRS in Aarhus in 2026.



Gabriele Torma at a project result dissemination event in Belgium.



Klaus Grunert presenting at the IFMRS conference 2025 in Greece.



Anne Peschel and Lars Esbjerg at a project meeting in Uganda.



Maria Ahmad, Michelle Tulloch and Jorge Rincon at the START Centre conference.



Participants at the Climate Fresk Workshop, with MAPP members Polymeros Chrysochou, Anne Peschel, Trine Poulsen, and Nour Elhouda Zarrougui.



Publications

MAPP follows a **publication portfolio approach**. The portfolio thinking means choosing different types of scientific journals in line with the importance of the motives for each publication, in order to balance the different motives across a project, the collaboration, and within an individual's publication pipeline.

Academic research is published in peer-reviewed scientific journals. The peer-review process aims to secure excellent research quality, and publications aim to ensure knowledge dissemination to the academic community.

There are, however, different motives involved, and there can be trade-offs between different motives when choosing the publication content, timing, and outlet. Publications play a role for the individual's career path and journals are given different weight across departments and faculties. Publications also function as stepping stones in funded projects or pave the way for developing concepts, shaping research fields, fostering networks and achieving future externally funded research projects. Not least, also scientific publications can be read by the stakeholders or the public and are used by organisations and knowledge brokers in reports.

On the next page, we give a few examples of publications that showcase how diverse the content, author team, impact, and journal can be in MAPP's research publications.

These examples show how MAPP publishes research that is academically strong, international as well as interdisciplinary, and relevant in addressing research questions that are topical and impactful - for the agriculture and food system in particular and for social and commercial marketing, consumer behaviour, and business in general.



Anne Peschel together with a colleague published a study with the title *"Internal reference price response across store formats"* (2022) in the Journal of Retailing, which ranks at level 4 in the Academic Journal Guide (AJG) used in many Business Schools, showing how customers own reference price differs with store image. This is an example of work by MAPP in a journal ranked highly on the AJG list, while also contributing hands-on implications for retail marketers – in collaboration with external stakeholders, in this case a retail chain.

In 2025, Marija Banovic et al. published a paper with the title *"The why and how of a circular blue-green bioeconomy integration"* in the journal Trends in Food Science and Technology with an IF of 15.4. This is an example of a very cross-disciplinary author team bridging social and natural sciences as well as a cross-university author team that met via the START Centre. The paper contributes to the future development of the bioeconomy by conceptualizing and giving cases of how green and blue bioeconomy can be combined, followed by suggestions of a future pathway for further sector integration.

In 2024, Louise Randers, then a PhD student at MAPP, main-authored a publication named *"Meat, myself, and I: The role of multiple identities in meat consumption"* in the journal Appetite. This journal is typically widely read and cited in the food area, including by non-academics. Apart from a publication outlet that secures good reach of research insight, the study is also an example of using core marketing and consumer behaviour theory, developing the theory further, and applying it to an emerging field of particular societal relevance.

Together with two colleagues, Lars Esbjerg in 2024 published the paper *"Great expectations: intersecting markets, conflicting temporalities and the difficulty of shaping markets"* in Journal of Marketing Management. The paper explores why it is difficult to make sustainability a more important matter of concern in markets. MAPP research often centres around consumers, but this is an example of MAPP research focusing on value chain and market shaping.

Alice Grønhoj published an article as part of a larger international author team called *"Bringing down barriers to children's healthy eating: a critical review of opportunities, within a complex food system"* (2024) in the journal Nutrition Research Reviews. This is an example of international collaboration at MAPP as well as how larger research projects facilitate such work – the publication was a collaboration of participants of the multi-disciplinary and inter-sectorial European Training and Research Network Marie Skłodowska-Curie 'Edulia'.

Another example is an article main-authored by Gabriele Torma and John Thøgersen on the topic of *"Can a meta sustainability label facilitate more sustainable consumer choices?"* published in the journal Business Strategy and the Environment in 2024. This example showcases that a frequent method are experimental surveys while a frequent topic are labels and communication between food system actors and the consumers – covering a topic and using theories highly relevant for general business journals.



KPI

Number of grants

During 2023-2026 (as of mid-2026), in total **70 funded research projects** were/are led by MAPP centre members. These grants are of diverse type and range from small grants such as seed funding grants within AU or network and conference funding by the ministry or private foundations, to large grants, such as from the Innovation Fund Grand Challenge program or Horizon Europe EU projects.

Grant budget

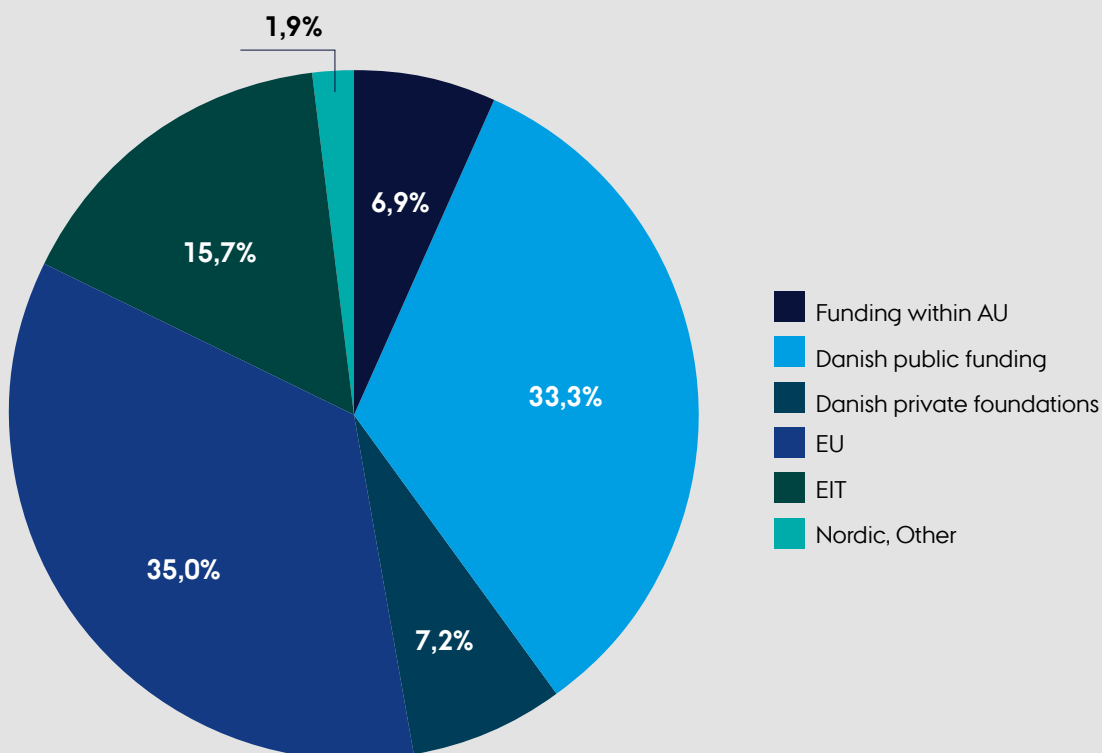
The Centre handles circa **19 mill DKK in grant funding each year**, generating on average 4.6 mill DKK in overhead. The average grant size is 1.5 mill DKK. Due to a mix of different funding types, the overhead is on average 28% (calculated for 2023-2025). In addition to the overhead generated, PIs cover part of their own positions – over the past years on average one full senior position per year (calculated for 2021-2025).

Types of project grants and their budget contribution

Most of the grants at MAPP are public research funding, only 12% are from private foundations or companies. 53% of the grants are from national funding sources, while 40% of the grants are EU funding.

In terms of amount of funding - because these grants are typically of larger size - 33% comes from national *public* funding (e.g. Innovation Fund as Grand Solutions or Mission funding, DFF, GUDP, Agrifoodture, and Danida) and 35% from EU projects; EIT Food projects make up another 16% of the funding. That means that circa half of project budget is from EU sources (Horizon 2020, Horizon Europe, EIT Food, Marie Curie or Erasmus)¹.

Share of different funding during 2023-2026



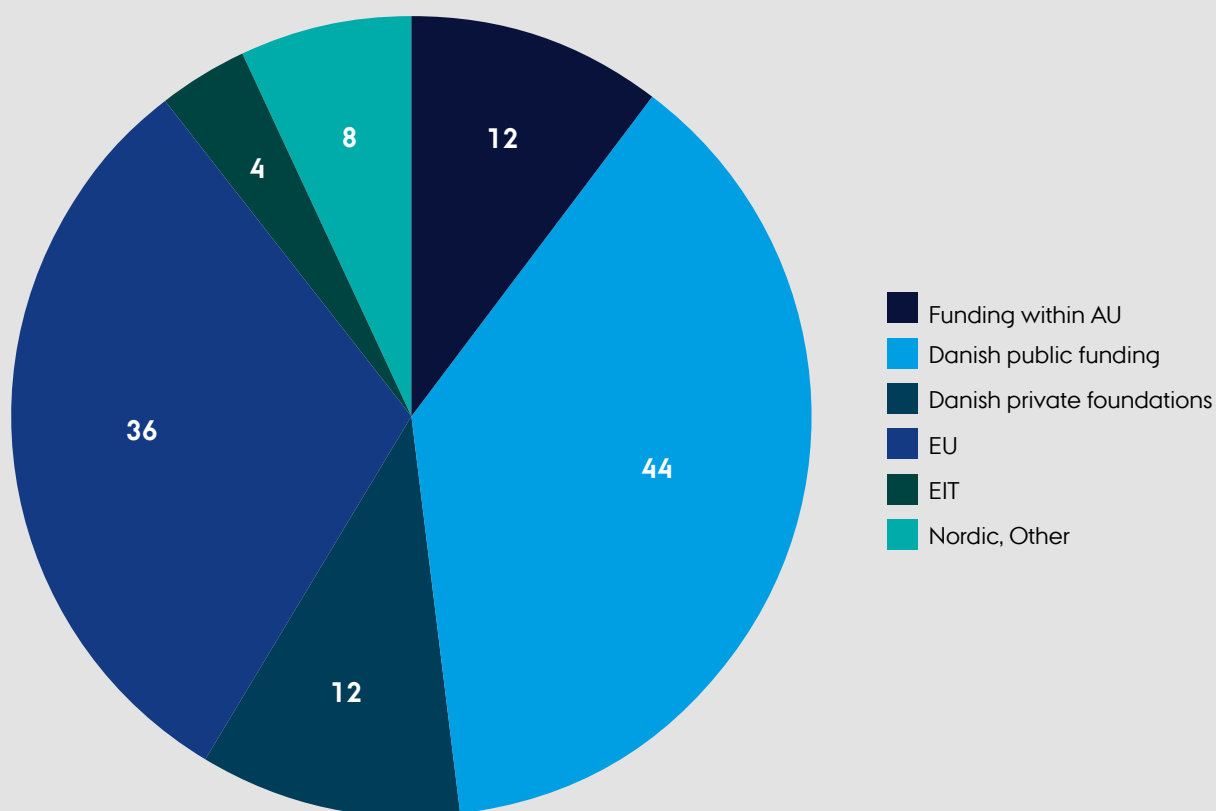
¹ Because of the difference in overhead rates (25% for EU funding and 44% for public national, but 0% for AU-internal grants (up unto recently)), however, 48% of the overhead is due to national public grants and 42% is due to EU-level grants.

Projects applied

During 2023-2025, **MAPP members applied for 116 projects** with an average grant sum of 2.5 mill DKK. 31 projects were granted – circa equally distributed per year. Over the years 2023-2025, **the average success rate was 27%**.

The applications counted 31 in 2023, 36 in 2024, and 49 in 2025. The higher number in 2025 is due to 12 applications submitted to the first round of the new FutureFoodS partnership. 38% of the projects were applied to national public funding (which includes projects applied in FutureFoodS) and 31% to EU funding opportunities – else, 10% each were applied to Danish private foundations as well as AU-own funding opportunities (AU FF Nova and diverse seed grants).

Number of Projects applications 2023-2026



Publications

MAPP publishes circa **30-40 scientific publications per year**. Between 2020 and mid-2026, MAPP members have in total published 259 scientific papers².

36% of the papers are listed in the AJG list - 17% as level 3 or 4. The AJG (Academic Journal Guide) list is an academic journal guide compiled by the Chartered Association of Business Schools and used in many Business Schools. MAPP members published in level 4 journals such as Journal of Retailing, Social Science & Medicine, and Journal of the Academy of Marketing Science and level 3 journals such as Business Strategy and the Environment, Food Policy, European Journal of Marketing, Global Environmental Change, Journal of Business Research, Journal of Environmental Psychology, Psychology & Marketing, and Technological Forecasting and Social Change.

12% of publications have an impact factor of above 10 (for example in the Journals Trends in Food Science & Technology, Technological Forecasting and Social Change, Business Strategy and the Environment, and Journal of Retailing and Consumer Services). The impact factor (IF) of the journals chosen goes up to over 20 (with journals such as Nature Food and Annual Review of Public Health). The average IF lands at 6, given circa half of the journals range at an IF between 4-10³.

Journals published in 2020-mid 2026 (at least 4 publications)



² Calculated counting publications where MAPP seniors are (co-)authors on the AU platform pure, thus papers not listed on pure, only authored by current juniors, or only authored by previous MAPP members not included in pure anymore, are not counted.

³ This is counting all publications in journals that have an impact factor.

20% of all publications are published in the Journal Food Quality and Preference. This is thus the journal that MAPP members publish in most frequently, with 52 papers of all scientific publications. This journal is a highly read and well-established journal in the food consumer perception and behaviour field with an IF of 4.9 that ranks as BFI level 2 (a Danish ranking that reflects the 20% best journals per field⁴).

66% of MAPP publications are international given they are written together with colleagues from other countries as (co-)authors and **38% of the publications are interdisciplinary** collaborations with (co-)authors from a different discipline⁵.

MAPP colleagues range among highly cited authors according to several rankings. The world's 1% most highly cited researcher list by Clarivate, the company that owns the Web of Science data-base, lists for 2025 11 researchers for Aarhus University, one of them at MAPP (<https://clarivate.com/highly-cited-researchers/#list>). Another example is Research.com's 2026 Ranking of Best Scientists which lists 43 academics in Denmark for *Social Sciences and Humanities*, 12 of these from Aarhus University, including two MAPP members (<https://research.com/scientists-rankings/social-sciences-and-humanities/dk>).

Dissemination

The MAPP LinkedIn presence has 1.778 followers (as by June 2026) and regularly shares research insights, own activities and participation in other events, and news about MAPP members.

MAPP contributes to engaging with society and creating societal value from academic insights. MAPP members give talks to the public and to industry and policy stakeholders and are interviewed in general media, both for TV, Radio or podcasts, and print. Per year, this sums up to circa 40 talks at events for dissemination and around 60 media appearances. Presentations and panel discussions are presentations at events organised by stakeholders or events for the general public (for example sector organisations, NGO's, think tanks, network organisations and funding bodies, individual companies, municipalities, schools, and Folkemøde).



Jessica Aschemann-Witzel during a debate on the AU ship at Folkemøde Bornholm.



MAPP team at EMAC 2026 conference (Maria Ahmad, Simone Lykke Tranholm Mouritzen, Gabriele Torma, John Thøgersen, Alina Both, Jason DiPalma, Christopher James J Cunliffe, Violeta Stancu, Susanne Pedersen).

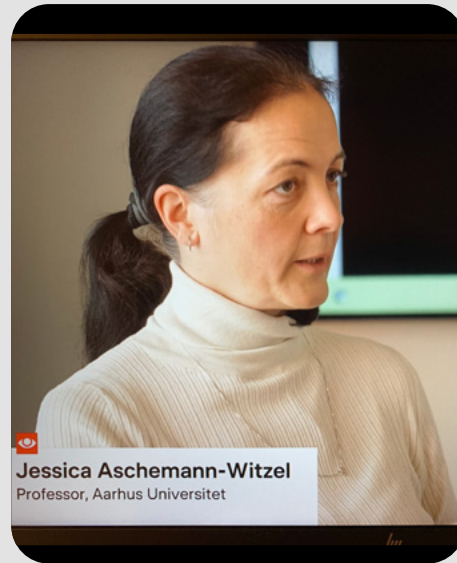
⁴ This ranking has been discontinued in 2021 – but given it is well-known, is used here to underpin the status of the FQAP journal within its field.

⁵ Publications are regarded as international if at least one (co-)author has an affiliation in another country. Interdisciplinarity is self-assessed by the respective MAPP member that (co-)authored the publication.

Examples of media engagement are contributions to podcasts at BBC, Videnskab.dk or Zetland, TV appearances at national news of DR and TV2, local radio interviews, or newspaper interviews for both general (fx Politiken) and specialized media (e.g. LandbrugsAvisen).



Susanne Pedersen being filmed for the children's news program Ultra Nyt.



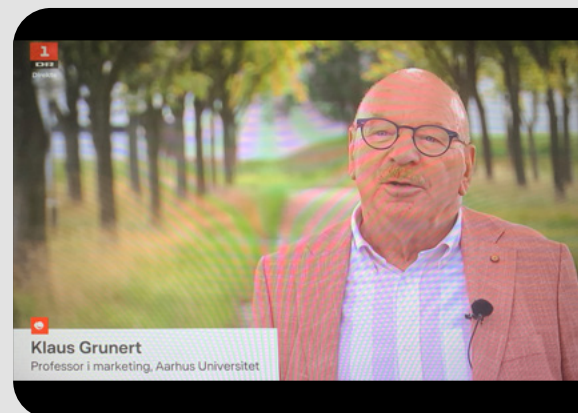
Jessica Aschemann-Witzel in an TV interview about citizen perception of agrivoltaics.



Anne Peschel discussing the impact of supermarket pricing strategies on consumer behaviour on national news.



Violeta Stancu at recordings for a video on research results on consumer understanding of food sustainability.



Klaus Grunert in an interview with DR for national news.

[illegible]

Food production has been an important part of the Danish economy for a long time. Already more than a hundred years ago, the Danes were pioneers in quality control and industrialization of the food sector, together with a strong export orientation.

Part of the basis of the strength of the Danish food sector was and is its close collaboration with research. In 1990, the Danish government posted the second Research and Development Program for the Danish food sector. And for the first time, it opened up for research not only on food production, but also on food demand. This is how the MAPP Centre came into being.

The timing was not accidental. The early 90s marked the beginning of a development where the focus in food production, in Denmark and elsewhere, began to move away from an emphasis on bulk production and efficiency to a stronger interest in differentiated consumer demands and the consequences this has for the food value chain and for marketing tools like customer-driven product development and branding.

The MAPP Centre, focusing on food from the perspective of marketing and consumer behaviour, filled a gap in the food research world that was created by this development. In the following years, MAPP left a major mark in the research world with its work on topics like consumer quality perception, consumer decision-making, consumer lifestyle, but also on retail decision-making and consumer-centred value chain architecture, all with the aim of making the food sector more market-oriented and thus contributing to the commercial success of actors in the food chain. Much of this research was carried out in collaboration with researchers in food technology and with many Danish food producers.

In the early 00s, it became clear that not only food producers were interested in consumer behaviour with regard to food. There was a rising interest in healthy eating and a growing frustration that consumers, in spite of decades of dietary guidelines and campaigning, did not follow those guidelines. Policy makers wanted to know what else they could do in order to promote healthy choices, and food producers also saw this renewed interest in healthy eating as a novel perspective for new product development. The MAPP Centre responded to this interest by do-

ing research on nutrition labelling, health claims, health branding and nudging, in cooperation with both the private sector and public authorities, and often as part of large EU-funded research projects.

The latest turn in research interest of relevance for the MAPP Centre was the current interest in the sustainability and especially the climate impact of food production and consumption. The societal debates on how to promote more sustainable diets has led to an even stronger focus on behaviour change with regard to food and meal choice. The increasingly multidimensional nature of food choice, balancing motives for pleasure, nutrition and sustainability, has led to new research questions that the MAPP Centre has addressed with projects on promoting the consumption of plant-based food, eco-labelling and more sustainable meat production.

While the MAPP Centre was a pioneer in bringing a marketing and consumer behaviour perspective to the analysis of food consumption, the type of research done by MAPP has proliferated and is today much more mainstream in the food research community. Food consumer behaviour research is today done in marketing, agricultural economics and food science departments across the world. Interdisciplinary cooperation between the social and technological sciences has become much more common and is often a requirement in large funding schemes like EU Horizon.

In 2026 MAPP can celebrate 35 years of research. For a research centre based on project-related external funding, this is already a long lifespan, and still today the MAPP Centre is more thriving than ever. By combining high quality research, strong commercial and societal relevance and a belief that real world problems can only be solved by interdisciplinary cooperation, the MAPP Centre has become a world-leading competence centre contributing to shaping the future of food production and consumption.

Aarhus, April 2026

Klaus G. Grunert,
founder and former Centre Director of MAPP

List of funded projects since 2020:

Project name	Period	Funding	Team members	Keywords
Research for Food Policy Development	Ongoing	Danish Ministry	Alice Grønhøj, Tino Bech-Larsen, Liisa Lähteenmäki, Esben Durhuus Lejsgaard, Amalie Rasmussen, Signe Hedegaard Weinhold (at time of writing – many previous research assistants have worked in this project as well)	Food policy, consumer insights, sustainable food systems
EcoVeg4Africa	01/04/2026 → 31/03/2031	Danida	Lars Esbjerg	Sustainable vegetable production, smallholder farmers, innovation
CRES	01/04/2021 → 31/03/2026	Danida	Lars Esbjerg & Jim Høgh Lozinski	Ecosystem services, smallholder markets, sustainable business models
Meet the Family	01/01/2021 → 01/09/2025	DFF	Alice Grønhøj, Julie Hesselberg & Susanne Pedersen	Sustainable consumption, food, family and transitions stage
NbS4T	01/09/2023 → 30/09/2028	Danida	Anne O. Peschel & Lars Esbjerg	
Paving the way for Black soldier fly in the feed and food industry	01/04/2022 → 31/05/2027	Independent Research Fund Denmark	Jessica Aschemann-Witzel, Pernille Videbæk, & Alejandro Cordoba Ruiz	Insect farming, consumer acceptance, circular economy
RORCAS	01/07/2022 → 30/06/2025	DFF	Brandi Morris & Jessica Aschemann-Witzel	Climate change, Risk communication, Stories
SusAnFoods	01/07/2024 → 30/06/2026	International Innovation Network Programme	Lars Esbjerg & Klaus G. Grunert	Sustainable food production, animal-derived foods, consumer acceptance
PIER – Plant-Based Food Ingredients to be Egg Replacers	01/04/2024 → 31/03/2028	Innovation Fund Denmark	Jessica Aschemann-Witzel, Susanne Pedersen, Lina Jacobsen & Maria Ahmad	Plant-based, egg-replacement, influencers, consumer segments, marketing strategy
PlantPro	01/04/2021 → 31/03/2024	Innovation Fund Denmark	Jessica Aschemann-Witzel, Maartje Wurzer-Mulders, Catalin Stancu, Gabriele Torma & Michelle Tulloch	Plant-rich diets, food waste, upcycled foods
Nudge2green	01/08/2025 → 31/07/2027	AgriFoodTure/ Innovation Fund Denmark	Klaus G. Grunert, Sascha Steinmann, Leonardo Mani & Malene Brion Lund	Sustainable food choices, Consumer nudging, Artificial intelligence
PlantTip	01/06/2025 → 01/06/2028	Novo Nordisk Foundation	Jessica Aschemann-Witzel, Arthur Hjorth, Trine Poulsen, Michelle Tulloch	Plant-rich diets, societal tipping points, sustainable lifestyles
Consumer Panel Data 2.0	01/01/2024 → 31/12/2027	Carlsberg Foundation	Polymeros Chrysochou	Sales data, access, research and teaching tool
VICIM	01/12/2024 → 31/01/2028	AUFF	Lina F. Jacobsen, Anne Odile Peschel, Susanne Pedersen & Christoffer James J. Cunliffe	Market inclusion, virtual characters
Green Transition Index	01/01/2026 → 01/12/2027	AUFF / BSS / LandCraft	Jessica Aschemann-Witzel, Michelle Tulloch, Esben Durhuus Lejsgaard & Gabriele Torma	Green transition, Index development, sustainability
Ideological Signals in Corporate Sustainability: A New Frontier for Predicting Firm Performance	01/01/2026 → 31/12/2027	AUFF	Polymeros Chrysochou & Antonios Tiganis	Political framing, corporate sustainability, firm performance

Project name	Period	Funding	Team members	Keywords
"Wait, don't spend your money on this!" The impacts of #deinfluencing content on social media	01/01/2025 → 30/06/2026	AUFF	Susanne Pedersen	Social media, influencer marketing, consumer trust
Measuring perceived inclusion as success criterion	01/06/2025 → 31/12/2026	AUFF	Anne Odile Peschel, Lina F. Jacobsen, Nour Elhouda Zarrougui, Lucía Romero Verdú & Nadja Holt Pedersen	Perceived inclusion, Marketplace, DEI initiatives
EcoTalkBot	2024	DIGIT Centre	Gabriele Torma & Jessica Aschemann-Witzel & Trine Poulsen	Agricultural biodiversity, Stakeholder engagement, Conversational AI
VR2EASE	2023	DIGIT Centre/ SHAPE Centre	Gabriele Torma, Jessica Aschemann-Witzel & Anne Odile Peschel	Agrivoltaics, virtual reality, renewable energy
SAGE	01/01/2026 → 01/01/2029	Agroecology Partnership / Innovation Fund Denmark	Gabriele Torma & Lesia Heiko	Solar grazing, Photovoltaic systems, Sustainable land use
PowerAV	01/09/2025 → 01/09/2028	EU funded CETPartnership/ Innovation Fund Denmark	Gabriele Torma & Alina Diana Both	Agrivoltaics systems, operation and maintenance, digitalised toolkit
SpeedyFermHub	01/04/2026 → 31/03/2029	FutureFoodS	Marija Banovic & NN PostDoc	Fermented foods, Plant-based foods, Food systems
Food sustainability understanding in the Nordic-Baltic region as a basis for a labelling framework in Europe	01/01/2022 → 31/12/2022	Nordic Council of Ministers	Susanne Pedersen, Jessica Aschemann-Witzel, Violeta Stancu & Tino Bech-Larsen	Sustainability, food, understanding, consumers, cross-cultural
Bread Rescuers Reduced bread waste through innovative business and consumer strategies	01/10/2023 → 30/09/2027	The Research Council of Norway	Jessica Aschemann-Witzel, Michelle Tulloch, Alejandra Zaragoza Scherman	Bread waste, innovative strategies, circular economy
Kartlegning af varestørmene i det akvatiske matsystemet i Norden	01/12/2024 → 21/01/2026	Nordic Council	Liisa Lähteenmäki	Aquatic food systems, value chains, sustainable food systems
Don't Waste Me Now		NIM	Darius-Aurel Frank	Food waste, nudges, best-before dates
CAPFUTURE	01/06/2023 → 31/12/2023	NIM	Marija Banovic, Alice Grønhøj & Jessica Aschemann-Witzel	Precision fermentation, animal-free dairy products, consumer acceptance
Sustainability in Retail	01/09/2023 → 30/11/2026	NIM	Josephine Ruders, Anne O. Peschel, Sascha Steinmann	Sustainable food packaging
CIRCULARIS	01/06/2026 → 31/05/2029	EU	Polymeros Chrysochou, Jorge Mario Caceres Rincon & Maria Gouela	Circular economy, food services, Digital Product Passports
Infodmation – Understanding media's role in consumers' food behaviour	01/01/2025 → 31/12/2027	EU	Susanne Pedersen, Simone Lykke Tranholm Mouritzen, Alina Diana Both & Klaus G. Grunert	Food communication, health, sustainability
BiOSpaCE	01/01/2025 → 31/12/2027	EU	Polymeros Chrysochou, Nour Elhouda Zarrougui & Jorge Mario Caceres Rincon	Bio-based products, Digital Product Passports, circular economy



List of funded projects since 2020:

Project name	Period	Funding	Team members	Keywords
OrganicTargets4EU	01/09/2022 → 30/11/2025	EU	Jessica Aschemann-Witzel, John Thøgersen, Darius-Aurel Frank & George Tsalis	Organic farming, consumer demand, sustainable food consumption
R3PACK	01/06/2022 → 30/11/2025	EU	Polymeros Chrysochou, Jorge Mario Caceres Rincon, John Thøgersen, Susanne Pedersen, Lina F. Jacobsen & Nour Elhouda Zarrougui	Reusable packaging, consumer acceptance, circularity
COMFOCUS	01/03/2021 → 28/02/2025	EU	Liisa Lähteenmäki & Catalin Stancu	Food consumer science, research infrastructure, open science
HYPERFarm- Hydrogen and photovoltaic electrification on farm	01/07/2020 → 31/12/2023	EU	Gabriele Torma, Jessica Aschemann-Witzel & Michelle Tulloch	Agrivoltaics, public acceptance, business models
FEASTS	01/12/2023 → 30/11/2026	EU	Polymeros Chrysochou, Liisa Lähteenmäki, Vittoria Favari & Jorge Mario Caceres Rincon	Consumer acceptance, cultured meat and seafood, sustainability transition
mEATquality	01/10/2021 → 31/03/2026	EU	Klaus G. Grunert, Anne O. Peschel, Kristina Thomsen, Esben Duurhus Lejsgaard & Lars Esbjerg	Sustainable meat production, Animal welfare, Consumer expectations
FOODCoST	01/06/2022 → 31/05/2026	EU	John Thøgersen, Anne Odile Peschel, Jason DiPalma, Lucia Romero Verdú, Sigrid Østergaard, Nora Mossing Krogsgaard-Jensen & Nour Elhouda Zarrougui	True pricing, food policy, sustainable food systems
EDULIA	01/07/2018 → 30/06/2022	EU Marie Skłodowska-Curie PhD training Network	Alice Grønhøj, Jessica Aschemann-Witzel, Tija Rageliene & Andreia F. Moura	Health eating, children, food, behaviour change
FOX	01/08/2019 → 30/09/2023	EU	Klaus G. Grunert, Lina Jacobsen, Ekaterina Salnikova, Marija Banovic, & Anne O. Peschel	Mild food processing, local, upscaling, fruit and vegetable
EIT Food Consumer Observatory	2023→ 2026	EIT Food	Klaus G. Grunert & Malene Brion Lund	Consumer insights, agrifood system, food innovation
Hybrid Dairy- CO2e reduction at scale	01/08/2025 → 31/12/2026	EIT Food	Marija Banovic & Vittoria Favari	Hybrid dairy, CO ₂ emissions, food industry
InstoreLab	01/07/2024 → 31/12/2025	EIT Food	Klaus G. Grunert, Lenoardo Mani & Malene Brion Lund	Consumer behaviour, Sustainable food choices, Retail environments
SuScan	01/07/2024 → 31/12/2025	EIT Food	Klaus G. Grunert & Malene Brion Lund	Sustainability labelling, sustainable food choices, consumer preferences
FOODSTORIES	2022 → 2025	Erasmus+ programme	Liisa Lähteenmäki & Mark Bundgaard Henriksen	Sustainable diets, food narratives, consumer engagement

List of MAPP members at time point June 2026:

Name	Position	Connection to MAPP Centre
Jessica Aschemann-Witzel	Professor	Core
Polymeros Chrysochou	Professor	Core
Liisa Lähteenmäki	Professor	Core
Marija Banovic	Associate Professor	Core
Alice Grønhøj	Associate Professor	Core
Tino Bech-Larsen	Professor	Core
John Thøgersen	Professor	Core
Susanne Pedersen	Associate Professor	Core
Lars Esbjerg	Associate Professor	Core
Lina Fogt Jacobsen	Associate Professor	Core
Anne O. Peschel	Associate Professor	Core
Violeta Stancu	Associate Professor	Core
Gabriele Torma	Assistant Professor	Core
Klaus G. Grunert	Emeritus	Active
Lesia Heiko	Postdoc	Core
Michelle Tulloch	Postdoc	Core
Alina Both	Postdoc	Core
Jorge Mario Caceres Rincon	Postdoc	Core
Trine Poulsen	Postdoc	Core
Simone Lykke Tranholm Mouritzen	Postdoc	Core
Katrine Duus Terkelsen	Postdoc	Core
Josephine Lerche Ruders	PhD Student	Core
Maria Ahmad	PhD Student	Core
Alejandro Cordoba Ruiz	PhD Student	Core
Astrid Frank Bojsen	PhD Student	Core
Maria Gouela	PhD Student	Core
Malene Brion Lund	Project Staff Member	Core
Mark Bundgaard Henriksen	Research Assistant	Core
Esben Durhuus Lejsgaard	Research Assistant	Core
Nour Elhouda Zarrougui	Research Assistant	Core
Leonardo Mani	Research Assistant	Core
Vittoria Favari	Research Assistant	Core
Amalie Rasmussen	Research Assistant	Core
Nadja Holt Pedersen	Research Assistant	Core
Signe Hedegaard Weinhold	Research Assistant	Core
Sascha Steinmann	Professor	Affiliate
Helle Alsted Søndergaard	Associate Professor	Affiliate
Sonja Perkovic	Associate Professor	Affiliate
Darius-Aurel Frank	Associate Professor	Affiliate
Mirja Hubert	Associate Professor	Affiliate
Arthur Hjorth	Assistant Professor	Affiliate
Masoumeh Hosseinpour	Assistant Professor	Affiliate
Rikke Nyland Christensen	Assistant Professor	Affiliate
Antonios Tiganis	Postdoc	Affiliate
Jason DiPalma	PhD Student	Affiliate
Christopher James J Cunliffe	PhD Student	Affiliate
Helene Gerber	PhD Student	Affiliate



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