

Valentin Fiala

Doktor der Wirtschafts-, und Sozialwissenschaften
Geboren am 15. September 1986, aufgewachsen in Horn in
Niederösterreich, lebt momentan in Wien und Niederösterreich

Website:

<https://boku.ac.at/nas/ifoel/institutsorganisation/mitarbeiterinnen/fiala-valentin>

Researchgate:

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UNIVERSITÄRE AUSBILDUNG

2014 – 2020

Universität für Bodenkultur Wien

Doktorat der Wirtschafts-, und Sozialwissenschaften am Department für nachhaltige Agrarsysteme in der Arbeitsgruppe für transdisziplinäre Systemforschung; mit Auszeichnung abgeschlossen. Thema: „Effekte von Medieninformation in modernen Ernährungssystemen und die Entwicklung von künstlerischen Methoden um diesen zu begegnen“

2010 – 2013

Universität für Bodenkultur Wien

Individuelles Masterstudium, Umweltgerechtes Regionalmanagement ländlicher Räume, mit Auszeichnung abgeschlossen. Spezialisierung:

- Resiliente Systeme
- Regionalentwicklung und –Management

Masterarbeit zum Thema:

Krisen in kommunalen Governance - Systemen,

2007 –2010

Universität für Bodenkultur Wien

Bachelorstudium, Umwelt-, und Bio - Ressourcenmanagement, mit Auszeichnung abgeschlossen

BERUFSERFAHRUNG (A u s w a h l)

2019 – laufend

Universität für Bodenkultur, Wien

Wissenschaftlicher Mitarbeiter für Drittmittelprojekte (Arbeitsgruppe Transdisziplinäre Systemforschung)

2015 – 2019

Universität für Bodenkultur, Wien

Forschungsassistent der Arbeitsgruppe Transdisziplinäre Systemforschung

2009 –2014

Wallenberger und Linhard Regionalberatung GmbH., Horn

Projektassistenz; Gemeindeentwicklung, Organisation, Unterstützung bei Beratungen kommunaler Projekte

WEITERE AKTIVITÄTEN

2013 – laufend

Mitbegründung und Vorstandsmitglied des Vereins ‚Flickerei-Fahrradselbsthilfewerkstatt <http://flickerei.blogspot.at/>

2020 – laufend

Mitbegründung und Vorstandsmitglied des Vereins ‚Kulturverein Quasi‘ <http://quasikultur.org/>

2020 – laufend

Mitbegründung des Vereins ‚dieFeldversuche – Verein für Kunst und Stadt, säen und ernten‘ <http://diefeldversuche.org/>

Selected research projects and artistic work

The Future of Urban Food– Scenarios for the Viennese urban food system; funded by: Wiener Wissenschafts-, Forschungs- und Technologiefonds (WWTF); budget: 649.500€; duration: 01.01.2018-31.07.2021

Project description: This inter- and transdisciplinary research project is dedicated to the question of how Viennese people influence their environment through their diet. Selected ecological, economic and social consequences of three changes in dietary behavior are analyzed: A rapid reduction in meat consumption, a strong increase in the share of organic products and an increased choice of regional foods. Based on this, future scenarios for the Vienna food system will be developed together with relevant stakeholders.

Role within the project: project design and planning; project management; work related to sustainable urban food systems.

Website: <http://urbanfood.boku.ac.at/>

EdiCitNet: Edible-Cities-Network; funded by European Commission (H2020); BOKU budget 349.000€; duration: 01.09.2018-31.08.2023

Project description: EdiCitNet develops "edible city solutions" and promotes their dissemination in order to address social challenges in 13 cities on 4 continents. The 5-year H2020 project brings together a wide range of stakeholders from science, business, civil society and city administration to enable sustainable urban development. Within the EdiCitNet network new "edible solutions" are developed in living labs and tested in Front Runner Cities. These solutions will then be transferred to other cities.

Role within the project: project design and planning; project management; work related to participatory planning to promote Edible City Solutions

Website: <https://www.edicitnet.com/de/>

ELLS Case Study Competition - Sustainable transitions of urban agrofood systems; funded by European League of Life Science; budget: 19.700€; duration February 2018 – November 2018.

Project description: Transition Towns. The ELLS Case Study Competition brings students from different ELLS universities and with various backgrounds together to work on a real-world challenge and to find creative solutions. Altogether 20 students from 5 different ELLS Universities participated and met in Vienna to rethink urban food production in the context of rapid city growth and development.

Role within the project: project design, planning and implementation; work with students; supervision of system analysis and scenario creation.

Website: <https://boku.ac.at/nas/ifoel/arbeitsgruppen/ag-transdisziplinaere-systemforschung/projekte/csc-2018>

„The Cook and the Cooker" Künstlerische Kochduelle zur Hinterfragung des Verhältnisses von Küchentechnologie, Mensch und Ernährungssystem; Künstlerhaus Wien; Series „Haben und Brauchen; duration: 2019.

Role within the project: Project lead and implementation: Valentin Fiala together with Lisa Puchner, Severin Fiala, Jonas Oßwald and Lisa Weber

Project description: How we feed ourselves is decisively determined by technology we use. That is why the cooking show "The cook and the cooker" was created. At these public duels, the most diverse kitchen technologies come together in a sparking encounter. Chefs bring various kitchen appliances as their "weapons of choice" and create tasteful and informative dishes for the audience. In the heat of the moment, the relationships between technology, people and food are then renegotiated.

Frame a Farmer; funded by the University of Minnesota; Budget 5.000€. duration: 2015-2016; 2019

Role within the project: Project lead and implementation: Valentin Fiala together with Milena Klimek, Valentine Cadieux, Nikolaus Eckhard, and Rebecca Paxton,

Project description: 'Frame a Farmer' was an arts-based research project with the aim to let people express and reflect about their personal images of farmers and other food producers using artistic re-enactments within a carnival setting. At 11 different events in Austria and in the US little photobooth studios were set up. People at the events were invited to dress up as farmers/food producers, take a picture and answer prompting questions. This was a starting point for discussions about food and farming issues. Altogether over 700 people participated.

Scientific publications

Articles in academic journals (peer-reviewed)

Handed in (currently under review)

Fiala, V. (2021- handed in). Turning stereotypes against themselves: Challenging media representations and mainstream views on alternative food movements through performance-based methods. *Food and Foodways* (ISSN 0740-9710)

Lopez-Cifuentes, M. Sonnino, R., Freyer, B., Fiala, V. (2021 – accepted minor revisions) Embedding sustainable diets into urban food strategies: A Conceptual Model. *Geoforum*. (ISSN: 0016-7185)

Published:

Fiala, V., Freyer, B., & Bingen, J. (2021). Environmentally Sound Agriculture Between Transformation and Conformation: The Changing Portrayal of the Growing Organic Farming Movement in Austria's Newspaper Coverage. *Environmental Communication*, 1-19.

Porcuna-Ferrer, A., Fiala, V., Freyer, B., van Etten, J., Vernooij, R., & Probst, L. (2020). Do community seed banks contribute to the social-ecological resilience of communities? A case-study from Western Guatemala. *International Journal of Agricultural Sustainability*, 1-18.

Fiala, V., Paxton, R., Cadieux, V., Klimek, M., & Freyer, B. (2019). Reflective Photobooth—a way to visualise, and challenge perceptions and representations of distanced social groups. *Visual Studies*, 34(4), 336-349.

Fiala, V., Freyer, B., & Bingen, J. (2019). Construction of a scattered field—the differentiation of organic farming in Austrian TV advertisement campaigns. *Food, Culture & Society*, 22(4), 464-484.

Rademacher, T., Leisch, F., Fiala, V., & Freyer, B. (2019). School gardening as a means to influence pupils' nutritional attitudes and behavior: A study at general and vocational high schools in Vienna. *Journal of Sustainability Education*, 20.

Fiala, V., Freyer, B., Klimek, M., & Fahringer, A. (2018). How do you teach transdisciplinary competences for food and farming systems research? Insights from the course “System Analysis and Scenario Technique”. *Open Agriculture*, 3(1), 553-566.

Chapters in collected volumes

Klimek, M., Fiala, V., Freyer, B., & Bingen, J. (2019). Organic in the Global North: A Revival of Organic Ethics for a More Sustainable Food System. In J. Chrzan & J. Ricotta (Eds.), *Organic Food, Farming and Culture - An Introduction* (pp. 131-149). London & New York: Bloomsbury.

Fiala, V., & Freyer, B. (2016). Systemtheoretische Grundlagen. In B. Freyer (Ed.), *Ökologischer Landbau* (pp. 80-101). Bern: UTB Hauptverlag.

Klimek, M., Freyer, B & Fiala V. (2016). Ethik im Ökologischen Landbau – Grundlagen und Diskurse. In B. Freyer (Ed.), *Ökologischer Landbau* (pp. 80-101). Bern: UTB Hauptverlag.