



*Seeing How Social Change Takes Shape*

## MEDIA & PRESS KIT

A global research initiative mapping sustainable food systems transformation

35+ Countries • Multiple Continents • Open Access Knowledge

## AT A GLANCE



**ESTABLISHED:** 2022

**GLOBAL REACH:** 35+ Countries across multiple continents

**HEADQUARTERS:** Paris, France

**PROJECT LEADS:** Complexity Science Hub Vienna & Paris Institute for Advanced Study

**SUPPORTED BY:** NOMIS Foundation

## Project Overview

The Socioscope is a groundbreaking global research initiative that maps how behaviors, norms, and communities drive sustainable food systems transformation. Combining ethnographic fieldwork across 35+ countries with innovative LLM-driven analysis, we make complex social patterns in food systems measurable, comparable, and actionable.

Led by the Complexity Science Hub Vienna and Paris Institute for Advanced Study, with support from the NOMIS Foundation, The Socioscope serves as a comprehensive observatory documenting grassroots initiatives, community-led projects, and collaborative solutions that are reshaping how we produce, distribute, and consume food worldwide.

## OUR APPROACH



### DATA

Sophisticated on-the-ground data collection through ethnographic fieldwork, qualitative interviews, and participatory observation.



### TECHNOLOGY

LLM-driven research to process qualitative data at scale while preserving cultural nuance.



### ANALYSIS

Multi-dimensional frameworks examining economic, political, and cultural aspects of food systems transformation.

# Why This Matters Now

The global food system faces unprecedented challenges: climate change, biodiversity loss, social inequality, and economic instability. While thousands of innovative local initiatives are pioneering sustainable solutions worldwide, their insights remain isolated, their patterns invisible, and their potential for scaling unrealized.

The Socioscope addresses this knowledge gap through a revolutionary approach: combining rigorous ethnographic fieldwork with cutting-edge AI analysis. Our trained researchers conduct deep qualitative interviews and participatory observation, capturing not just what initiatives do, but how they transform economic, ecological, cultural, and governance systems.

Using our proprietary AI analytical framework, we process this rich qualitative data at unprecedented scale while preserving contextual nuance and cultural specificity. This reveals patterns that traditional methods miss—turning local wisdom into global knowledge and empowering stakeholders with evidence to scale sustainable solutions.

## Leadership & Partners

### Project Leads

#### Helga Nowotny

*Principal Investigator, Complexity Science Hub Vienna*

Professor Emerita of Science and Technology Studies @ETH Zürich, former President of the European Research Council

#### Saadi Lahlou

*Principal Investigator, Paris Institute for Advanced Study*

Professor of Social Psychology @LSE, Director of the Paris Institute of Advanced Study

### Partner Institutions

#### Complexity Science Hub Vienna

International research institution using big data to understand complex systems, providing computational and systems thinking expertise essential to analyzing patterns across The Socioscope's global dataset.

#### Paris Institute for Advanced Study

Leading international research center bringing together scholars for innovative, transdisciplinary research, providing intellectual infrastructure for cross-cultural analysis and international collaboration.

#### NOMIS Foundation

Swiss-based philanthropic organization supporting innovative research addressing complex challenges, providing crucial funding for The Socioscope's ambitious global research program.

# Media Contact & Resources

## PRESS INQUIRIES

**Pressroom:** [thesocioscope.org](http://thesocioscope.org)

**General Contact:** [info@thesocioscope.org](mailto:info@thesocioscope.org)

**Response Time:** 48-72 hours (urgent requests noted in subject line)

## Online Resources

 WEBSITE & DATABASE	 SOCIAL MEDIA
<b>Main Site:</b> <a href="http://thesocioscope.org">thesocioscope.org</a>	
<b>About:</b> <a href="http://thesocioscope.org/about">thesocioscope.org/about</a>	<b>LinkedIn:</b> <a href="https://www.linkedin.com/company/the-socioscope">linkedin.com/company/the-socioscope</a>
<b>Initiatives:</b> <a href="http://thesocioscope.org/projects">thesocioscope.org/projects</a>	<b>YouTube:</b> <a href="https://www.youtube.com/@thesocioscope">youtube.com/@thesocioscope</a>
<b>Resources:</b> <a href="http://thesocioscope.org/resources">thesocioscope.org/resources</a>	

## Standard Boilerplate

### Short Version (50 words)

The Socioscope is a global research initiative mapping sustainable food systems transformation across 35+ countries. Combining ethnographic fieldwork with AI-driven analysis, we make complex social patterns measurable and actionable. Led by the Complexity Science Hub Vienna and Paris Institute for Advanced Study, supported by the NOMIS Foundation.

### Medium Version (100 words)

The Socioscope is a groundbreaking global research initiative that maps how behaviors, norms, and communities drive sustainable food systems transformation. Through ethnographic fieldwork across 35+ countries and innovative LLM-driven analysis using our AI framework, we make complex social patterns measurable, comparable, and actionable. Our open-access database documents grassroots initiatives, community-led projects, and collaborative solutions reshaping global food systems. Led by the Complexity Science Hub Vienna and Paris Institute for Advanced Study, with support from the NOMIS Foundation, we serve researchers, policymakers, practitioners, and communities worldwide with evidence-based insights for scaling sustainable change.

