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Thesis Title:

**Success Factors of Urban Farming Projects in Europe: Case Study Analysis**

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Abstract:

With the spread and rise of urban farming initiatives in Europe, new and innovative ways of shaping today's food production in cities are being introduced. Here, the major goal of urban farmers is to tackle current global issues such as the increase of highly dense cities and the linked endangered provision and safety of food supply.

The aim of this thesis is to first analyze the field of urban farming in Europe, by selecting a case study set of seven urban farming initiatives and comparing similarities and differences based on various parameters. Second, with the methodological tool of conducting expert interviews, the main purpose of this research, namely the identification of success factors that are essential to achieve when operating an urban farming company are presented. Furthermore, this thesis detects common skills that European urban farmers see as necessary for overcoming barriers in this industry.

Through the methodological procedure of conducting desk research and performing expert interviews on the selected case study set, this paper demonstrates that European urban farmers uniformly see the following three factors as most crucial for achieving success on a sustainable basis. First, possessing a skilled, well-experienced and passionate team which leads the business; second, choosing an optimal location that facilitates the operability and supports long-term viability of the company; and third, providing valuable benefits to customers, the community and the city. Furthermore, in order to overcome barriers, the seven experts explain that operational costs should be kept as low as possible, farming systems should be highly advanced and easily controllable, quality should constantly be improved, and investments into research and development should be done.

In conclusion, results show that there is still room for conducting further research such as sharing best practices of farming concepts as well as revealing detailed know-how on viable business models and advanced growing techniques. Ultimately, it is proved that actively supporting urban farming can help resolve today's issues of food provision and availability across the world.