



Collective Responsibility

Shanghai, China

Food Habits & Health in China

Organization Overview

Based in Shanghai, Collective Responsibility is one of Asia's most recognized authorities on sustainability, innovation and responsible leadership.

Founded with the fundamental belief that a sustainable world can only be achieved through awareness of issues, finding tangibility in business cases and development of cross-sector collaboration, Collective Responsibility acts as a knowledge base, catalyst and facilitator between stakeholders.

Through consulting, research, training and enabling cross platform discussions, we aim to:

- Create a knowledge base and catalyze discussion of issues related to the development of civil society, business sustainability and social development in Asia.
- Develop tangible interests, engagement and action on issues of sustainability (economic, environmental and societal).
- Build bridges between local and foreign resources to ensure knowledge transfer, program scalability and growth.
- Develop organisational capacity with the aim to help create stable and profitable enterprises.

Social Issue Focus and Impact

As China's economic development has brought increased wealth and prosperity to cities, the dietary and fitness habits have changed dramatically vis-a-vi eating more and moving less. As a result, lifestyle diseases like COPD and diabetes have seen significant growth.

In response the central government has taken on multiple public facing campaigns meant to address the issues. Most recently, through a call to cut animal-based protein consumption by 50%.

At the same time, as disposable incomes levels have risen, the health & wellness industry has taken off through an explosion of gyms, yoga studios, and healthcare products. Awareness is high, but affordability for the masses is still a challenge.

Through this research, Fellows will be asked to explore the above with the mindset of developing a report with an eye on understanding the opportunities for innovation and innovators to deliver products, services, or technologies to the wider market.

The community will be involved through the street interviews that will take place as part of the research methodology. This will include young professionals, families, consumer brands, healthcare experts, nutritionists, and academics.

The research will then be used to inform other stakeholder groups, including businesses, of the current situations and needs of the growing migrant populations in Shanghai and across China.

Position Description

Key research questions:

- What is the link between urbanization, dietary changes, and health, and what are the long-term implications for this trend?
- Within the public and private sector, who is seen as taking a leadership position, and what are they doing?
- What are the burgeoning market trends in health and healthcare with respect to supporting lifestyle changes (i.e. gym, vegetarian/ clean food, wellness, etc)?



- What are the fastest growing opportunities for innovation and innovators to deliver products and services to China's urban affluent and middle-class markets.
- What are the key messages and economic considerations for those entering the market?

The research will be part of a larger research platform that analyses the economic, social, and environment system impacts and consequences of rapid urbanization in China. The research will be communicated through online and offline channels, and will be used to support Collective Responsibility's consulting projects.

Methodology: *(What types of tools and methodology do you and the partner anticipate will be useful and necessary to answer the questions? (Ex. Individual interviews with beneficiaries, families, other NGOs, gov't officials, etc., participatory rapid appraisal tools with focus groups, observation of behavior, etc.—the more specific you can be the better, but just giving an idea would be fine)*

- Online
 - Statistical analysis of available data
- Offline
 - Interviews with healthcare professionals, consumer brands, and wellness experts
 - Interviews with young professionals, families, and elderly
 - Interviews with local academics and government officials

Student Profile

- Major in sociology, economics, civil affairs, environment, or other sustainability related fields.
- Fluency in spoken and written English.
- Outgoing, hardworking and passionate about helping others.
- Enjoy working in an international team with diverse skills.
- Strong computer skills (Word, Excel and Power point).
- Knowledge of a data analysis and modelling software (R, SPSS, Mat Lab) is an advantage.
- Proficiency in Mandarin is an advantage.

Time Frame

- The student needs to commit between 9-12 weeks any time between May and mid-August.