


**Summer Field School [Online] on
 MOUNTAIN ECOSYSTEMS AND RESOURCE MANAGEMENT
 Ivano-Frankivsk Region, Ukraine :: 19-28 September, 2021**

DELEGATE PARTICIPANT'S PROFILE

	<p>Ms. Alema Puzovic <i>Student, Urban Agriculture course</i> Department of Plant Production Faculty of Agriculture and Food Sciences University of Sarajevo Sarajevo, Bosnia & Herzegovina Tel: +387603237703 E-mail: alema.puzovic@ppf.unsa.ba</p>
<p>Highest Education</p>	<p>Masters in Urban agriculture Masters in Economics of Agriculture and Food Sciences</p>
<p>Personal Statement</p>	<p>Dear colleagues! Further I would like to say a few words in order to present myself as the delegate participant for the forthcoming Summer School on 'Mountain Ecosystems and Resource Management'. I have always enjoyed studying about natural sciences, so I've decided to pursue with those subjects at a degree level as a student of Faculty of agriculture and food sciences, UNSA. From 2015 until 2019 I attended Bachelor's programme in Economics of agriculture and food sciences. In October 2019 I defended Bachelor's thesis "Business models of Urban agriculture in Bosnia and Herzegovina" and obtained my Bachelor's degree. After that, I decided to be ambitious and combine my passion for Urban agriculture and Economics and Management, so I signed for two Master programmes at the same time, one of them being the same as my Bachelor's programme - Economics of agriculture and food sciences, and the second one being Urban agriculture, which made me become a member of the first generation of the latter mentioned Master's programme. Currently, I am attending the Erasmus+ student exchange programme at South Westphalia University of applied sciences in Soest, Germany, while working on my Master thesis "Generation Z shaping Urban agriculture development in emerging markets – insight from Bosnia and Herzegovina".</p>

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	My academic interests include urban agriculture and economics and management in agriculture.
Paper/Presentation Title (Unpublished Research or Review or Field Work)	<i>The Rise of Urban Agriculture – Z Generation Perception from Bosnia And Herzegovina</i>
Keywords	Urban agriculture; Z generation; Development; New markets; Business models
Abstract (100-300 words)	Strong urbanisation trends followed by periodical food supply chain shortages/failures motivate (peri)urban population and initiatives to produce, process and deliver enough quantity and quality food. Besides, high-level policy processes and events/initiatives such as UN-HABITAT, FAO, Food for the cities, MUFPP, RUAF, PURPLE create enabling environment for urban agriculture initiatives, resulting in strong development and high attractiveness of urban agriculture and short food supply chains. One question arises, is UA policy-led development sustainable? The sustainability of UA future will strongly depend on the attitudes of young people, future consumers and activists which are facilitators of consumers' perception change that is necessary for stronger urban agriculture development. The youth population tends to be more productive, as well as more open to new ideas, they are greater risk-takers and therefore more innovative. Therefore, this study aims to identify attitudes, behavior and intention of youth people by using the Theory of Planned Behavior. Understanding the attitudes and motivation of this specific group will enrich the knowledge base and provide evidence to estimate urban agriculture opportunities and challenges shaped by consumers/market behaviour. At the same time, it will provide insights necessary to create better public policy that can give stronger impetus for urban agriculture development in emerging markets such as Bosnian and Herzegovinian.