The Food Action Program

An Erasmus+ project run by Global Action Plan International with partners in five countries
Why food?

The size of the global food production dilemma...

Causes 80% of all deforestation

Uses 70% of all freshwater

Causes one third of all climate gases

while...

30-40% of all food produced is never eaten

80% of globally 800 million – mostly farmers – go hungry

and...

as incomes increase, we choose more sugar, salt, fat and processed foods ...
all of them are killers in high doses

modern farming methods are sawing off the branch we sit on, polluting the water and destroying the soil
To enable consumers to contribute to a more sustainable food regime

- Through an action pack for adults/households
- Building on proven behaviour-change methods
- In a pilot project: 5 countries, 6 languages, Erasmus+ 2 years 2015-2017
Project innovations

1. Include all three major aspects of sustainable food, i.e. waste, climate/environment, and health. *Successful.*

2. Use proven methods, while experimenting to reduce the support needed to get good results. *Partially successful; highlighted importance of creating alliances.*

3. Test using IT solutions both to deliver the program and to market it. *Delivery works, and can be much improved. Marketing doesn’t work yet: more research needed on recruiting and on-line community building.*
Key findings 1

- Adoption of new food habits including decreased meat eating
- Reduction of food waste as well as food miles by 10-15%

*In line with other ‘sustainable lifestyle’ programs... which also show:*

- New habits persist and are augmented
- Each participant influences 7-8 more people
Measuring – eg food waste – was ‘a revelation’

Nearly all participants say they want to continue – big scope for expansion
Scaling up: challenges

- Develop into ‘marketable’ behaviour-change packages
- Build long term local, national and international alliances
- Develop/adapt leading-edge IT delivery platform
- Research effective ways to recruit participants and create supportive on-line communities
Thanks!

Generation of excellence