

WORKING  
TOGETHER FOR  
HEALTHY PEOPLE  
AND A HEALTHY  
PLANET



Friends Les amis  
of Europe de l'Europe



# LiveWell for low impact food in Europe

Healthy people, healthy planet.

**LiveWell for low impact food in Europe (LIFE)**  
is a project which aims to contribute towards the reduction of greenhouse gas emissions from the EU food supply chain and demonstrate what sustainable and healthy diets could look like for different European countries.

# Changing the way we eat is important for the health of people and the environment

**The European Union has committed to reducing greenhouse gas (GHG) emissions by at least 20% by 2020. Food accounts for a large part of greenhouse gas emissions in Europe.**

**Food is at the heart of many key environmental and health issues we are confronting today.**

The pressure that feeding a growing population is putting on the climate and ecosystems has never been so high. Environmental impacts are caused during all stages along the food chain. In the European Union, food production and consumption are responsible for about a third of the overall greenhouse gas emissions;

**A move towards diets with reduced environmental impact is likely to have significant health benefits<sup>1</sup>**

The health problems associated with the western diet are increasing: one third of cases of cancer and cardiovascular diseases are caused by poor nutrition! It is therefore worth exploring how improving our diet could not only help the environment, but contribute significantly to reducing the burden of ill health in Europe.

## How do we work?

The project is funded through the EU's LIFE+ Programme for the Environment and is a 2.07m euro initiative that will be implemented over the next three years between WWF-UK, the WWF European Policy Office and Friends of Europe.

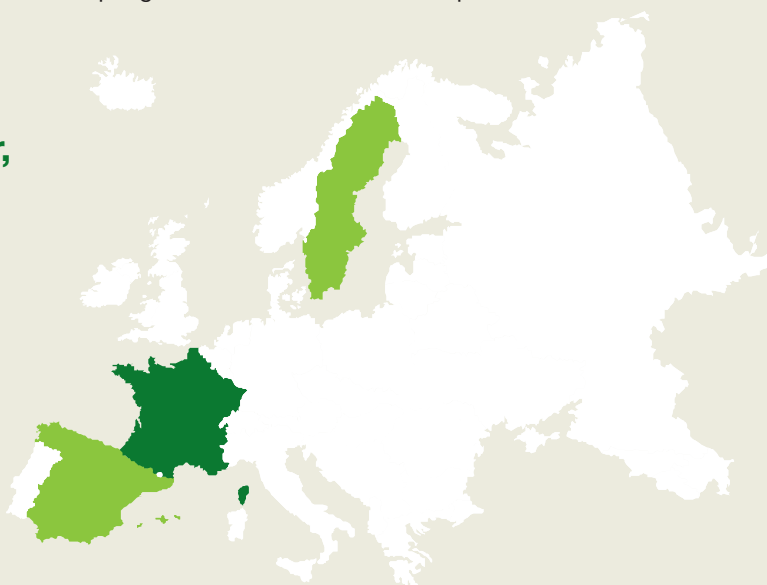
### **Working with a European Network of food stakeholders**

The LiveWell for LIFE partners will create a network of stakeholders from across the food system to contribute to the development of policy recommendations and identify actions that will reduce the environmental impacts of the European food sector and improve health and wellbeing. The project offers an exciting opportunity for collaboration with a wide range of organisations in the embryonic field of sustainable and healthy diets.

# The LiveWell Plate will help define country-specific sustainable diets

LiveWell for LIFE will demonstrate the LiveWell Plate as a tool to define country-specific sustainable diets across the EU by testing and evaluating the tool in three pilot EU Member States: **Sweden, Spain and France**. These countries have been chosen due to the variety of dietary contexts they represent and the different levels of policy readiness for adopting the sustainable diets concept.

**In our quest to help reduce the environmental impacts of the European food sector, involving a wide range of organisations is essential.**



If adopted, the LiveWell Plate is believed to have the capacity to provide a 25% reduction in greenhouse gas emissions from the pilot countries food supply chain by 2020. Because the pilot countries are large food producers this will contribute significantly towards the European Community's overall target of a 20% reduction in greenhouse gases by 2020.

The LiveWell Plate<sup>2</sup> illustrates that what is healthy for the people is – to a bigger or lesser extent – healthy for the planet, too. It all boils down to five simple principles:

- **Eat more fruits and vegetables** – especially seasonally grown
- **Reduce food waste**
- **Have meat as a tasty complement** rather than the main component of a piece of a good meal
- **Cut down on highly processed food** – as they tend to be more resource intensive to produce and often contain high levels of sugar, fat and salt
- Where available, **buy food that meets a credible certified standard**

By eating more vegetables, fruit and carbohydrates, less meat and processed foods we will not only be healthier but also reduce the impact of food production on the planet.

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**LiveWell for LIFE will conduct its work in three steps:**

**01**



First, we will demonstrate the LiveWell Plate as a healthy and sustainable diet which can be introduced across the EU. It will be tested in the three pilot countries – Sweden, France and Spain – with input from the Network of European food stakeholders.

**02**



We will then establish a foundation for change by developing EU public policy options and 'pathways' for practical implementation in the pilot countries.

**03**



Finally, we will disseminate the LiveWell Plate, policy options and implementation 'pathways' in the pilot countries and across the EU.

**Reference<sup>1</sup>:** European Environment Agency Report "State of the Environment 2010"

**Reference<sup>2</sup>:** LiveWell for LIFE is a continuation of the research the Rowett Institute did with WWF-UK in 2010-11. The LiveWell Plate builds on the concept of the 'Eatwell Plate' – a visual communications tool created by the UK Food Standards Agency to promote nutritionally healthy diets. The research conducted by the Rowett Institute looked at the compatibility of dietary recommendations for health with environmental sustainability criteria. As a result, a seven-day sample diet was created that successfully met dietary requirements and achieved a significant reduction in greenhouse gas emissions.



**LiveWell for LIFE**

Tel: +44 (0)1483 412235 [infolivewell@wwf.org.uk](mailto:infolivewell@wwf.org.uk)  
[www.livewellforlife.eu](http://www.livewellforlife.eu)



For more information about **LiveWell for LIFE**  
and how to be involved, please visit:  
**[www.livewellforlife.eu](http://www.livewellforlife.eu)**

**For more information about the project partners, contact:**

**WWF UK**

Panda House,  
Weyside Park  
Godalming, Surrey,  
GU7 1XR.  
United Kingdom  
T: +44 1 483 412 235  
[infolivewell@wwf.org.uk](mailto:infolivewell@wwf.org.uk)  
[www.wwf.org.uk](http://www.wwf.org.uk)

**WWF European Policy  
Office**

168 avenue de  
Tervurenlaan  
3rd floor, 1150 Brussels.  
Belgium  
T: +32 2 743 88 00  
[egerritsen@wwf.eu](mailto:egerritsen@wwf.eu)  
[www.wwf.eu](http://www.wwf.eu)

**Friends of Europe**

Bibliothèque Solvay,  
Parc Léopold,  
137 rue Belliard,  
1040 Brussels.  
Belgium  
T: +32 2 737 91 54  
[info@friendsofeurope.org](mailto:info@friendsofeurope.org)  
[www.friendsofeurope.org](http://www.friendsofeurope.org)

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