



WORKING
TOGETHER FOR
HEALTHY PEOPLE
AND A HEALTHY
PLANET



friends les amis
of europe de l'europe

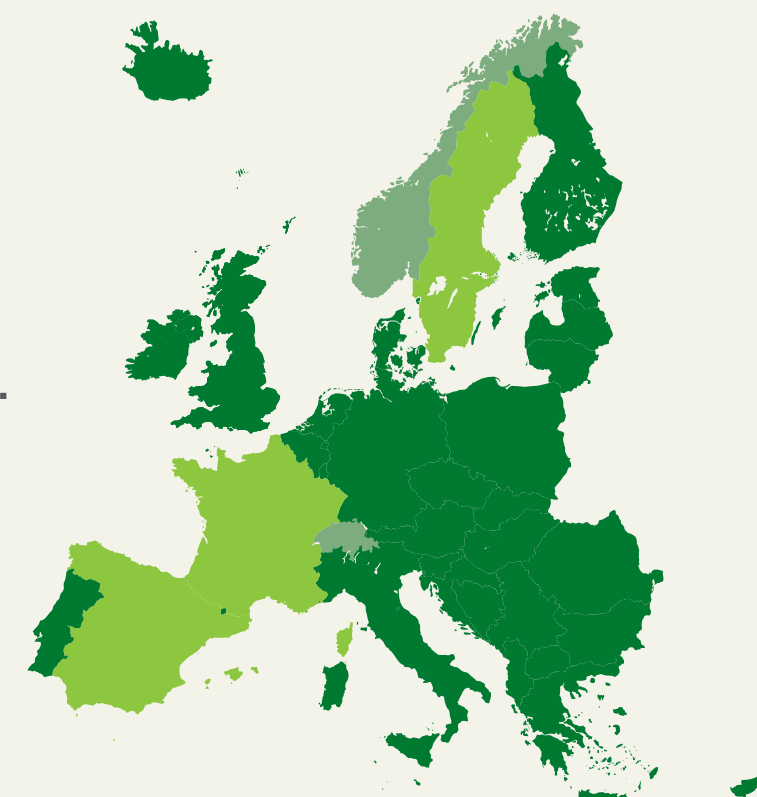


The future of food – building the foundations for change

Healthy people, healthy planet.



LiveWell for LIFE was a pioneering project carried out between 2011 and 2015. Its aim was to help cut greenhouse gas emissions from the EU food supply chain, and to show what healthy, sustainable diets could look like in different European countries.



PROJECT PARTNERS



WWF is at the heart of global efforts to address the world's most important environmental challenges. We work with communities, businesses and governments to help people and nature thrive. Together, we're safeguarding the natural world, tackling climate change and enabling people to use only their fair share of natural resources.

wwf.org.uk
wwf.eu



Friends of Europe – Les amis de l'Europe is a leading think-tank that aims to stimulate thinking on key global and European political challenges. Our insightful and timely publications and animated debates provide access to sharp analysis and information. We promote the confrontation of ideas that is vital to policymaking and encourage wider involvement in Europe's future.

friendsofeurope.org

Putting LiveWell in context

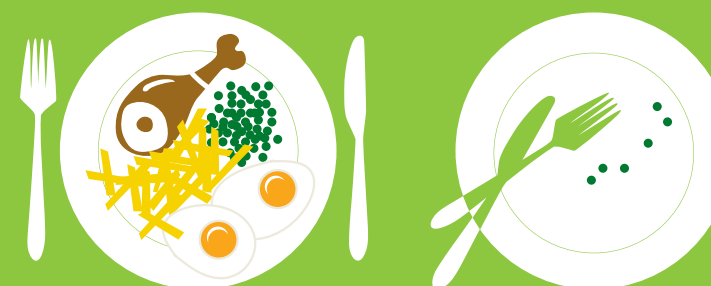
European diets have shifted in the past 50 years away from traditional foods based on whole grains and plants, towards the so-called Western diet that's high in meat, fat, salt and sugar. This shift has resulted in an unprecedented obesity epidemic. It has also been bad for the environment.

Some of the problems include:

- greenhouse gas emissions emitted during the production and distribution of food;
- deforestation for crop and livestock growth, which affects wildlife and habitats in sensitive areas such as the Amazon and Cerrado regions of Brazil; and
- over-extraction of water used for growing crops, which affects sensitive environments.

Our dietary choices affect the climate in particular: in Europe, food accounts for 29% of greenhouse gas emissions¹.

Globally, **870** million people are undernourished² and about two billion suffer from what's been termed 'hidden hunger'³ – this is when people don't get enough of the nutrients critical for sound health and development from their diets, even when the supply of food is plentiful. At the same time, more than 1.9 billion adults were overweight in 2014. Over 600 million of these were obese⁴. Around 33% of the food that's grown around the world is wasted⁵.



29%

of greenhouse gas emissions
in Europe result from food
production⁶

30%

of energy use is for agriculture
and food production⁷

70%

of global fresh water is used
for irrigation⁸

¹ Environmental Impact of Products (EIPRO) - Analysis of the life cycle environmental impacts related to the final consumption of the EU-25, 2006 <http://ftp.jrc.es/EURdoc/eur22284en.pdf>

² FAO, IFAD and WFP. 2014. The State of Food Insecurity in the World 2014. Strengthening the enabling environment for food security and nutrition. Rome, FAO. <http://www.fao.org/3/a-i4030e.pdf>

³ Thompson, B and Amoroso, L. 2014. Improving diets and nutrition: food-based approaches. Rome, FAO and Wallingford, UK, CABI.

⁴ WHO Factsheet No 311, Obesity and overweight, updated January 2015. <http://www.who.int/mediacentre/factsheets/fs311/en/>

⁵ FAO. 2011. Global food losses and food waste. <http://www.fao.org/docrep/014/mb060e/mb060e00.htm>

⁶ Environmental Impact of Products (EIPRO). 2006. <http://www.sik.se/archive/pdf-filer-katalog/SR802.pdf>

⁷ FAO. 2011. Energy-smart food for people and climate. <http://www.fao.org/docrep/014/i2454e/i2454e00.pdf>

⁸ IFAD water facts and figures. <http://www.ifad.org/english/water/key.htm>

Worldwide obesity has more than doubled since 1980⁹. Obesity and being overweight are major health threats in European countries. Changes in lifestyle, the constant availability of foods that are dense in calories, and the conditions in which people are born, grow, live and age all contribute to the imbalance between energy intake and energy expenditure. Being overweight causes physical and psychological problems, and obesity is also an important risk factor for cardiovascular disease, type II diabetes and certain types of cancer. The World Health Organisation (WHO) estimates that the obesity pandemic in Europe takes up between 2% and 8% of national healthcare budgets and causes 10%-13% of all deaths¹⁰.

Poor diets contribute to bad health. Unhealthy diets, combined with sedentary lifestyles, cause high rates of obesity, type II diabetes, cardiovascular diseases and certain types of cancer.

These illnesses impact on people's well-being and life expectancy – and on national healthcare budgets.

⁹ WHO. 2015.

¹⁰ European Commission. 2011. *Overweight and obesity – BMI statistics*.
http://ec.europa.eu/eurostat/statistics-explained/index.php/Overweight_and_obesity_-_BMI_statistics

What we set out to do

LiveWell for LIFE set out to show how sustainable diets can help reduce greenhouse gas emissions from the EU food supply chain by at least 25%, as well as being healthy, nutritious and affordable¹¹.

Funded by the European Commission (EC) LIFE+ programme, the project also aimed to get key stakeholders – from the food supply chain, and EU and national policy makers – to look at sustainable diets as part of the future policy agenda. We wanted to influence policies and find practices to encourage the public to eat healthy, sustainable diets in the EU and in particular in France, Spain and Sweden – our pilot countries. We chose these countries because they represent a variety of European diets and are at different levels of readiness in relation to sustainable diet policy. We also did policy work in London and Brussels.

How we did it

Consulting with experts

LiveWell for LIFE's work relied on collaboration with a Network of European Food Stakeholders made up from policy-makers, representatives of the retail industry, farmers, food manufacturers, the health sector, academics and civil society who came from our pilot countries and across the EU. They gave valuable input at each stage of the project and made sure the LiveWell findings were accurate and strong. Participants to the Network of European Food Stakeholders contributed to the project in many different ways, including a series of workshops and working group meetings held in Brussels and the pilot countries, individual face-to-face meetings and online consultations.



In 2014, the project appointed **10 LiveWell Leaders** – notable people in the environment and business worlds who are working to create policies and demand for climate-friendly, healthy food. Through their contribution, our aim was to shape how Europe eats in the future.

¹¹ LiveWell for LIFE, A balance of healthy and sustainable food choices for France, Spain and Sweden
<http://livewellforlife.eu/wp-content/uploads/2013/02/A-balance-of-healthy-and-sustainable-food-choices.pdf>

Assessing what healthy, sustainable diets could look like

For the first step of the project, we assessed data collected on food consumption patterns, dietary recommendations and diet-related health problems in France, Spain and Sweden.

In particular, we looked at government food-based dietary guidelines (FBDGs), which show people how they can eat a healthy, balanced diet that meets nutritional requirements. FBDGs are often shown in a graphic such as a diet pyramid, plate or wheel. They vary between countries depending on their cultural heritage. Spain has the Mediterranean Diet Pyramid. France has a staircase with nine rules (9 repères). Sweden has the Food Circle (Matcirkeln), accompanied by an ideal diet for men and women. The Swedish guidelines also have more detailed advice on food quantities, depending on gender and activity levels.

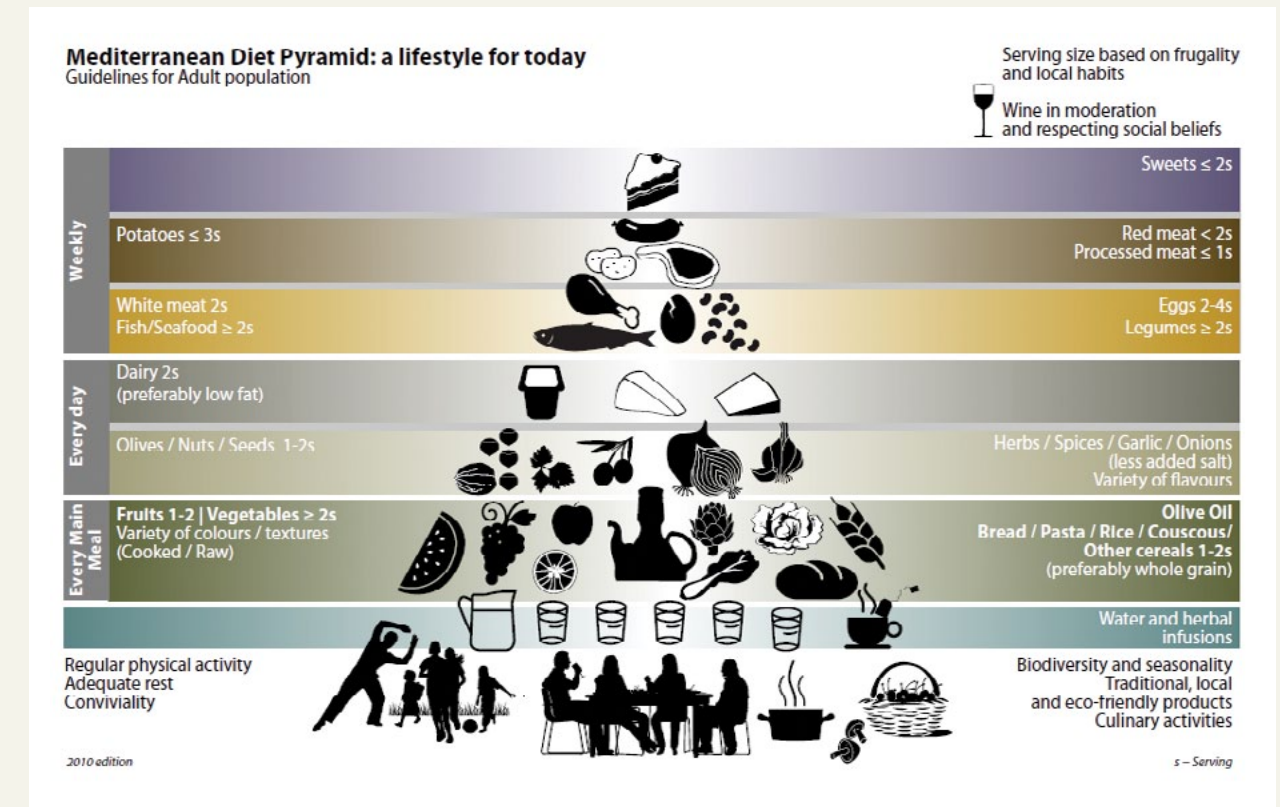
Our research showed that current food consumption patterns in those countries are not in line with national FBDGs. Although current dietary habits in France, Spain and Sweden retain a strong cultural component, in all three countries, traditional food patterns have shifted towards more average Western diets.

So, there is less consumption of wholegrain cereals, legumes (such as peas, nuts, beans and lentils), and fruit and vegetables; and more consumption of red meat and high-calorie processed foods. These trends are bad for public health (all three countries have experienced a surge in obesity) and for the climate impact of national diets.

Staircase summarising the French FBDGs



The Mediterranean Diet Pyramid



The first Swedish Food Circle (Matcirkeln), published by Livsmedelsverket



[Click to view report](#)

LiveWell for LIFE showed that by making some surprisingly simple tweaks to daily eating choices, we would improve national health, keep food affordable and reduce the impact of our eating habits on the climate by 25%¹². Our LiveWell Plate is built on the concept of the existing British nutritional tool, the Eatwell Plate, and is a visual presentation of a healthy and sustainable diet. It illustrates the types and portions of food an average adult needs to have for a low-carbon diet that's nutritionally sound.

¹² LiveWell for LIFE. 2012. Food patterns and dietary recommendations in Spain, France and Sweden. http://livewellforlife.eu/wp-content/uploads/2012/04/LW_A4-Food-Rept_Update_final.pdf

As part of LiveWell for LIFE, we developed three LiveWell Plates to show sustainable diets in France, Spain and Sweden. These showed that affordable and sustainable diets could be achieved in line with each country's national nutritional recommendations and culinary preferences.

Our Network of European Food Stakeholders got together at LiveWell's first stakeholder workshop to review the Plates. Their contribution was instrumental in achieving this outcome.

If the LiveWell Plates were adopted, they would cut greenhouse gas emissions from the pilot countries' food supply chains by 25% by 2020. Because the pilot countries are large food producers, this will contribute to the EU's overall target of a 20% reduction in greenhouse gas emissions by 2020, as other countries may choose to follow suit.



[Click to view report](#)



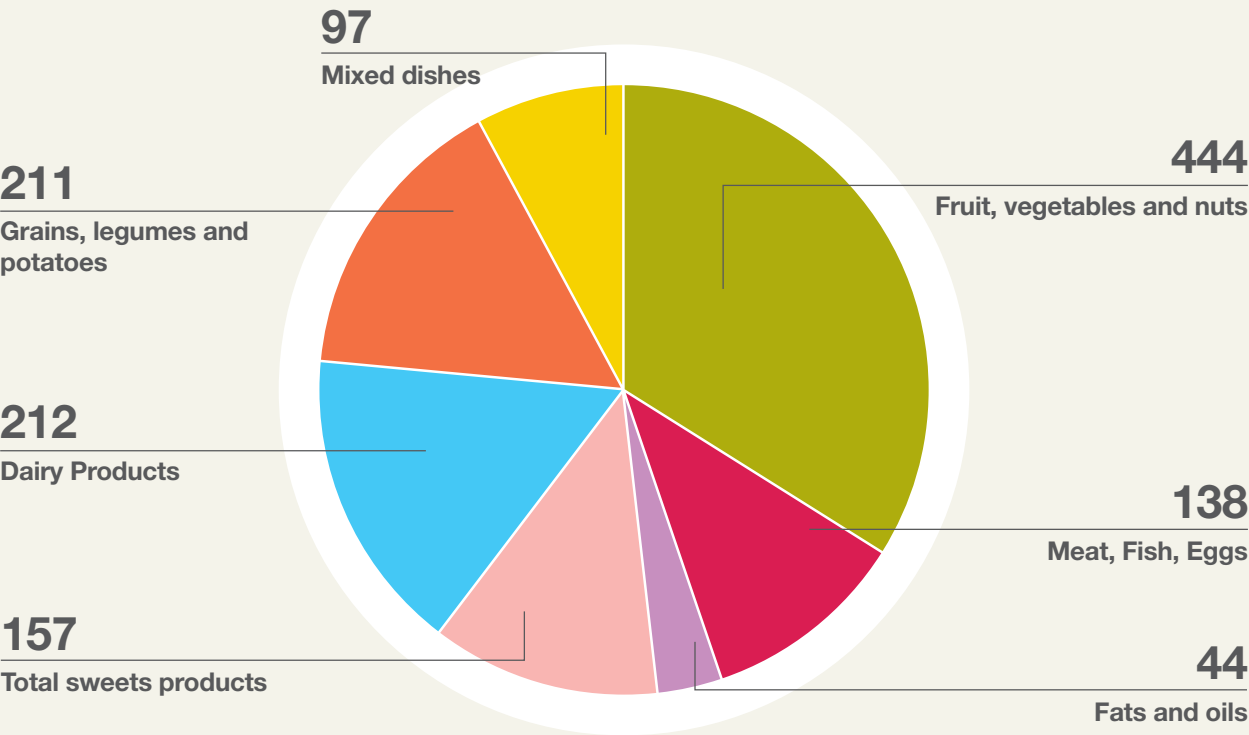
France

Carbon emissions
The table shows the greenhouse gas emissions for the LiveWell Plate compared to those of the current average diet in France.

Country	Current average diet gCO ₂ equivalent/day	LiveWell Plate gCO ₂ equivalent/day
France	3,478	2,609

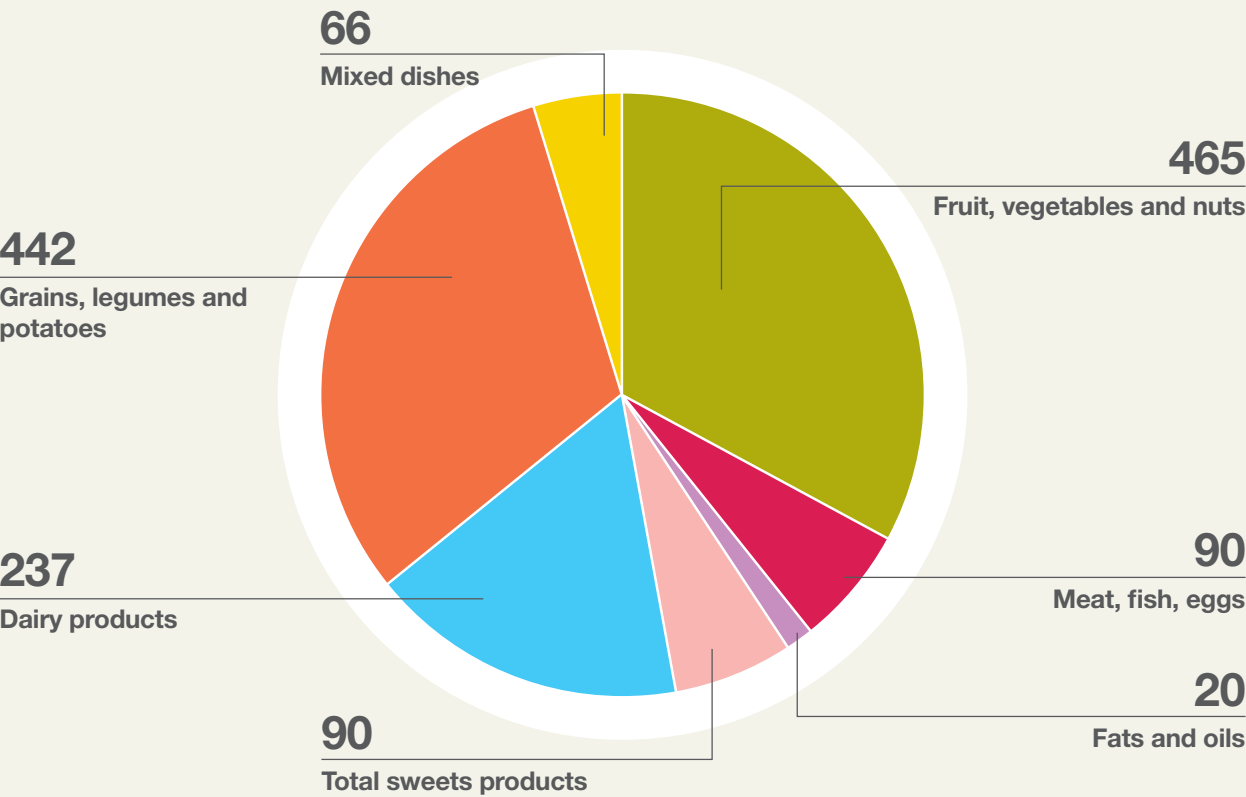


Current consumption in France



Unit: grams (per person per day)

LiveWell Plate in France



Unit: grams (per person per day)

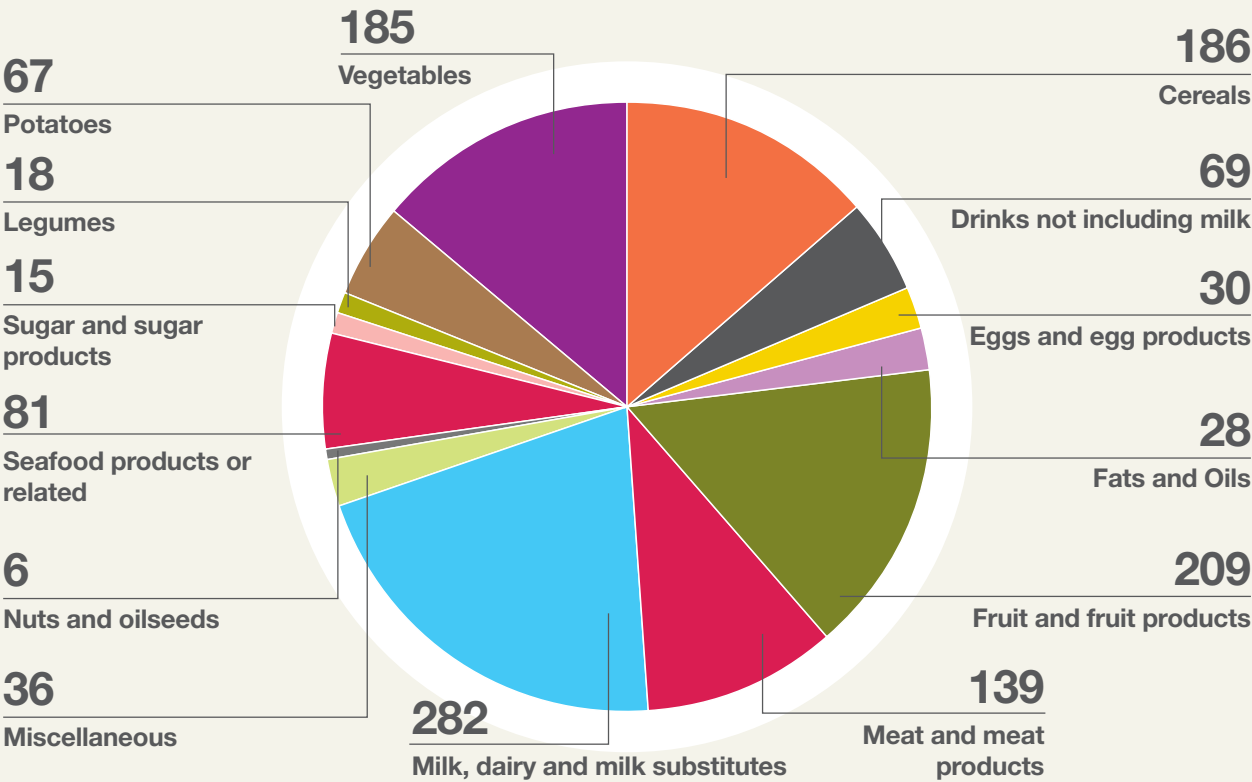
Spain

Carbon emissions
The table shows the greenhouse gas emissions for the LiveWell Plate compared to those of the current average diet in Spain.

Country	Current average diet gCO ₂ equivalent/day	LiveWell Plate gCO ₂ equivalent/day
Spain	3,753	2,710

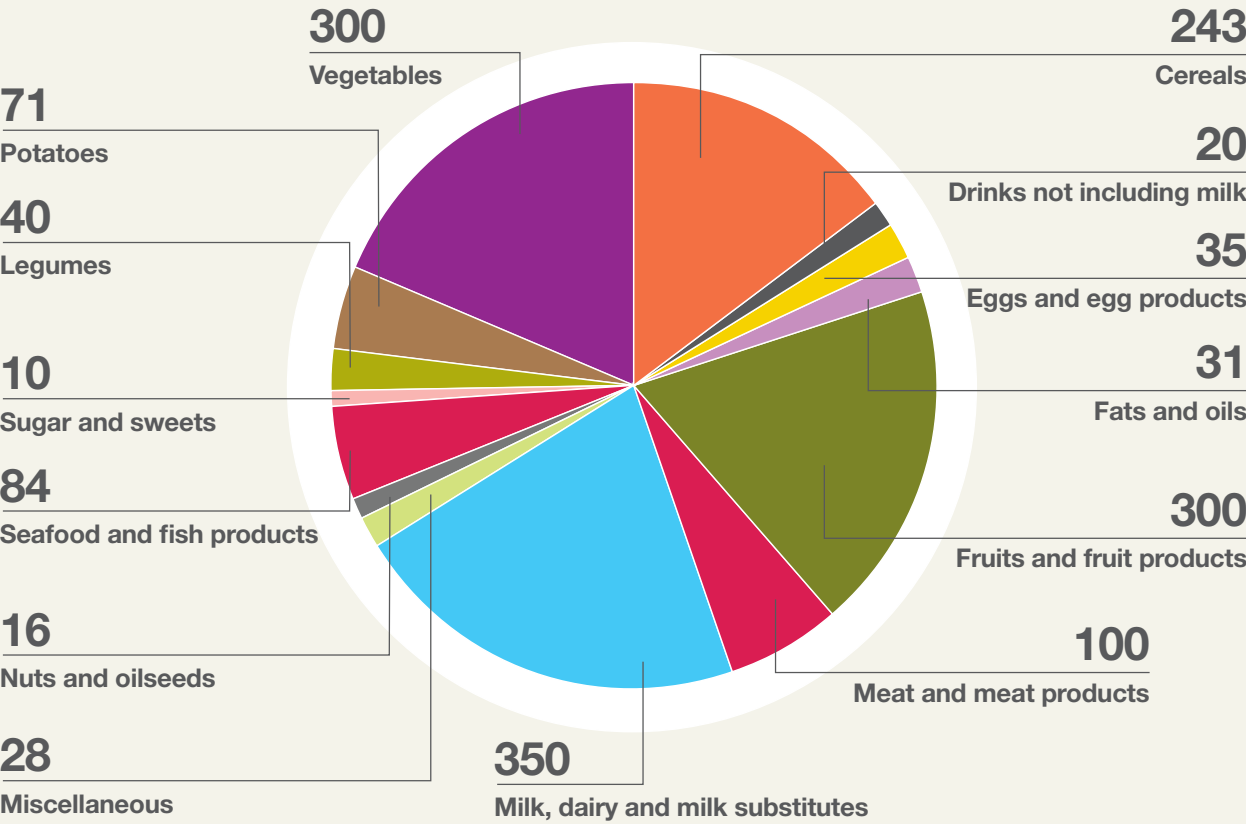


Current consumption in Spain



Unit: grams (per person per day)

LiveWell Plate in Spain



Unit: grams (per person per day)

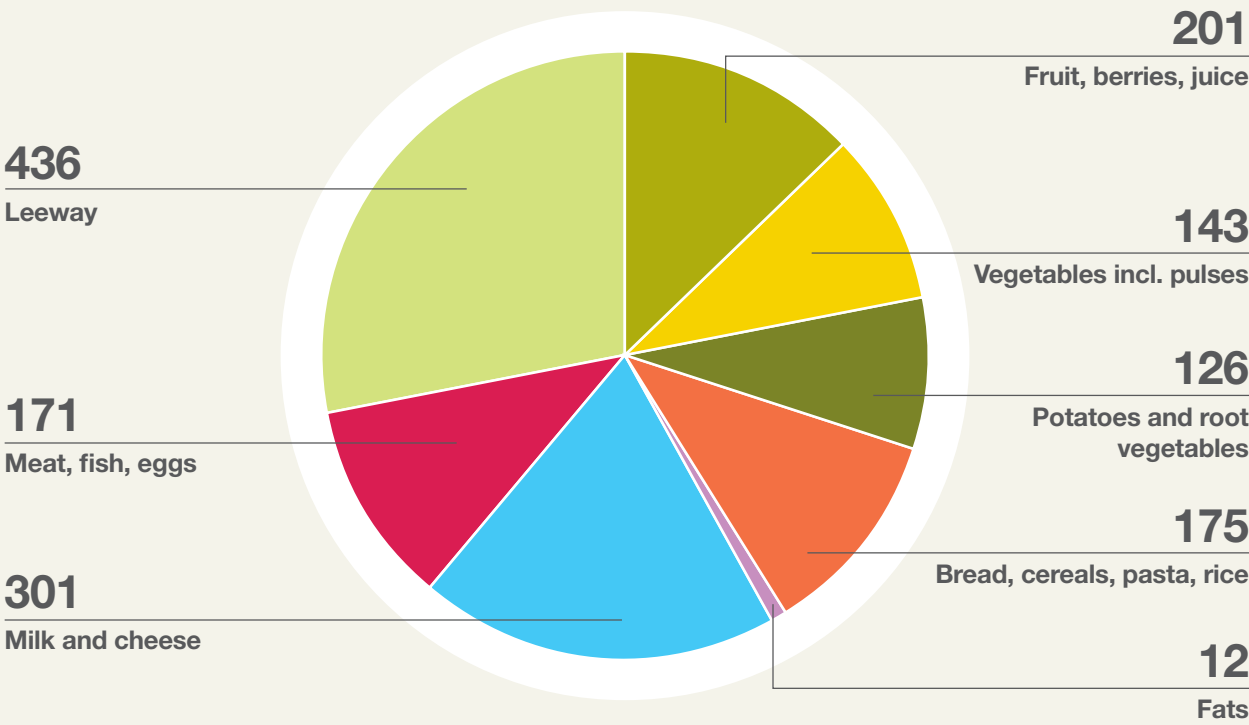
Sweden

Carbon emissions
The table shows the greenhouse gas emissions for the LiveWell Plate compared to those of the current average diet in Sweden.

Country	Current average diet gCO ₂ equivalent/day	LiveWell Plate gCO ₂ equivalent/day
Sweden	5,728	4,295

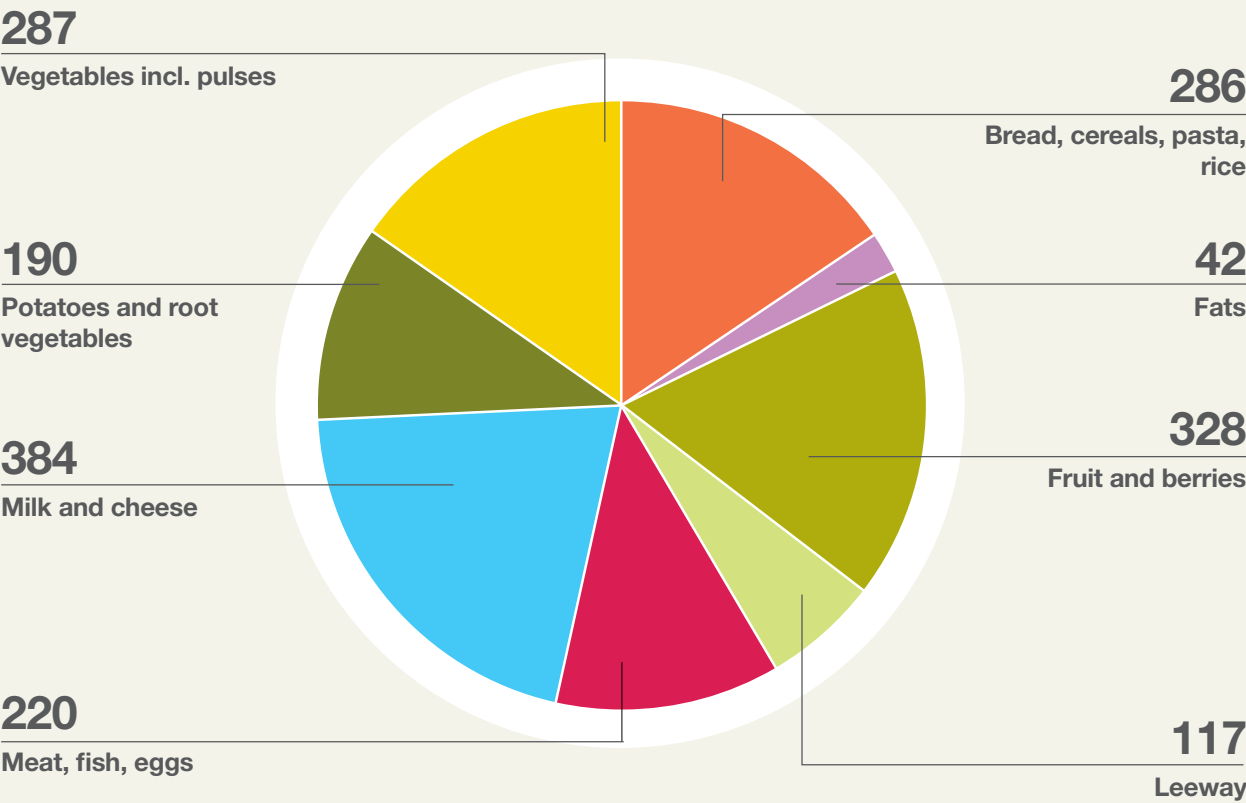


Current consumption in Sweden



Unit: grams (per person per day)

LiveWell Plate in Sweden















Unit: grams (per person per day)

Identifying barriers and opportunities to adopting healthy, sustainable diets

LiveWell for LIFE identified a list of 24 key opportunities for and barriers to the adoption of healthy, sustainable diets in the EU which consumers, policy makers and business might come across. We also researched publications by governments and international bodies, business organisations and civil society groups between December 2012 and January 2013.

Experts added to our findings through interviews, questionnaires and discussions during our second stakeholder workshop, which we held in Brussels in March 2013. This highlighted that existing eating habits, limited knowledge and the perception by consumers that healthy, sustainable diets cost more than conventional diets are key barriers to the adoption of sustainable diets. On the other hand, opportunities include the potential to save money, meeting consumers’ concerns for healthy eating and improving the environmental impacts of food, and investing in one’s health.

Top six opportunities and barriers to the adoption of healthy, sustainable diets

Opportunities	Invest in health		People	
	Saving money		People	
	Meeting societal expectations		Business	
Barriers	Limited knowledge /confusion		People	
	Habits		People	
	Costs		People	



[Click to view report](#)

Identifying EU policies for the adoption of healthy, sustainable diets

With a view to putting healthy, sustainable diets on the policy agenda and in light of the barriers and opportunities found at the second LiveWell workshop, we appointed the Institute for European Environmental Policy (IEEP) and EU affairs consultancy bxl-law to carry out a study of EU public policy options that would support a shift towards more sustainable diets in Europe. We wanted to show the range of policy options that are both available and feasible to encourage that shift. The study had a specific focus on short-term policy options, but it also highlighted those that are relevant in the medium to longer term.

IEEP identified a list of policies that could be applied at EU level as well as a list of specific actions needed to make them successful. The policies were presented to participants through the Network of Food Stakeholders in a series of workshops. They helped to show the way towards the adoption of healthy, sustainable diets.

Carrying out a socio-economic assessment

Members of the Network of European Food Stakeholders took part in meetings to identify a number of policies (at national and EU level) and work out their economic viability. LiveWell for LIFE appointed Civic Consulting to carry out this task. They also assessed the socio-economic impact of an additional 30% or 70% of European citizens adopting sustainable diets by 2020, to find out what effect these differing adoption levels could have on the food chain, climate and obesity-related health problems.



Civic Consulting's study showed that:

- The adoption of diets meeting the LiveWell Plate recommendations by EU consumers could lead to significant environmental benefits. Greenhouse gas emissions, nitrogen balance and improvements in public health were particularly positive.
- Developing national sustainable food strategies to encourage healthy and sustainable diets in the EU using a mix of policies is the most important and feasible option.
- An environmental impact labelling scheme for food products could be part of any national sustainable food strategy.
- Teaching people about food, nutrition and the environment is crucial – and it could be cheaper than other options.
- There's no simple answer to the question of whether the benefits of taxation outweigh the challenges – whether that's a higher tax rate on unhealthy foods or those with higher environmental impacts, or a reduced VAT rate on healthy food with low environmental cost. We need a comprehensive impact assessment on specific tax measures.
- We need more research to find out more about the social, cultural, political, economic and environmental factors influencing healthy and sustainable nutrition. We also need to study consumer and food producer behaviours.

Healthy people, healthy planet.

LiveWell for LIFE'S achievements

Policy recommendations

We asked our Network of European Food Stakeholders to develop 'pathways' – a series of tangible steps – towards sustainable diets. This was done both through a series of meetings in France, Spain and Sweden, and during our third and final Brussels workshop, in June 2014. The participants chose up to four initiatives that they considered most promising, in the light of their experience and knowledge, and based on the research findings from IEEP and Civic Consulting. They then developed a roadmap to find a course of action leading to their realisation in 2020. This helped us come up with eight policy recommendations to encourage healthy and sustainable diets.

These are:



Implement no-regret policies: we believe the following three policy options will have high impact, be politically acceptable and cost-effective. Rolling them out should be a priority.



a) Revise national dietary guidelines to reflect sustainability and greenhouse gas mitigation objectives: we've shown that there are large overlaps between healthy and sustainable diets. But there can also be clear trade-offs, and eating healthy food does not always benefit the climate. National governments should develop policies to give more balanced, integrated dietary recommendations on healthy and sustainable diets.



b) Strengthen Green Public Procurement: we want to make Green Public Procurement in food and catering mandatory. The European public sector is a powerful force in the food chain, creating new markets and fostering an economy of quality. A thorough revision of the EU's Green Public Procurement guidelines should be a priority, with the ultimate aim to set more binding minimum environmental standards for public food procurement.



c) Support food education: we want to find ways to reconnect people with the origins of their food so they can make wiser choices. Governments must make sure activities such as food growing, farm visits and cooking classes are available in all schools and not dependent on local initiatives or tuition fees. School food policies at national and EU levels should give children healthy and sustainable lunches. We need more education to encourage healthy eating habits, food diversity and environmental sustainability.

Cont'd...

2



Upgrade agricultural and nutrition policies to one sustainable food policy: we think environmental, economic and social values should have more influence on food production and consumption. Governments should consult with a wide range of food stakeholders to develop a shared long-term vision of what constitutes a sustainable food system. Ideas include better integration of food-related policies (in particular between agriculture, the environment and health) and working out what EU institutions, national and local governments do best and how they can work better together.

3



Strengthen preventive action on diet-related non-communicable diseases: we've found that healthy and sustainable diets can be mutually reinforcing, so maintaining and strengthening the existing preventive action on obesity and overweight would be good for both public health and the environment.

4



Make better use of economic governance: we want a greater emphasis on economic policies, as well as information. The user and polluter pays principles must be better enforced in food policy. The environmental and health cost of food production and consumption should be reflected in macro-economic governance.

5



Competition policy should not eclipse sustainability objectives: we want the EC and member states to find agreement on how the EU's competition policy can provide a fair market environment. We also want them to set predictable frameworks for minimum standards and stimulate front-runners on health and environment.

6



Seek local-global synergies: we realise that achieving sustainable food consumption which also improves nutrition and combats climate change is a global challenge, but we want to think about how successful initiatives can be replicated outside Europe. EU member states also need to make good use of energy at local levels and ensure it is directed towards international objectives on development, health and nutrition and environmental sustainability.

7



Ensure a supportive, cohesive policy environment: we want governments to put policy measures in place to support informed action for and monitoring of progress by all stakeholders. The EC should use its existing stakeholder platforms to swap best practices between member states and other stakeholders. Existing indicators could give better insights on whether diets are actually shifting in more healthy and sustainable directions.

8



Ensure food chain accountability: we want industry to be an important partner in encouraging more healthy and sustainable diets. Voluntary commitments should be underpinned by realistic targets. If these are not met, governments need to be ready to step in with regulation.



When LiveWell for LIFE started, there was little discussion about sustainable diets among EU policy-makers and food businesses, but since then a number of important European actors have taken a great interest in this issue.

Here are a few examples of how LiveWell has helped make some critical developments:

1. In autumn 2013, members of the LiveWell team participated in the European Parliament launch of a cross-party Steering Group on Sustainable Food – ‘EU Food Sense: your right to the right food’. This is important because it’s the first group on this topic at the European Parliament. EU Food Sense “will push to establish a set of guiding principles on a sustainable diet, with a strong focus on reducing meat consumption as the most resource-intensive food. EU Food Sense will facilitate debate with the other European institutions, national parliaments and a growing number of NGOs active in this field”.

2. In early 2014, a large group of members of the EC’s High-level Forum for a Better Functioning Food Chain (HLF) developed an ambitious food chain stakeholder declaration called ‘Actions towards a more sustainable European food chain’. The declaration, supported by a number of influential business organisations, includes consumption as a cross-cutting priority and gives strong support for including sustainable food consumption in the EC Communication ‘Building a Sustainable Food System for Europe’.

3. Finally, the EC published a consultation on the Sustainability of the Food System which ran from July to October 2013. The consultation, which was expected to have a restricted focus on food waste, also covered the issue of sustainable food consumption. This was positive. Unfortunately, the European Commission has so far failed to present its now long-awaited proposal for an EU sustainable food strategy, so we used the final LiveWell conference to call on business and civil society to support a call to action. We urged the European Commission to:

- Present the Communication ‘Building a Sustainable European Food System’ within the first half of 2015.
- Develop a clear EU policy strategy and implementation plan to build a sustainable, healthy and climate-friendly food system by 2030.
- Help cooperation between European stakeholders from different sectors to encourage the adoption of healthy and sustainable food consumption patterns.

The call has been signed by companies including Marks & Spencer, the Barilla Center for Food and Nutrition, Delhaize, Sodexo and Nestlé. It’s also received the support of a broad array of civil society organisations, such as Eating Better, the European Heart Network, the European Public Health Alliance and Fair Trade.

Wider engagement

Throughout the project, the LiveWell team was involved in a number of communication and awareness-raising activities. We went to nine high-level food sector conferences across Europe – from Glasgow to Cannes. We also hosted a ‘Value your food’ conference, which pulled together high-profile speakers and experts from a range of fields – from economics and environment to politics.

At all these conferences we brought with us our Food for thought infographic, which was very popular among delegates and visitors. We also screened our animation Eat yourself healthy wherever possible. To tell people about sustainable diets we issued a set of six recommendations – the LiveWell principles. These were promoted in a shopping guide, which we made available online and in print.



We also made use of social media tools and channels. LiveWell team members and supporters were busy writing blogs and we built an active and engaged follower base on Twitter.

Learn more

Our website livewellforlife.eu is full of interesting blogs, reports and videos. Please have a look if you'd like to learn more about the project or about how to have a healthy, sustainable diet. Highlights include:

The LiveWell Plates: read more about how we developed sustainable, low-carbon diets in different countries. The LiveWell Plates for France, Spain and Sweden show that healthier eating can work alongside other environmental goals.

A foundation for change: how can we help people across the EU eat healthy, sustainable diets? Learn more about these challenges and opportunities, and the steps we can take towards making a change.

Healthy, sustainable consumption: from lab-grown meat to the business of sugar, and from childhood obesity to our final recommendations, our blogs contain a wealth of information about the developments within the sustainable diet debate over the last three years.

LiveWell for LIFE reports: all our reports are available to view online or download.



LiveWell in numbers

2.6 PLANETS

If everyone were to live as an average European, we would need 2.6 planets to sustain us

46%

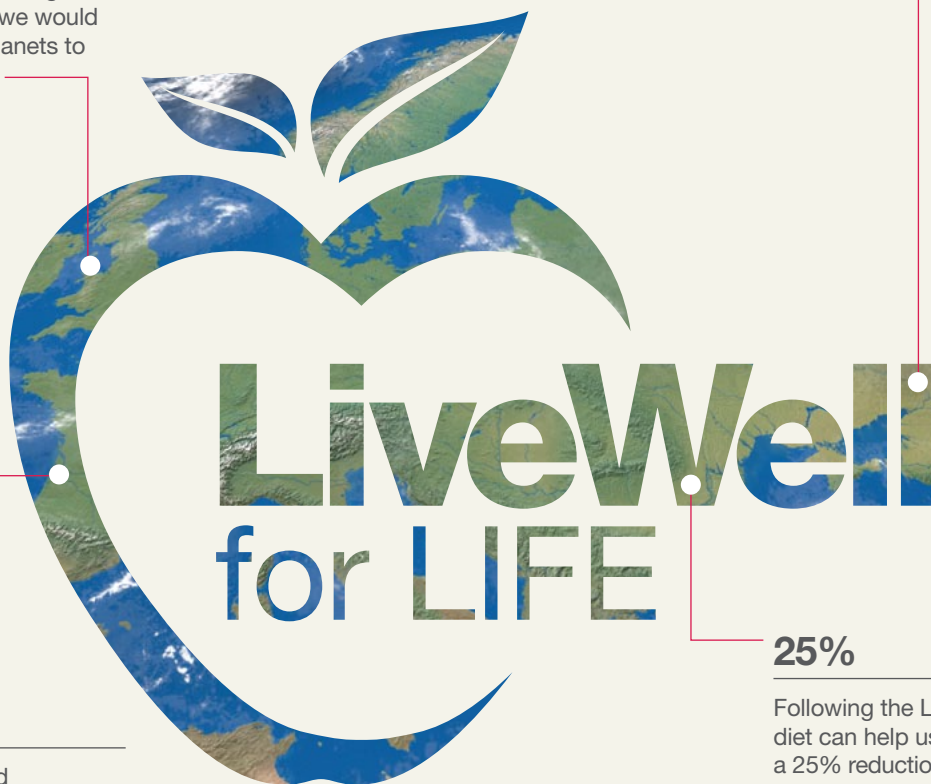
Eating animal products accounts for 46% of the EU's total water consumption

50%

It's estimated that 50% of the population in Europe is obese or overweight

25%

Following the LiveWell diet can help us achieve a 25% reduction in greenhouse gas emissions from the EU food supply chain



LiveWell for LIFE

🖱 livewellforlife.eu

✉ infolivewell@wwf.org.uk

🐦 @LiveWellFood

For more information about the project partners, contact:

WWF UK

The Living Planet Centre
Rufford House, Brewery Road
Woking, Surrey GU21 4LL
United Kingdom
T: + 44(0)1483 426444
infolivewell@wwf.org.uk
www.wwf.org.uk

WWF European Policy Office

168 avenue de Tervuren 3rd floor
1150 Brussels – Belgium
T: +32 (0)2 743 88 00
wwf-epo@wwf.eu
www.wwf.eu

Friends of Europe

Rue de la Science 4, 1000 Brussels
Belgium
T: +32 (0)2 8939813
info@friendsofeurope.org
www.friendsofeurope.org



The project is funded with the contribution of the EU's LIFE+ Programme for the Environment.
LiveWell for LIFE: Layman's report, produced March 2015