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PATHWAYS TO PRACTICAL IMPLEMENTATION OF SUSTAINABLE DIETS IN FRANCE, SPAIN AND SWEDEN

Draft report

LIVEWELL FOR LIFE – PATHWAYS TO PRACTICAL IMPLEMENTATION OF SUSTAINABLE DIETS IN FRANCE, SPAIN AND SWEDEN

ABOUT LIVEWELL FOR LIFE

LiveWell for LIFE – or LiveWell for Low Impact Food in Europe – is a pioneering project that introduces the concept of a healthy and sustainable diet, i.e. a diet which can bring significant health benefits to EU citizens and contribute towards the reduction of greenhouse gas emissions from the EU food supply chain.

Funded by the European Commission, the project aims to:

- Demonstrate what healthy, sustainable diets look like for EU Member States;
- Facilitate a conducive policy environment;
- Develop EU policy recommendations and tangible pathways for implementation of sustainable diets, and disseminate this widely across the EU.

LiveWell will run from October 2011 to September 2014. The project is being led by the LiveWell for LIFE partners – WWF-UK, the WWF European Policy Office and Friends of Europe, with WWF-UK being the coordinating beneficiary. The project is being implemented in three pilot countries: France, Spain and Sweden.

LiveWell strives to engage and consult with key stakeholders (i.e. the Network of European food stakeholders) on how best to promote the adoption of sustainable diets across the EU. Their expertise, involvement and influence on the political and policy arena have been invaluable in the development of this report.

ABOUT THE NATIONAL PATHWAYS TOWARDS PRACTICAL IMPLEMENTATION OF SUSTAINABLE DIETS IN FRANCE, SPAIN AND SWEDEN

Pathways to facilitate the adoption of the LiveWell Plate in France, Spain and Sweden (i.e. ‘the pilot countries’) have been developed for each country in collaboration with working groups drawn from the Network of European food stakeholders. Over the period June – October 2013, working group discussions were hosted in each of our pilot countries, with participants representing all the key target sectors of the food supply chain.

Healthy people, healthy planet.

Having the mind the findings of our two LiveWell reports (*A balance of healthy and sustainable food choices for France, Spain and Sweden* and *Adopting healthy, sustainable diets: key opportunities and barriers*), WWF offices and key stakeholders in each of our pilot country identified key pathways to transition pilot countries from their current dietary trends towards their identified sustainable diets, considering changes in national level policy, consumer behaviour, resource use efficiency, production system changes and changes in trade patterns.

The proposed pathways are detailed in this report. For each pilot country, a number of these initiatives will be submitted to a cost-benefit analysis. Both the pathways and findings of the cost-benefit analysis will be disseminated across Europe.

METHODOLOGY

WWF-UK provided pilot country offices with background information as to what were the bid requirements in relation to this piece of work, a draft agenda suggesting activities and associated outcomes and guidance to support the facilitation of the meeting. Emphasise was notably put on the need to ensure multi-sectoral representation. Copies of the documents provided to the pilot countries can be found in the annex of this report.

Consequently, WWF offices drafted agendas to best fit their needs and facilitators were briefed to ensure that all participants in the room – regardless of the level of their previous involvement with LiveWell, were able to make a meaningful contribution to the discussion.

To ensure free discussions, it was agreed by all pilot countries that [Chatham House rules](#) would be used, meaning that neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

I. Sweden

a. Background info

- According to the OECD, the obesity rate among adults in Sweden – based on self-reported height and weight – is 12.9%, much lower than the OECD average of 17.8%¹. One person in 10 is obese in Sweden, but over 1 in 2 men and 1 in 3 women are overweight. Large social disparities exist in both men and women in Sweden. Women with poor education are more than twice as likely as

¹ <http://www.oecdbetterlifeindex.org/countries/sweden/>

more educated women to be overweight. In men, the gap is less pronounced than in women, but it is larger than in most OECD countries².

- The Nordic countries have collaborated in setting guidelines for dietary composition and recommended intakes of nutrients for several decades through the joint publication of the Nordic Nutrition Recommendations (NNR). The updated 2012 NNR were published in October 2013³.
- Sustainable food for all is a key component of the work of WWF Sweden to reduce Sweden's ecological footprint. WWF Sweden is currently looking to develop a strategy that WWF focuses on sustainable production and changing consumption patterns.

b. Agenda of the meeting

- | | |
|-------|--|
| 13.30 | Welcome |
| 13.35 | LiveWell: background, progress and future activities |
| 13.45 | Introductions: what is everybody doing to facilitate the adoption of sustainable diets in Sweden |
| 14.20 | Webex presentation by WWF-UK on the findings of the LiveWell report <i>Adopting healthy sustainable diets – key opportunities and barriers</i> |
| 14.35 | How to increase opportunities? How to overcome barriers? |
| 15.15 | Identification and ranking of initiatives |
| 16.55 | Conclusions |

c. Participants

Representatives from the following sectors took part in the meeting: Government, Food Producers, Food Retailers, Food Manufacturers, NGO and Research.

d. Outcomes

The participants first exchanged on the initiatives they are currently undertaking. Initiatives include:

² <http://www.oecd.org/els/health-systems/obesityandtheeconomicsofpreventionfitnotfat-swedenkeyfacts.htm>

³ <http://www.norden.org/sv/publikationer/publikationer/nord-2013-009>

- Increasing the sustainability of beef production
- Reducing the energy consumption of farms
- Reducing retailers' food waste
- Literature study on the potential of agro-ecology
- Production of a meat guide to be used by retailers
- Achieving a climate-neutral Uppsala
- Meals planners for the public sector
- Educating dieticians and home economics teachers
- Producing a report on sugar consumption in children
- Contributing to the Sweden 2050 roadmap aiming to make the country emissions-neutral

Swedish participants to the workshop were divided in three groups and tasked with identifying potential initiatives that could facilitate the adoption of sustainable diets at country level. The outcomes of the discussions were as follow:

Initiatives identified by group 1 included:

- Large, long-lasting, multi-stakeholders campaign on health and nutrition. The campaign could be financed by regions and insurance companies.
- Increasing our understanding of techniques to influence behaviour change.
- Labelling: a traffic light system could inform consumers of the impact the food they consume has on health and sustainability.
- The development by retailers and food manufacturers of new, more sustainable products (e.g. developing meat burgers with a share of vegetable content) and marketing these products (and green meals in general) to consumers.
- Increasing employee engagement around these products.

- Communicate to the public simple messages around sustainable diets e.g. eat more plant, moderate meat consumption, waste less food.
- Influence public procurement towards more sustainable options.

Key actors to carry out these initiatives would include celebrity chefs, media, retailers, food manufacturers, government authorities that communicate about nutrition.

Initiatives identified by group 2 included:

- Influence green public procurement towards more sustainable food options.
- Changing consumer demand in favour of low carbon products
- Campaign around the notion of 'lagom' (moderation). Eat 'lagom' and don't waste food to reduce GHGe.
- Don't feed the waste monster! campaign in schools.
- Have retailers sell smaller pieces of meat (e.g. 150g).

Initiatives identified by group 3 included:

- 'Take a green year' campaign – long-lasting campaign aiming to increase the consumption of fruit and vegetables.
- Change consumers' habits by targeting school lunches and business lunches.
- Encourage consumers to choose pasture-raised meat products.
- Campaign for Food land Sweden <http://matlandet.se/> to include environmental aspects.

e. Key initiatives considered for a submission to a cost-benefit analysis:

- The top companies in the retail industry, catering industry and top restaurant chain in Sweden implement an education campaign to their staff on issues relating to food sustainability.
- Launch public communication campaigns to:
 - a. Reduce food waste in different parts of the food chain

- b. Increase consumer acceptance of low carbon, healthy options (e.g. through the involvement of celebrity chefs)
- Key Swedish companies (e.g. Ikea) develop food products with lower climate impact (e.g. burgers with 40% potato/pulses, ready meals, etc...)
- Develop and distribute an education package for schools around food and sustainability
- National stakeholders develop and implement a national strategy for food, which will include social, economic and environmental/sustainability components.

II. Spain

a. Background info

- According to the OECD⁴, adult obesity rates in Spain are higher than the OECD average, while child rates are amongst the highest in the OECD. Two out of 3 men are overweight and 1 in 6 people are obese in Spain. One in 3 children aged 13 to 14 are overweight. The proportion of adults who are overweight is projected by the OECD to rise a further 10% during the next 10 years.
- WWF Spain's work on food sustainability focuses primarily on production of food produce, and in particular their water footprint, as well as commodities (MSC and FSC certifications).

b. Agenda

10.00	Welcome, introductions and ground rules
10.30	Presentation of the LiveWell project
10.45	Review of key opportunities and barriers to the adoption of sustainable diets
11.00	Current tools and policies to promote sustainable diets
11.45	Break
12.15	Identification and ranking of initiatives

⁴ <http://www.oecd.org/fr/els/systemes-sante/obesityandtheeconomicsofpreventionfitnotfat-spainkeyfacts.htm>

13.15 Defining a plan of action (what, how, when and by whom)

14.00 Conclusions

c. Participants

Representatives from the following sectors took part in the meeting: Government, Food Producers, NGO and Research.

d. Outcomes

Participants started their conversation by reviewing existing promising initiatives that can facilitate the adoption of sustainable diets:

The EU is preparing with the Joint Research Centre an ecological footprint label (similar to the one mentioned in the report produced for LiveWell by IEEP).

- Study on the Key Performance Indicators of the impact of some food products (i.e. meat, fruit juice, fish farms, fishing and dairy).
- Ongoing discussions on the creation of an ISO on CO₂ emissions.
- Publication of a euro barometer on green products.

Spanish participants then reviewed policy options relevant to sustainable diets:

It appears that the majority of the tools included on the table and the IEEP presentation are in some degree present in Spain; some policies are more used than others.

The policies that are currently not used in Spain are:

- Meat-free days / vegetarian days
- Regulation for food quality, sales and publicity relating to sustainability.
- Fees and taxes on agrochemicals

Policies that affect negatively the promotion or sustainable diets include:

- Current VAT rules do not favour healthy or sustainable food

- Reduced fees for agricultural or fishing combustibles tend to support intensive and unsustainable production systems
- Water pricing which currently does not stimulate a reduction of water usage.
- Sectorial policies such as the CAP and CFP do not provide incentives for sustainable food production.
- Subsidies to the production of chemical fertilizers.

Through their discussion, participants reached the following conclusions:

- It is necessary to incorporate the three aspects of sustainability towards the promotion of healthy, sustainable diets for it to be successful i.e. social, economic and environmental, as well as health.
 - According to the majority of participants, environmental considerations are to be promoted, social and economic considerations are getting a lot of support because of the crisis.
 - There is confusion on what constitutes a sustainable diets / sustainable food chain.
 - It is necessary to have civil society participating in the definition and promotion of the concept of sustainable diets.
 - Are labels promoting sustainable habits effective? Or should we focus on restricting the marketing of unhealthy products?
 - The importance of agro-ecology and its contribution towards sustainable diets was noted on numerous occasions.
- e. Key initiatives considered for a submission to a cost-benefit analysis:*
- The creation of a national reference centre for sustainable diets
 - The phase-out of taxes to fuels and / or pesticides
 - An increase in the price of water (in order to get closer to recuperating the real costs of water usage to stimulate water saving and increase the sustainability of food production)
 - The launch of a National Day for Sustainable Diets

III. France

a. Background info

- In France in 2012⁵, 15% of the adult population was considered obese (i.e. over 6.9 million people), 3.3 million more people than in 1997. The prevalence of obesity has increased regardless of gender, but a slowdown in growth has been observed. The relative increase in the prevalence of obesity between 1997 and 2012 was higher in women than in men. The prevalence of obesity is also increasing steadily with age. 17.2% men and 14.7% reported being treated for high cholesterol or triglycerides.
- WWF France's food work focuses primarily on market transformation initiatives and increasing the sustainability of commodities (soy, palm oil, beef, dairy).

b. Agenda

10.30 – 10.50	Welcome, expectations and review of the agenda
10.50 – 11.25	Presentation of LiveWell and its objectives
11.25 – 11.55	Identification of on-going initiatives which contribute to sustainable food systems at national and European levels
11.55 – 12.30	Presentation of the outcomes of the EU policy option study
12.30 – 13.30	Lunch break
13.30 – 14.30	Identification of the initiatives that would facilitate the adoption sustainable food systems
14.30 – 15.15	Ranking the identified initiatives for submission to a cost-benefit analysis
15.15 – 15.30	Conclusions

It should be noted that due to last minute cancelation from three organisations, and because two of our participants had to leave at mid-day, the facilitator – in agreement with WWF – slightly amended the agenda to ensure a fruitful discussion.

⁵ http://www.rocche.fr/home/recherche/domaines_therapeutiques/cardio_metabolisme/enquete_nationale_obepi_2012.html

c. Participants

Representatives from the Government, Food Producers, Food Manufacturers and Research took part in the meeting. The meeting was facilitated by an external facilitator with knowledge of sustainability issues.

d. Outcomes

Participants to the French working group noted that for the French context:

- Not being able to make carbon distinctions based on what systems are used to produce meat is not ideal.
- Social and economic impacts of diets need to be taken in consideration, as well as the relationship between food production, the land and rural development.
- Social norms in a group influence the adoption of diets. It is therefore important to consider behaviour change tools to facilitate the adoption of sustainable diets. Avoid using a moralizing speech is also key.
- Overall, eating less is key to achieve a sustainable diet.
- The Fusion project (on waste reduction) can be used as a model for future diet work.
- It is important to encourage people to value their food and establish a link between the pleasure provided by food and its production methods to achieve change.

Participants noted that LiveWell could fit in with the following existing projects:

- National pact for the quality of food ingredients (pacte qualité ingredient)
- National pact against food waste (pacte national contre le gaspillage alimentaire)
- Education programme on taste (classes du goût)
- Pleasure in the school canteens (plaisir dans les cantines)

French participants to the workshop were tasked with identifying potential initiatives that could facilitate the adoption of sustainable diets at country level. The outcomes of the discussions focused on four themes:

- Education campaign: ensure that by 2020, all school children have visited a farm (meat or crop production) so that they understand where food comes from, the impact of food consumption on the environment, both in relation to food quality and quantity.
 - Develop ‘green classes’
 - Ensure internships and work placements can take place on farms
 - Develop educational farms with mixed farming in / near cities
 - Organise visits of food manufacturing plants
- Communication campaign
 - Provide greater clarification around the limit date for optimal use (date limite d’utilisation optimale DLUO) and revise the periods assigned to ‘by date’ of food products
 - Add greater value to and enable consumers to better understand food labels
 - Ensure the results of projects relating to environmental labelling are communicated in an effective manner to consumers.
- Food waste:
 - Develop a smartphone app to help people use their leftovers
 - Share and implement the most promising initiatives identified by the Fusion project
 - Conduct a cost-benefit analysis of the National Pact against food waste (it was noted it will be very difficult to carry this out as the evaluation has not been devised as part of the Pact).
- Nutrition:
 - Harmonise nutriment recommendations at EU level

- Conduct a cost-benefit analysis of the portioning of food products
- Develop a cross governmental programme that covers issues relating to the environment, agriculture and nutrition.

e. Key initiatives considered for a submission to a cost-benefit analysis:

- Implementation of a programme that allows people (and youth in particular) to visit farms and food processing plants as part of the 'agriculture week'.
- Provide greater clarification and revise the deadlines for optimal use and 'by date' of food products.
- Conduct a cost-benefit analysis of the National Pact against food waste (difficult if not impossible to carry out).
- Conduct a cost-benefit analysis of the portioning of food products.