

# How to promote sustainable food behaviors?

Role of education and strategies to communicate to consumers/citizens  
to transition to a more healthy and sustainable system

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FAO International Technical Webinar | How to transition to nutrition-sensitive and sustainable food systems

# What is at stake?

- Food sustainability requires a shift towards plant-based protein sources
- Encouraging trends regarding consumer willingness to adopt more sustainable food habits



43%

of French adults say they are interested in a **flexitarian diet** (IPSOS, 2017)

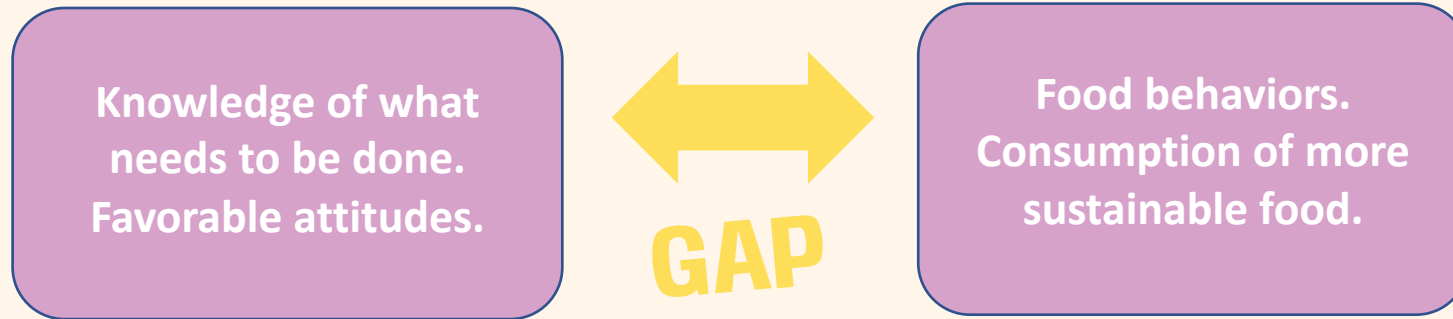
2/3

of European consumers are open to changing their eating habits for environmental reasons (BEUC, 2020)

20%

of French consumers are consuming a more sustainable diet compare to the observed average diet. (Masset, 2014)

- Food preferences, choices and eating habits are notoriously hard to change



**HOW ?**

## How to help consumers to adopt more sustainable diets?

Need to foster greater public awareness

Means and triggers to improve food behaviours of populations

Empower citizens

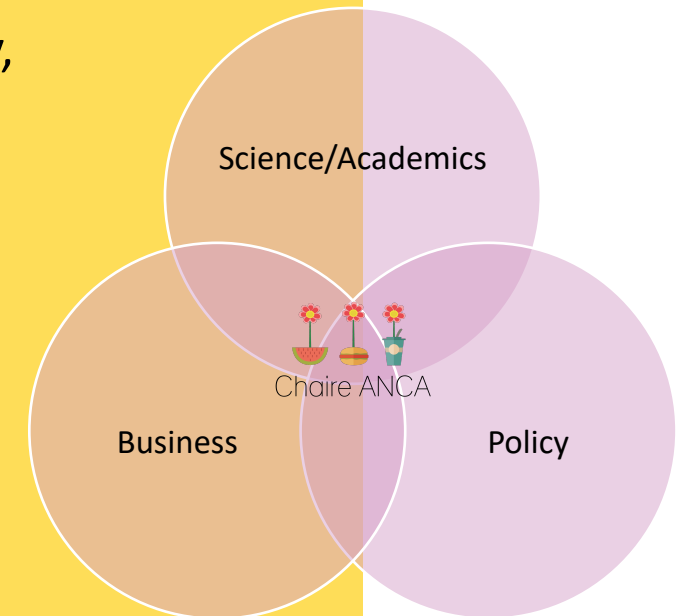
# About ANCA CHAIR



- Project of **AgroParisTech**, associated with the **Physiology of Nutrition and Eating Behaviour Laboratory** (AgroParisTech/INRAE) – created in 2010
- Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets

## OUR MISSIONS

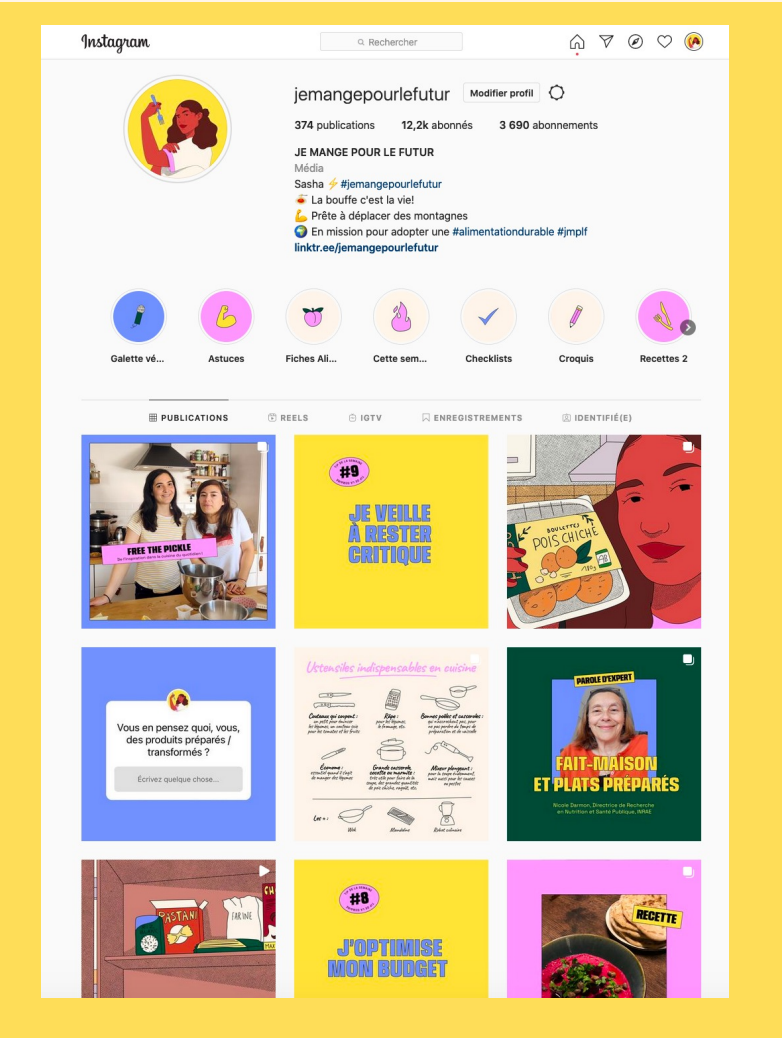
- **To design** innovative, playful and scientifically robust program to help consumers' daily food choices and trigger the hampering factors to adopt a sustainable behaviour
- **To assess the effectiveness** of dissemination programs on food behaviours
- To identify means and triggers to improve awareness and food behaviours of population, to disseminate good practices
- To accelerate impacts through collaboration and partnership



# 'Case study'

'I AM EATING FOR THE FUTUR'  
Campaign targeting Millennials (18-35 y.o)  
encouraging to shift to sustainable diets,  
through entertaining and educational contents

 Broadcasted on Instagram



# 'case study'

## 'I AM EATING FOR THE FUTUR'

Engage Millennials (18-35 y.o) to shift to sustainable diets, through entertaining and educational contents



**Audit & co-design  
with the audience**

**Social media**

**5**

**Non injunctive  
discourses**

**LEVERS**

**Partnership**

**Concrete  
solutions**

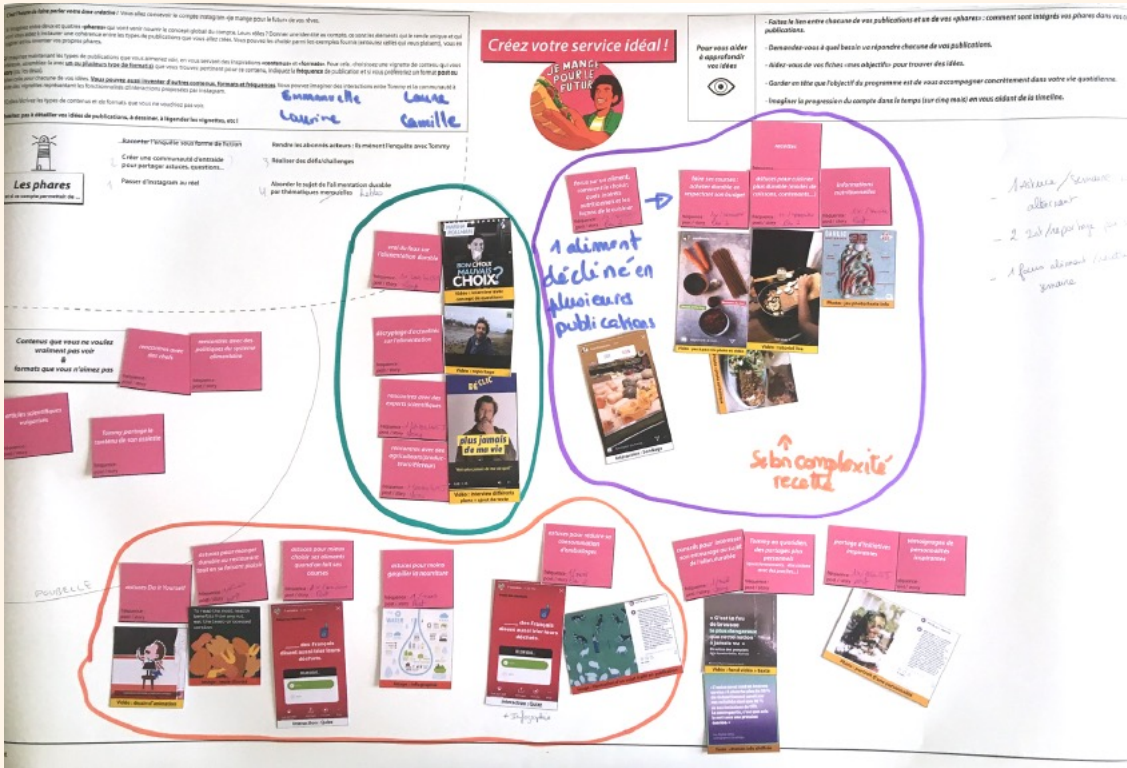
# 'case study'

**Audit & co-design with the audience**

'Things should not be done FOR people, but WITH people'

*Can we change eating habits?, Saadi Lahlou*

- 1- Target the audience
- 2- Understand expectations, needs, social norms : knowledge, food practices, barriers, device uses
- 3- Co-design



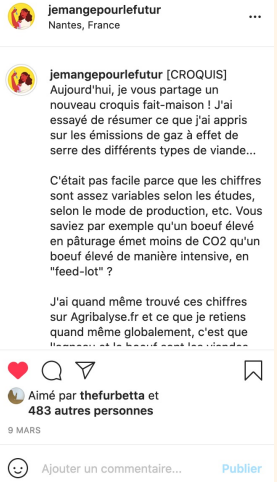
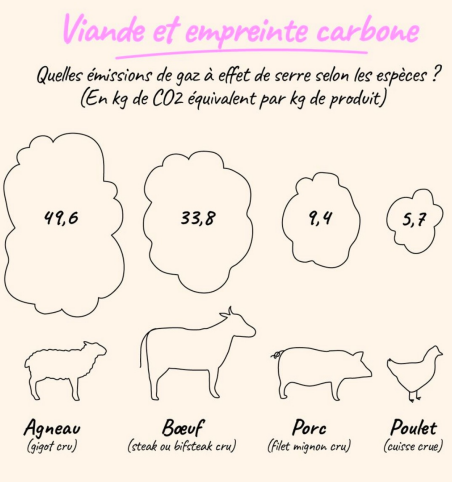
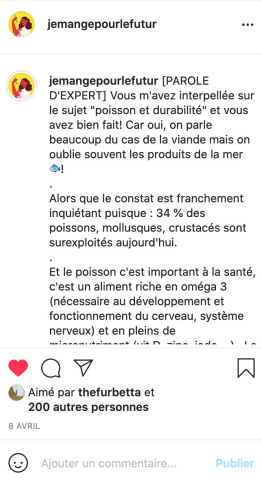
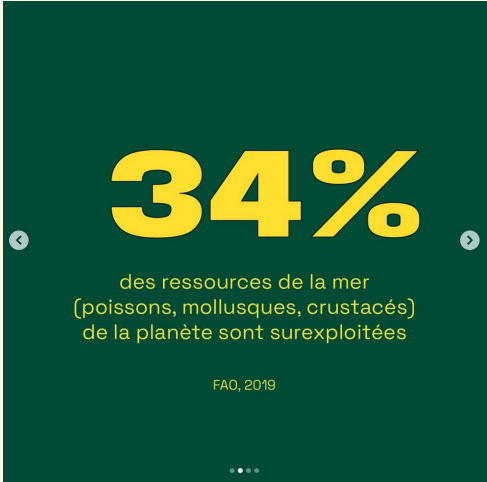
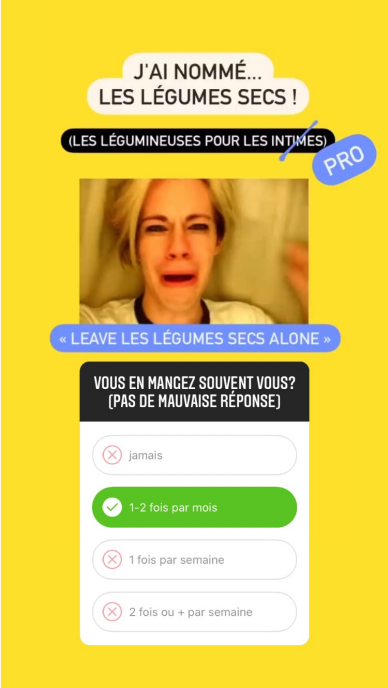
Co-design workshop  
a program tailored to « real needs »

# 'case study'

## Social media



Fictional character // storytelling





# 'case study'

Non injunctive  
discourses

Concrete  
solutions

**jemangepourlefutur**

### Comment composer mon assiette ?

**Une moitié de fruits et légumes**  
(crus, rapés, en rondelles, cuits... peu importe !)

**Un quart de produits céréaliers**  
(pain, pâtes, riz...)

**Un quart de produits protéiques animaux ou végétaux**  
(viande, fromage, poisson, oeuf, légumes secs, noix...)

**?**

Voir les statistiques Promouvoir

Aimé par thefurbetta et 332 autres personnes

**ET VOILÀ LA TOUCHE DU CHEF POUR LES LENTILLES**

« UNE FOIS CUITES, ON EN PRÉLÈVE UNE PARTIE ET ON LES MIXE EN PURÉE. ON RÉCUPÈRE NOTRE BOUILLON QUE L'ON FAIT LÉGÈREMENT RÉDUIRE. ENFIN, ON COMBINE LE BOUILLON AVEC LES LENTILLES ENTIÈRES ET LES LENTILLES EN PURÉE. CETTE OPÉRATION A POUR EFFET DE LIER LE PLAT ET D'OBTENIR DEUX TEXTURES DIFFÉRENTES. CETTE TECHNIQUE MARCHE AUSSI AVEC LES HARICOTS. »

**POUR FAIRE RÔTIR UN POTIMARRON AU FOUR, LE MIEUX C'EST DE :**

- 1/ BIEN LE LAVER ET GARDER LA PEAU**
- 2/ COMMENCER LA CUISSON EN LE FAISANT RÔTIR DANS UNE CASSEROLE AVEC UN PEU DE BEURRE, DU THYM ET DU LAURIER**
- 3/ FINIR LA CUISSON AU FOUR EN L'ARROSANT EN PERMANENCE D'UN CORPS GRAS, JUSQU'À CE QU'IL SOIT ENTIÈREMENT CUIT**

# 'case study'

## Partnership



**MINISTÈRE  
DE L'AGRICULTURE  
ET DE L'ALIMENTATION**

*Liberté  
Égalité  
Fraternité*

**ADEME**



Agence de l'Environnement  
et de la Maîtrise de l'Énergie



**MINISTÈRE  
DES SOLIDARITÉS  
ET DE LA SANTÉ**

*Liberté  
Égalité  
Fraternité*

**université  
PARIS-SACLAY**

**LA  
DIAGONALE**



**AG2R LA MONDIALE**



**Chaire UNESCO  
Alimentations  
du monde**

**RESES**

**CIMEOS**



**GROUPE  
SEB**



**FONDATION  
LOUIS BONDUELLE**

# 'case study'

## What are the impacts?

### Longitudinal study

- Exposure to contents ?
- Knowledge about sustainable food ?
- Change in individual attitudes towards sustainable food and intention to adopt a sustainable diet ?
- Intentions turn into actions?



Expected results : Autumn 2021

# Take-home message

- Need to identify the barriers to shift to sustainable diets :  
how to make these changes acceptable
- To know the audience and co-design actions
- Shift to a more sustainable food system cannot only rely on individual consumers 'choices (burden)

**Thank you for your  
attention**

## **CONTACT**

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