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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**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

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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 compared to the observed average diet. (Masset, 2014)
How to help consumers to adopt more sustainable diets?

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

Knowledge of what needs to be done. Favorable attitudes.

Food behaviors. Consumption of more sustainable food.

GAP

**HOW?**

Need to foster greater public awareness

Empower citizens

Means and triggers to improve food behaviours of populations
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
‘I AM EATING FOR THE FUTUR’
Engage Millennials (18-35 y.o) to shift to sustainable diets, through entertaining and educational contents

Social media
Audit & co-design with the audience
Partnership
Non injunctive discourses
Concrete solutions

5 LEVERS
Audit & co-design with the audience

‘Case study’

‘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

Concrete solutions

Non injunctive discourses
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

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